Title of Proposed Project:

Xavier Farmers Market: Creating a Space to Grow our Food System

Name of Each Applicant and Their Associated Position:

Ann Dougherty, Sustainability Director, Office of Physical Plant

ALL appropriate signatures as outlined in the Guidelines for the WOX Grant Awards document. For each approval needed, please type the person’s name, title, email address, and then have them physically sign it.

Ann Dougherty, Sustainability Director, Office of Physical Plant doughertya@xavier.edu

Dave Lococo, Executive Director of Operations, Office of Physical Plant locod@xavier.edu

Bob Sheeran, Vice President, Facility Management, Office of Physical Plant sheeran@xavier.edu

“Harvard primatologist Richard Wrangham argues that everything that defines our Species - anatomically, biologically, socially - can be traced back to cooking food. Communion around food is at the core of family, relationships, religion and almost all of Societies’ pillars. It’s part of who we are and affects us in every way you can imagine.”

From Findlay Market Prospectus for Dirt: A New Food Market, Launching Summer 2015
ABSTRACT

Title of the Proposed Project:

Xavier Farmers Market; Creating a Space to Grow Our Food System

Amount Requested:

We request funds in the amount of $16,746.25 over a two year period.

Brief abstract that clearly and concisely states the aim of the project, anticipated value for XU students and/or faculty and the indicators of success:

Access to high quality food is essential for every community. At this time a re-emphasis and re-learning of our local food economy is in full swing as we rebuild our food system. We propose a bi-weekly Farmers Market for half of 2015 and all of the 2016 growing season. The benefits of a Market for the community are three fold: enhanced health from access to locally grown food, extensive community outreach to the surrounding neighborhood, and access to educational opportunities that connect coursework to the real world. The Market will serve students, staff, faculty, neighbors, and summer interns. Xavier is situated in a “food desert” with no access to fresh produce. The Farmers Market will give quality food access, food knowledge and food system experience to those who study, live and work in and around Xavier. With this proposal we will have the opportunity to connect the dots between fresh food, the farmers who grow it and the community who needs it. Levels of sales, engagement and satisfaction of the faculty, students, and neighboring communities will be gauged through ongoing qualitative surveys. The full measure of success will be the knowledge and experience gained by our Xavier community.
BUDGET
We request funds in the amount of $16,746.25 over a two year period.

<table>
<thead>
<tr>
<th>1. Labor</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>a.</td>
<td>Student Coordinators</td>
<td>1022.50 x $10/hour</td>
</tr>
<tr>
<td>b.</td>
<td>Marketing/Farmer Advisor</td>
<td>80 hours x $20 per hour</td>
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<tr>
<td>c.</td>
<td>Director of Sustainability</td>
<td>160 hours</td>
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<tr>
<td>Subtotal</td>
<td></td>
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</tbody>
</table>

**Student Coordinator explanation of hours and responsibilities – (four to six students will work in this role)**

**Period: July-August 2015 – Planning and Preparation**
- Two weeks assisting at Xavier Urban Farm, including working at Norwood Farmers Market 75
- Two weeks assisting at Grailville garden, including working at Loveland Farmers Market 75
- Write entertainment/education program – for all markets 75
  - Make contacts – 22.5
  - Review contracts and agreements – 15
  - Plan dot surveys – 15
  - Design promotions – 22.5
- Design box-meal program – plan menus for all markets 15
- Contact farmers and set up market plans 75
  - Visit Farmers Markets – 15
  - Negotiations with farmers – 15
  - Emails to farmers – 15
  - Letters to neighbors’ councils – 15
  - Emails to craftspeople/non-profits – 15

Subtotal 315

**Academic Fall, End August – Mid November 2015 – Manage Markets Year 1**
- Manage markets 6 markets x 22.5 each 135
- Evaluation of Year 1 with recommendations for Year 2 30
  - Prepare PPT and report – 15
  - Interview farmers & Customers – 10
  - Presentation to Sustainability Committee – 5

