

MARKETPLACES:

Food systems and Public Life

for

Urban Agriculture in the 21st Century,

Valencia Spain



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ACKNOWLEDGMENTS AND THANKS

- **ACKNOWLEDGMENTS**

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- CHLOE GREEN WITH THESE SLIDES...



MARKETPLACES AND MULTI-FACETED FOOD SYSTEMS

**TODAY I WILL EXEMPLIFY THE
(RE)NASCENT UTILITY OF
URBAN FOOD PRODUCTION
AND DISTRIBUTION.**

FIRST, SOME HISTORY OF
MARKETS AND TRADE AND
URBAN AGRICULTURE



MARKETPLACES AND MULTI-FACETED FOOD SYSTEMS

SECOND, DESCRIBE RESEARCH ON
MARKETPLACE PROCESSES AND
OUTCOMES

AND RETHINKING FOOD SYSTEMS
IN SPAIN.



MARKETPLACES AND MULTI-FACETED FOOD SYSTEMS

THIRD, RELEASING THE
ENERGY OF SOCIETY
THROUGH PUBLIC POLICY



MARKETPLACES SUPPORT

MULTIPLE ACTIVITIES

- ECONOMIC
- POLITICAL
- SOCIAL
- HEALTH





**HOW HAVE THESE FOUR FACTORS CHANGED
OVER TIME AND –**

HOW ARE THEY EXPRESSED IN DIFFERENT WAYS?



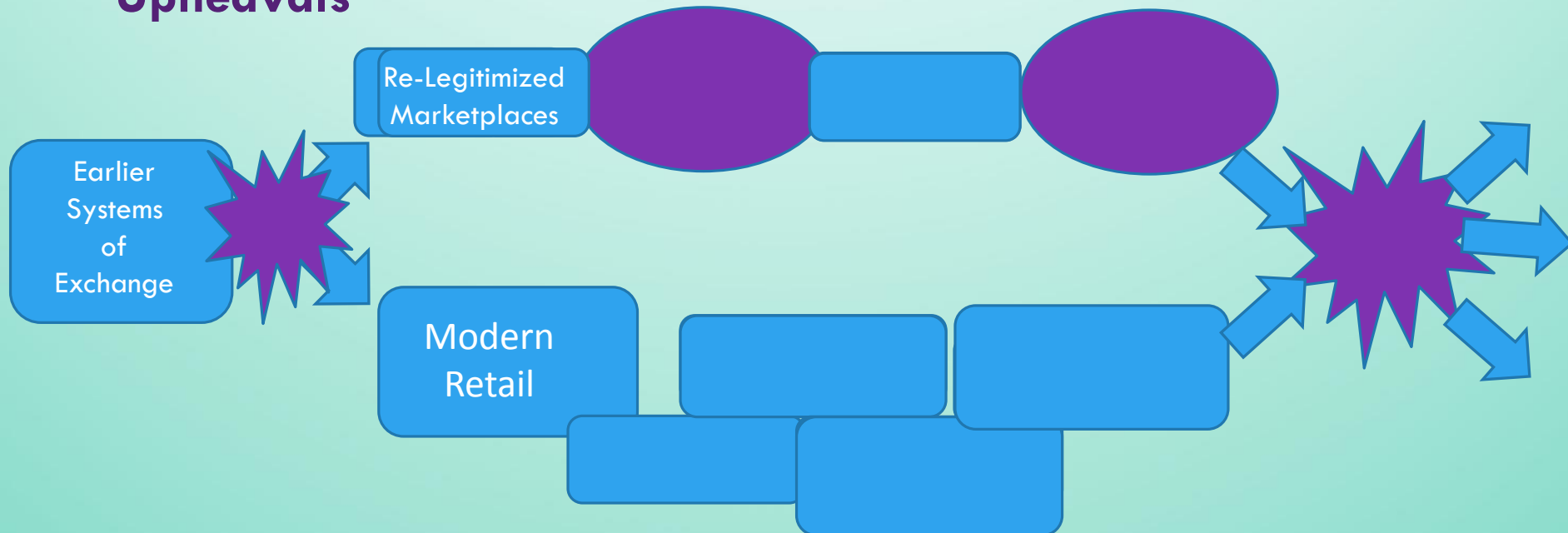
POLITICAL STRUGGLES...

