

Vermont Folklife Center
Audio Log VFC2014-0005 AU2014-1006

Project: Archie Green Project
Interviewer: Andy Kolovos
Interviewee: Johnathan Corcoran
Interviewee Contact:
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Time	Content	Keyword 1
START-00:00:25	Introductions.	Introduction
00:00:25-00:05:00	Grew up in Rome, Italy until 14 years old. "It was a very interesting time to be in Italy because basically all the foo you ate had been harvested the day before." People still shopped at markets daily, supermarkets just beginning to arrive. Quality of food was incredible. Like California, in restaurant or at home. Came to US 1968, shocked going into supermarket seeing food available, especially produce. "It looked really tired, really dead, no flavor. Enormous size." People eating mostly canned and frozen food, not much variety in fresh food, designed for travel. 1960s huge out migration from rural to cities to work, Italian industry boomed, but could go back to villages to see people making their own pasta and drying it outside. Food in Italy enfolded in history and traditions. Much diversity, richness. Grateful to be in Vermont, "it's like the land informs the people and the history of a particular town". Reminds me a lot of Italy.	Childhood, Italy, supermarket, produce, land
00:05:00-00:07:50	Mother is European, father American from Pawtucket RI. Father had built pharmaceutical company. Johnathan born in Uruguay, moved 2 years old to	Parents, travel, culture, roots, land

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	<p>Rome. From Rome Dad built up business to grow into Middle East, Africa, Asia, Italy. A “Third Culture” kid, not Italian, but having grown up in Italy, also not an American. Traveling a lot has given appreciation for what is important. In college, obsessed with cultural change, diversity. But in this change, we risk losing what roots us. Why VT is unique, more rooted in land than other places in US.</p>	
00:07:50-00:15:52	<p>“The kitchen is the heart of the school,” where food is shared at home/culture, where love is shared that connects us with land, one another, something bigger. Engages all senses, uniquely rich in human experience. We all eat, it connects us with everything around us. Questions whether food is an industry. Food is more than an object, it’s central to life. US has taken industrialization of food to new level, challenges us to ask these questions. US spends <10% income on food, typically 20% in Europe and more worldwide. Lets us have more house, cars, but have we lost something else? We don’t know where food comes from, we’re disconnected from health and food. Families don’t eat together anymore. Still speaks Italian. Venetians controlled glass trade in Europe for 400 years. Short history on Venetian glass industry. Today, jars, bottles, etc. Worked for company producing glassware for food and beverage industry in Montreal, New Jersey, South Carolina, and Bay Area. Italians produced custom glass, would design, produce, and ship new bottle in three months. Used for wine, maple syrup, and syrup is how found a business in North America so customers could see the product.</p>	<p>Love, food, industrialization, income, connection, glass, maple syrup</p>
00:15:52-00:21:05	<p>Went to Brown University. Juniors and seniors had turned curriculum around in late 1960s. By graduation, all freshmen and sophomores were all on career tracks. Half of my class took a year off, which was a really high number. Very interesting time to be in college. Loved college, about intellectual exploration and meeting incredible diversity of people, a very rich time. Culturally, a time of big upheavals, questioning. Studied history</p>	<p>College, Brown University, history, diversity, land, community</p>

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	and anthropology. In history, flabbergasted that only taught US and European history. Russian and Chinese history just being introduced, no Middle East history. Witnessed huge global changes. Was fascinated with where we were going. What drew me to VT. Parents lived in NH. Love crossing CT River and entering place with very different feel to it. Attracted to the land and sense of community that is expressed very differently in NH.	
00:21:05-00:28:30	Drawn to VT because of time in NH and had been to VT several times, had girlfriend in VT. Living in NYC at the time, went to business school there and worked there, met wife-to-be. Lived in Brooklyn, got fed up with it. Lived there total of 4 years. Moved to VT because of earlier connections. Moved to Burlington 1985, started a family, then back in Middlebury working for organic baby food company. Moved to Monkton and live there since. 2 kids in Burlington area, one in New Mexico in film business. Baby food company wanted to source organic crops from Canada throughout US Northeast, but production was too spotty, so had to come from West. Especially for fruit. Production moved West and Heinz bought it, then Haynes bought it. Director of Communications there, meant to share story with national audience. Exciting because beginning of organic wave. Baby food business has to ramp up really fast and get to economies of scale or you will die up against 3 well-established brands. Challenging, went into natural food stores, then grocery distribution. One of leaders in organic food movement because we had to get national quickly. Worked with activists nationally, especially in California. Organic food movement has since grown nationally. Also did consulting for Pew Charitable Trust to reduce pesticide in US agriculture. Ran study about market about leverage points. Looked at implementing roll out in Twin Cities to move into grocery.	Vermont, New Hampshire, New York, business school, family, organic, baby food,
00:28:30-00:33:14	Definitely was not a hippie, was a "between-er". Those folks were older, I missed that but I also wasn't a careerist, had a foot in both worlds. Has defined how I walk through life. Business is a very effective way to get	Hippie, business, rooted, ACORN, non-profit, grant

