

Food Producer Interview Assignment

Thursday 4/30, Tuesday 5/19, Thursday 5/21

The goal of our course is twofold: we seek to explore the human and scientific dimensions of global change. Thus, you will engage in two interview experiences to address both of these dimensions, and share your experiences with the class through presentations and individually through a personal reflection.

Your second interview assignment is to interview a food producer (farmer, rancher, fisherman) from your assigned states. The purpose of this assignment is for you to learn about the impacts of global change firsthand from someone who feels them everyday through their livelihoods (whether they acknowledge the science or not). These interviews will highlight the threats global change poses to local and national food systems, as we know that economic considerations provide an important impetus for taking action.

Note that your producer may or may not acknowledge “climate/global change”. You might choose to avoid that phrase altogether, and use more specific manifestations such as “drought”, “heat”, “pests”, “disease”, “invasives”, etc. This helps bypass political/cultural barriers to discussing an otherwise potentially polarizing issue. By sharing the story of an everyday citizen who is not even studying (or potentially acknowledging) “global change”, we are expanding the number of people who have a voice. Citizens in the US have become increasingly distrustful of scientists, and valuing science in decision-making has become highly politicized. By you sharing the story of a non-scientist, you are removing the political polarization of the “science” of global change, and showing citizens that other citizens (particularly those that grow the nation’s food!) are feeling its impacts.

For this interview, you will be recording audio using Skype [[you will be given a separate document with instructions regarding audio recording; Laura will guide you through the process of editing audio in class]]. The edited audio of these interviews will be used on our Food Producer StoryMap. These stories will be used to show how food producers are being impacted, raising awareness about the issues affecting their livelihoods.

Who will I interview?

We will provide a list of potential interviewees for each state, but you are welcome to find your own as well. A good place to start is to identify important crops for your region, and to also look for vendors at local farmers markets. Please confirm your interviewee with an instructor.

Before your interview:

1. In your initial email: introduce yourself and the class project – these interviewees have not been contacted yet [[we will discuss your introduction email in class]]. Recognize their busy schedule and be flexible scheduling the interview.
2. Research your interviewee. Use the URL provided as a starting point. Look at what crops they grow, how long they have been farming, if there are seasonal changes in what is grown, where they sell their food, how they market themselves, if it is owned by a family, etc.
3. Research some of the crops they grow. What is the typical process for growing beets, for example? Who is the major consumer? [[in the case of beets, it might just be Alexis]]
4. Do the assigned reading of Sector – Agriculture and reread your NCA Region reading. Review the articles you've collected and look for any “news hooks” that you could ask your interviewee about.

Questions to ask during your interview (you don't need to use all of these; use these as a springboard for your draft questions):

We want to get an overarching story, with the typical elements of storytelling: character, setting, and plot. Since the final product of this interview will be a podcast of only 2-3 minutes, the plot can be as simple as a change the person experienced in their community or in their work as a result of global change. Remember to capture insights and emotions, because that is what makes the story compelling for listeners (and policy-makers!) Almost as crucial is that you ask your interviewees to give lots of sensory details, so you can set the scene, and to present material in chronological order, to make sound editing easier for you. Reflect on your Farmers Market experience and use it to inform your food producer interview.

- a. Re-introduce yourself and the class project - building a map of global change for policy-makers and the public. We seek to provide a voice for food producers.
- b. Start with an easy question to get them comfortable. For example, ask them about their work or the place they live.
- c. At first, ask general questions that help you hone in on a specific story. Your story can be broad, but some of the most compelling stories are those that happen in a season or even a day: for example, the moment they realized that global change would have a significant impact on their livelihoods or their communities.
- d. Example questions:
 - How has environmental change affected you and your work so far? What are your projections and how are you accounting for further change in the future?
 - Ask them to set the scene: what does their farm look like? What does it smell and sound like? How many people do they employ? What does it look like when you arrive at their farm/work area?

- What is a typical workday for them?
- What do you think the implications of environmental change are for your industry on a local, national, and global scale?
- How has a typical growing season / harvest changed since you started your work?
- Have you ever considered working in a different part of the state or country as a result of any problems?
- Have you heard stories of what your area looked like many decades ago? How has it changed? (e.g. more human development, heat, rivers run dry, etc)
- Get them to talk about specific anecdotes or stories. For example, if they mention a long-term change, ask them how they discovered it, or what the largest personal impact on them or their community has been as a result.
- End by asking if there is anything they want to reflect on, add to, or clarify.
- Ask if they want to hear the audio prior to its publication, and confirm that they are O.K with their interview being made public.

After your interview:

1. Write an email thanking your interviewee, and let them know that you will contact them with the URL to the final StoryMap.
2. Write and mail a thank you card [[provided in class]].