- WHO WAS MOHAMED BOUAZIZI?
- REGULATION OF VARIOUS KINDS MATTERS –
- IN THE U.S. WE HAVE AN INTERESTING HISTORY OF REGULATION



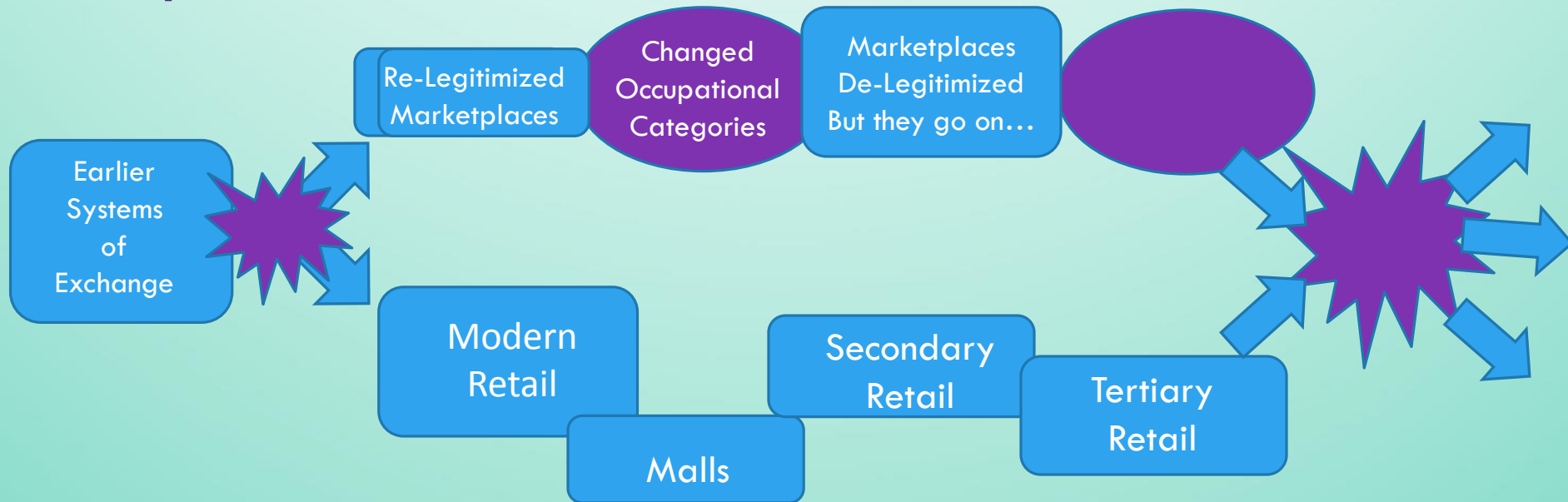
RECENT HISTORY...IMPACTS ON MARKETS - AND THE EMERGENCE OF NEW RETAIL...

Progressive Era
Social,
Political and
Economic
Upheavals



IMPACTS BECOMING CLEARER...

