June 2022

Historic Houses and the Food Movement: Casey Farm and Coastal Growers' Market

Allison L. Smith
University of Massachusetts Amherst

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Historic Houses and the Food Movement:
Casey Farm and Coastal Growers’ Market

A Thesis Presented
by
Allison L. Smith

Submitted to the Graduate School of the
University of Massachusetts Amherst in partial fulfillment
of the requirements for the degree of

MASTER OF ARTS

May 2022

History
Public History
“Historic Houses and the Food Movement: Casey Farm and Coastal Growers’ Market”

A Master’s Thesis Presented

By

Allison Smith

Approved as to style and content by:

________________________________
Samuel Redman, Chair

________________________________
Emily Hamilton, Member

________________________________
Brian Ogilvie, Chair
DEDICATION

For my family,
whose supported my every ambition

In Memory of My Dad, Gary Warren Smith
1967-2018
ACKNOWLEDGMENTS

I am appreciative of all experiences, friendships, and memories I have built while at UMass Amherst and I would like to thank those who stood by me along my graduate journey. Thank you to my professors who supported my variety of interests and invited me into the world of public history. Thank you to my fellow classmates who shared in the stress, laughter, and joy. Thank you to my advisors for creating meaningful opportunities, increasing my confidence, and offering advice on my career path. Lastly, thank you to my family and friends for their unwavering support and encouragement.
ABSTRACT

HISTORIC HOUSES AND THE FOOD MOVEMENT:
CASEY FARM AND COASTAL GROWERS’ MARKET
MAY 2022
ALLISON SMITH, B.A., SMITH COLLEGE
M.A., UNIVERSITY OF MASSACHUSETTS AMHERST

Chair ed by: Professor Samuel J. Redman.

Community engagement and relevance are topics prominently discussed in the museum field. Conversations about public history and social justice, however, are less common. Combining these two ideas and thinking broadly about how museums, particularly historic houses, can stay relevant in their community by adopting a community-centered mission, this thesis uses Casey Farm as a case study. By conducting interviews with the site managers and market manager alongside surveying market vendors and visitors, this thesis compares the museum’s perspective of their relevance with the lived experiences of visitors. Ultimately arguing that historic houses should prioritize community interests when creating programming to retain audiences to the museum. Studying how Casey Farm partners with Coastal Growers’ Market to increase community relevance by aligning with the goals of the Food Movement, this example can encourage other historic house museums to use the resources at their site and seek out possible partnerships in their community.
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“Casey Farm acts as that town center, a place where you can come and meet your friends, bring your family.” - Jane Hennedy, Site Manager

"We try to always be respectful of the land. And we are like stewards of this property. So I think it's a big part of our responsibility is just treating it right. And I think organic farming does that." - Lindie Markovich, Farm Manager

“It definitely seems like they’re grateful for having this food that we had just pulled out of the ground a few hours earlier. And knowing that we’re not gonna flash freeze it and ship it across the country. It's just gonna go to someone’s kitchen.” - Daniel Magill, Farm Assistant Manager

“These are your neighbors. Come see their passion. Come help them stay here. Come grow their business. These are people you know.” - Marita Stapleton, Coastal Growers’ Market Manager
INTRODUCTION

Wandering around any New England town, one is likely to come across a vintage house designated with either a plaque or a sign, possibly with peeling paint, noting the house as a historic site belonging to a historical society or other organization. Most people drive by these quaint environments with little notice, perhaps recognizing the house’s traditional architectural elements or its displacement in a modernized neighborhood, but all in passing. To these passersby, the historic house is irrelevant. Unless these metaphorical people are already interested in historic sites, they will find another way to occupy their time. When partaking in a leisure activity, people usually have a desired or expected outcome. When going to the beach, one expects sand in their shoes, a possible sunburn, and their children occupied by sandcastles. The beach is relevant because it provides a fun, casual, and visceral environment. However, historic house museums do not advertise as clearly why they should be a priority. What is someone supposed to get out of a historic house museum tour? What if more people found historic houses relevant? A space where themselves or their children could participate in activities, and they could take something home, something meaningful. What would make them signal their blinker, turn into the historic site, get out of the car and spend time engaging with history and their community?

A. Community-Centered Engagement

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1 Throughout this thesis I will use the terms “historic house,” “historic site,” and “historic house museum” interchangeably. I will also use the term “museum” when referencing more than just historic houses. Noa Bronstein defines the house museum as a “previously functional and occupied private, domestic space, which has been preserved as such, but also as a public museum, in regards to the contents and structure.” Noa Bronstein, “The Just Present Past: A Survey of the Historic House Museum & Future Applications of the Model” International Journal of the Inclusive Museum 6, no. 4 (2014), 79-80.

While historic houses want to draw people in from their community, surrounding towns, and especially tourists, they need to understand what people want and whether or not they can provide that service. Historic sites should actively draw people into their museums rather than expect outsiders to know what the museum can offer them. Many historic house museums assume the community wants what they already put forward.\(^3\) To take responsibility for the relationship between the community and the historic house, museum staff need to meet their audience; hear their needs and wants, ultimately combining these desires with their expertise, resources, and unique characteristics.\(^4\)

Public historians are adept in research, analysis, historicization, comparisons, and interpretation, all of which can support broad audience interests.\(^5\) Historic houses can begin relationship-building with their community in several ways: encouraging their staff to join community groups, asking museum visitors to fill out evaluative surveys, and curating pop-up exhibits in other areas of the town; while these techniques can be beneficial, the museum still holds power in these situations, limiting equitable community collaboration. By partnering with local people and organizations at the outset of a project, historic sites can hear and implement community ideas, working towards mutually beneficial relationships.\(^6\) Collaborative programming promotes the goal that museums, in the words of RIT professor Juilee Decker, “are not constrained to silos.”\(^7\) As public history institutions, historic sites should not only create an educational space for

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\(^4\) Hilke, “If I Ever Start a Museum,” 24.
the public but create a space for the public to share their expertise, interests, and goals. But would steering more towards audience interests overshadow the museum’s intended mission?

Although it is simpler to work with only other museum professionals, maintaining “unilateral control” can foster spaces that unintentionally exclude members of the public who see the museum as not for them. But it is the museum’s responsibility to invite all members of the public into its space. Public historians have written on topics such as community engagement, historic house relevance, and social justice in museums. But they have yet to explore deeply how working with communities on social justice issues can foster historic house relevance within communities. Nonprofit professional, D.D. Hilke wrote about her decision to partner with community groups at the Children’s Museum of Utah, arguing that inviting their expertise would simultaneously “empower more connections and a broader sense of community affiliation,” by working towards a common goal. Not only did she work closely with community organizations, but she focused her public programs on “address[ing] priority needs of our community.” As a result, argues community change facilitator Paul Born, working together on community concerns can prompt “better community, create more social capital, and offer...sustainable solutions to community problems.” Museums cannot necessarily address every desire or problem, but “as keepers of community history, values, innovation, and provocative ideas,” historic house museums often have resources ranging from providing context for contemporary issues to creating steps for improvement.

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10 Ibid.
12 Ibid.
Decker argues that museums are natural locations for a “central gathering place” or a “foundational center” for communities.\(^{13}\) As community centers, museums can still align with their mission and deliver “meaningful, inclusive, creative, and educational experiences.”\(^{14}\) Decker agrees with Junghwan Kim, Associate Professor at Texas A&M University, that redefining museums as community-centered environments can dismantle the institutional elitism of museums that pushes away visitors who find museums intimidating.\(^{15}\) By removing access barriers for groups within the community, the museum can become a collaborative space for community engagement that “gets better the more people use it.”\(^{16}\) Although, not everyone agrees with historic sites and museums shifting their programming or missions to attract new audiences, especially if the shift does not directly relate to the historical subject matter. Stephen Long, President of the Children’s Museum of the East End, described an encounter between a parent and himself as the then Director of the museum:

> Not long ago, a parent took me aside and said that she hoped I understood that CMEE wasn’t a museum. “What do you mean?” I asked her, “isn’t it a children's museum?” “No,” she replied, “it’s a community living room.” A community living room makes a great place for a Halloween celebration.\(^{17}\)

How can museums walk the line between relevance and irrelevance? Does a Halloween celebration for children fall under their jurisdiction? Long argued that their celebration

\(^{13}\) Decker, *Engagement and Access*, 4 and 27.
\(^{14}\) Ibid, 4.
did align with their mission because they filled a gap in a community need. After the local school, which annually held the event, canceled theirs, he felt it his responsibility to share their space with the community.\footnote{18} While a Halloween party does not challenge social justice issues within the community, it is an example of how museums and historic sites can recognize a need or want in the community and serve that want using their resources. Museums may find their relevance by adjusting their missions to be more community-centered. That Halloween party might stick in minds for years to come and improve the institution’s reputation as a neighbor, or as Barbara Walden, a faculty member at Graceland University, puts it: “Local residents may not be able to recite your museum’s mission by memory…but they will be able to recognize that your small museum is essential to maintaining and improving the vibrancy of life in their community.”\footnote{19} As the American Alliance of Museums states, a museum’s mission is its “heart,” but its vision of the future and values are equally critical to making an impact.\footnote{20} With this recognition and continued engagement, the historic house or site can increase its revenue and attendance, diversify its volunteer staff, and improve general perceptions, ultimately arguing its case for relevance.\footnote{21}

### B. Historic House Relevance

Historic houses, previously occupied domestic spaces turned into public museums offer visceral windows into the past.\footnote{22} An eruption of historic house museums in the early twentieth century coincided with a desire to commemorate advanced examples of

\footnote{18}Long, “Practicing Civic Engagement,” 142.


\footnote{20}American Alliance of Museums, “Alliance Reference Guide.”


American architecture, adding to the “shrines dedicated to war and politics.” In the 1960s, local historians popularized historic houses to celebrate, preserve, and share town histories. By 2007, there were over 8,000 historic houses in the United States. By 2014, the Institute of Museum and Library Services reported about 16,800 historic sites, including historic houses, historical societies, and historic preservation. Historic house museums can deliver a sense of patriotism, pride, and place, according to Gerald George, a former director of AASLH. But do present-day communities with historic houses in their town feel connected to that site? With patriotic and celebratory origins, are historic house museums founded by communities decades ago still relevant generations later? Should missions change alongside changing audiences? Nina Simon, a prolific museum professional, defines something as relevant “if it gives you new information, if it adds meaning to your life, if it makes a difference to you.” A historic house is not inherently relevant on its own, which has led to a long debate and many striking article titles like “the End of History Museums,” “Historic House Museum Malaise,” and “Not Dead Yet.” Historians fear, while others welcome, the end of historic house museums because they view these spaces as irrelevant and stuck in the past, but, by adapting to community interests, historic houses may actively argue their purpose.

23 Harris, New Solutions for House Museums, 7.
24 Ibid.
25 Ibid, 8.
Too many, too dusty, too sterile, too similar, critics of historic house museums claim.\textsuperscript{30} Historic houses struggle with small budgets, their popular audience growing old and visiting less, and often inexperience among staff with new technological communications.\textsuperscript{31} Critics do not predict historic houses will be relevant to future generations unless these sites adapt to changes in education and entertainment.\textsuperscript{32} According to Cary Carson’s study into attendance at Colonial Williamsburg and Mount Vernon as the Vice President of Research at the Colonial Williamsburg Foundation, visitation at museums had decreased during the 1990s and 2000s.\textsuperscript{33} This trend correlates with Peggy Coats’ findings in her 1990 survey as the Director of the Campbell Historical Museum, that 72 percent of historic house museums use their space exclusively for preservation, collections display, and direct interpretation, rather than engaging audiences in programs or tours.\textsuperscript{34} Of course, a historic house preserving, exhibiting, and interpreting history is not surprising, but the lack of adaptation to audience interests and willingness to bring in a variety of programs limits their community relevance. Historic houses need to reflexively consider their isolation and value in the community to improve their sustainability.

Scholars Rosemary Logan and Glenn C. Sutter believe that historic houses can “be a beacon for the future,” despite their critiques.\textsuperscript{35} Many historic houses view their role

\textsuperscript{32} Carson, “The End of History Museums,” 17.
\textsuperscript{33} Ibid, 15.
as a bridge between the past and the present but exclude the future. Museum professional Bill Hosley argues in similar terms that historic sites can be “beacons for community spirit.” Beacons offer a light, a path, a guide towards hope. Isolation and irrelevance in the community do not spell a sustainable future for historic houses locally and nationally, but rethinking the purpose of public programs and collaborating with community partners can change their fate. Working with stakeholders in the community not only builds trust but invites creative new ideas that “extend well beyond the traditional house tour.” Gerald George hopes that after visiting a museum, visitors will leave with a “deep experience and insight into issues that [they] are interested in, that changes attitudes and behaviors.” In this way, museums can frequently and meaningfully contribute to their neighbors’ lives. Museums should aspire for an affirming response to the question: “Does your audience love you?” It may take time for visitors to truly love a museum but encouraging them to return time after time for thoughtful and engaging programs might aid the relationship. One of the most current and innovative ways museums are initiating stronger bonds with their audience is through aligning with social justice causes. Museums can learn about issues passionate to their community and use the nature of their site to speak to those issues. An especially relevant social cause for rural historic sites is the Food Movement.

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41 Harris, New Solutions for House Museums, 9.
43 Ibid.
C. Food Movement and Museums

With the ever-growing globalization of fast-food restaurants, activists founded the Slow Food Movement in 1989 “to create a food system that is good, clean, and fair.” Food Movement activists sought to make food more than a commodity, but a crucial component of community betterment and sustainability. Local food purchasing also supports farmers, as they manage the “natural and social assets of rural communities.” Bringing attention inward to their local food suppliers decreases the number of miles food travels from farm to table. As a professor of economics at the University of Michigan-Dearborn, Bruce Pietrykowski articulates: “the table represents material culture – the culture of kitchens and food – and serves a metaphor for shared community.” This picturesque view of a table filled with community members and local food is not effortless, nor should it be made up of only activists. Slow Food proponents will need to entice shoppers away from chains like Stop & Shop, Big Y, and Market Basket through intentional trust-building, educational programming, and socializing. Building a relationship of trust between farmers and consumers can invite people to learn about Slow Food, local sustainability, and “understand and value the conditions under which it was made.”

