English 1B Fall 2011 **Field Research** Extra Credit Option

**Overview**: Field research means you get information directly from the world, rather than from printed material. Your Seagull handbook includes three types: interviewing experts, taking surveys, and making direct observations (pp. 75-77). This assignment focuses on the last one: observing the world directly and drawing your own conclusions.

This is a hugely important research tool in many professions: marketing, zoology, psychology, botany, and sociology, to name a few. Some of you have found a way to incorporate field research into your research project, but many of you can’t, so please I’ve decided to just make it optional and extra credit. Remember, you can earn 30 extra credit points total for the semester. I will make this one worth 15 for a really good one.

**Requirements:**

1. Data: Report on where you went and what you saw, in as much detail as you can. Organize the data into sections that make sense for your topic. Include physical details of the setting, describe people who were there, their behavior, and what they said, if you asked them anything.
2. Analysis: What conclusions did you draw from what you saw? What insights into our society’s food culture did you get? Did it confirm or contradict anything we have read about in class?
3. Length & Format: 1-2 pages, typed double-spaced, should be enough.
4. Souvenir: Please attach a menu, a photo (email it to me), or some other memento I can use next semester.

**Options**: If you can’t use direct observation for this project, choose one of the options below, instead. Really anywhere food is offered in public is fair game.

* **Farmers’ Market**: Visit a farmers’ market and report on what you see, both what is offered for sale and how people behave, plus anything else that strikes you: the prices, the live entertainment, etc.
* **Ethnic food:** Visit an “ethnic” grocery store, compare it to one you know. How does it cater to its niche market? Consider not only the food offered but also things like what languages the workers speak, whether there is a bulletin board or newsletter for people in this ethnic/cultural group.
* **Independents vs. chains:** Visit a coffee shop that ISN’T a big chain (not a Starbuck’s, Peet’s, or Seattle’s Best). Describe its distinctive features. How is it different from the big guys?
* **Stadium Food:** Check out the food offerings at a sports stadium that you know. Note what is offered, prices, what people are buying and how/where they’re eating it.
* **Street Food**: This is not as common in San Jose as in some big cities, but see what you can find, maybe in a big park or some kind of fair or festival. What is offered? Prices?
* **Farm workers at work**: If you can get access to fields were crops are being tended by people (not just one person on a tractor), report on what you see. “Pick your own” places count, too.
* **Farms**: Ardenwood Historic Farm in Freemont offers a look at an old-fashioned farm. Full Circle Farm in Sunnyvale is an active operation. UC Santa Cruz has one, too. Veggielution is one of many community gardens you can visit, as well.
* **Homeless Garden Project** in Santa Cruz is designed to both raise food for the hungry and to give homeless people marketable skills. Open to the public.
* **Institutional Food**: Aside from the food available on campus (which is too easy), what other institutional food settings do you have access to? The cafeteria where your little brother goes to school, the Elder Care home where your grandma lives, the cafeteria at the hospital where your dad works, the company restaurant at Google, if you know someone who is lucky enough to work there, etc. Describe the food, the setting, etc.
* **Food labels:** Curious about GMO labeling? Visit a store and see how many food items you can find that say “No GMOs.” You could do the same with other kinds of labels: organic, grass fed, fair trade, ocean safe, no BST (on dairy products). Obviously, you’re going to find more of this at a store catering to tree-hugger types or health enthusiasts. You might also see what kind of price difference the specially labeled foods have over the unlabeled foods.
* **Butcher Shop:** Yes, they still have these, though most people get meat at the grocery store. Notice that some of these local ones stock meat from Niman Ranch, owned by the writer of “Carnivore’s Dilemma” and her husband. The last one is closest to campus.
* Drewes Bros. Meats, San Francisco, (415) 821-0515, [www.drewesbros.com](http://www.drewesbros.com/)
* Berkeley Bowl, Berkeley, (510) 843-6929, [www.berkeleybowl.com](http://www.berkeleybowl.com)
* Enzo’s Meat & Poultry, Oakland,  
  (510) 547-5839, [www.rockridgemarkethall.com/enzos/index\_enzo.html](http://www.rockridgemarkethall.com/enzos/index_enzo.html)
* Golden Gate Meat Company, San Francisco (415) 983-7800, [www.goldengatemeatcompany.com/retail.shtml](http://www.goldengatemeatcompany.com/retail.shtml)
* Willow Glen Meats and Smokehouse [885 Delmas Ave.](http://www.willowglenmeats.com/contact.htm)San Jose, CA 95125 (408) 279-4009