Progressive Era
Social,
Political and
Economic
Upheavals

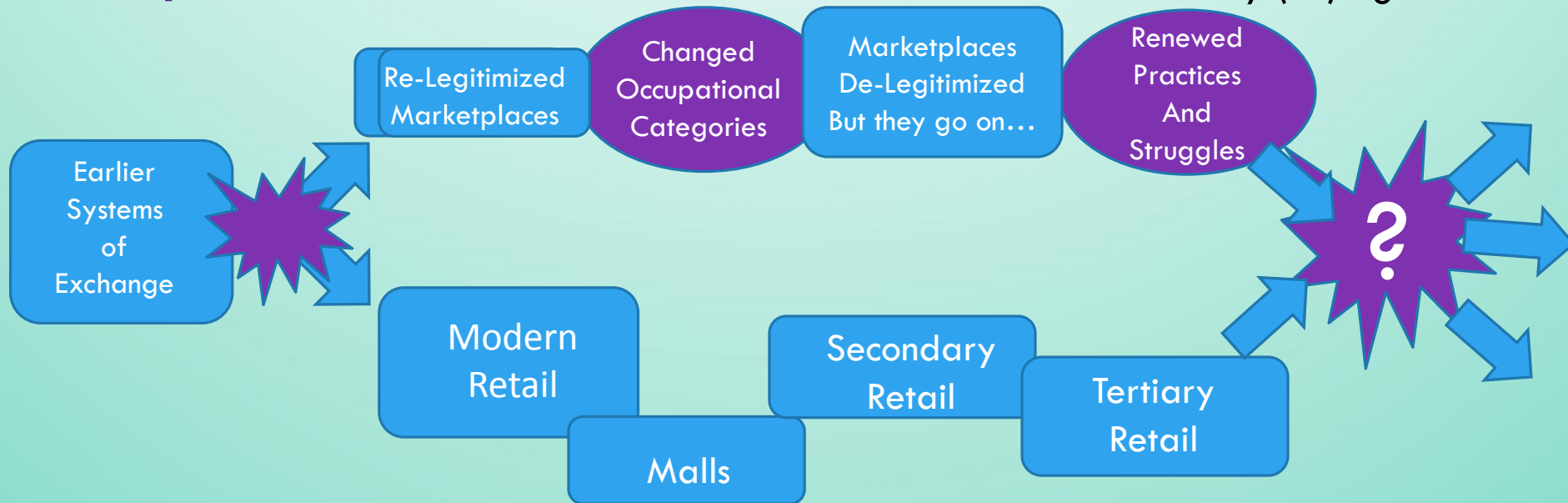


OUR MOMENT...

Progressive Era
Social,
Political and
Economic
Upheavals

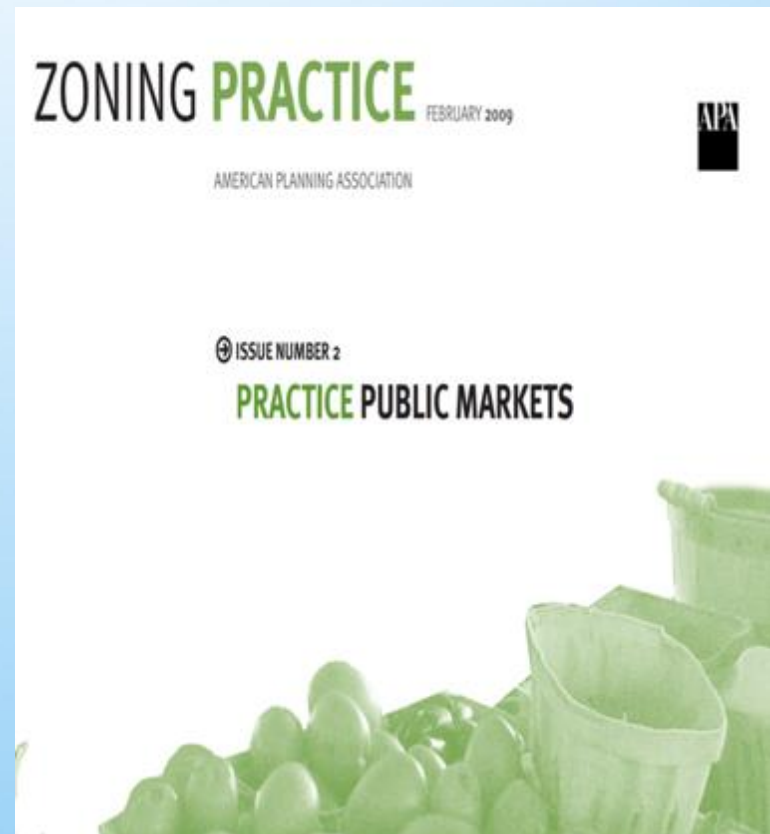
Re-emergent
concerns with
Immigration,
Employment,
Health and etc.