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	<p>things done, probably has the greatest opportunity to change our world. But, if not rooted in values and vision, it's not rooted. Has also shaped culture of ACORN. Non-profits increasingly have to look more like businesses because the philanthropic world is limited. We have tried to be financially conservative and self-sustaining from the start. We still don't have an office. Determine our own way, but not easy and not for everybody. It's limiting in some respects, but I think it's sustainable even though challenging. Constantly looking for grants, or can be completely independent and poor. We're trying to find that middle way. Look for grants for project funding.</p>	
00:33:14-00:46:14	<p>After business school did consulting gigs. One for renewable energy in Jamaica using wind machines, another for roll out for Perrier. Consulting projects in NY for different European products looking to enter US market. How businesses can affect change. Earth's Best as an example: if people aren't at home making food, rely on outside vendors. How do we improve what's available and make an impression when people think about food. Infants' immune systems are not well developed, brains are developing. Need clean, best-quality food. Makes parents think about their own food. Made a difference to customers but also employees. We should have machines do some work, it's about being selective which relates to values and vision. Where US has lost way as a country, lost our vision. Don't walk our talk, do so little for families. Don't support vacations, sick days, even though we talk about it all the time. Humans have developed powerful organizational tool in the corporation, where people are organized around goals and getting things accomplished, even creating cultures within companies. Very powerful. Growing up in Rome with 4,000 years of history around you, it shifts your perspective about time. See cycles repeating in history, never the same but cyclical still. In US, very short-term oriented, like little kids. "You don't accomplish great things when your attention span</p>	<p>Business school, consulting, renewable energy, Perrier, baby food, Earth's Best, food, family, corporation, history, decision, sustainability</p>

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	<p>is so short.” Also make really bad decisions this way. What do we want to create/build? More important than shortsighted goals. Global companies beginning to ask these questions. With food, must ask “what’s good for our health?” then do it and get on with it! How should we be working our soil, protecting water, manage forests. Need to look more into future for good decisions. Sustainability means time perspective begins to shift, creating security for future generations. “We’re just a link in this chain of time, and are we here to just used it all up for me, now?” As a young country, very captivated by the “me”. VT, New England, one of the oldest parts of country. Have responsibility to speak up and share wisdom from 200-300 years. Look at how people before Europeans lived, there’s something to be learned there and haven’t asked those questions.</p>	
00:46:14-01:00:59	<p>Addison County Relocalization Network. Relocalization is from early 2000s recognition of reaching peak oil and need to adapt to rising fuel costs. Started VT Biofuels Association to build diversification into VT energy supply with crops for biofuels. 2005 formed loose network for discussions, movies, events. Organized into 2 groups, one for food/agriculture, other for energy. Other group organized around money/local capital. 2009 energy group split off and became ACORN Renewable Energy Co-op and ACORN Network to focus on food and agriculture. Became 501C3 non-profit. 2014 5th year. Grown from very little into small community non-profit. First project: Tour de Farms, cycling, have done in Shoreham for 7 years. Gets people to see farms and eat their food prepared on-site. Built directory of all farms in country that produce for local consumption. Turned into Guide to Local Food and Farms, no including 200 in Addison County. Stone Soup annual gathering of farm to school community in Addison County. Financing the Working Landscape to mobilize local capital so Vermonters can invest in VT businesses. This year, VT businesses allowed to raise up to \$1 billion from Vermonters. Sustainable Living Expo with ACORN Renewable Energy</p>	<p>ACORN, relocalization, food education, biofuel, farm to school, community, sustainable, nutrition, cooking, garden, compost, connection,</p>