Subtotal 165

**Academic Spring, January – Mid April 2016 – Planning and Preparation**
- Repeat Entertainment/Education, Box Meal, and Farmer Market Setup Tasks for Year 1: 25
  - Write entertainment/education program – for all markets
  - Design box-meal program – plan menus for all markets
  - Contact farmers and set up market plans
  - Attend Farmers Markets Managers Network Conference, March 2016, Columbus
  - Outreach visits to Student clubs, and neighboring high schools

Subtotal 190

**Farmers Market Season – Mid April – Mid November Fall 2016 -Manage Markets Year 2**
- Manage 14 markets x 22.5 hours each 315
- Evaluation of Year 2 with recommendations, schedule, and budget for Year 3 37.5
  - Include all from Year 1 plus: Preparation for schedule and budget

Subtotal 352.50

**Total hours:**
- Period: July-August 2015 – Planning and Preparation 315
- Academic Fall, End August – Mid November 2015 – Manage Markets Year 1 165
- Academic Spring, January – Mid April 2016 – Planning and Preparation 190
- Farmers Market Season – Mid April – Mid November Fall 2016 -Manage Markets Year 2 352.50

Total Student Coordinator Hours 1,022.50
**Marketing/Farmer Advisor explanation of role** –  
Identity: Jeff Ashba, owner/farmer with wife Sandra of The Organic Farm at Bear Creek

Role: Guide student worker on market etiquette and rules, understanding farmer needs, farmer negotiations, conception and launch of box-meal project (pre-packaged items to make a dish).

**Sustainability Director explanation of role** –  
Identity: Ann Dougherty, owner of a food education alliance in five Midwest States

Role: Guide student worker on promotions, evaluations, planning and discussions with neighbors and Xavier community, negotiations for market siting.

### 2. Equipment

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
<th>Price per unit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop-up Canopy Tents</td>
<td>4 x $100 each</td>
<td>$400</td>
<td><strong>$400</strong></td>
</tr>
</tbody>
</table>

*Physical Plant to deliver tables and chairs, grill, and waste receptacles as requested. Bungee cords, electric cords, etc. will be loaned by Physical Plant. Sound systems will be reserved at the Gallagher Student Center.*

### 3. Project expenses

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity/Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance (from Ohio FMMN or equivalent)</td>
<td>20 events x $50 per event</td>
<td><strong>$1000</strong></td>
</tr>
<tr>
<td>Join Farmers Market Management Network</td>
<td>Membership fee</td>
<td>$25</td>
</tr>
<tr>
<td>Attend Ohio Farmers’ Market Conference</td>
<td>Fees and expenses for two</td>
<td>$573.75</td>
</tr>
<tr>
<td>Banner</td>
<td>4 x $50 each</td>
<td>$200</td>
</tr>
<tr>
<td>Yard Signs</td>
<td>20 x $20 each</td>
<td>$400</td>
</tr>
<tr>
<td>Sandwich Board</td>
<td>2 x $100 each</td>
<td>$200</td>
</tr>
<tr>
<td>Emails to council, clubs; Listing in CORV</td>
<td>Listings in e-news; guide</td>
<td>$0</td>
</tr>
<tr>
<td>Outreach talks to councils, neighbors (mileage)</td>
<td>60 miles x $0.575/mile</td>
<td>$34.90</td>
</tr>
<tr>
<td>Training at Graileville, Loveland (mileage)</td>
<td>240 miles x $0.575/mile</td>
<td>$137.60</td>
</tr>
</tbody>
</table>

**Subtotal** | **$2,521.25**

- **c. Expenses for Farmers Market Managers Network (FMMN) conference, Columbus Ohio, March 2016**
  - Mileage: 110 miles x 2 + 20 miles x 2 = 250 miles x $0.575 = **$143.75**  
  - Registration: (for two students for the two day conference) | $240  
  - Hotel: (one night, within 10 miles of venue) | $120  
  - Dinner: with FMMN colleagues | $70  
  - **Total: $573.75**

- **h. Outreach talks to councils, neighbors (mileage)** includes visits to Walnut Hills HS, Ursline Academy, Avondale Academy, UC’s Niehoff Studio, Apple Street Market, Gabriel’s Place, and 10 others
- **i. Training at Graileville** includes six round trips to Loveland, 40 miles roundtrip x 6 = 240 miles. Overnight accommodations at Graileville will be in-kind.

