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8-1-2011

## Interview with Trudy Toliver, Portland Farmers Market, 2011 (audio)

Trudy Toliver

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## Interview Index

Interviewee: Trudy Toliver

Interviewer: Sara Davenport

Date: August 1<sup>st</sup>, 2011

Location: Left Bank Building 240 N Broadway, Portland Oregon

Research Assistant: Thomas Yarbrough

Interview Series: Documenting Sustainable Practices in the Pacific Northwest

Recording Equipment: digital recorder (windows media audio file) with external, omnidirectional microphone

26:19:46 Intro

26:19:22 I know you are a lifelong Oregonian- have you always lived in Portland?

Born in Portland, lived abroad, came back

26:18:42 How did your undergraduate and graduate education prepare you for your career?

Education is good, but work experience develops skills

26:17:30 How do you define sustainability?

Sustainability is protecting the natural environment

26:16:30 How do you assess or gauge progress towards sustainability?

Looking back for more sustainable practices

26:15:10 Please describe a typical day, week, or event at your job.

day starts with meetings, ends late on local farm at fund raiser

26:12:01 What do you like best about your job?

variety of tasks and responsibilities

26:11:26 I know that you advocated for bikes to be welcomed on transit when you worked with Trimet, what made that an important policy for you?

Busses and trains access, leadership challenges, bike hooks on public transportation

26:08:25 From your biography on the Portland Farmer's Market website, I know that you feel eating healthier can change people's lives-why do you feel that way?

some foods are poison, other foods act as medicine

26:07:16 How do you think shopping at the Portland Farmers Market can impact people's eating habits, if at all?

farmers market offers wider variety, helpful for eating healthy

26:06:57 How do you feel about locally produced foods in comparison to grocery bought foods?

grocery stores are still valuable farmers markets do fresh produce better

26:04:06 What challenges do you think the Farmer's Market faces, if any?

growth management and supply vs. demand

26:02:20 PSU market has 180 vendors

26:00:51 How do you feel about the results of the Portland Farmer's Markets Evergreen Campaign so far?

Evergreen campaign, goal 75% recycled, 2010 90% reached

25:58:34 How does the farmers market balance economic realities with the desire to implement sustainability initiatives?

sponsors needed to fund new projects, added costs for implementing new projects

25:55:43 What sustainability ideas or techniques would you be interested in implementing or expanding in the future?

bring your own bag

25:55:13 What institutions or organizations would you like to see the Farmer's Market work with?

partnering with Rose Garden

25:50:01 What are your personal goals for the farmers market going forward?

covered market facility

25:49:01 What kinds of projects do you have planned for the future?

adding a non-profit expansion to the farmer's market

25:48:01 need more shoppers at the neighborhood markets