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	<p>Co-op to promote and celebrate relocalization and diffuse concept to wider public. Addison Country Farm to School, food education work. 3 supervisory unions. Work with schools and farmers to bring more awareness to importance of food education. Transformation is beginning to happen, new focus on health issues, wellness, supporting local growers and local economy, and improving child nutrition. Giving children real opportunities they used to get about cooking every day in homes, gardens, farms. Getting them outside. Now a garden in every elementary and high school in Addison County, compost systems in all 3 high schools. High school students can graduate knowing how to cook meals. Food is a very rich subject. ACORN is board-driven organization. Gradually increasing part-time staff. Small size means we collaborate which is more work, but it's powerful to build relationships in county between producers and consumers. That connective tissue is missing, the richer the tissue the more we can live in a world that works. We lose a lot of people along the way. Most of our support comes from businesses, now going out to individuals to support food education work. Schools are in tough place, very institutionalized. Options for creativity very limited. Teachers don't have time or resources to take on food education, it has to come from the community.</p>	
01:00:59-01:09:57	<p>ACORN's goal in farm to school education. Since 2009, learning what's happening on the landscape. Very time-consuming, doesn't show a lot of results, but about getting to know who is out there in grower community. Then get to know school, health, whole community in Addison County that serves the poor. In a learning mode. Now, have possibility of being communications hub between 2,700 individuals and businesses in contact. Have ability to tell a story. Harvest of the Month program launched 2013 in Northeast Kingdom, first comprehensive program to move food education forward. Organized around monthly feature of fruit or vegetable that is locally available in VT. Includes recipes, lesson plans, taste tests, a lot of</p>	<p>Farm to school, communication, Harvest of the Month, local, stone soup, Green Mountain Farm to School, cultural change, habit, community</p>

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	<p>support materials for “stone soup”. Everyone has to participate, and schools are complex, rich communities. Won’t get a good soup unless everyone contributes something, which is why Harvest of the Month has potential to be effective, something for everybody. Efforts last year enrolled every elementary school in Harvest of the Month, this year aim to connect school to these resources and work with them every month for trainings. Statewide, unified campaign. ACORN could not have launched this, Green Mountain Farm to School really executed this well and put it together. The vision is that this could move into retail space, featuring local growers, and restaurants. If Harvest of the Month can be sustained, it might make an impact not just on children, but all those involved in school and the community. Need to shift habits. Cultural change is difficult, usually happens because of crisis, but key is repetition. That’s how it sinks into us. “Food is a wedge.” It touches everybody, the land, families, communities. “If we can get that right, I think a lot of things might adjust accordingly.”</p>	
01:09:57-01:14:35	<p>“Schools are where food education can be very effective.” NOFA has a farmer correspondents course statewide enabling opportunity for young students to correspond with a grower through letters. Farmers may come into classroom to teach. About building relationship. Class visits farm, it’s real life learning. Those are the memories those children will never forget, they were multi-sensorial. Fun has been driven out of education, but childhood is all about fun. Teachers have to follow a script, so getting out into real world is good, that’s how kids have always learned. Experiences like that are levelers. Working in a garden at the school and seeing that food grow, eaten, composted, used, learn about life cycles and our small but central role in it. “We’re part of this big digestion, and isn’t that what the food system really is?” We’re creators, don’t have a great self-image, could create whatever world but don’t believe in ourselves yet enough to do that, but it’s there.</p>	<p>Food education, NOFA, farmer correspondents course, children, real world, education, fun, cycle, food</p>

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01:14:35-01:23:36	<p>Besides school, other part is marketplace. How do we grow more food in VT? Access and affordability are all about price, a function of volume. Need to grow more food to feed more people at an affordable price. Trying to find our way. Pioneers in 60s and 70s broke with past and did something new. Made mistakes, but learned to become really good growers, build soils, build customers. Only sector in US agriculture that is truly free enterprise, created their own markets. A lot of them in VT, which makes VT exciting place in US agriculture. To grow more food, need to help develop new generation of VT-scale wholesale growers. Changes with crop. "Everything depends on soil", from there to crop, then equipment. Encourage crops to grow where they are most suited. Have opportunity to be creative with wholesale production. P. Johnson and others have lots of different models. One is growing 40-100+ acres with crop rotation, or Intervale, or Middlebury College partnering with different wholesale growers. Sodexo now committed to buying local food and exploring new models. How do we take retail model and evolve into wholesale model? Only then will prices be more affordable. Post WWII industrialized production and growers earned less of retail dollar while consumer pays less. We can't do that, have to support our growers, it's a balance we need to find. Farm to Plate helps Vermonters understand it's a food system, cycle, and community. If community is sustainable, all who sit at the table must benefit/adapt equally. New conversations are exciting recognizing we're in a community, it's the beginnings of a different culture with a new set of values. Freedom and unity is powerful motto, seemingly contradictory, but overregulation holds back progress. We're all in this together, have to start thinking with future in mind.</p>	<p>Market, affordability, soil, wholesale, industrialization, Farm to Plate, community,</p>
01:23:36-01:34:05	<p>Piece-meal farm to school program in Addison County. Average cost per school meal low, no budget for better food. Every food service director juggling commodity program, child nutrition rules. Really complicated and</p>	<p>School meal, money, beef, cooking, food shelf, local, community, soup, freeze, co-</p>