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44 Moon and Stanton, *Public History and the Food Movement*, 41.
Like any other social movement, the Food Movement has faced challenges agreeing on goals, methods, and most pressing issues. The Slow Food Movement diverges from Food Justice in that Justice activists confront the deep “structural racism on the ground and the failure of the dominant social change paradigms to take structural racism into account.” Movement activists pursue avenues to make food sustainable, decrease food miles, and localize food production. Justice activists work for change in food systems regarding labor exploitation, unemployment, violence, and more. Both agree that industrial food production is a multi-dimensional problem, but diverge on the solution. Justice activists see people purchasing local food as citizens, not consumers, familiarizing the relationship between farmers growing food and those eating it. Food Justice activists consider the economic and racial obstacles against citizens acquiring locally grown food.

In contrast, Food Movement advocates argue that in places where people purchase slow food, an ecosystem develops with the opportunity to promote “diverse, human-scale, and environmentally sustainable forms of economic life.” Usually, people interact with local food at farmers’ markets on town greens, at a farm stand on a rural road, or through neighbors gifting home-grown vegetables. Farmers’ markets create environments for people to choose to purchase food that counters the monolith of agribusiness while encouraging them to join a social cause through a minimally

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51 Food miles represent how far food travels before it is purchased by a consumer. Aubrey Yee, “What is a Food Mile?” Sustainable America, last modified July 7, 2012.
52 Holt-Giménez and Wang, “Reform of Transformation?” 98.
53 Ibid, 85.
55 Ibid.
intimidating medium: food.\textsuperscript{57} Sometimes local farms lack community involvement or public support. Michelle Moon, a museum consultant, and Cathy Stanton, an anthropologist, offer a way for Slow Food environments to prosper at historical institutions. Rather than operate independently, farmers could partner with local historical organizations and heritage sites. By creating a mutually beneficial relationship, historical institutions could share their resources towards the goal of “making food systems fairer, healthier, and more sustainable.”\textsuperscript{58} Without prior knowledge, people might assume organic food is too expensive and unnecessary when alternatives exist. If a trusted environment like a museum brings up the topic, the public might be more receptive to learning about the benefits of organic produce. Although, the public may also see this venture as a purely commercial endeavor rather than an educational one.

As an accessible and relevant entry point, food can open the door to numerous social issues.\textsuperscript{59} However, if people are interested exclusively in food topics rather than history, the likelihood of a return visit is low unless the museum fulfills that interest every visit. If museums deviate from their usual programs to accommodate public interests without tying those ideas into their overarching mission, this may muddy their goals. But if the museum can find an applicable way to align with a cause, a door may open to someone previously unsure why historic sites could be relevant to them. This initial introduction to the museum creates the opportunity to deepen audience participation. Historical institutions, especially local historical societies that might already have

\textsuperscript{58} Moon and Stanton, \textit{Public History and the Food Movement}, abstract.
\textsuperscript{59} Ibid, 4.
community buy-in, can use analytical skills to draw connections between the past, present, and future in programs that call locals to action.  

D. Intervention

Public historian, Sarah Sutton, expands on Moon and Stanton’s views that historical organizations are critical in aiding the global food crisis since historical museums are inherently “charitable and educational.” Their purpose, in general, is to give back to the community, care about people’s histories and interpret the past for the present and future. By Sutton’s logic, historical organizations can do just as much work for the present and future as they can for the past. Curator Elena Gonzales concurs, arguing that museums can not only further social justice issues but can make themselves more relevant to their audience by doing so. If a museum is not relevant to its community, its future is not secure, as museum “existence is contingent and shared.” By aligning with social justice causes and activists, museums can utilize their historical analytical skills to educate, inspire, and drive community engagement, increasing relevance and sustainability. However, they should not do this work alone. Social justice work is a collaborative endeavor by a party of equal players. Historic house institutions, faced with a decrease in visitation, budgets, and public interest, could increase their relevance and sustainability by aligning with social justice causes through engaging community programs.

This thesis explores how Casey Farm, a Historic New England rural historic house on a historic farm in Saunderstown, RI, partners with local vendors to run a Class

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60 Moon and Stanton, Public History and the Food Movement, 53.
63 Gonzales, Exhibitions for Social Justice, 1.
64 Ibid, 19.
A farmers’ market at their site, engaging thousands of local visitors a year, ensuring their relevance. Casey Farm is a representative case study because, like many other historic houses, it relies on its local audience for revenue, retention, and reputation. Although, unlike other historic house museums, it does have the institutional support of Historic New England and a paid staff; volunteer-based historic houses can still learn from Casey Farm’s understanding of its community and use of site resources. Historic houses can take inspiration from Casey Farm’s ability to highlight their site resources to serve a community interest. This work sits within a body of research on historic house relevance, community engagement, and food interpretation in museums. Victoria Ann-Folger Pardo’s 2019 Columbia Master’s Thesis *Food Interpretation at House Museums and Historic Sites: The Characteristics of Successful Food Programs* argues through four observational case studies that museums can use food history in programs, tours, and interpretation to teach locals about their “food heritage and culture.”

Ann-Folger Pardo’s argument focuses primarily on food history interpretation and rarely touches on the societal concerns about food production and sale. Besides recommending museums participate at farmers’ markets and local farms, her thesis minimally explores how to promote the Food Movement and Food Justice. In contrast, Bill Adair et al combine essays by museum professionals who prioritize communities, transparency, collaboration, and sharing authority, in *Letting Go? Sharing Historical Authority in a User-Generated World*. These essays question how museums should interpret their missions and best engage their audience. This thesis follows the *Letting Go?* direction by directly engaging

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Food Movement and Food Justice ideology to consider how effective the Casey Farm and Coastal Growers’ Market partnership is in engaging their community, promoting both parties’ relevance, and considering how the Farm’s community-centered goals can serve as a model for other historic sites.

To gain a sense of this partnership and its impact on the patrons of the farmers’ market, I spent three days interviewing, researching, and surveying at Casey Farm. Using oral history techniques for crafting questions, I interviewed the Casey Farm site manager, Jane Hennedy, the two Casey Farm farm managers, Lindie Markovich and Daniel Magill, and the Coastal Growers’ Market manager Marita Stapleton. I also researched at the North Kingstown Free Library and in the institutional records located at Casey Farm. Having a foundational base in Casey Farm and Coastal Growers’ Market perspectives on community engagement, Food Movement ideas, and relevance, I needed to see their perspectives compared to audience opinions. Using professors Judy Diamond, Michael Horn, and David Uttal’s recommendations on evaluative techniques, I wrote two surveys: one for market vendors and the other for market visitors. In each survey type, I left space for participants to mention anything they wanted to share, realizing that each visitor will “construct their own meaning” of their experience. The one-page surveys asked 11 to 12 multiple choice questions, and upon completion, the participant could select a handcrafted Halloween lollipop or a packet of seeds. On a rainy Saturday before Halloween, I set up a booth at the Coastal Growers’ Market encouraging visitors to fill

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68 See Appendices C through E for interview questions. In trying to be flexible in each interview, not all questions were asked.
69 See appendices F and G for completed surveys. Judy Diamond is a professor at the University of Nebraska - Lincoln, David Uttal and Michael Horn are professors at Northwestern University.
71 Diamond, Horn, and Uttal, Practical Evaluation Guide, 49. See an image of the booth in Appendix A, Figure 3 and the poster used to advertise my survey, Figure 11.
out the brief survey. Although I only received 20 completed surveys, they reveal a slice of public opinion about the market and museum, from dedicated visitors who trekked to the site despite pouring rain. On market day, I hand-delivered surveys to each of the 16 vendors and informally discussed their thoughts on the museum’s impact on their work.

In Chapter I, I give a history of Casey Farm and the Coastal Growers’ Market, in Chapter II, I explain in further detail what the Food Movement is and the potential in historical organizations, in Chapter III, I analyze the surveys and compare them to the interview responses. Through this research, I hoped to learn how Casey Farm views itself in the community and simultaneously how the community views Casey Farm. How does Coastal Growers’ Market impact Casey Farm and the community? Is Casey Farm relevant to its community? And more generally, why is the historic house museum an appropriate place to convey social justice initiatives and drive community engagement. In the concluding pages of this work, I reflect on how historic houses and other cultural institutions might balance their missions, social justice initiatives, and community interests to ensure relevance.
CHAPTER I

“AT THE VERY BEGINNING AND AT THE VERY END, IT’S LOCALS”¹

A. Introduction

Historic New England’s humble beginnings as the Society for the Preservation of New England Antiquities (SPNEA), founded in 1910 by William Sumner Appleton Jr., created a foundation for heritage organizations across the nation to emulate.² The country’s first heritage organization became the largest within the century.³ Founded with preservation as the core mission, Appleton took inspiration from helping to restore the Paul Revere House in 1905. But ultimately, the catalyst that resulted in the SPNEA was the 1909 alteration of the Jonathan Harrington House in Lexington.⁴ SPNEA was especially committed to preserving seventeenth and eighteenth-century buildings.⁵ The first building acquired was the Swett-Ilsley House in Newbury, Massachusetts. SPNEA collected houses for “architectural or aesthetic merit,” not for their possible associations with national events or prominent men.⁶ Appleton supported the idea “that local history and the artifacts that illustrate it have an evocative power that enriches life,” reaching deeply into New England history.⁷ Hoping to expose the daily life history of New England through material objects, Abbott Lowell Cummings joined SPNEA in 1955,

¹ Interview with Marita Stapleton conducted by Allison Smith, November 9, 2021 over telephone.
committed to creating educational and participatory experiences at the historic properties. As Director in 1970, Cummings worked to deaccession some of the more than 60 homes Appleton collected. By reducing the number of properties, SPNEA could better interpret the museums and create more programming. By 2000, SPNEA still held 1,350 acres from Maine to Rhode Island. However, as Cummings remarked in a 2007 interview with public historians Jessica Neuwirth, Robert Paynter, Kevin Sweeney, and Braden Paynter, “Now at the end of the day, having spent a life in a movement which depends upon public acceptance to varying degrees, I am fascinated at how limited the number among the public is who have true appreciation.” Disappointed with their museums’ lack of public attention, Cummings remarked that “public acceptance” is intimately tied to museum success. Now called Historic New England (HNE), this organization continues to rely on public approval, create educational opportunities for visitors, and preserve New England’s past. Their mission states their commitment to “save and share New England’s past to engage and inform present and future generations.” In the most recent strategic plan, Historic New England is committing to “promote the region’s landscape heritage and spirit, and motivate sustainability practice” by expanding engagement at their historic farms. They also strive to improve “livability” at their site communities and form partnerships with community stakeholders. One stand-out feature of Historic New England is their success at maintaining four undivided seventeenth-century farmlands: the Spencer-Pierce-Little and

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14 Ibid.
Cogswell’s Grant Farms in Essex County, Massachusetts, and the Casey and Watson Farms in southern Rhode Island.

**B. Casey Farm**

This is the story of a small New England seaside village from the arrival of the English in the area in the middle of the seventeenth to the middle of the twentieth century. This place is so small that as one passes on the high road one is likely to miss it altogether, though if you might sail by it on the bay you would find that it stands out quite clearly, its white houses against the green of the hillside. This is as it should be since the reason for its existence has to do with its location on the shore. It is a small enough place to make it practical to get around on foot, not that everybody does that, but it is somewhat rare in today’s conditions to even be able to.\(^{15}\)

Local historian Irving Sheldon’s description of Saunderstown, Rhode Island, holds up with the white houses still prominently visible from land or sea, locals traveling by foot or bicycle, and attention to nature.\(^{16}\) Casey Farm, a Historic New England museum property, is one of these white houses against the backdrop of green farmlands and blue waters. As early as the eighteenth century, the 300-acre farm produced food for both local and foreign markets.\(^{17}\) Before James Morey of Jamestown, Rhode Island possessed the property in 1702, Connecticut and Rhode Island colonies claimed their “purchase” in 1659.\(^{18}\) Morey passed the property to his daughter’s family, the Coggeshalls, who built

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\(^{16}\) Sheldon leaves out that the land overlooking Narragansett Bay is the homeland of the Narragansett nation. Whereas Historic New England includes this history stating that: “for at least 10,000 years before the present, the Narragansett people and their ancestors have lived on the land that is now called the West Bay of Rhode Island where Casey Farm is located.” “Casey Farm, (c. 1750),” Historic New England, accessed December 7, 2021.

\(^{17}\) “Casey Farm, (c. 1750),” Historic New England.

\(^{18}\) “Casey Farm, (c. 1750),” Historic New England.
the still-standing farmhouse in 1750. Due to the farm being close to one of New England’s largest ports, Newport, the Coggeshall family successfully sold their tenant farmer’s produce including “corn, wheat, rye, barley, and apples.” Over the years, as the farm passed through family generations, it became more of a “cherished family retreat” than a family-operated farm. Enslaved people, Indigenous individuals, and tenant farmers all performed farm labor over the long history of Casey Farm.

Family members continued to pass the farm on to business-minded relatives who used the land for their monetary gain. By the early nineteenth century, Thomas Lincoln Casey held a share and endeavored to buy out all family members. By 1875 he had acquired all of the property shares and made it his mission to improve the farm by building a barn, constructing a front porch, and re-clapboarding the house. Despite the Industrial Revolution, when Irving Sheldon argued left people in Saunderstown with two choices: farm the land or leave for the shipyards, Casey continued to improve the farm. And by the 1890s, Saunderstown became a hotbed for people wishing to experience the rural nostalgia of a seaside community. Already aware of the nostalgic importance of his property, in Casey’s A Historical Sketch of the Casey Farm, Boston Neck, Rhode Island, published in 1881, he implored his passion and love for Casey Farm.
recounts the ancestral ties to the property with his father and siblings reminiscing about their childhood trips to the farm and considers these memories the true value of the land. Casey admits that:

> as a piece of property, the place is nearly valueless. Not a penny of income I ever received from it….But as the heirloom preservation of which many sacrifices have been made by my ancestors, and as a repository of the ashes of my beloved kindred, the place is beyond price, and I trust will ever be zealously guarded and cherished by me and mine.\(^{29}\)

When he found himself the heir to the property without any heirs of his own, Edward Pearce Casey offered the Casey Family property to his friend William Sumner Appleton in 1925, creating a space for visitors to experience this sentimentality.\(^{30}\) Casey ensured the farm’s preservation by writing in his will: “cultivation of the Farm shall continue and be maintained and the woods shall be preserved and the older trees not cut out as frequently as recommended.”\(^{31}\) By 1955, SPNEA began “operating the Casey Farm as a working farm, preserving the valuable land along the Narragansett Bay and teaching visitors about agriculture and preservation in Rhode Island.”\(^{32}\)

When the public visits Casey Farm, they learn about the historic site through an informative tour experience, covering topics such as Indigenous Rhode Island history, two and a half centuries of Casey ancestry, and how the agricultural upkeep of the land has changed over time.\(^{33}\) Visitors notice the vernacular Georgian architecture of the

\(^{30}\) “Casey Farm, (c. 1750),” Historic New England.
\(^{32}\) “Casey Farm, (c. 1750),” Historic New England.
\(^{33}\) “Casey Farm Tour,” courtesy of Jane Henney.
farmhouse and the bullet hole in the doorway before entering the museum gallery. Docents also share property history, impressive stone walls, gardens, barns, outbuildings, animals, and crops. The majority of the farmhouse is closed to the public for office or programming space. Although interpretation minimally includes the farmhouse, Casey Farm’s primary educational tool is its farmlands. Rhode Island, like other New England states, relied heavily on farming. By the eighteenth century, farmers, including tenant farmers at Casey Farm, took advantage of Narragansett Bay’s impressive agricultural features. They engaged in trade along the east coast and Europe, exporting wool and food while massing landholdings. The tour tells this story and ties it to present-day organic farming practices. Tour guides promote Casey Farm’s cultivated lands as an opportunity for local agriculture by teaching about the history of traditional farming techniques on the site.

