

# CONSERVATION AND TRANSFORMATION OF THE GASTRONOMIC HERITAGE IN THE URBAN AMERICAN SOUTH

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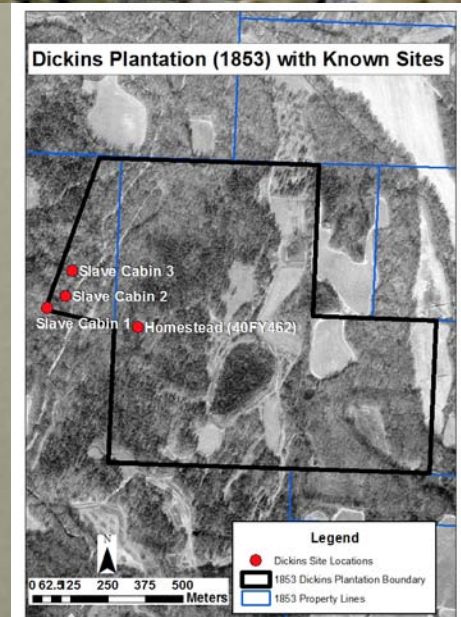


Overton Park Community Farmers Market



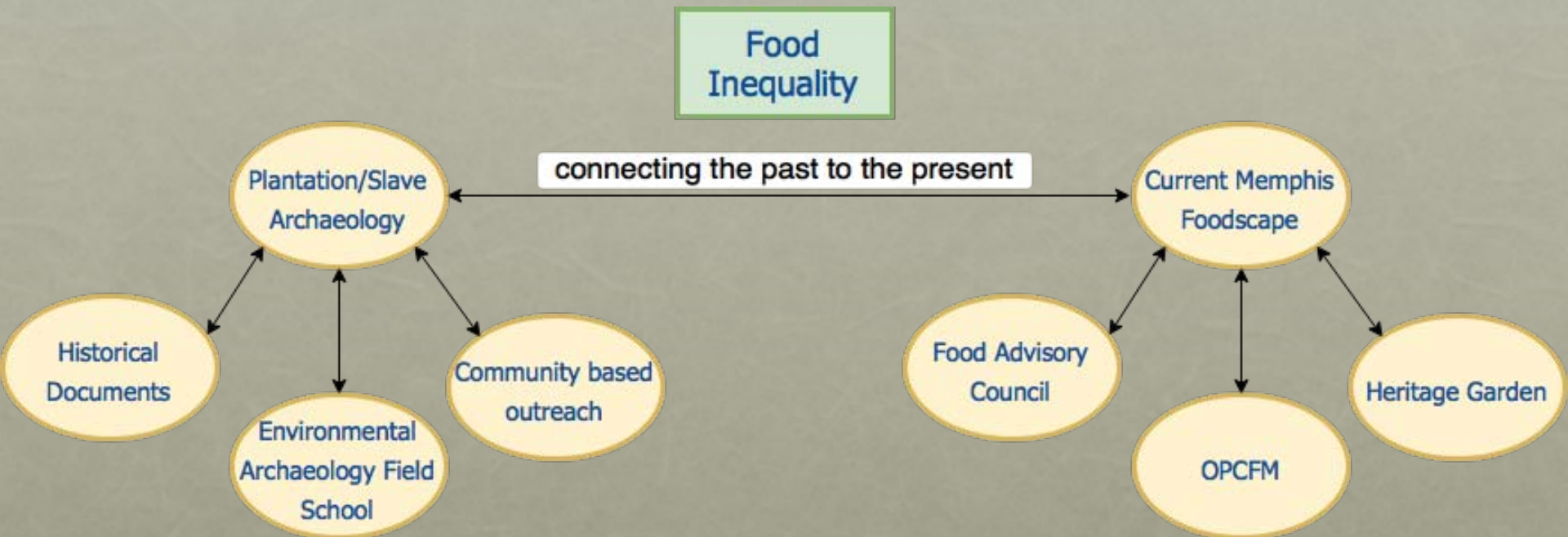
19<sup>th</sup> Century Fanny Dickins Plantation and  
Slave Houses