### 4. Incentives and Gifts

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity/Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Musicians</td>
<td>10 events x $50</td>
<td>$500</td>
</tr>
<tr>
<td>Cooking Demos</td>
<td>10 events x $50</td>
<td>$500</td>
</tr>
<tr>
<td>Crafts Demos</td>
<td>10 event x $50</td>
<td>$500</td>
</tr>
<tr>
<td>Preservation Demos</td>
<td>10 event x $50</td>
<td>$500</td>
</tr>
<tr>
<td>Food Book giveaways at each event</td>
<td>1,000 booklets @$0.50</td>
<td><strong>Donated</strong></td>
</tr>
</tbody>
</table>

**Subtotal** | **$2,000**

Each Farmers Market event will have two of the above entertainment/educational elements.

**TOTAL** | **$16,746.25**
1. **How does this proposed project enhance the mission and purpose of Women of Excellence?**

The proposed Farmers Market will give a platform for the entrepreneurial spirit of farmers/growers/ producers to be present on Xavier’s campus. Food issues affect everyone and the example of entrepreneurs working in the field of agriculture speaks volumes to the students who will have the opportunity to engage with them as designers and builders of the new food system. There are a growing number of women farmers in the state of Ohio. Four out of every ten Ohio farms have at least one woman operator. During the five year period of 2007 to 2012, Ohio gained 1,571 farm operators. More than six out of every ten new farm operators are women. Xavier campus life will be enhanced by the presence of a Farmers Market. It is well known that activity hubs that center on food are one of the most basic and oldest cultural activities. A hub of activity created by a Market draws many different communities together to cross pollinate, learn from each other, serve one another and ultimately solidify Xavier’s sense of self as a distinct culture. These communities include; student food learner-workers, student customers, local high schools, neighbors, faculty, staff, academic programs, local farmers and craftspeople.

2. **How will this project further the mission of Xavier University to “engage and form students intellectually, morally and spiritually, with rigor and compassion, toward lives of solidarity, service and success?”**

The cycle of understanding of where our food comes from, in many cases, has been broken. For true care and stewardship of our communities, land and environment, food is one of the key issues that can once again reestablish broken connections. A Farmers Market would add a simple link that increases awareness of the people who grow our food and how our food choices affect our communities and environment. Many food venues market to our desire for a connection with the people and the land from which our food comes. But an authentic connection of shaking the hand of the women who picked your lettuce quickly reveals the cracks in the thin veil of shiny marketing. Farmers markets also provide opportunities for real understanding and perhaps disappointment when we learn that the only produce available in the early months of spring and summer are greens and perhaps a few radishes. Then the question follows: how is it that the produce department at the grocery store is so full? This is exactly the type of intellectual inquiry that then moves us to question the moral implications of how we currently make our food choices. A Farmers Market will give the campus community a view into the contrast between our prevailing food systems and the local food economy. In our current food systems some have access to what seems like endless aisles of fresh and prepared foods, while others have little access to anything but the poorest quality prepared foods. A Farmers Market will provide a level playing field of learning and reconnection with the source of our food for students, staff, faculty and neighbors.

The opportunity to participate in this contrast opens the door for students, faculty and staff to grow intellectually, morally and spiritually. Many academic program leaders are poised to utilize Xavier’s Market the moment it opens. In Fall 2015, under History Professor Kathleen Smythe’s direction, the Land, Community & Farming degree, including the students of SUST 370 Agro-Ecology taught by Susan Vonderhaar will have a chance to study and experience the market workings. The upcoming Ethics/ Religion and Society (E/RS) program planned by Philosophy Assistant Professor Gabe Gottlieb focuses on sustainability and community. Many of the first year activities for E/R/S programming in 2016 will be related to cooperative business, which is a popular business model in the new food system. The Institute for Spirituality and Social Justice under the direction of Theologian Dr. Gillian Ahlgren is waiting for the chance to engage her students in the Market.