Continuing the site’s history of growing food, Casey farm managers, staff, and volunteers grow only organic seasonal fruit, vegetables, flowers, and herbs on their ten acres of cultivated land. They also raise animals, including heirloom varieties of chicken, emphasizing ethical grazing room, organic food, and overall good treatment “even if their purpose is to become food for people.” By committing to ethical treatment of food, animals, and the land, Casey Farm encourages visitors to make informed choices about their food. Not only does Casey Farm produce organic food and raise animals, but

34 In a 1777 altercation between Kentish Guards patrolling the shores off Casey Farm and British marines on the Narragansett Bay, a Kentish bullet lodged into the parlor door, left unrepaired to remember the event. “Casey Farm Tour,” courtesy of Jane Henney.
35 “Casey Farm Tour,” courtesy of Jane Henney.
36 See Appendix A, Figures 4, 5, and 9 for farmlands and gardens.
38 Ibid.
40 “Organic Farms,” Casey.Farm, accessed January 12, 2022. See Appendix A, Figure 6.
they also contribute to the maintenance of the environment by committing to low-impacting tilling, thus nurturing native plant ecosystems. As Lindie Markovich, farm manager, states, “we believe in being good stewards of the land and leaving it in better condition than we found it.” To foster an equitable food system, people can provide labor through the workshare program for a portion of food from the Community Supported Agriculture Program (CSA). Begun in 1994 as the first Rhode Island USDA-certified organic CSA, the program encouraged members to “get into the fields and see how your food is grown.” Through the CSA, Casey Farm provides relevant ways for people to get involved with the farm, the community, and Historic New England as all CSA members become members of HNE too. “Many of them find deep satisfaction in tending crops or doing chores side by side with their neighbors. Healthy food and farm work have turned the farm into a community center.” Another avenue for community involvement in the farm is their weekly farmers’ market, where they sell all goods straight to local customers, reducing carbon emissions and food miles.

Casey Farm visitors enjoy the value of locally grown organic produce, the visceral experience of nature, and an “alive and vibrant part of the southern Rhode Island community.” The Casey Farm web app describes the ethereal value of the farm: “The views of the sky, land, and water kept open by generations of farmers is good for the

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44 “Organic Farms,” Casey.Farm. See Appendix A, Figure 10 for an image of the CSA sign.
45 “Agriculture Today and Tomorrow,” Casey.Farm.
46 “Agriculture Today and Tomorrow,” Casey.Farm.
47 Gittleman, “A Tale of Two Farms,” 4-5.
mind and spirit.”50 When picking their food, purchasing products, or visiting the house and grounds, visitors are encouraged to be in the moment at Casey Farm, soaking in the “historic charm.”51 Summer day camps encourage children to appreciate “the taste of a tomato still warm from the sun or a carrot just pulled from the earth.”52 They encourage visitors to immerse themselves, as “nature is therapeutic, as are all the connections to other people that are made through involvement with the farm.”53 Visitors can expect good quality food, a peaceful environment, and to meet neighbors through the “many activities at the farm [that] build community and enrich minds through its learning opportunities.”54 Casey Farm’s front lawn, decorated with “perennial gardens and ornamental trees,” provides an expansive space for community gatherings like “children’s education programs, our seasonal farmers market, workshops and classes, or farm-fancy events.”55 One of their most successful front lawn events is the weekly Coastal Growers’ Market (CGM).

The Market slogan proudly advertises that its products are “Locally Grown, Produced and Handmade in Rhode Island.”56 From the outset, this was always the mission of the Coastal Growers’ Market when Mike and Polly Hutchison founded it. Historic New England hired them in 1992, at which point they had worked as a farm program coordinator and farmhand, respectively, and in organic farming. The Hutchisons endeavored to make Casey Farm an educational setting for the community, based on

51 Alex Trubia, “‘Savor the Sunset’ event showcases Casey Farm” The North Kingstown Standard Times, (2019), A2, Casey Farm, North Kingstown Free Library, North Kingstown, RI.
As live-in farm managers, the Hutchisons witnessed how previous farming practices had overgrazed and diminished the soil. They worked with Historic New England leadership to declare Casey Farm an “organic fruit, vegetable, herb and flower farm” to not only improve the health of the land but also align with their preservationist and sustainable education mission. They started running the CSA in 1994 and the farmers’ market in 2002 after taking inspiration from informal conversations with local growers. When the market first began, their audience was small, and they had 7 vendors. The market originated as “a number of small farmers, who came together to try to figure out a way to get their products directly to customers.” Mike and Polly Hutchison, as farmers themselves, had a foundation with local producers and because of their employment with Historic New England, were able to foster a community partnership from the beginning. Also, from the start, the Hutchisons were passionate about the Market being Class A, meaning that everything is either locally grown or locally made in Rhode Island.

C. Coastal Growers’ Market

Running every Saturday morning from May to October, CGM is a reliable sight along Boston Neck Rd. in Narragansett County. Frequent flyers are easily spotted walking towards the market with empty baskets in hand, ready to be filled. Market-goers hear an accordion playing and local talent sharing their music. Others pull red wagons,

57 Casey Farm Recent Chronology, Casey Farm records.
60 Conversation with Jane Hennedy, October 29, 2021.
61 Interview with Jane Hennedy conducted by Allison Smith.
62 Interview with Jane Hennedy conducted by Allison Smith.
fully aware of how many organic products they plan to bring home. Coffee drinkers come prepared with a mug from home, sipping on the hot beverage provided by one of the vendors. Rain or shine, these visitors gather their friends and family, drive, walk, or bicycle to Casey Farm, dance in the field to the band, feed alpacas, gather fresh fruits and vegetables, and socialize with the community they see every week. One market attendee remarked that the CGM “starts my social, kicks off my weekend.” Witnessing this environment, one has to agree that the sounds of laughter among family, catching up between neighbors, and grateful exchanges pouring from the market field provide a unique start to one’s weekend. In 2014, Yankee Magazine named Coastal Growers’ Market one of the five best farmers’ markets in New England. Self-advertised as providing “some of the finest produce in Rhode Island,” CGM hosts as many as 30 vendors ranging in expertise from granola, butter, and syrup to skincare, hot sauce, and baked goods (and more!). Vendors make a weekly appearance and most return year after year, creating a familiar atmosphere to the market but with enough variety in programs, new vendors, and entertainment to diversify experiences. The North Kingstown Standard Times reported that “Every Saturday morning during the spring and summer, locals flock to Casey Farm to grab their favorite vegetables, and the farm is often bustling with school children gaining insight into how a farm operates.”

Melissa Johnson, author of Engaging Diverse Communities: A Guide to Museum Public Relations, argues for the importance of special events in museum spaces to

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64 Conversation between Allison Smith and a market attendee, October 30, 2021.
67 Shaun Kirby, “Casey Farm received over $40k for historic revamp” The North Kingstown Standard Times, (2018), Casey Farm, North Kingstown Free Library, North Kingstown, RI.
“enhance brand identity, build awareness or knowledge, [and] change attitude about the institution.”

Events should encompass a range of anticipated outcomes: educational impact, entertainment value, personal growth, general enrichment, socialization opportunities, and engagement with the institution. Johnson drives the point that special events not only inspire audience participation and generate revenue for the museum, but also increase the probability that a local or tourist will spend money at nearby businesses, boosting the local economy. In contrast to historic preservationist Donna Ann Harris’ view that museums compete with other leisure activities, Johnson understands museums as working alongside other leisure spots, increasing community revenue alongside one another. Nina Simon takes this idea further by encouraging historic sites to “get to know their host communities.” What do they need or want, who are they, and why do they do what they do? Hosting special events, as Johnson suggested, is a successful way of inviting collaboration, and as Simon proposes, is a more effective way of bridging the divide between the institution and the people. The 1979 Rhode Island Statewide Historical Preservation Report agreed with these sentiments, making it the “legitimate business of the community and of its institutions to do everything possible to achieve maximum effective use of historic resources in a developing town.”

However, when Casey Farm transitioned to thinking about community development, agricultural education, and sustainability with the Hutchisons as farm managers, not everyone in the community saw this as an improvement. In a 1992 issue of

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69 Johnson, *Engaging Diverse Communities*, 149.
70 Johnson, *Engaging Diverse Communities*, 150.
71 Harris, *New Solutions for House Museums*, 15.
the *Metropolitan*, Stephen Heffner reported local comments on Casey Farm’s new mission. Heffner romanticized the property, describing it as a “pastoral oasis,” “suspended out of time,” with animals adding to the scenic landscape.74 Before the Hutchisons took over, the MacLaughlin family served as live-in caretakers and farmers who primarily raised animals. However, in 1992, Historic New England evicted the family for a decrease in museum visitation.75 HNE planned to use the property to further their educational mission and increase farming activity, working towards a “garden market approach.”76 Heffner claimed that many neighbors hesitated at the term “market” due to its commercial connotations.77 Locals disagreed that education would draw people in because, as one local remarked, “what kid is going to want to come in to watch a tomato grow?”78 Previously they could see the MacLaughlin’s animals. Heffner’s article provides a local viewpoint on museum interest in shifting mission and altering a community’s belief of what a farm should provide.

Despite initial hesitancy, as Casey Farm grew into more of a museum with an agricultural impact, it proved its worth to the community. As one of the first organic CSA’s and one of the first farmers’ markets in Rhode Island, CGM maintains a steadfast audience whose commitment lasts decades.79 I was interested in learning about this community and so in each of the four interviews conducted, I asked, “who is the community?” All four respondents, Jane Hennedy the site manager, Lindie Markovich and Dan Magill the farm managers, and Marita Stapleton the market manager, all

74 Stephen Heffner, “Casey Farm residents, menagerie facing eviction” *Metropolitan*, (1992), B3, Casey Farm, North Kingstown Free Library, North Kingstown, RI.
75 Heffner, “Casey Farm residents, menagerie facing eviction,” B3.
76 Ibid.
77 Ibid.
78 Heffner, “Casey Farm residents, menagerie facing eviction,” B3.
79 Interview with Jane Hennedy conducted by Allison Smith.
responded similarly. Hennedy described the location of Saunderstown as a “fairly exclusive village,” and the people as mostly “white and they’re fairly well-off.”

Markovich highlighted the local aspect to most of the market visitors, commenting that many people ride a bike to the market, but she too agreed that the Saunderstown community is “wealthier than average.” Magill remarked witnessing greater privilege in Saunderstown in comparison to his experience growing up in Pawtucket, RI. Stapleton described the community based on their vehicles, noting that the people visiting the farmers’ markets drive “very nice cars.” According to the 2019 American Community Survey by the U.S. Census Bureau, the average household income in Saunderstown is $156,096, placing it at the very top of the middle-income bracket. Saunderstown is also 95.2 percent white. This financially well-off community sits alongside other affluent neighborhoods like Jamestown and Newport. The interviewees’ reflections on their audience match the surrounding demographics.

Stapleton made it clear that “at the very beginning and at the very end, it’s locals.” Without local people making the weekly pilgrimage to Casey Farm for the Coastal Growers’ Market, the museum might not play such a big role in the community. I spoke with Hennedy and Markovich extensively about what it means to engage the community at Casey Farm. Hennedy, as the site manager, noted that a significant portion of her work is thinking about ways to get the museum more involved with community

80 Interview with Jane Hennedy conducted by Allison Smith.
81 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith, October 28, 2021 at Casey Farm, Saunderstown, RI.
82 Ibid.
83 Interview with Marita Stapleton conducted by Allison Smith, November 9, 2021 over telephone.
86 Interview with Marita Stapleton conducted by Allison Smith.
partners. She mentioned “natural partnerships with neighbors” like the University of Rhode Island, the North Kingstown Chamber of Commerce, the Nature Conservancy, and more.\textsuperscript{87} From her first days at Historic New England in 2016 to the present, Hennedy noted over 200 different community partnerships.\textsuperscript{88} By initiating these collaborative opportunities, Casey Farm seeks outside expertise and skills, diversifying what they offer and what the public can enjoy.\textsuperscript{89} Partnering with local groups, schools, organizations, and other institutions shows the commitment to breaking down barriers separating the general public from museums. One example of this initiative is their virtual panoramic experience of the gallery and landscape which anyone with internet access can use to “visit” the museum.\textsuperscript{90} This virtual platform increases visitor accessibility while expanding its community target audience and inviting outsiders into that space.