# THE CASE STUDY: MEMPHIS AND AMES PLANTATION IN THE AMERICAN SOUTH



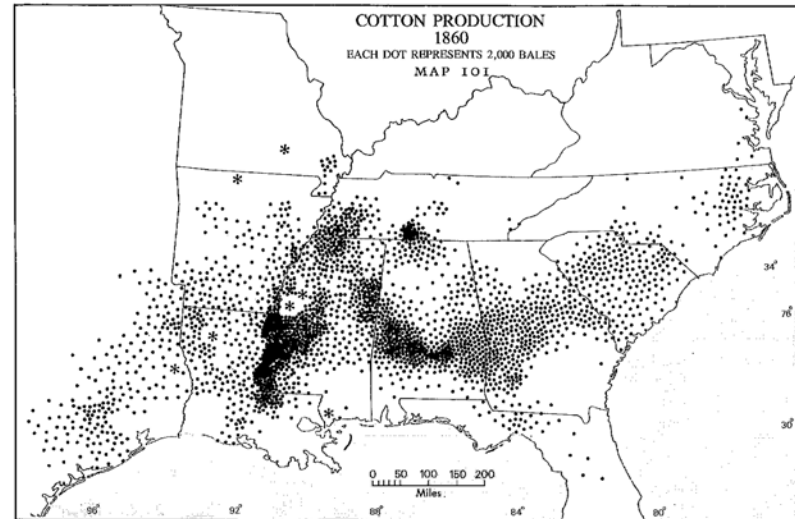


# MAKING ARCHAEOLOGY RELEVANT IN TODAY'S WORLD



**Goal: Creating historical connections our past to present food ways in order to provide solutions for our current health socio-economic food-based problems.**

# INTEGRATION OF GASTRONOMIC HERITAGE (ARCHAEOLOGY) WITH CONTEMPORARY COMMUNITY –BASED ACTIVITIES





# PUBLIC ARCHAEOLOGY





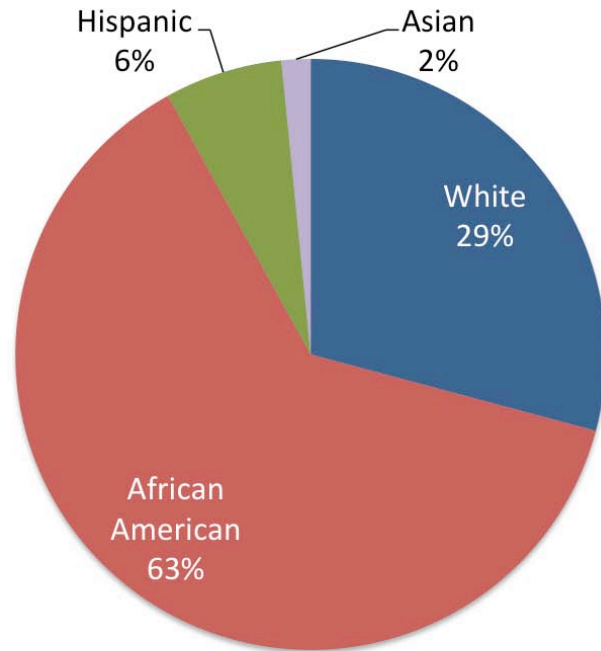
# WHY FARMERS MARKETS TO HELP BOLSTER GASTRONOMIC HERITAGE AND FOOD ACCESS?

- Provides Material Culture
  - Provides an avenue to create discussions around historical roots of food in region
  - Allows localized food products and to be consistently visible in a public space
- Builds Organizations/Enterprises
  - Encourages and empowers producer enterprise diversification
- Develops Knowledge and Skills
  - Incubates small business, particularly food-based
- Supports Social Relations/Networks
  - Bolsters spaces where economic and social interactions are intertwined



# MEMPHIS, DEMOGRAPHICS AND ITS GASTRONOMIC HERITAGE

2010 Memphis Population  
Census Data



Overton Park Farmers Market



# CONTEXTUALIZATION OF THE GASTRONOMIC HERITAGE

- The (False) Urban/Rural Dichotomy
- Food as Unifier But Also As a Divider
- (Food-based) Agency Artifacts and Materialities of “Whiteness”
- Whose Heritage is it?
- Inclusivity in the Modern Food Movement and Rural/Urban Spaces