Thursday 4/30: Draft interview questions and introductory emails

Required reading: NCA (National Climate Assessment) Part 3. Read the agriculture Sector, and use it to guide your questions/ provide “hooks” for discussion.

Post your draft interview questions to Lacuna Stories. Use the NCA and research the interviewee’s website as a foundation. You will peer edit another student’s questions during class time using Lacuna Stories. Although you will have these questions written, you can (and should) improvise during your actual interview.

Tuesday 5/19: Interview audio due

The raw audio files should be completed by **Tuesday 5/19**. This entire class period will be devoted to using audio editing software to streamline your interview into a 2-3 minute story clip. You will bring your audio file to class on your computer.

Thursday 5/21: Interview presentation due

Create a powerpoint slide (a single slide!) to present your interviewee’s story to the rest of the class. Summarize you what you learned about their food production system, how they are impacted by global change, and connect their story to the larger narrative of global change that you are developing with your regional articles.

Food producer	URL	States
Salmon for all, Oregon Sun Valley Potato Growers, Idaho	http://www.salmonforall.org/about/ , http://www.idaho-potatoes.com/contact.html	Idaho, Oregon
Seafood Cooperative, AK Tinys Organic, WA	http://alaskaseafoodcooperative.org/ http://www.tinysorganic.com/	Washington, Alaska
Wolf Creek Apiary, TN Hancock Family Farms, KY	http://wolfcreekbees.com/ http://hancock-family-farms.com/	Kentucky, Tennessee
Deep Woods Mushrooms, NC Bettini Farm, NC Piedmont Valley Truffles, NC Mt. Olympus Farm, VA	http://deepwoodsmushrooms.net/ http://www.bettinifarm.com/ http://www.nctruffles.com/ http://www.mtolympusfarm.com/	Virginia, North Carolina, South Carolina
Ridge Island Groves, FL Sun Harvest, FL Gardner Farm, GA	http://www.ridgeislandgroves.com/ http://www.sunharvestcitrus.com/ https://gardnerfarm.wordpress.com/	Florida, Alabama, Georgia
Louisiana Crawfish, LA Simmons Catfish, MS	http://www.crawfish.org/producers.html http://simmonscatfish.com/	Mississippi, Louisiana, Arkansas
Full Belly Farm, CA Hawaiian Crown, HI Good Land Organics, CA	http://fullbellyfarm.com/ https://hawaiiancrown.com/ http://goodlandorganics.com/	California, Hawaii
Colorado Soy, CO Navajo Pride, NM Amigo Farms, Arizona	http://www.coloradosoy.com/about-us/ http://www.navajopride.com/ http://www.amigofarms.com/contact.html	Nevada, Utah, Colorado Arizona, New Mexico
North Dakota Grain Growers Association, ND Lubbers Farms, ND	http://www.ndgga.com/ http://www.lubbersfarms.com/	North Dakota, South Dakota
Rocky Creek Farms, MT Straight Arrow Bison Ranch, NE Johnsons Farm, NE Clear Creek Organic Farms, NE	http://www.rockycreekfarm.com/ http://straightarrowbison.com/ http://johnsonfarmnebraska.com/ http://clearcreekorganicfarms.webs.com/	Montana, Wyoming Nebraska, Kansas
Big Oaks Ranch, TX Dewberry Hills Farms, TX	http://www.bigoaksranch.net/ http://www.dhfarms.com/	Oklahoma, Texas
King Orchards, MI Sandhill Crane Vineyards, MI	http://kingorchards.com/ http://www.sandhillcranevineyards.com/	Michigan, Wisconsin
Smith Family Farms, IN County Line Orchard, IN	http://www.smithfamilyfarms.com/ http://www.countylineorchard.com/	Ohio, Indiana
Guentzel Family Farms, MN Iowana Farm, IA	http://www.guentzefamilyfarms.com/ http://www.iowanafarm.com/	Minnesota, Iowa
Angelic Organics, Illinois Schweizer Orchards, MO	http://angelicorganics.com/ http://www.schweizerorchards.com/	Illinois, Missouri
Maine Lobsterman's Association, ME Trudell Family Maple Syrup, VT	mainelobstermen.org http://www.trudellfamilyfarm.com/	Maine, Vermont, New Hampshire
Sweet Berry Farm, RI Massachusetts Lobstermen Association, MA	http://www.sweetberryfarmri.com/ http://lobstermen.com/	Massachusetts, Rhode Island, Connecticut
Early Morning Farm, NY Six Mile Creek Vineyard, NY	http://www.earlymorningfarm.com/ http://www.sixmilecreek.com/	New York, New Jersey, Pennsylvania
Maryland Blue Crab Express, MD Fifer Orchards, DE	http://www.marylandbluecrabexpress.com/ www.fiferorchards.com	West Virginia, Maryland, Delaware