What makes a community a community? What makes someone regard a community as ‘my community?’ Alison Gilchrist views ‘community’ as something people create through informal networks.\textsuperscript{91} In \textit{Mobile Museums: Collections in Circulation}, Claudia Augusta promotes scholar of early civilizations Jan Assmann’s idea that “the formation of group identity as the central function of cultural memory.”\textsuperscript{92} Through informal yet supported events and activities in a welcoming space, people can gather, create memories, and share common interests. Those who visit the Coastal Growers’ Market weekly may consider themselves a group, and even without a specific

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\textsuperscript{87} Interview with Jane Hennedy conducted by Allison Smith.
\textsuperscript{88} Ibid.
\textsuperscript{89} Hilke, “If I Ever Start a Museum,” 24.
\textsuperscript{90} “New Virtual Tour Experience for Casey Farm,” \textit{Time Out} (2021), D7, Casey Farm, North Kingstown Free Library, North Kingstown, RI.
\textsuperscript{91} Alison Gilchrist, \textit{The Well-Connected Community: A Networking Approach to Community Development}, (Bristol: Policy Press, 2019), 1.
\end{flushleft}
label, they may recognize each other in other spaces around town. The group identity may support memories of CGM that lead to increased word of mouth advertisements and feeling a stronger connection to one’s town. This connection between neighbors, encouraged by their mutual interest in organic goods, ties back to Casey Farm. By partnering with CGM, Casey Farm actively displays its commitment to community interests but also community skills. The market not only gives the public a chance to socialize, connect with the historic farm in an informal setting, and purchase organic goods, but it also supports local vendors who can similarly form bonds with other small businesses and promote their livelihood. The museum benefits by broadening its audience, selling its goods, and promoting Historic New England. The collaborative nature of the CGM and Casey Farm partnership makes this coastal farm in Rhode Island a destination for over 25,000 annual visitors.93

If Coastal Growers’ Market leases land from Casey Farm, how exactly is the museum involved? Casey Farm’s partnership is visible through the staff’s presence on market day. The farm managers set up a booth with dozens of fruits and vegetables, all hand-picked that morning. Another table is staffed by the site manager and a tour guide, promoting Historic New England’s other properties and membership benefits. They also offer tours of the property and gallery room to satisfy visitors’ curiosities about “the history of the land, how long it’s been a farm, or what happens there now.”94 Before the COVID-19 pandemic, Casey Farm staff set up picnic tables in the field and gardens for

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93 The busier sites at Historic New England see between 3,000 and 5,000 visitors annually. An average estimate of annual visitation falls between 750-1,500 people. Casey Farm, in a contrasting example, had 37,384 visitors in 2021.
94 Alex Trubia, “‘Savor the Sunset’ event showcases Casey Farm” The North Kingstown Standard Times, (2019), Casey Farm, North Kingstown Free Library, North Kingstown, RI. See Appendix A, Figures 7 and 8 for images of the market.
market attendees to enjoy the immediate benefits of their purchases.\footnote{95} Hennedy described the scene as a “garden party,” and reporter Tracy O’Neill illustrated the scene by writing “Fresh coffee pastries and fresh baked bread are only a few of the delicacies among the morning fare enjoyed by market-goers gathered around picnic tables and seated on a comfortable patch of grass to watch the morning band.”\footnote{96} Seating places encourage visitors to spend extra time at Casey Farm, often eating breakfast or lunch at the historic farm.\footnote{97} In front of the band, visitors would sit on benches, again encouraged to be present in the moment. This Saturday morning excursion was not only a shopping trip, but an experience with friends and family where one could sit down, relax, and take in the sights and sounds, including “music and the aroma of fresh prepared wood-fired pizza.”\footnote{98} Casey Farm also set up children’s games, similarly promoting extended stays and engagement, reminding visitors that they belong there.\footnote{99} With pandemic regulations, Casey Farm and Coastal Growers’ Market could no longer supply tables, benches, and games that would have encouraged group gatherings. However, they continued the markets. They adapted by requiring masks and social distancing.\footnote{100} Hennedy felt they were doing their part in the unprecedented times by continuing to supply food to their community, especially since grocery stores were nerve-wracking and infectious spaces at the height of the pandemic. Visitors expressed their gratitude for a sense of normalcy and safety.\footnote{101} Casey Farm filled a need in their community by providing healthy, organic, local food during a pandemic.
that made people hesitant to shop inside. They also reminded people that Casey Farm and CGM were there for their community and committed to serving their interests.

Critics might argue that a farmers’ market falls outside of a museum’s mission. Casey Farm staff would disagree. Although Casey Farm, under the umbrella of Historic New England, does not have an individual mission, the market does align with HNE’s organization mission to “save and share New England’s past to engage and inform present and future generations.”

Hennedy argues that through “celebrating local food” Casey Farm is interpreting its landscape and honoring the farm’s history. By encouraging the purchase of organic food and products on a historic organic farm, Casey Farm creates educational opportunities. Markovich and Magill discussed the importance of community outreach and education as part of the museum’s mission. Markovich is passionate about “educating the community…about organic farming and local agriculture…eating seasonally.” Through selling their products at the market and being avid proponents of local businesses, Casey Farm invites the public to get involved in local agriculture and, simultaneously, the museum property. As partners committed to serving their community, CGM and Casey Farm support one another’s revenue streams by hosting local food vendors or highlighting other museum programs and working together to argue Casey Farm’s importance as a site of sustainable agriculture by producing and selling food. Selling organic products also invites the opportunity to teach about Narragansett lifeways and history on the property, mentioned Markovich, which is becoming an ever-increasing goal of Historic New England.

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103 Interview with Jane Hennedy conducted by Allison Smith.
104 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
105 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
“save and share” aspect of the mission by celebrating the fact that farmers have continuously worked the land and its food shared with the public: “this farm has been farmed by so many farmers before that, we’re just another in that line, but we do have to do it the best we can for the environment and for the soil, and for the community around us.” Magill ties his work on the farm to the museum’s long history, the environmental significance of his profession, and the impact on the local community. Inspired by Magill’s reflection on the farm’s long history, I asked him and Markovich what it felt like to be part of that legacy. Both responded that they felt like a “link in the chain,” that they felt small, yet important. “It’s a pretty special feeling. I feel grateful, like, pretty much every day that I drive onto this property and get to work here” reflected Markovich.

Historic New England has prioritized a preservationist ambition since its early days. As Magill proudly described, people have farmed at the Casey property since its beginnings. How does this contribute to the preservation of the land? Henney compared the farm’s continual cultivation to an occupied house, “just like a house needs to have people living in it, any building needs to have a purpose.” The farmland serves the purpose to feed its community organic fruits and vegetables, teach about traditional farming practices, and promote the importance of local agriculture. As Henney described, although the farming techniques are traditional, how Casey Farm supports the local Food Movement through Coastal Growers’ Market makes their work “forward-thinking.” The progressive ideology of the Food Movement “goes hand-in-hand with traditional farming practices.”

106 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
107 Ibid.
108 Ibid.
109 Interview with Jane Henney conducted by Allison Smith.
110 Interview with Jane Henney conducted by Allison Smith.
111 Ibid.
farming practices also preserve the plant residue in the fields, preserving the ecosystem, Markovich discussed.\textsuperscript{112} Maintaining cultivation contributes to soil health by adding microorganisms and decreasing invasive species.\textsuperscript{113} Although Thomas Lincoln Casey declared the soil “exhausted in fertility” in the late nineteenth century, by the twenty-first century, Casey Farm staff continue to sustainably maintain the healthy soil along with the stone walls that surround the fields.\textsuperscript{114} The community surrounding Casey Farm reaps the benefit of this preservation by visiting frequently during market season. Mark Sundlov of the Missouri Historical Society argues that museums can demonstrate their relevance by respectfully preserving an audience’s objects and stories, but especially by making their space open to neighbors.\textsuperscript{115} Traditionally, museums keep their collections closed off from the public through glass cases, velvet ropes, or digital interfaces. But in Casey Farm’s case, some of their most prized “collections” are their gardens, fields, stone walls, and crops which the public is encouraged to engage with. This type of participatory interaction increases the public’s interest and trust in a museum. People want to return to a place that makes them feel welcome.\textsuperscript{116}

Being welcomed somewhere and leaving with an enjoyable experience often leads to sharing that experience with others, whether through word of mouth or by bringing them to that place. I was curious to learn how people heard about the Coastal Growers’ Market since their daily attendance can reach as high as 2,000 people. Henney mentioned Casey Farm uses its social media, Facebook and Instagram, to advertise the

\textsuperscript{112} Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.  
\textsuperscript{113} Ibid.  
\textsuperscript{114} Ibid.  
\textsuperscript{116} As Nina Simon argues, museum staff need to welcome each individual, acknowledge their interests, and connect them with people or resources that will satisfy those interests. Simon, \textit{The Participatory Museum}, 25 and 32.
markets and some press releases.\textsuperscript{117} Although most are through word of mouth or driving by and seeing the sign next to the road clearly stating “Farmers’ Market Saturday Morning.”\textsuperscript{118} Being located on the main road with countless travelers, this is not surprising. Markovich suggests that people stop by on their way to the nearby beaches, picking up snacks for their summer day.\textsuperscript{119} Stapleton, the market manager, jokingly remarked that people hear about the market through osmosis since everyone knows about it with very limited paid advertising.\textsuperscript{120} Stapleton writes a seasonal newsletter where she includes advertisements for the market. In the last newsletter for the 2021 season, she compared the market to the lunar eclipse, “significant events, every one.”\textsuperscript{121} She encourages people to support the “lifeblood of our local economy. Say no to chains and mail order” and “buy local from your friends and neighbors.”\textsuperscript{122} The newsletter highlights the local food and local people, but also its location and the benefits of visiting, “take a look around this beautiful property and admire her fall garb. It’s going to be awhile before you’re back, saying hello to friends and neighbors, farmers and artisans.”\textsuperscript{123} Stapleton uses the natural ambiance of Casey Farm to promote the farmers’ market as well as the social aspect of meeting vendors. She also recommends that attendees learn how to get vendor products after the market finishes. Of course, only those on the mailing list will receive these newsletters. But as Henney and Stapleton discussed, the highly regarded reputation of Casey Farm and the Coastal Growers’ Market spreads quickly throughout Narragansett County and surrounding areas. The fact that CGM is so popular

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  \item \textsuperscript{117} Interview with Jane Henney conducted by Allison Smith.
  \item \textsuperscript{118} Ibid.
  \item \textsuperscript{119} Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
  \item \textsuperscript{120} Interview with Marita Stapleton conducted by Allison Smith.
  \item \textsuperscript{121} “Holiday Pop Up Market” Coastal Growers’ Market Newsletter, November 18, 2021.
  \item \textsuperscript{122} “Holiday Pop Up Market” Coastal Growers’ Market Newsletter.
  \item \textsuperscript{123} Ibid.
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through a majority word of mouth advertising system speaks volumes to its relevance and importance in the community, as Elena Gonzales might describe it, Casey Farm is becoming a “beloved third space.”

Museums can be intimidating buildings for those unfamiliar with them. People wonder, are we welcome? Is it expensive? Can my children come? What will I get out of this experience? The Coastal Growers’ Market creates a liminal space between the public and the museum because it combines informality and familiarity. When someone drives by Casey Farm and sees a welcoming sign and dozens of cars in the parking lot, hears the sounds of a live band and people greeting each other, they might interpret that as a welcoming environment. Historic houses face difficulty attracting drive-by visitors as they are more ambiguous than traditional galleries, yet just as intimidating. Casey Farm, offering its front lawn to the community every week, reduces obstacles for people who might not identify as museum-goers. By attending the market, they would at least be introduced to the museum property and are more likely to engage with the museum in the future. As Henney described, the public does not exactly know who even runs the market. The collaborative nature of participation, promotion, and participation between the Coastal Growers and Casey Farm is so clear that visitors do not need to distinguish the two. Instead, what they focus on is their experience at Casey Farm in Coastal Growers’ Market. Juliee Decker argues that heritage institutions can ensure their future by following a PPP strategy: “engaging People in a unique Place yields Profit.” The Coastal Growers’ Market engages people in a unique place like Casey Farm, resulting in

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125 Interview with Jane Henney conducted by Allison Smith.
community buy-in through food purchases, Historic New England membership, and ticket sales.

While museums need profit to be sustainable, Casey Farm does not solely lease land for the Coastal Growers’ Market for profit alone. CGM creates a way for local people to profit and share their organic goods with their neighbors. The market is also about education. Museums are intrinsically educational platforms that use their unique skills to foster life-long learning. If museums can use their public spaces to encourage informal learning in a welcoming space, they can become active agents in social and community change. CGM makes organic food available by selecting local vendors and advertising the food and products coming from neighbors. The public can meet who is selling them their goods and through purchasing, learn about the importance of buying local and how small organic farms are integral to living green. Most people are less receptive to change when confronted aggressively with it or lectured about it. But through a special program or event like the weekly farmers’ market, they can be slowly introduced to an idea and be more willing to educate themselves on the topic. The American Alliance of Museums hopes museums aspire to become “a center where people gather to meet and converse…a safe haven, and a trusted incubator of change.” Someone new to the market might have a nice experience and decide to come back, without fully realizing the significance of buying local food, but over time and with continual visits, they most likely would. By confronting one’s assumptions through a trusted space like a museum, visitors can “develop personal connections to social issues.” The market creates an opportunity for the public to encounter a new

127 Kim, You, and Yeon Park, “Adult Learning for Social Change in Museums,” 185.
perspective and initiate a critical reflection on where food comes from and how it impacts the environment.
CHAPTER II
“HIGHLIGHTING AND CELEBRATING LOCAL FOOD”¹

A. Introduction

Museums have told the history of food for decades. Food history is present in living history museums like Old Sturbridge Village and Plimoth Patuxet Museums.² Food history is well interpreted and shared via reenactment demonstrations. Visitors enjoy the sights, sounds, and smells of handmade food cooking over a fire or wood stove, a docent churning butter, or milking a cow while they tour the grounds of museum property. This visceral experience began to rise in popularity during the 1960s alongside living history farms.³ The combination of social history and public history influence in the 1960s encouraged an interest in everyday people and their lives, including their food.⁴ Food is closely linked to material culture studies through associative objects like serving utensils, tables and chairs, cooking supplies, and more. The food itself is a study of materiality as it takes many forms throughout its life cycle.⁵ Museums and food historians have found food politics a popular subject as well.⁶

Michelle Moon and Cathy Stanton explore how food politics is not a relic of the past but a present force in social movements and how museums can use food to act on environmental and societal improvements. They argue that while living history museums

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¹ Interview with Jane Hennedey conducted by Allison Smith.
⁴ “Food History.”
⁶ Bendor and Pilcher, “Editor’s Introduction,” 1.
interpret food in history, this is different from interpreting the history of food.\(^7\) Hearing from a costumed interpreter, while they stir a pot over the fire, about how hot or not hot they are by the open hearth, about finding ingredients for their meals, and who else is helping with the food preparation is important for a greater understanding of everyday life (especially women and domestic worker’s lives). However, it does not tell the story of the food itself, where it comes from, and how it impacts the local ecosystem. Food is not problematized in this setting and is not related to present-day food systems/issues.\(^8\) Food is an accessible entry point for visitors to learn about history because food is relatable, it is an aspect of all people’s life, past, present, and future; for these reasons, food can also be an access point for people to learn about pressing social issues.