3. **Why is this project important? Does it address a gap within existing University programs?**

A Farmers Market is important because it has the potential to link to and enhance several existing Xavier programs, and will help link the programs themselves. Currently Xavier has the Xavier Urban Farm, now a Student Run Business, and the NEXUS Community Garden. A farmers market would provide educational cross-over with local farmers and the opportunity for NEXUS gardeners and Xavier students to sell produce from
their efforts. Xavier currently has four majors and one Master Degree focused on sustainability: Sustainability: Economics & Management, Economics, Sustainability & Society, Land, Farming & Community, and Environmental Science, and Master’s Degree in Urban Sustainability and Resilience. These and other academic programs will have direct access to farmers who are currently making their way within the current food system putting forward a local option that we can take advantage of for mutual benefit. Giving them constant access to those who can inform their education with current, real world experience. A Farmers Market is a microcosm of larger economic and human systems. Having a bustling Market on campus gives students and faculty the chance to observe, participate and test theories in a working environment. During our one-time pilot Farmers Market in October of 2014 several professors took the opportunity to bring their classes to engage in the activities. This leads us to believe that given the opportunity for further engagement, students and professors will take advantage of the Market to enhance their learning experience.

4. What is the expected outcome of your project? How many people (faculty, staff, students) will be engaged in your project?

Our expected outcome is a stable Farmers Market that provides high quality local food to students, staff, faculty and the surrounding neighborhoods. A two year establishment period is essential for the stability of the Market. The fall Markets in the first year will provide the ground work for the full year of Markets the following year. An established Farmers Market will enhance learning opportunities for all who attend and in particular for those classes that are eager to use the Market as a learning tool.

The Market will take the efforts of approximately 130 students, faculty and staff to develop and implement. Communication, outreach and volunteers will be coordinated by the student coordinator/farm intern. The intern will be taught and guided by Ann Dougherty the Director of Sustainability, working with contract farmer and marketing expert, Jeff Ashba of The Organic Farm at Bear Creek. This student intern will access the knowledge and support of the Sustainability Club with 85 student members, Sustainability Committee with 16 members, and faculty members actively promoting sustainability curriculum (15-25). The market will promote significant community enhancement and outreach with expected attendance of 1000 – 2000 during the course of the 20 markets. The local food producers, demonstrations and entertainers will bring between 240-340 people to the market. In total over 2000 people will be creating, enjoying, purchasing and learning from our Xavier Farmers Market.

The key role is that of the student coordinator/farm intern. For a detailed explanation of duties and hours please see the narrative in the budget above. These students will have a wonderful learning and income generating opportunity. The intern will act as the community/event organizer with the support of expert staff and faculty. This internship will provide hands on learning experience in growing food, event coordination and community engagement.

5. How will you measure the success of your project, if funded? What are the qualitative and quantitative measures that you will use to assess impact and effectiveness?

Indicators of success will be the number of Xavier campus community members who attend, number of neighbors who attend, and the number of farmers and food artisans who vend.

The following quantitative measures will be made:
- Numbers of attendees, per event
- Number of classes attending
- Percentage of communities attending ___Students___ Faculty and Staff___Neighboring communities
- Number of vendors __ Community Enterprises ___ Faculty and Staff __ Student Enterprise
- Number of Food Books distributed
- Number of samples of cooking demo, distributed (count plates)
- Number of preserved food samples, distributed (count jars)
Qualitative measures will be made, including:
- A dot matrix survey at first and last events, asking for amount of produce and crafts purchased level of satisfaction with farmers market, and ideas for future events.
- A survey of the experience of the farmers/vendors, asking for their level of satisfaction with the market, and their ideas for future events.
- An ongoing record of the purpose of each class’s attendance and how to improve the usefulness of the market for the Academy.

