

## Farmers Market Interview Assignment

*Due Tuesday, April 14, by 3pm.*

*Please submit via Lacuna Stories*

**Objective:** This assignment is designed to get you comfortable with engaging stakeholders outside the Stanford community, especially people who have a deep connection to the land. The goal is to go through the process of preparing for a general interview with a vendor, approaching and engaging someone in the field, and trying out your interviewing skills!

**Guidelines:** This isn't meant to be an intensive interviewing session. These vendors will likely be very busy, and we don't want you to take up too much of their time! It would be beneficial to do a little research on local agriculture and find out who sells their products at the California Avenue Farmer's Market, so that you have a little bit of context around which to frame your questions. Once you decide what your goal for the interview is (what do you want to know about this vendor and his/her experiences?) you can craft some template questions that you think might be a good way to get your interviewee to open up. Not every question will work once you get out there, so be flexible and see where the interview takes you! Don't forget to listen and be engaged!

*This exercise is not about reading a list of questions to your vendor; it's about having a structured conversation and hopefully learning something new and interesting that you can relate back to the themes of this course!*

### Tips for the interview

- Approach the vendors and politely introduce yourself. Feel free to tell them you are a Stanford student conducting an interview assignment and that you are really interested in how local farms have been influenced by recent environmental changes (or whatever topic you choose)
- Request permission to ask them a COUPLE of questions (I would emphasize that this is a short set of questions, since these people are working and don't have a ton of time to take a break)
- Ask general questions; start with some introductory contextual questions about who they are and what they do and then move into more specific questions such as how they have been affected by the drought or what their biggest environmental concern is as a farmer. Be creative with your questions! You could ask your interviewee to talk about his/her relationship with the environment/land on a personal level if you don't want to ask them about climate change specifically.
- Look for the interviewee's insights and emotional responses! A great way to do this is to ask "What do you make of it?" or "How did you feel in that moment?" when they've finished telling the story.
- Thank them and let them know how helpful their information was, as well as how grateful you are for their time. If they ask you what you are going to do with the interview, feel free to let them know it is for class purposes only.
- Don't forget to write down the name of the vendor you interviewed as well as the name of the farm/stall.
- Have fun!

*Please submit the following Interview Summary and Reflection sections using Lacuna Stories > Create > Write Response.*

Interview Summary:

Name of interviewer (yours):

Date:

Location:

Name of Vendor:

Name of Stall:

Brief summary of your interview (1-2 sentences):

Major topics addressed (write some notes about what you learned about their business, details about environmental changes they witnessed, specific stories or anecdotes, a gripping quote, etc) (~250 words):

Write which key problem(s) you touched on:

Biodiversity Loss     Pollution     Population Change

Invasives & Diseases     Climate Disruption

Reflection (250-500 words):

- Describe the experience of asking the questions and receiving the answers. Were you in your comfort zone?
- What stood out to you as you were conducting this interview?
- What happened that you did not anticipate?
- What will you do differently next time?
- What words did the farmers use to explain global/environmental change issues? Were any terms unfamiliar? Why do you think the language differs and how will you use this in the future?