Encouraging a complex view of food interpretation in museum spaces also contributes to a site’s relevance, as this work often is best suited for community involvement and buy-in.\(^9\)

**B. Food Movement**

For the past few decades, food activists have been countering the growing industrial food industry that relies on factory farming for mass production.\(^10\) Factory


\(^8\) Moon and Stanton, *Public History and the Food Movement*, 19.

\(^9\) Ibid, 6.

farms exploit water and fossil fuels to increase production and profits. This enormous industry is also detrimental to the environment through “air and water pollution, soil depletion, biodiversity loss, fish die-offs, unsustainable water usage, and climate change.” The environment is not only exploited but as are workers and animals. Those benefiting from this environmental devastation and exploitation are those on the top of the food chain of the big food industry. The fast-food industry is a prominent factor in the push towards more factory farming as the demand for less expensive and quicker food rises in popularity. In direct response to the global popularity of fast food came the slow Food Movement, primarily centered around alternative food systems and purchasing options. “Sourcing more of our food at a local farmers market does not change the world, but it reflects an openness to grappling with some of the realities of making changes in both our individual lives and the larger systems that support us and can create meaningful local impact.”

The Slow Food Movement became an internationally recognized initiative in December of 1989. But it is rooted in the 1970s with its founder Carlo Petrini arguing for the “role of pleasure and taste as a means of preserving distinctive local cultures from the homogenizing effects of industrialization and globalization.” Petrini’s idea of slow food highlights the “regional traditions” of local food that inevitably reinforce a slowed pace of production and distribution. By supporting local small farms and creating opportunities for direct distribution between farmers and consumers, slow food is a

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11 Murphy and Brennan, “How the Slow Food Movement Could Replace Factory Farms.”
12 Ibid.
13 Moon and Stanton, Public History and the Food Movement, 3.
15 Moon and Stanton, Public History and the Food Movement, 3.
readily available option; this both economically supports local agriculture and the community. Slow Food ideology has spread worldwide, more far-reaching than its initial protest in 1986 at the site of a soon-to-be McDonald’s in Rome. From the outset and to today, Slow Food argues that “plate, planet, people, politics, and culture” are intimately connected. One of the key components of Slow Food is the community collaboration woven into the seams of the movement. Without local communities buying local food, the movement is not slow or countering big food industries.

The 1990s witnessed a sparked interest in farmers’ markets and farm stands, argues Helen Brody, a New Hampshire farmer passionate about her local Food Movement. Brody described “agritourism” as people being interested in agriculture entertainment, including visiting farms and supporting farmers financially. This phenomenon is not surprising when one considers the popularity of petting zoos, corn mazes, historic farms, apple-picking, and more; people generally enjoy being outside. However, Brody argues that people have a pre-existing interest in farm life which creates opportunities for farmers to educate the public on local agriculture and its significance. The Slow Food or Local Food Movement takes agri-tourism to another level by encouraging visitors to reflect on their food practices. It asks individuals to consider how their consumption impacts production and reject the “McDonaldization of society.”

Anthropologist Heather Paxson takes the Slow Food ideology further by arguing that it

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19 “Our History,” Slow Food International.
20 “Our History,” Slow Food International.
23 Brody, New Hampshire Women Farmers, 5.
will “save our conscience” and “bring the world back from the edge of alimentary apocalypse.”

This moral way of viewing food has been criticized and does not represent all Slow Food or Local Food activists but is often a critique by opponents of the movement. Although, the mere concept of Slow Food urges one to question why they need their life to be fast-paced. By slowing down, especially in the form of food practice, individuals are encouraged to “respect nature and not to appropriate it for their own private gain against the common good.” The primary suspects of using food for private gain include agribusiness corporations. Activists hope that by slowing down food purchase, consumption, and production, people will think more thoughtfully about other aspects of their lives.

C. Food Justice

The Slow Food Movement differs from the Food Justice Movement. Slow Food highlights the importance of local people supporting local agriculture and decreasing food miles while recognizing the detrimental powerhouse of agribusiness. However, Slow Food focuses less on the systemic issues brought about by agribusiness, including worker exploitation, racism, and environmental damage. Justice activists explore how race, class, and gender impact traditional food systems (farm factories, etc.) and alternative systems (farmers’ markets, etc.). The Food Justice Movement originated from an environmentalist perspective, whereas the Slow Food Movement arose from a

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28 Ibid.
social activist perspective. Justice advocates argue that food is a community-building tool but also an “organizing tool to address institutional racism, environmental injustices, and economic inequalities.” Where Justice activists believe Slow Food advocates fall short is in their minimal attention to systemic racism within the food industry, both on a national and local level.

Food Justice also critiques the consumer-centric approach of the Food Movement. The Slow Food Movement approach pushes a “voting with your fork” mentality where the impetus for change falls on the individual consumer. When an individual chooses to purchase food from a farmstand, farmers’ market, or directly from a neighbor, they actively place their money in the hands of locals rather than the big food industry. Justice activists disapprove of the consumer as the primary agent of the social change model because mostly middle and upper-class, white, consumers have access to that agency.

Since local agriculture subsists on small farms with limited farmhands, it does cost more than a factory farm, resulting in who can afford to eat Slow and who cannot. A movement based on purchasing local agriculture creates alternative spaces while excluding those financially unable to participate in it or those who see the culture of these places as an obstacle. Fearful that one cannot afford the products sold at a farmers’ market, some people might choose not to go. The Justice movement calls attention to the “elitism and classism inherent in consumer-based food movements.” Opponents critique alternative food spaces as elitist, connoting organic food as “good food.” Slow Food is often

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33 Ibid, 15.
34 Holt-Giménez and Wang, “Reform of Transformation?” 83.
37 Ibid.
38 Ibid, 161.
healthier than fast food since it primarily focuses on food grown and made locally, vegetables, and fruits, however, some Food Movement activists hold a sense of “moral superiority” over those who cannot afford these luxuries.40 Elitist sensibilities within social movements create barriers for those genuinely interested in making food systems fairer, and without financial means, they avoid joining the cause. Both the Food Movement and Food Justice activists work towards a more fair, just, and local food system but see different paths to that goal.

D. Food and Public History

Food Justice and Slow Food can intersect with public history. History institutions employ people capable of critical thinking, asking big questions, noting significant patterns, teaching the public, and more. If a museum site has unique resources for aligning with the Food Movement, like an outdoor public space, farmlands, gardens, etc. they can find ways to partner with local community agriculture groups. As an educational institution, they can also educate the public on food history through Food Movement activities like supporting local farmers and supplying it to the locals by teaching about class, race, gender injustice, and environmental concerns in the food system. Using historical analyses and frameworks to encourage the public to eat Slow would benefit the Food Movement and the historic site because it could attract broad audiences.41 If public historians are determined to make their work impactful, aligning with food issues can bridge societal, economic, and environmental issues.42 By teaching museum visitors about Food Justice, they may be more willing to learn about other forms of justice work, increasing what museums can teach visitors and encouraging greater audience

40 Paxson, “Slow Food in a Fat Society,” 16.
42 “Food History.”
participation. Museums are generally trusted repositories for information, as “knowledge-producers,” museums can be very impactful in activist work.\textsuperscript{43} Author Rebecca O’Neill explains that Food Movement activists see education in food systems and local agriculture as a realistic way for the public to take action.\textsuperscript{44}

Public historians and food activists can also work together toward diversifying their spaces. The Food Movement and public history are similar because both are often white-washed. The majority of public historians and museum visitors are white.\textsuperscript{45} As Food Justice experts Megan Blake et al. argue, the “romanticized utopia through local foods” is primarily advertised to white people.\textsuperscript{46} But people come to Food Justice issues through numerous lenses that reach diverse groups of people, including human and animal rights, land preservation, climate change, health, and more.\textsuperscript{47} So how can the alternative spaces of the Food Movement be more diverse? Since most museum visitors are also white, if museums plan to collaborate with food justice activists, they must confront why their staff and audience are homogenous and actively change that.\textsuperscript{48}

Susie Wilkening, writing for the Center for the Future of Museums, argues that those who self-identify as “Super Foodies” tend to be mostly young women under 40, either with children or without.\textsuperscript{49} This falls in line with the average age of museum-goers which ranges from 25 to 44.\textsuperscript{50} If museums endeavor to broaden their target audience, they

\textsuperscript{43} O’Neill, “You Say Tomato, I Say Tomahto,” 163.
\textsuperscript{44} Ibid, 164.
\textsuperscript{45} “Food History.” “Archivists, Curators, and Museum Technicians” Data USA, accessed February 24, 2022.
\textsuperscript{46} Blake, Mellor, and Crane, “Buying Local Food,” 411.
\textsuperscript{47} “Food History.”
may consider the interests of various demographics and lean their mission towards community engagement. If younger women are interested in food miles, making a difference in their local community and the environment, museum professionals should create ways to engage that interest. Museums could start small by teaching about food miles, the idea that the less someone has to drive to purchase food, the less fossil fuel used, especially when one considers farm factories freezing and shipping their food across the country.\(^51\) Educating the public about various food systems is also a step towards engaging this target audience’s interest, like factory farming versus a community-supported agriculture program.\(^52\) Museum professionals could contextualize present food systems with regional agricultural history, global foodways, and histories of worker exploitation. Museums can also encourage visitors to question who has grown food over time and who grows their food now.\(^53\) Museum sponsorship or partnership with local farmers’ markets directly introduces consumers to who grows their food. This form of shopping creates opportunities for alternative food sales and subverts usual social-movement activities.\(^54\) Taking a community-centered, educational, and slow approach to introducing people to the food movement, Food Justice concepts, and food history, farmers’ markets are a less risky way to protest agribusiness. It is similarly a less risky way for museums to be engaged in social movements as museums come under criticism for taking political stances. Even though museums are not politically neutral spaces, some remain wary to show their cards. A farmers’ market from first glance is less


\(^{54}\) Kerssen, *The New Food Activism*, 316.
intimidating than posters, flags, or marches but provides the necessary services of a social movement including education, unity, solidarity, and change.

By sharing authority with Food Movement activists and collaborating on initiatives like education, advertisement, and access, museums can affect change in the community and argue their relevance. History institutions, especially historic houses, need to promote their relevance within communities as their audiences grow older and their programming plateaus. By aligning with social movements on contemporary issues to work towards societal change, museum sites can explicitly prove their relevance.  

Relevance is well-achieved when museums reach outside the bounds of their property and network, working directly with “local food markets, become involved in local food pantries, source from local farms.”  

Ann-Folger Pardo argues that by teaching the importance of food history at a particular site, public historians can transition to educating about food’s relevance in the present.  

Writing in 2019, she continued to argue that there is a growing interest in canning, sustainable practices, and preservation but the COVID-19 Pandemic increased interest in these practices, creating another opportunity for museums to take advantage of rising interests and social causes.

E. Casey Farm and the Food Movement

Casey Farm, by collaborating with the Coastal Growers’ Market, engages with local agriculture and Food Movement ideas. They take advantage of their unique position as a preserved historic farm with a food history knowledgeable staff to provide their fruits and vegetables while creating opportunities for other local organic producers to share

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56 Ann-Folger Pardo, *Food Interpretation at House Museums and Historic Sites*, 13.
57 Ibid, 94.
their work with the community. Their Community Supported Agriculture program similarly invites the public to deepen their engagement with sustainable food and join the centuries-long tradition of people farming on the Casey property. Hennedy explained that Mike and Polly Hutchison drew inspiration from national philosophies like Slow Food when beginning CGM. Casey Farm is also a low till farm to decrease its carbon footprint. Hennedy remarked that by virtue of the 1750 farmhouse still standing and the farmlands still being cultivated, “historic preservation is a green practice.” Markovich and Magill described the Rhode Island Food Strategy to have 50 percent of their food locally grown and sourced by 2050. Magill explained more small farms need to be operational, like Casey Farm. Not only functional but available to the local community, which is where a farmers’ market comes in. As Stapleton explained, consumers need to meet their neighbors who provide them with this food.

Curious to hear the Casey Farm and Coastal Growers’ Market perspective on the critiques of the Food Movement and organic food inaccessibility, I asked each interviewee to contend with those concerns. Hennedy explained that each vendor charges what they assume the market will pay, not overcharging but not undercharging either. However, she did note that she does not think the vendors consider, “being an affordable source of healthy food for disadvantaged people is the first thing on their mind.” Rather than the vendors being responsible for making the food accessible to lower-income

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59 Interview with Jane Hennedy conducted by Allison Smith.
60 Ibid.
61 Ibid.
63 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
64 Ibid.
65 Ibid.
66 Ibid.
people, Casey Farm partners with other community organizations to increase access to their agricultural products. Both Markovich and Henney mentioned their involvement with Hope’s Harvest and the Johnnycake Center. Hope’s Harvest is an organization that deploys volunteers to collect unharvested products and distribute them accordingly. Magill explained how Hope’s Harvest volunteers will distribute the food to various food pantries across Rhode Island, and he is glad to “help out sometimes when we know we can.” If there is any leftover food, Casey Farm staff donate it to the Johnnycake Center, a food pantry in Westerly, RI. Donating organically grown food impacts those who do not have direct access to them based on regional distance, financial constraints, or otherwise, but this still does not make Casey Farm and the Coastal Growers’ Market accessible to all people. The farm does not always have excess food and does not routinely donate. When they give to Hope’s Harvest of the Johnnycake Center, the food disconnects from the context of the historic farm and the Food Movement underpinnings of the farmers’ market. Whereas visitors at the market leave with a visceral experience of nature, a goal of Edward Pierce Casey’s, and they may have spoken to Casey Farm staff or toured the property. At the very least, by visiting the property to purchase food, the public is introduced to the museum.

