

The Evergreen State College
Masters of Public Administration Program
Spring 2014 Food Policy: Digital Cultivation
2 credit elective, location TBA

Faculty: Leslie Hatfield lesliehatfield@gmail.com 360-259-2868

Friday, 4/4/14 5pm – 10pm; Saturday, 4/5/14; 9am – 5pm; Sunday, 4/6/14; 9am – 5pm

Students may contact faculty with questions before the quarter begins at lesliehatfield@gmail.com. Undergraduates wishing to take this class will need to join the wait list.

The policies that govern our food systems – influenced by a wide range of actors representing a breadth of interests – bring serious effects to bear on other related systems, not least health care, education, taxes and the environment. Furthermore, our relationship to food is a constant topic in the media, to the extent that many of us spend more time ingesting media about food than we do preparing – or even eating – it in real life. As the media landscape continues to evolve, so does the conversation between industry spin doctors, nonprofit activists, citizens and government officials, as do so many other key public policies (energy, transport, etc.). In class, we will explore the new Farm Bill, traditional food culture and local production as they relate to political sovereignty, the role of science in assessing and communicating risk, and more.

This is an intensive class: we will be compressing a full quarter's work into a short time frame. Please plan accordingly to be sure you can attend each session and meet the necessary deadlines for assignments. Schedule is subject to change but the assignment due dates are firm. All assignments must be submitted on time – late submission may be accepted upon prior approval from faculty. Please read the entire syllabus. Thanks!

There is an assignment due before the first class. More detailed instructions for this and subsequent assignments will be delivered to enrolled students at the beginning of the quarter.

Assignments:

***Food policy sketch.** (1-2 pgs, double-spaced, plus screenshots) Examine a specific piece of food/agriculture legislation and write up your findings, including general background of the issue, the efforts of at least two stakeholder organizations to influence the outcome (with 3-4 screenshots documenting these efforts) and analyzing their successes or failures. Due April 3

Food policy campaign. Ideally, you will work on the same piece of policy you examined for your case study, but you may opt to work instead on another topic, individually or in a small group. This assignment is 2 parts:

1.) Design a campaign advocating for or against a specific food policy issue of your choosing. Identify the audience you wish to reach and determine how best to communicate with that audience, using a multimedia platform. Set at least 1 short-term goal (number of signatures on a petition, etc.) Write at least one paragraph connecting your analysis to the required reading for the course. Due by May 11th.

2.) Carry out a single aspect of your campaign (create a survey or a letter to the editor, publish a blog post, participate in a public comment period, etc.). Due May 25th.

Reading

****It is essential that students finish the asterisked readings prior to performing the first assignment (policy sketch) and be prepared to discuss them in class.***

Books:

Hayden-Smith, Rose. (2014, embargoed). *Sowing the Seeds of Victory: American Gardening Programs of World War I*. (Chapter 1 and Conclusion – faculty will provide to registered students. This book has not yet been released and is not for reprint, redistribution under penalty of copyright law.)

*McMillan, Tracie. (2012). *The American Way of Eating: Undercover at Walmart, Applebee's, Farm Fields and the Dinner Table*. Scribner Press. ISBN-10: 978-1-4391-7195-0 (Before class, please read Conclusion and reader's choice: either Part I, Part II or Part III – faculty will circulate further instructions to registered students.)

*Zurayk, Rami. (2011). *Food, Farming, and Freedom: Sowing the Arab Spring*. Just World Books. ISBN-10: 1-35982-05-2 (Chapter 5 before class, Chapters 1 and 3 at your convenience).

Articles and Papers:

Aviv, Rachel. (2014). *A Valuable Reputation*. The New Yorker.
http://www.newyorker.com/reporting/2014/02/10/140210fa_fact_aviv

*Gussow, J. (2008). *The Incompatibility of Food and Capitalism*. The Snail, via Grist. com. grist.files.wordpress.com/2008/04/gussow_snail_usa_0820022.pdf

Hansen-Kuhn, Karen, and Suppan, Steven. (2013). *Promises and Perils of the TTIP: Negotiating a Transatlantic Agricultural Market*. Institute for Agriculture and Trade Policy. <http://www.iatp.org/documents/promises-and-perils-of-the-ttip-negotiating-a-transatlantic-agricultural-market>

*Kaufman, K. (2010). *The Food Bubble: How Wall Street Starved Millions and Got Away with It*. Harper's. Frederickkaufman.typepad.com/files/the-food-bubble-pdf.pdf