Economic forms
Politically (re)legitimized

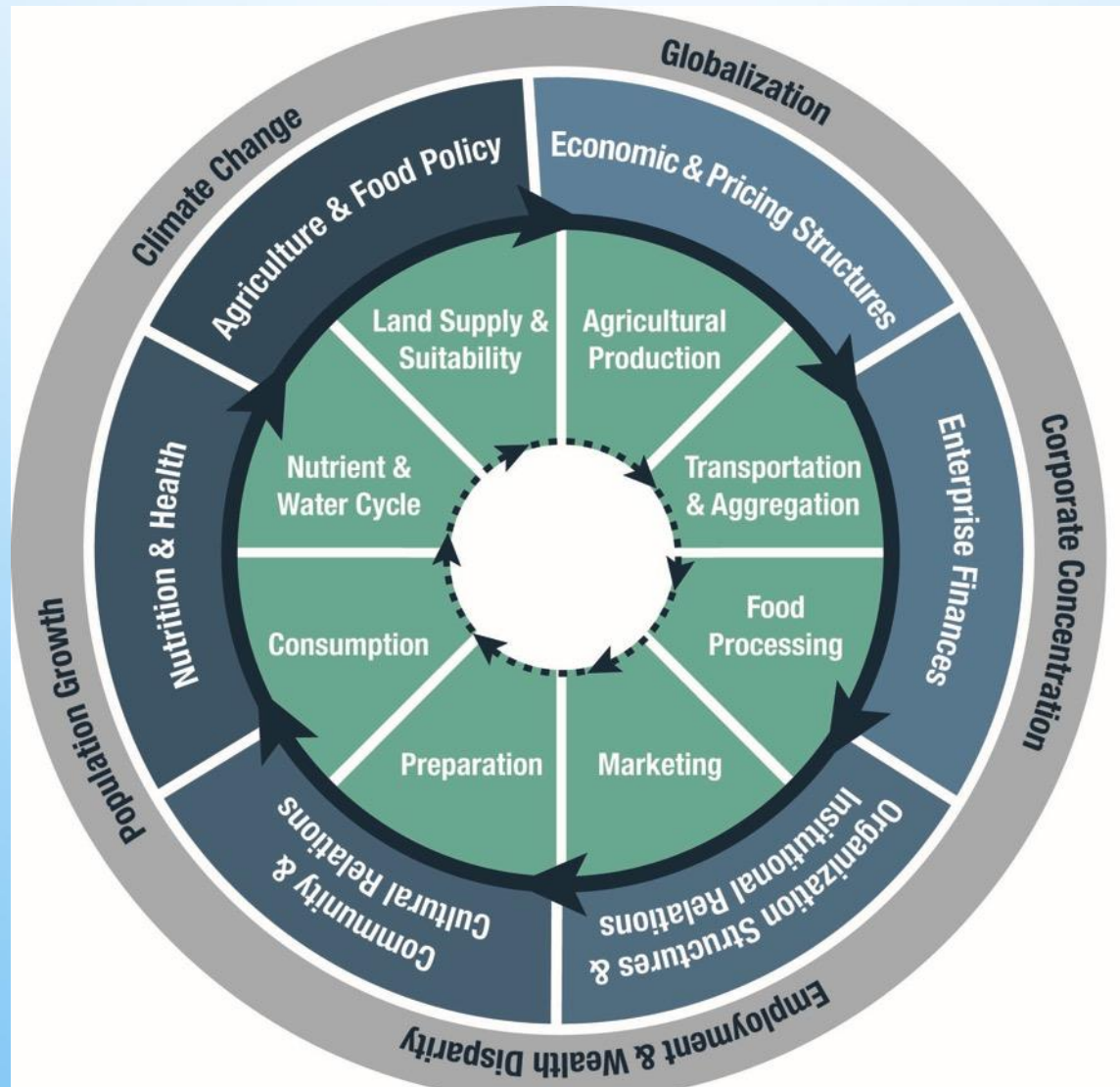


MARKETS/URBAN AGRICULTURE – CONTEMPORARY PRACTICES

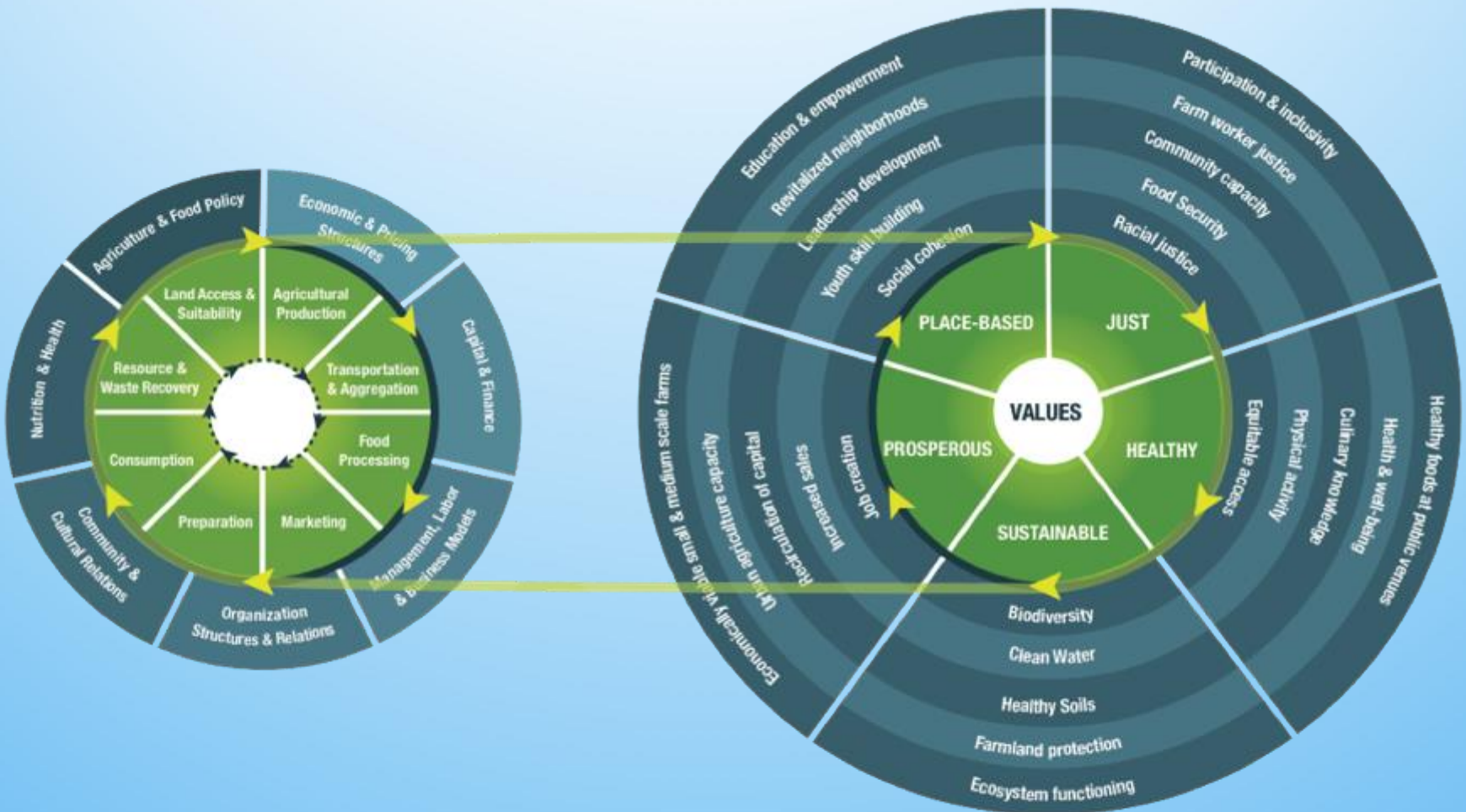
- PROMOTING REGULATORY CHANGE
 - COMPOSTING
 - PUBLIC MARKETS
 - URBAN AGRICULTURE
- EMPIRICAL WORK IN SUPPORT OF POLICY CHANGE
 - NEW YORK CITY VENDORS
 - URBAN AGRICULTURE IN KANSAS CITY