All four interviewers talked about the importance of getting people on the property and creating opportunities for lower-income families to shop at the farmers’ market. They explained that Casey Farm is on the bus route and discussed how the SNAP program works in the market. The Supplemental Nutrition Assistance Program, a

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68 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
state-run initiative, gives food benefits for fruits and vegetables at farmers’ markets.\textsuperscript{70} However, in talking to Stapleton, CGM no longer accepts SNAP benefits because of the complicated vendor process.\textsuperscript{71} However, the discrepancy between responses on the topic leads to miscommunication about the accessibility of CGM. Is it Casey Farm’s responsibility to increase accessibility? Who does that fall under? Stapleton explained that the vendors do take senior checks, but otherwise, there are limited accessible low-income options.\textsuperscript{72} “Our market is wealthier here,” remarked Magill.\textsuperscript{73} If farmers’ markets primarily serve local people and the U.S. Census Bureau named Saunderstown a middle- to upper-class majority, this is not entirely surprising. If vendors select their prices based on “what they think the market will bear,” then they can afford to charge higher values for wealthier consumers.\textsuperscript{74} This practice excludes people outside of that financial majority. They may get the same food from the food pantry but not the same community experience and museum exposure. Museums as public institutions are for all people. But their ticket prices often exclude masses of people unable to afford that leisure activity. For a weekly program to similarly be financially exclusive, it only increases the barriers that keep people from visiting museums. Casey Farm attempted to dismantle this obstacle by offering a CSA and workshare program.

The Community Supported Agriculture program offers community members the chance to deepen their relationship with the museum and the farm by purchasing a season’s worth of food that they pick up weekly. In 2022, membership cost $600.\textsuperscript{75}

\textsuperscript{70} Supplemental Nutrition Assistance Program (SNAP), Department of Human Services, accessed January 16, 2022.
\textsuperscript{71} Interview with Marita Stapleton conducted by Allison Smith.
\textsuperscript{72} Ibid.
\textsuperscript{73} Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
\textsuperscript{74} Interview with Jane Hennedey conducted by Allison Smith.
\textsuperscript{75} Correspondence with Jane Henney, February 7, 2022.
Consumers pick up their food at the Share Barn. There is also a chalkboard listing the fruits or vegetables that consumers can pick themselves, sending them off into the fields to perform farm labor. Along with a CSA membership, they also receive a one-year membership to Historic New England, creating a way for those interested in local organic farming to visit other HNE sites. The CSA encourages personal involvement with the land and Historic New England but is not entirely financially feasible. The workshare program, on the other hand, allows interested members to work four hours a week in exchange for their share of food. Rather than paying money for the locally grown food, workshare members pay with farm labor, like harvesting in the fields. This program still fosters engagement with the historic farm, without fees, but Historic New England does not offer a membership. Casey Farm, through the workshare program, encourages all people to participate with the land and food, but only those with the luxury of time for harvesting. Can this program be replicated, improved, and adapted for use in the Coastal Growers’ Market?

Without active efforts to bring low-income people into the Coastal Growers’ Market, this partnership may fall more in line with the Slow Food Movement than Food Justice. CGM and Casey Farm follow the tenants of Local/Slow Food in that they grow organic fruits and vegetables and provide a way for local people to purchase the food. Through museum tours, visitors learn about the importance of local agriculture and the historic farm, however, this information is exclusive to those who take advantage of the tours. The market also creates a community atmosphere and a supportive environment for local Class A businesses. However, the market and Casey Farm tour fall short in

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76 “Community Supported Agriculture at Casey Farm: Local, Seasonal Food Directly from the Farm” Historic New England, accessed November 14, 2021.
77 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
explaining the systemic problems inherent in agribusiness and how their Slow Food approach protests it. The market minimally contends with helping low-income people gain access to their products through donations and senior checks, but the lack of SNAP benefits at CGM dampens that access significantly. Casey Farm has the resources to inspire conversations about race, worker exploitation, and gender and can tie these issues to the history of tenant, enslaved, and Indigenous farming on their land. Since CGM is a separate entity from Casey Farm, museum staff try not to overpower the market with additional museum programs. But if Historic New England did take over market management, they could initiate more education on Food Justice and not just food history, influencing individual food habits while educating on historical and contemporary worker exploitation. Most people at a leisure activity do not want someone lecturing them. Casey Farm would need to be tactile in their delivery of food education. But through pop-up exhibits, a revised tour narrative, reinstating SNAP, and highlighting environmental education, they could bring facets of Food Justice into a Food Movement space.
CHAPTER III
“WE LOVE THE SENSE OF COMMUNITY AS WELL AS THE PRODUCT QUALITY”

A. Introduction

Casey Farm is a must-see destination for tourists visiting Narragansett County and a celebrated community space for locals. It is Historic New England’s most visited site. I asked Hennedy and Markovich whether they believed their high attendance was thanks in part to the Coastal Growers’ Market. Both replied with an enthusiastic “absolutely” and “definitely.” Hennedy explained that during the market season, which runs from the middle of May to the end of October, they see 20,000 visitors. In only four hours, the market sees over 1000 people. Markovich remarked that before the pandemic, when the market held special events like Tomato Tasting Day, they would host even more people. In combination with regular museum programs like field trips, tours, and educational events throughout the season, their annual visitation reached over 50,000 people before the pandemic. Hennedy included a popular museum perspective that small programs and tours can create even deeper connections with a museum because of the opportunity for relationship-building. So although the regular museum programs draw less of an audience, they are equal to the market because there is a “higher chance that more of those people are going to join Historic New England and become supporters.” The difference between these two scenarios: the people attending museum tours or other

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1 Visitor Survey, Respondent 11, October 30, 2021 at Casey Farm in Saunderstown, RI.
2 Interview with Jane Hennedy conducted by Allison Smith. Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
3 Interview with Jane Hennedy conducted by Allison Smith.
4 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
5 Ibid.
6 Ibid.
7 Ibid.
8 Ibid.
educational programming and those attending the farmers’ market came with possibly
different intentions. The museum audience likely had a pre-disposed interest in the farm’s
history, while the market audience might develop an interest in the museum through that
association.

I asked about the Casey Farm and Coastal Growers’ Market perspectives on the
similarity between the audiences. Henney responded that there is occasional overlap
between the two, and often the desire to see the farm animals draws marker-goers
towards the museum docents, she explained.⁹ Although “there are some people who
never stepped foot in the museum gallery room.”¹⁰ Casey Farm does not push their tours
or gallery room onto market-goers but instead leaves the opportunity open by hosting a
booth, ready to answer questions guests may have. Henney remarked, “I want them to
have the experience that they want to have.”¹¹ Even if market visitors are not engaging
with the museum right away or ever, it is at least an introduction to the site, and Historic
New England argued Markovich. Markovich has heard from most market attendees that
their introduction to Historic New England is through Casey Farm.¹² Casey Farm
catalyzes for people to travel to other HNE sites. The market also increases engagement
in the farm-related activities of the museum like the CSA, workshare program, or
children’s summer camps. Henney explained the trajectory of some market attendees
who send their children to the annual summer farm camp, become CSA members, get a
reduced rate if they volunteer, and ultimately work alongside the farmers.¹³ In some
cases, these trajectories end in being hired by Historic New England to be tour guides or

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⁹ Interview with Jane Henney conducted by Allison Smith.
¹⁰ Ibid.
¹¹ Ibid.
¹² Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
¹³ Interview with Jane Henney conducted by Allison Smith.
This deepening of engagement takes root in the Coastal Growers’ Market. Involving the public with the historic farm and organic farming serves Historic New England’s mission to save and share New England’s past while fostering relationships between the public and historic landscapes.

The driving force behind this thesis was my determination to understand Casey Farm’s relevance within its community. Does the farmers’ market contribute to that relevance? How can other historic houses replicate these programming and community-engagement ideas to increase their relevance? Before exploring the results of the visitor and vendor surveys, it is crucial to recognize how Casey Farm views its relevance within the community. Henney claimed that they are relevant to the public. She explained that the surrounding town of North Kingstown and other nearby towns do not have commons where people can gather, so Casey Farm plays the role of a common, or “town center.” Sharing its space helps people see Casey Farm as a welcoming and accessible place. However, this is not always the case, as when the museum is closed, people cannot take advantage of the picnic tables or gardens. There are public trails that anyone can use, which run through Casey Farm, but ultimately the museum is not a “local park.” Even though it is not always accessible, the land holds importance in the community since “it’s always been here,” explains Magill. Adults still recall their experiences visiting Casey Farm as a child on a school trip. Others have been visiting Casey Farm for two decades since the market began, explained Stapleton. She agreed that the market is especially relevant to the community because of this repeat visitation.

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14 Interview with Jane Henney conducted by Allison Smith.
15 Ibid.
16 Interview with Lindie Markovich and Daniel Magill conducted by Allison Smith.
17 Ibid.
18 Ibid.
Stapleton used an anecdotal example of meeting a community member at the market, at a
town event, and again at the post office, forging a connection through Casey Farm and
other town spaces. Casual, familiar encounters like this one contribute to one’s view of
belonging to a “community” and Coastal Growers’ Market at Casey Farm is a key
component of that experience.

However, as Henney explained in her interview, not everyone finds Casey Farm
relevant to their everyday lives or does not feel welcomed enough to make it a
component of their experience, namely Indigenous people. Casey Farm, in recent years,
has actively tried to represent Indigenous groups at Casey Farm. In June of 2021, the
artists Allison Newsome and Deborah Spears Morehead installed a “Three Sisters’
Rainkeep sculpture in the gardens. The sculpture stands beside the three sisters: corn,
beans, and squash growing in the garden beds. This piece “honors the Indigenous
heritage of the land and the lessons of sustainability and harmony with nature that this
heritage teaches.” In collaboration with its symbolic teachings, the working rain keep
will create opportunities for children and gardeners to water the garden beds with its
sustainable system. At the dedication ceremony, friends of Henney’s from the
Tomaquag Museum remarked that Casey Farm “probably never had this many
Indigenous people here since 2,000 years ago.” The sculpture installation is a step in
welcoming the Indigenous community to Casey Farm, but it is only the beginning. By
committing to educating on Indigenous histories and acknowledging their presence at

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19 Interview with Marita Stapleton conducted by Allison Smith.
20 “Three Sisters RainKeep” Sculpture Coming to Casey Farm,” Historic New England, last modified April
28, 2021.
23 Interview with Jane Henney conducted by Allison Smith. Tomaquag Museum, accessed November 21,
2021.
Casey Farm, Indigenous communities may feel welcomed. But ultimately, Casey Farm staff need to work with their Indigenous neighbors towards a more inclusive and relevant future. Hennedy confided that they would like to do more collaborative programming with the Tomaquag Museum, hopefully increasing Casey Farm’s relevance in Indigenous circles and promoting inclusive education to their usual audience. While Casey Farm, from the perspective of CGM and Casey Farm staff, seems relevant to the majority community of middle- to upper-class white people, it is not yet pertinent to Indigenous communities or other communities of color. Also, in June of 2021, Casey Farm became one of 12 sites to install a Rhode Island Slave History medallion, accompanied by one of Newsome’s sculptures and a QR code to learn more about the site’s connection to slavery as well as the other sites in Rhode Island. By installing physical reminders of the history of enslavement and Indigenous culture at the site, Casey Farm is trying to connect and partner with essential communities so that they can “keep growing and bring in more and more people.”

A step in becoming relevant to more people is knowing who already visits and why. To answer my curiosity and benefit Casey Farm, I crafted two surveys for Coastal Growers’ Market vendors and attendees. Each survey was composed of two main categories with 5 or 6 questions each. The first category focused on one’s involvement with or visit to CGM, while the other focused on one’s experience at Casey Farm. I chose these themes as I wanted to directly compare visitors’ experiences at the farmers’ market with the museum and the relevance of both. Selecting this comparative survey lens also

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24 Interview with Jane Hennedy conducted by Allison Smith. “Rhode Island Slave History Medallions: Documenting place and people in the history of slavery in Rhode Island,” RISHM, accessed January 13, 2022. The RISHM is being installed in Spring 2022 and will be dedicated on June 19, 2022.
spoke to the collaborative nature between the two entities, and as Hennedy described, they are hard to pull apart from one another.

B. Vendor Surveys

After understanding what the Casey Farm staff viewed as their role in community engagement and relevance, I surveyed CGM’s 16 vendors and 20 visitors on October 30, 2021. For the vendor survey, I wrote 12 questions under two main categories: “Your Involvement with CGM” and “Your Experience at Casey Farm.” Under the first category, I asked a short answer question: “What do you sell at CGM?” to learn the breadth of products and food CGM sponsors. I then asked, “How did you learn about CGM?” I hoped to compare Casey and CGM staff opinions and visitor responses, finding patterns of how word spread. I offered multiple choice answers including: “Local Newspaper,” “Casey Farm/Historic New England,” “Word of mouth,” “Newsletter,” and “Other” with a write-in option. The third question asked, “How far do you live from here?” with choices being “Less than 10 minutes,” “Between 10 and 30 minutes,” and “Over 30 minutes.” I aimed to see how far “local” meant and vendors’ dedication to selling their products at the market. The fourth question asked, “How many years have you been a vendor at CGM?” Answers included “1-2 years,” “3-5 years” and “Over 5 years,” hoping to find patterns in vendor retention. The next question asked vendors to check all that applied, “What do you like about being a vendor at CGM?” Multiple choice answers included: “Meeting the community,” “Offering produce/products,” “Interacting with the museum” and a write-in option “Other.” This question was critical to my research as I wanted to understand the vendor’s perspective and whether CGM was only a profitable

25 See graphs of vendor and visitor survey results in Appendix B. See completed surveys in Appendices E and F. This thesis will be given to the Casey Farm and Coastal Growers’ Market managers so that they can access the survey results.
opportunity for them or if it meant more. The final question in this category asked directly: “How would you describe CGM’s importance in your life?” to which vendors could respond with “Very important,” “Important,” “Somewhat Important,” and “Not Important.” Through this, I wanted vendors to reflect on CGM’s relevance in their business and life.