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	<p>no money to do it. Schools can band together to buy together and get better pricing, but system doesn't want change, it's more work to change. Doug Davis created first buying co-operatives for schools. More regional products are getting into schools but under enormous constraints, price especially. If schools could organize buying power more, might be able to work with growers, but there is no one right way. Worked with Café Services at Middlebury Union schools to start buying Addison County beef. Depends on individual school. Cultural change, and if food service director or school culture is not interested/vocal, less inclined to create change. Nature of food service completely changed to heating up pre-made food, no cooking. More professional development required now to bring cooking back, puts more burdens on staff. It's a big moving target changing slowly, no program in place for all schools. Feasibility of community food project inspired by Hope Food Shelf in Middlebury. Executive director interested in getting more fresh food to clients, not happy with food bank donations. Wants to improve nutrition and peoples' diets. Began working with Salvation Farms for gleaned crops to lightly process (freeze) for food shelf network. Potentially, costs of fresh food could be lowered for food shelves and schools. Another model worth exploring. Middlebury coalition of churches with 5,000 volunteers and other groups work to get local food more available, such as in soups, but how do we take this to the next level? Don't want to build a processing facility, but need something already in existence, need community partners. Might serve as model for other communities.</p>	operative
01:34:05-01:37:42	<p>Harvest ends in October/November, so no new crops until May/June. Some winter greens, but we need to store food for winter. Important place for meat, root cellars, so "storage is seriously needed if we're going to grow food production and feed ourselves". Very interesting developments with storage to work for each crop with modern adjustments. We need to address storage and processing. Chris Callihan at UVM Extension and others</p>	Storage, processing, root cellar,

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	helping to design new food storage units, 21 st century root cellars.	
01:37:42-01:39:40	Annie Harlow working with Middlebury/Addison County schools to increase local foods. Café Services (food service contractor) has been ally in local food movement in school meals. Maybe that's an indicator something is happening in VT.	Café Services, local, school meals
01:39:40-01:40:00	Johnathan pauses to gather his thoughts.	PAUSE
01:40:00-END.	Huge investment made in supporting local foods and food education. VT is poised for economic growth. Champlain Valley was a grain growing region, today grow grass, but there is opportunity to sell high-quality foods into metropolitan markets in region. VT can keep stepping up its game. We're still into the trendiness and not seriousness of what we're doing, we have to step it up to see how we manage our soils. Distracted by surface, but if not feeding soils, not sustainable. Same with water, we're not taking good care of it. Need to re-evaluate how we manage our forests, it's all linked. "We live in mind silos", need to see beyond our occupation, it's all one piece. With meat, need to mind how we are raising/treating/feeding animals. Commend Farm to Plate to bring that into more peoples' awareness, but need greater execution and enforcement. All comes down to standards. VT food has to be meaningful, that's why people buy it. Taking the image and giving it some robust integrity that's verifiable. Wholesale production needs to be worked on at UVM, other universities, groups with young people, need to take it seriously. Giving young people the resources and know-how to get out on land and do it. Currently more interested in academics of food systems and less in training, it's the John Dewey thing, teach me how to do it. That's the next piece, doing it and thinking about the next generation. There are only so many farmers markets, co-ops, restaurants. Young growers need a foothold in the ecosystem. Either need to find a super niche that nobody's found yet or you learn a lot of hard lessons and try to survive. Maybe we shouldn't be encouraging a lot of retail growers, need wholesale growers	CONCLUSION. Local, food education, grain, connect, Vermont food, young people, import, food security, skill, root, relocalization

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	<p>and greater creativity to make land productive and feeding into current use, feeding us rather than lying fallow. VT will always have to trade for food we can't grow and things we can't make. We don't know how much we import, but we are at the end of the supply chain. 80-90% VT food is imported. Imagine impact in capturing 15% of even 10% of that. It's a bout getting local foods more readily available. This is not fanciful thinking, this is food security." It is wise to have food security, "homeland security, having a little more control over your destiny." Our food still subject to climate, pests, disease, supply shocks, it's a highly tuned just-in-time system with few inventory systems. "I'm the person that likes to have something in my freezer." Many factors beyond our control and food is fundamental. That's why traditional Vermonters keep venison in their freezer, to be prepared. Newcomers are not. It's interesting to have renewed interest in putting food up, and new gardens being opened up, it's a sign. Not that it will happen tomorrow, but it's nice to know how to grow food, fish, hunt, skills we should pass on to our children. When you know those skills, you have a lot of other knowledge that connects you to the place you live. "It's about rooting into the land." Americans still live in their minds in the American Dream, but the time is coming and VT is a leader in putting roots down and being a member of the larger community, the land, critters, soils, it's us. Until we do that we're just visitors. "Relocalization is about reconnecting and rooting down into this place we call home, and I think this is the settling of America." Other things will begin to shift. In Vermont it's a communal value, but we've got to go deeper, it's part of a bigger story.</p>	