We will also join and compare our operations with those of other markets in the Farmers’ Market Management Network (FMMN), and be registered with the Ohio Department of Agriculture. Information about joining the FMMN is found at [http://ohiofarmersmarkets.org/wp/wp-content/uploads/2009/05/FMMNbrochure_v08.pdf](http://ohiofarmersmarkets.org/wp/wp-content/uploads/2009/05/FMMNbrochure_v08.pdf).
Farmers’ Market registration form with the Ohio Department of Agriculture is found at [http://www.agri.ohio.gov/public_docs/forms/foodsafety/Food_3000-03.pdf](http://www.agri.ohio.gov/public_docs/forms/foodsafety/Food_3000-03.pdf).

Sustainability of the Xavier Farmers Market: Potential future supporters for 2017 and beyond include a wide range:
- The Market as an X-Link Student Run Business, built on the Box-Meal project (See below in Additional info)
- Class sponsorship by one of the Land, Community and Farming classes, or by the SUST or ECO programs focused on economics of societies and businesses, or
- Incorporate the Market as part of a food incubator kitchen project, to build food entrepreneurship with state and federal grants, and others.

6. If your project is funded, how will the WOX Giving Circle be recognized as having played a role in the success/completion of your project? Give specific examples.

The Farmers Market is a perfect venue for showcasing the mission of WOX. Everyone who attends or passes through the farmers market will have the chance to see the impact it has on life at Xavier. In our budget we have 2000 print cards, four banners and 20 yard signs. All print material will include the WOX logo and acknowledgement of WOX. Email announcements to local councils will include acknowledgement of WOX. Annual email communication with vendors will also include acknowledgement. We would also like to invite WOX to have a presence at the farmers market in the form of a vendor booth or giving the intern print material to hand out at the market.

ADDITIONAL INFORMATION

Campus Sustainability Goals: Xavier has a Campus Sustainability Plan that was signed and put into place in 2009. Establishing a Xavier Farmers Market fulfills one of the goals of the Campus Sustainability Plan; to create greater knowledge and awareness of local foods systems and farming. The Xavier Farmers Market will connect and showcase work conducted in the last five years at the NEXUS Community Garden and Xavier Urban Farm, and for the new LAND (Land, Community & Farming) major, providing the platform for Sustainability to push the mission further to food pantry service and preservation of food year-round.

Record of Achievement: The Sustainability Department has been successful in the development and implementation of several projects focused on Waste management and Energy Management with gifts and grants (see list below). This proposal will help broaden sustainability into the areas of Community Engagement, Health and Local Food Education.

Waste Management and Organic Diversion
- Ohio EPA – EcoVim food scrap dehydrators – waste: $50,000 grant, $30,000 match
- Hamilton County/Christ Hospital- Earth Tubs/Panel - $30,000 in-kind gift, $6,500 match
- Hamilton County – Compost equipment for Cintas Center - $8,300 grant, $8330 match
Energy Management

- Integrated Energy Charette and Project – energy - $120,000 gift (through June 2015)
- Duke Energy – Student Energy Loss Hunt – energy - $10,000 in-kind gift, $20,000 match

Locations: Four potential locations for the Xavier Farmers Market have been identified. These locations will be reviewed with campus administrators and decided previous to each season:

- McGrath Parking Lot, adjacent to NEXUS garden and Earth Tubs, across from Xavier Urban Farm. Customer parking is limited.
- Cintas Center Apron, south side of building, convenient valet service and customer parking. Further from classrooms; convenient to residence halls.

Box - Meal project: Everything we needed was in the box. One of the anticipated problems with the Xavier Farmers Market will be low traffic for farmer/vendors on some market dates. This can be alleviated with a Box-Meal program. This would allow Bellarmine Parishioners, Neighbors, Staff, Faculty and most importantly, Students to order their boxes ahead of time. When cooking classes are part of the market, the chef will also demonstrate making the dish, and the educational FoodBooks will be distributed at all classes and in the boxes.

Xavier Farmers Market:
Creating a Space to Grow our Food System

“Clay is molded to make a vessel, but the utility of the vessel lies in the space where there is nothing. Thus, taking advantage of what is, we recognize the utility of what is not.”

-Lao Tzu, copied from the Ceramics Room wall, Cohen Hall