Under the “Your Experience at Casey Farm” category I asked, “How would you describe the Food Movement’s importance in your life?” with multiple-choice options of an importance scale including an “Unsure” option. I wondered if the Food Movement ideology was something museum staff thought about but less so the individual vendors. The next question was “How likely are you to participate in a Casey Farm museum program or tour?” which included a “Very likely,” “Somewhat likely,” and “Not likely” scale. I was curious to see how relevant Casey Farm as a museum was to these vendors or if their engagement increased through vending at CGM. The ninth question asked, “Do you feel welcomed and supported by Casey Farm” with choices of “Yes,” “No,” and “Unsure.” By asking this of the vendors, I hoped to understand if this partnership was a positive collaborative experience. In a similar vein, the following question asked “Do you think you benefit from CGM’s partnership with Casey Farm?” with “Yes,” “No” and “Unsure” being the options. Does the vendor see the partnership as mutually beneficial? The 11th question asked, “Are you interested in more collaborations between community members and Casey Farm? With “Yes,” “No,” and “Unsure,” as the choices. I hoped to provide Casey Farm with valuable information moving forward with their programming. The final question left space for a short-answer write-in asking, “Is there anything you
would like to see different about CGM and/or Casey Farm?” Again this question should help CGM and Casey Farm move forward, as neither has done a visitor survey before.

1. Responses

Thirteen vendors sell organic food like honey, hot sauce, vegetables, meat, and seafood, and three sell handmade products like soap, hemp, and lavender items. Based on the survey, most people heard about CGM through word of mouth. As seen on the graph, 38 percent chose word of mouth, 25 percent heard through Casey Farm or HNE, and 63 percent from other sources. Those who wrote in answers mentioned Facebook or personal connections to the farm staff and, in most cases, also checked off another option. These responses are encouraging for Casey Farm and CGM as it implies that people who visit talk about their experiences to other people. The market and museum stay in people’s minds, helping their good reputation grow. Vendors similarly recommend to their small business network that they join the Coastal Growers’ Market. The third question about vendor proximity to Casey Farm implies that vendors work locally and are part of the community. However, the responses revealed that distance from the farm did not matter. Those who lived less than ten minutes away and between ten and thirty minutes were equally committed to vending at CGM. The majority of vendors (44 percent) drive over thirty minutes every week to participate in the market. These results suggest a commitment to the market and that the definition of “local” stretches from Saunderstown and out. Although vendors are less likely to be local to Narragansett County, they still offer a Slow food organic food option and serve a primarily local audience.

To better understand the vendors’ commitment to the Coastal Growers’ Market, I asked how many years they had been a vendor. Fifty-six percent of respondents answered
that they had been a vendor for over 5 years, 19 percent for 3-5 years, and 25 percent for
1-2 years. It is promising that most respondents have been vendors either from the
beginning of CGM or for over five years. It shows that CGM has high retention rates, and
vendors feel welcome at Casey Farm; they also must be making a profit to come back
year after year. The vendors who have participated for fewer years also reveal the
willingness of the Coastal Growers’ Market leadership to accept new vendors, who may
have heard of this opportunity through word of mouth. An influx of new vendors into a
mix of regular vendors shows that the market is not stagnant but familiar and new each
season.

The fifth question of the survey asked vendors to select what their favorite part of
the market was. As shown on the graph, the responses were unanimous. All 16 vendors
voted that meeting the community and offering produce/products were equally significant
and likable components of their market experience. When writing this survey, I guessed
that the more popular answer would be “Offering produce/products” but for “Meeting the
Community” to unanimously equal it, is intriguing. CGM is not just a profitable
opportunity for vendors but a social experience. Vendors benefit from the same
community engagement as visitors. Originally I thought the “Interacting with the
Museum” choice would receive more votes, but at only 19 percent, it is far less likable.
How can the museum become more of a part of the vendor’s experience? Should it? Or
does Casey Farm as a venue and an organic farm do enough good already that it does not
need more recognition? Even if the museum is a less significant component of the
vendor’s experience, the vendors who wrote-in answers describe their joy in getting to
know other vendors. CGM and Casey Farm bring together small businesses that result in
“comradery,” and “bartering.” Others commented on the market’s success, leading to “loyal” and “faithful” customers. These vendors revealed that visitors are returning, staying loyal to their local vendors, and eating Slow. But what does it mean then for the goal of community engagement and small agriculture to be achieved, but the museum takes a back seat? For Casey Farm, their driving force is their commitment to community and local agriculture, their success in these two realms does fulfill their museum mission, even though history is not in the foreground.

In contrast, when vendors offered their opinion on the importance of Coastal Growers’ Market, they responded very favorably. Eight respondents selected “Very important,” and seven respondents selected “Important.” Only one vendor chose “Somewhat important.” CGM may be important because it provides substantial profit to the vendor, but the results from question five suggest that CGM is about more than profit. CGM is relevant to local vendors because it creates an opportunity to get their products and food into their local community and connect with the public. The following question in the next category, “Your Experience at Casey Farm,” asked vendors if the Food Movement was important to their work. The majority of respondents answered “Very important,” and the remaining four respondents spread out across “Important” and “Somewhat Important,” only one vendor selected “Unsure.” This response helps to confirm that vendors of both food and handmade products are aware of and follow the Food Movement’s beliefs. To take part in a Class A market guarantees that vendors will follow organic and locally made practices, but does not necessarily mean the vendor

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26 Vendor Surveys, Respondent 3 and Respondent 5, October 30, 2021 at Casey Farm in Saunderstown, RI. I randomly assigned numbers to completed surveys to organize them and discuss them easier in this Thesis.
27 Vendor Surveys, Respondent 6 and Respondent 14, October 30, 2021 at Casey Farm in Saunderstown, RI.
knows about the Food Movement. In this scenario, both Casey Farm and CGM vendors agree that their work is closely related to supporting and promoting locally grown food. Since most of the vendors support the Food Movement, this may provide Casey Farm with a foundation to introduce more Food Justice ideas.

However, the bond between CGM and Casey Farm museum might be more fragile than I anticipated. Question eight asked vendors to consider how likely they are to participate in museum programs or tours, to which 56 percent answered “Somewhat likely,” 31 percent answered “Not likely,” and only 13 percent answered “Very likely.” The vendors come to the museum property for CGM and probably hardly expand beyond the front lawn, suggesting that Casey Farm is important for its land and organic food, but less so for its educational programming and history tours. It is not that these offerings are not beneficial in general, but that vendors do not find them relevant to their life or work. Could the museum offer programs that attract vendors, specifically? Should they? Should Casey Farm create workshops, vendor-only events, or discounts for vendor participation in summer camps, tours, and events? Vendors may also feel fulfilled with their current level of participation and see no need for more engagement, in that scenario Casey Farm already achieved its mission. Most vendors only find themselves somewhat likely to come to Casey Farm for something other than CGM. The door is left ajar, meaning vendors might go through it, but there needs to be something on the other side that attracts them. One of the two vendors who answered “Very likely,” revealed that they were a Casey Farm employee. This respondent already had a relationship with Casey Farm and sustains it while being a vendor at CGM. Possibly the other respondent already
had a connection with Casey Farm, but museum staff could think of ways to do more for vendors and create a more meaningful relationship if the vendors expressed that interest.

To understand possible answers to the previous question, question nine asked vendors to consider how welcomed and supported they felt by Casey Farm. Unanimously, all 16 vendors answered affirmatively. Even though most vendors were either unlikely or somewhat likely to participate in other programs at the museum, they all felt respect and care. These results are encouraging for Casey Farm as a host, partnering with the community and succeeding in creating an environment of trust. Respondent 2 even wrote in two exclamation marks after the “Yes” answer, offering an even more enthusiastic response than I had anticipated. In contrast, Respondent 6, who had self-identified as a previous Casey Farm employee, wrote alongside the “Yes,” “but I am not BIPOC.” When picking up the surveys from each vendor, I spoke informally with Respondent 6 as they gave me their thoughts about their survey answers. Respondent 6 hoped for more diversity at the Coastal Growers’ Market as most vendors and visitors are white. By acknowledging their positionality, Respondent 6 spoke to the critiques of farmers’ markets and Food Movement spaces, namely their lack of diversity and exclusive nature. Although all 16 vendors responded positively to this question, respondent 6’s write-in answer should encourage the CGM board to consider actively diversifying their vendor choices. Casey Farm and CGM should contemplate what it is about their spaces that exclude people of color and why more diverse participants are not attracted to those environments? How can the Casey Farm and CGM collaboration adapt to make them relevant to communities of color?

28 Vendor Survey, Respondent 2, October 30, 2021 at Casey Farm in Saunderstown, RI.
29 Vendor Survey, Respondent 6, October 30, 2021 at Casey Farm in Saunderstown, RI.
Since all vendors felt Casey Farm supports them, do they also feel like they benefit from the partnership between the two entities? Ninety-four percent answered “Yes,” and 6 percent answered “Unsure.” Most vendors considered CGM’s location at Casey Farm as critical and benefiting their experience and business. The mutually beneficial partnership between CGM, Casey Farm, and the vendors help to engage the community, make a profit, and promote Food Movement ideas. If most people agree that they benefit from the collaboration, would they be interested in more? Sixty-nine percent of vendors chose “Yes,” that they are interested in more collaborations between community members and Casey Farm, while 31 percent answered they were unsure. Even though this experience has been beneficial, some vendors do not agree that more collaboration is necessary. This result may be the fault of the simplicity of this survey, in that vendors may not see what other collaborative programming could exist and how much burden it might place on them. For the farmers’ market, vendors already perform tasks to make the collaboration work, including picking food the same day, transporting products and produce, setting up tables and tents, taking it all down, and transporting it back. Helen Brody explains that “for those who have never set up at a farmers’ market, it is difficult to grasp the energy and backbreaking work that it demands.”

Vendors are doing this labor to participate in CGM and may wonder how much labor other collaborations require. At CGM, Casey Farm provides bathrooms, the location, and parking attendants. Casey Farm would need to scaffold future collaborations to avoid burdening its community partners. Vendors already see Casey Farm as relevant to sharing local food and items but might not find the museum necessary in other avenues. It is Casey Farm's job to show its relevance to vendors. Should Casey Farm try to make more

30 Brody, New Hampshire Women Farmers, 6.
opportunities for vendors? Branch out into other groups? Or both? One of the ways Casey Farm can both encourage working with vendors and outside groups is by highlighting the history of enslavement, Indigeneity, women, and tenant-farming on the site. Through collaborating with interested vendors on pop-up exhibit posters, videos, or other activities at the farmers’ market, they may promote justice-work and attract more audiences into the space.

The final question on the survey asked vendors to write in anything they hoped to see different about either Coastal Growers’ Market or Casey Farm. This question prompted many responses like “Nothing I can think of,” “Nothing different,” and “We are happy with current situation.”31 Another wrote in: “You all do an amazing job!! Thank you <3.”32 Other vendors wished for more opportunities to sell and engage with the community, writing “More farmers markets” and “Indoor market” and also writing that bringing the market indoors in the winter would create more consistency.33 Respondent 6 asked for “more accessibility (SNAP/EBJ),” “More diversity in vendors/customers” and “Special events (tomato day, etc.).”34 Out of the seven vendors who wrote in answers, they spanned three different viewpoints. Some are very happy with how the market and museum operate now and do not want anything to change. These responses prove CGM and Casey Farm are doing something right. Others argued for the benefit of increasing the number of markets per season and/or instituting a winter market. Currently, CGM is once a week from May to October and once in November. Would vendors like to do the work of setting up both weekend days? Could the market happen on a weekday also? Would
this increase the number of people attending the market and diversify the audience? Brody argues that farmers, like any other profession, need to make a living year-round.\textsuperscript{35} Does it then fall into Casey Farm’s prerogative to provide ways for the community to eat locally in the winter while supporting local farmers? Respondent 6’s answers correlate with their previous responses in that the market needs more diversity in both race and economic access.

The vendor surveys revealed that CGM has a good reputation in the community that invites vendors to want to be a part of the market, and that distance from Casey Farm did not make a big difference in people wanting to be involved. The market has a high retention rate because vendors enjoy meeting the community while selling organic or handmade products. Coastal Growers’ Market and the Food Movement are central to vendors, but their participation in Casey Farm museum events is less significant. Vendors are supported and encouraged by Casey Farm and benefit from the community partnership but are hesitant to branch out into other collaborations. Having vendors who return year after year because they feel welcome shows Casey Farm’s relevance to them and their customers. This strong support from the organic small businesses helps to make Casey Farm a household name in southern Rhode Island. The surveys will hopefully illuminate a path forward for Casey Farm and CGM to increase market diversity, Food Justice education, and vendor support.

C. Visitor Surveys

I formatted the visitor surveys similarly, asking 11 questions under two categories: “Your Visit to CGM” and “Your Experience at Casey Farm.” All questions were multiple choice except for the final short answer question. The first sought to track

the participant’s frequency at the market: “How many times have you visited CGM this year (2021)?” with possible answers ranging from “Rarely,” “1-5 times,” “6-10 times,” and “Over 10 times.” The second question asked about their proximity to Casey Farm, with the same answer choices as the vendor survey. The following question asked: “Why did you come to the farmers’ market?” with choices being “For the produce and products,” “For the community environment,” “For the museum,” and “For the activities.” Visitors were encouraged to check all that applied as I wanted to understand their motives for participating in the market. The fourth question hoped to understand the public’s perspective on their involvement in the market: “How would you describe your experience at CGM?” Again asking them to check all that applied, and their choices were “Fun,” “Educational,” “Enjoyable,” “Adequate,” “Boring,” and “No opinion.” The fifth and final question in this category sought how they learned of the Coastal Growers’ Market. I wanted to compare these results to the vendor responses and what I had learned from the interviews with Markovich, Henney, Magill, and Stapleton.

The second category, “Your Experience at Casey Farm,” asked repeat questions on the vendor survey: if the visitors were familiar with the Food Movement and their likelihood to participate in a Casey Farm museum program or tour. By asking these questions, I wondered if the market delivered Food Movement ideas to the visitors or if they had a predisposition to those ideas; I also was curious whether market-goers were also museum-goers. I asked, “How many times have you visited the Casey Farm House this year (2021)?” with answers being “Rarely,” “1-5 times,” “6-10 times,” and “Over 10 times.” The ninth question asked, “Did you know that you can tour the Casey Farm House during market hours?” with simple “Yes,” “No,” and “Unsure” as answer choices.
Were visitors to the market aware that they could go on a museum tour? The tenth question hoped to discover whether CGM was relevant, asking “How would you describe CGM’s importance in your life?” with a scale of importance as the answer choices. The final short-answer question asked if they would like to see anything different about CGM and/or Casey Farm. I could directly compare the vendor responses and offer recommendations to the museum and the market.