# WHAT NOW?

1. Increase in production and the self-reliance of our community in providing our own food needs
  - \$1000 stipends for low income community farmers
2. Expand the distribution of locally grown agricultural products
  - Additional selling location of local products
3. Improve the access of the food needs of low-income and other residents
  - \$10 SNAP/EBT Fresh Produce Kits
  - \$10 Fresh Savings Match (funded by AARP)
4. Increase awareness of locally grown agricultural products tied to the gastronomic heritage of the region
  - Grassroots marketing "boots to the ground" campaign employing community residents

## OVERTON PARK COMMUNITY FARMERS MARKET


### FALL FARMER WORKSHOPS

**\$10 PER WORKSHOP | 3 WORKSHOPS FOR \$25 | 5 WORKSHOPS FOR \$40**  
**STUDENTS FREE WITH ID!**



**ON FARM POULTRY PROCESSING**  
RENAISSANCE FARMS  
Sunday, September 25, 2016 | 9:00 am – 1:00 pm (lunch included)  
195 Leadford Lane, Saulsbury, TN 38067


- Hands on training – learn how we raise and process meat birds and participate in the various tasks involved in getting them from the field to the freezer.
- Lunch (Renaissance Farms Brats, Hot Dogs & various Farm2Table side dishes)
- Chance to tour the farm to see what other livestock we raise.



**BACK YARD GARDENING TRICKS**  
RONIN LEO ORGANICS  
Thursday, September 29, 2016 | 3:00 pm – 6:00 pm  
Overton Park Community Farmers Market Pavillion


People don't know how easy it is to make a garden out of everyday things around the house, especially if you don't have the room for a garden. So I'll show you in 3 or 4 projects what you can do yourself.

- Self-watering boxes made out of Styrofoam, 5 gallon buckets, and plastic totes
- Brewed compost tea bucket, made out of an aquarium, air pump and bubbler and a 5 gallon bucket
- Aquaponic system made using Styrofoam cookers and fish gravel, plus simple pvc attachments




**MARKET GARDENING FOR BEGINNERS**  
JACK'S FARMACY  
Saturday, October 1, 2016 | 9:00 am – 12:00 pm  
7720 Stare Line Road, Memphis, TN 38125

After reading "The Market Gardener" and meeting the author Jean-Martin Fortier, I decided to try his methods for my own farm. Come check out some of his methodology at the Jack's Farmacy workshop. Weed suppression, row spacing, plus the use of BCS equipment. It's a great way to farm on one to three acres. All plantings are based on a 30" row with 18" walkway.



**GROWING HERBS**  
MIDTOWN HERBS  
Sunday, October 2, 2016 | 12:00 pm – 3:00 pm  
2547 Madison Avenue, Memphis, TN 38104

Growing herbs for the market and restaurant is suited to urban spaces and pockets of a larger vegetable operation. Topics of discussion include propagation, growing, disease and pest control, and harvesting. Also included are marketing and packaging both for the farmers market and restaurant.






**STARTING FROM SEED — THE KEY TO AN EARLY CROP**  
MARLA'S GARDEN  
Sunday, October 9, 2016 | 2:00 pm – 5:00 pm  
3444 James Road, Memphis, TN 38128

In the highly competitive environment of selling in farmers markets one of the primary elements to getting buyers attention and keeping it is to have items that the competitors don't.

- Part of our strategy for this is "the early crop".
- To succeed with an early crop you must start from seed.
- We'll show you step by step how we do this. After 10 years we've learned a few simple steps that help to insure a good start well before the weather permits.
- These steps are enabled by primarily home made and easy to employ methods and equipment.

FOR TICKETS GO TO [WWW.OVERTONPARKCFM.ORG](http://WWW.OVERTONPARKCFM.ORG),  
CONTACT [OVERTONPARKCFM@GMAIL.COM](mailto:OVERTONPARKCFM@GMAIL.COM),  
OR CALL 901-483-1846





# CONCLUSIONS