COMMUNITY FOOD FRAMEWORK DEVELOPED AT THE UNIVERSITY OF WISCONSIN



COMMUNITY FOOD FRAMEWORK DEVELOPED AT THE UNIVERSITY OF WISCONSIN



URBAN AGRICULTURE AND MARKETS AROUND THE UNITED STATES



WILLIAMSON WEST VIRGINIA

- PROBLEM AND PURPOSES...
- ORGANIZATIONS USING MARKETS



WILLIAMSON WEST VIRGINIA

- USES SOCIAL MEDIA
- BRANDS ACTIVITIES
- SUPPORTS MILITARY

HEALTHY IN THE HILLS

HAPPENINGS





LOS ANGELES, CA - CHICAGO, IL



LOS ANGELES, CALIFORNIA

- PROBLEM AND PURPOSES...
- ORGANIZATIONS USING MARKETS



LOS ANGELES, CALIFORNIA

- CORNER STORE WORK



- WORK WITH FOOD POLICY COUNCILS



KANSAS CITY, MISSOURI

CULTIVATE KANSAS
CITY



KANSAS CITY, MISSOURI

CULTIVATE KANSAS
CITY



MILWAUKEE, WISCONSIN

NEAR WESTSIDE
FARMER'S MARKET



CIUDAD LUGO, GALICIA, SPAIN

LUGO DESIRED TO
REINVIGORATE
THEIR REGIONAL
FOOD SYSTEM



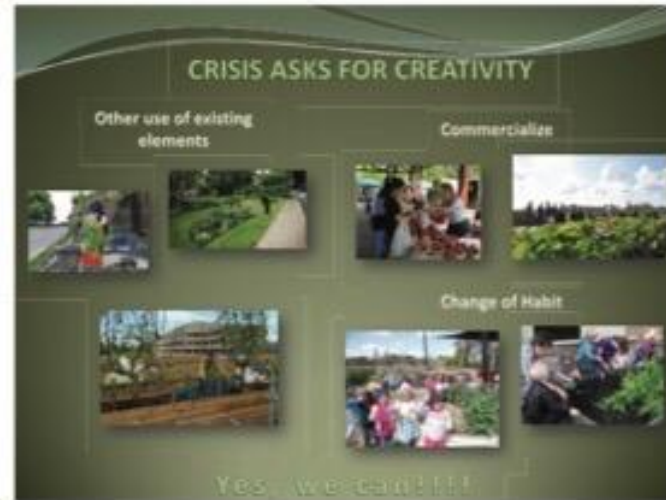
CIUDAD LUGO, GALICIA, SPAIN

PROCESS:

- DATA
COLLECTION
AND
INTERVIEWS



more awareness



crisis stops

crisis continues



less awareness

SUMMING UP THESE EXAMPLES



BONUS EXAMPLE!

METRICS AND INDICATORS FOR IMPACT

HOW DO WE MEASURE WHAT WE THINK WE KNOW?

- [METRICS AND INDICATORS FOR IMPACT](#)

MIFIMARKETS.ORG

Downtown Fond du Lac Farmers Market

2015



\$ 188,687

Total market sales



\$ 18.00

Average spending in
market



\$ 26.00

Average spending
at neighboring business



27 miles

Average distance from
farm to market



8%

of visitors cycle to
market



4 acres

Average acre cultivated
by vendor

2016



\$ 254,070

Total market sales



\$ 22.67

Average spending in
market



\$ 11.73

Average spending
at neighboring business



21 miles

Average distance from
farm to market



4%

Of visitors cycle to
market



Average acre
cultivated by vendor



Saturday 8:00AM - 12:00 PM Main Street

f @FondDuLacFarmersMarket

HOSPITALS AND FOOD SYSTEMS

HARVEST OF THE MONTH

Featuring sustainable and seasonal eating

January



Cabbage

February



Winter Squash

March



Root Vegetables

April



Leafy Greens

May



Asparagus

June



Rhubarb

July



Berries

August



Zucchini

September



Hearty Greens

October



Apples

November



Cranberries

December



Sweet Potato

HARVEST
OF THE
MONTH

REGIONAL FOOD CONNECTIONS: IMPLICATIONS FOR HEALTH

- HEALTH MEANS INDIVIDUAL AND ECONOMIC
- UNDERSTANDING ORGANIZATIONAL PRACTICES
- AND THE ORGANIZATION'S INTERESTS
- CAN LEAD TO DISTINCT BUT MUTUALLY ADVANTAGEOUS GOALS
 - FARMERS EARN REVENUE, HOSPITALS PROMOTE HEALTH AND COMMUNITY WELL-BEING

THANKS VERY MUCH FOR HAVING ME!

**PHD STUDENT, 1990
NORTHWESTERN**

PRIZES!

QUESTIONS?!