1. Responses

Out of 20 visitor responses, 55 percent have visited Coastal Growers’ Market over 10 times, 25 percent have visited between 6 and 10 times, and 20 percent between 1 and 5 times. This data is encouraging because it speaks to what the vendors said about loyal customers. The majority of those surveyed return throughout the season. Despite surveying visitors on the final market day of the season, this graph shows that there is room to grow as far as attracting people for repeat visits. With 27 possible Saturdays from May to October, 45 percent of people visited less than 10 times. Do they not see a reason to buy similar products each week? Or do they purchase enough in one trip to not return until a few weeks later? Each week is not the same as some vendors cannot attend every Saturday, so it does diversify the offerings. But by offering activities and special events, CGM and Casey Farm might attract more people regularly. The second question asked how far they lived from Casey Farm. The majority (60 percent) live between 10 and 30 minutes away, suggesting that people in surrounding areas are happy to make the trip, but they also could be considered local. Only about 25 percent of people live less than 10 minutes away and 15 percent live over thirty minutes away. Their commitment to driving over 30 minutes speaks to the market’s appeal. Based on these survey results,
those who live between 10 and 30 minutes away are the most likely to visit over six times, so this may be the target audience. As the reputation of CGM spreads, people further and further out from the “local” are making the trip to experience the market day.

The third question asked visitors the same question as the vendors, why did they come to the farmers market. In contrast to the vendors, who weighed “For the produce and products,” and “For the community environment” equally, the visitors did not. Ninety percent of visitors chose what they purchased as the driving motivation and 65 percent chose the community. Visitors are attracted to the market to purchase organic food and locally made products, which are the goals of the food movement and the market. But community engagement is also essential to the mix, which not every visitor finds as important. Only 20 percent noted they come for the museum and 5 percent for the activities. Respondent 16 was the only one to choose all of the options. Respondent 8 wrote on their survey next to the community option that they volunteer and sometimes work at Casey Farm. Even with this pre-existing relationship with Casey Farm, Respondent 8 did not select “For the museum.” This graph shows a slight disconnect between CGM, Casey Farm, and vendor opinions of the draw of the community space. Despite mixed results on question three, when asked to describe their experience at the farmers’ market, 90 percent said “Enjoyable,” 70 percent said “Fun,” and 45 percent said “Educational,” only 5 percent said “Adequate.” Most respondents enjoy the time they have at CGM and consider it fun. If visitors have a positive experience at a museum, they are more likely to connect with it and share it with others. Forty-five percent of respondents marked that their experience was educational, implying that they may be
getting some Food Movement education or site history throughout their shopping experience.

In contrast to the vendors, visitors did not mainly learn about CGM through word of mouth but rather by Casey Farm or HNE. Only six people had heard through word of mouth, two by the newspaper and one by the newsletter. Seven people chose both “Casey Farm/Historic New England” and “Other” mainly noting either social media or driving by. Three respondents confirmed what Markovich described in her interview, that some people just drive by the farm and notice the commotion of the market. Respondent 12 wrote that they “Came years ago when it was 7 vendors. Stayed ever since.”

These results show that CGM has a similarly good reputation among customers as it does among vendors. Stapleton’s opinions are supported by this data, that through advertising on social media and in the local newspaper, they are well-known. Their location is also beneficial, and the idea that people drive by feeling the desire to turn in speaks to their welcoming atmosphere. Without the market, would those people take a chance? Historic sites should maximize their creativity and invite the public through non-traditional programming. Getting new people onto a historic property is the first step toward deepening engagement. To retain these new visitors, museums could listen to what people liked about the experience and consider those preferences when crafting programs more closely tied to their mission.

The second category about Casey Farm started with a question asking about their familiarity with the Food Movement and Food Justice. I was curious if people cared about those ideas or if they learned about them from the market or museum. Forty percent were familiar, 30 percent were somewhat familiar, 25 percent were not familiar at all, and

36 Visitor Survey, Respondent 12, October 30, 2021 at Casey Farm in Saunderstown, RI.
5 percent were unsure. At least 70 percent of people are somewhat familiar with Food Movement ideas, showing that these concepts might be relevant to this community, contributing to why they shop at CGM. However, some people are unaware of the Food Movement or do not entirely understand it. Is it the job of the market to teach them? Or the museum? Casey Farm staff and CGM staff, including vendors, find the Food Movement ideology essential to their work; but if not all visitors are leaving with this knowledge, are they completing their mission?

Possibly to account for this discrepancy are the results of question seven where 65 percent of people responded that they had rarely visited the museum house in 2021 and 10 percent had visited one to five times. Five people had visited over 10 times but disclosed that they already have affiliation through tour-guiding, volunteering, or being friends with the staff. If people are not taking advantage of the museum gallery room, they miss out on the property’s family history and Indigenous history. If they rarely visit Casey Farm as a museum visitor, the market draws them in but does not expand their experience. However, 45 percent responded that they are somewhat likely to participate in a museum program or tour and 8 people responded very likely, which contradicts the previous question. However, this could be that since the museum house only has a gallery room, more people take advantage of the outdoor tours, summer camps, and other programs rather than visiting the gallery room. People are generally aware that they can tour the gallery room during market hours (60 percent Yes and 35 percent No) but are less likely to take that tour. Visitors may find that the museum house is less relevant to them than is the market, the gardens, and the fields. The final multiple-choice question asked visitors how they would describe CGM’s importance in their life, to which 50 percent of the
respondents answered “Very important,” 30 percent answered “Important,” and 20 percent answered “Somewhat important.” These are promising answers as community members find the Coastal Growers’ Market a significant part of their life, making it relevant, and by extension, Casey Farm is relevant. Casey Farm is a publicly accessible and community-driven environment relevant to its community.

At the very end of the survey, visitors had the opportunity to write what they would like to see differently about the market or the museum. Half of the respondents had suggestions for the future. Respondent 5 wished for the pre-pandemic atmosphere of the market when there were children’s games and picnic tables. Group activities are difficult with the unpredictability of the pandemic, but that suggestion does confirm that people enjoyed those aspects. Hopefully, in the future, CGM can resurrect those practices. Respondent 6 hoped for “daily access to eat and drink local food with local folks.” This response raises an interesting perspective, should the museum be somewhere that people can come every day, like a restaurant? In an informal conversation with a visitor, he mentioned how exciting it would be if Casey Farm used one barn as a pub to sell local food and drink. While a potentially profitable idea by serving the community and promoting local food, it would require community partnership for staffing and resources. Respondents 7 and 14 would like to see a winter market and winter events. Casey Farm serves its community well during the summer and early fall, but like other museums, slows down in the winter. Both visitors and vendors suggested winter opportunities for engagement to increase consistency, a possible avenue for greater collaboration and relevance. Respondents 9, 18, and 20 wanted more; more vendors, more summer camps, and more music by specific bands. These answers show that visitors enjoy all that Casey

37 Visitor Survey, Respondent 6, October 30, 2021 at Casey Farm in Saunderstown, RI.
Farm and CGM offer but would like even more of it. Respondent 19 even named a previous ice cream vendor by name, wishing she would return to the market. Respondent 11 wrote, “we love the sense of community as well as the product quality,” directly equating these two essential aspects of the Food Movement. Finally, Respondent 8 suggested that Casey Farm could offer a “tour of the market, explain to people how to use it and why the market is important.” Respondent 8’s suggestion may help bring Food Justice ideas into the space and directly teach about the Food Movement. This goal could take many forms because if a tour is not something visitors are interested in at the market, a short video advertising on social media or participating in a market day scavenger hunt might be preferable to learn about food movement ideas. Although there were only 20 visitor surveys, they offer perspectives on why they visit the market, what they get out of it, and what they hope to see in the future. While these ideas are for community environments separate from historic relevance, they speak to the public’s need for communal space. If the museum has a mission to support the community and has the resources to fill that need, it may decide to expand its offerings.

D. Increasing Engagement

In the interviews with Casey Farm staff and the CGM manager, I asked some questions that paralleled survey questions. I was especially interested in how each person thought they could increase community engagement at Casey Farm and Coastal Growers’ Market. In Stapleton’s newsletter, she advertises tours, Historic New England, and the significance of Casey Farm:

We are lucky to have our market at beautiful Casey Farm and I’d say all of Rhode Island is lucky this spot is

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38 Visitor Survey, Respondent 11, October 30, 2021 at Casey Farm in Saunderstown, RI.
39 Visitor Survey, Respondent 8, October 30, 2021 at Casey Farm in Saunderstown, RI.
preserved. I could espouse my opinions on history, open space and mass development but I’ll refrain. Take some time this weekend and walk around. Take a tour. Better still, become a member of Historic New England and continue to preserve places like this.\textsuperscript{40}

Despite Stapleton’s passionate reflection on the land and preservation, market visitors sparsely take tours. Hennedy, the site manager, suggested they could use signs more effectively to advertise their tours. On October 30, when I was distributing surveys at the market, due to the rain, we were tucked away in the barn, outside of the front lawn where vendors set up tents and so many visitors missed our tables. Although we did have some signs posted at the entrance and exit of the market, people overlooked them. Increasing the size and interactivity of signs may interest more people. Hennedy also explained that common assumptions about history museum tours are lengthy and bland. By getting creative in their tour narratives and breaking those assumptions through signage, they may attract more visitors to learn the history of Casey Farm.

Markovich had numerous ideas to increase visitor engagement with Casey Farm during market hours, including activities they did in the past, but the pandemic halted many of them. She mentioned they had master gardeners do soil testing for visitors who brought soil from home, “URI Master Gardeners are back with their science and lore” to educate on winter garden protection.\textsuperscript{41} The Education Department would have opportunities for kids to plant seeds in cups to take home. More educational programs might increase participation, she argued bringing back the petting zoo could be beneficial. Magill agreed and added that more adult educational programming, like nature walks and plant identifying lessons, would also improve engagement. He mentioned that

\textsuperscript{40} “October 23rd Market,” Coastal Growers’ Market Newsletter, October 22, 2021.
\textsuperscript{41} O’Neill, “Market Blossoms at Casey Farm.”
Casey Farm partners with Salve Regina University for their Volunteering Day, where freshmen volunteer in the farmlands. Another partner, the Audubon Society, would offer bird walks to visitors, taking advantage of the extent of the Casey Farm property.

Markovich revealed that the market I witnessed in 2021 was only a sliver of what it had been pre-2020. Many visitors miss the market environment of years passed. While the pandemic did impact a lot of programming, as it continues, Casey Farm and CGM should consider ways to adapt their programming. The Casey Farm staff agree that they could create more interactive experiences for visitors in conjunction with the market, including educational programs and creative tours.

Stapleton had a different perspective on increasing engagement, which is beneficial when considering collaborations between museums and community organizations. These entities have different missions and ideas about success, and both are equally important. I asked Stapleton if she could think of ways that CGM or Casey Farm could increase engagement, and through her answer, I realized that I had asked a leading question. I assumed they would all want to increase engagement, but Stapleton responded that because it is a farmers’ market first and foremost, “you can stay as long as you like, as long as you’re shopping.”

She encourages people to stay and spend time, listening to music and shopping, talking with friends and family. Unlike visitors and Casey Farm staff who advocated for the pre-pandemic children’s activities, Stapleton critically pointed out that the burden of watching children fell onto market volunteers, who became babysitters. Parents would take advantage of the children’s area and wander throughout the market, leaving their children in the care of volunteers who had not signed up to provide childcare. This oversight created an uneven distribution of responsibility

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42 Interview with Marita Stapleton conducted by Allison Smith.
between the museum and the community partner. Stapleton also mentioned that she was unclear if she wanted people to stay longer. But, if they spent money and supported the vendor’s livelihood, then yes, but otherwise, she was unsure. Stapleton argued that sometimes the burden falls on the community partner, and the museum needs to ensure balance. If the museum wants more educational programs and children’s games, they need to provide the necessary scaffolding so that the market can operate without extra responsibilities. Stapleton drives the argument that the market is a shopping center for local and organic products first, and does it need to do more than that?

Coastal Growers’ Market is not just a market as its setting contributes to its overall purpose. Its home on a historic organic farm operated by museum professionals and farmers speaks to its foundational collaborative nature between agriculture and public history. CGM becomes a part of this environment as a way for Casey Farm to share its resources and knowledge with the community. They serve the community by promoting local vendors and encouraging Slow Food practices. But they also serve their mission to “save and share New England’s past to engage and inform present and future generations” because they preserve the land through active cultivation and sharing that history through tours and increased foot traffic. CGM is a shopping center, but also an environment for public engagement with the museum, Food Movement ideas, and local businesses. Casey Farm and CGM have similar missions, to interact with the community, support local people, and promote local food but they may see different ways of increasing their relevance. Both entities should work collaboratively and suggest ways for both organizations to succeed. They need to listen to their vendors and improve their partnership to be mutually beneficial, not extractive.

CONCLUSION

A. Introduction

To finish the interviews with Hennedy and Markovich, I asked the same question: What is your vision of the future for the museum, the farm, or the market? Hennedy replied at first with a simple: “just keep doing it.”¹ She continued that Casey Farm could promote itself as an essential asset to the community. By directly arguing their relevance, they might increase support and Historic New England memberships. Hennedy also explained that she would like to expand Casey Farm’s offerings. Hennedy would like the opportunity to consider community visions for Casey Farm. She commented that what she likes about her job is “remaining open to the possibilities.”² As an example, she noted that a beer garden could be a possibility that she would work with a community partner to create. Hennedy hopes that in the next five years, she will have more programs, like the market, to discuss in an interview.

Hennedy and Markovich both commented on the many opportunities the farmlands bring to Casey Farm. Markovich argues that the farm should go no-till, rather than low-till, accomplishing its sustainability mission. However, since the farm belongs to Historic New England, it may be complicated to make Casey Farm entirely self-sustaining. Even as a low-till farming operation, Markovich admitted that they only farm eight of the three hundred acre property, which she’d like to change. Although it would be a monumental addition to their workload, by farming more of the land they could increase food distribution and community partnerships. Not only could they expand the number of acres they farm, but Casey Farm could expand the programs they offer on

¹ Interview with Jane Hennedy conducted by Allison Smith.
² Ibid.
these lands. Hennedy described the endless “potential for so many more nature-based and farm-based programs” on the property.\(^3\) She already has an acquaintance in the community who works in equine therapy, and Hennedy would “love to have horses back here at Casey Farm.”\(^4\) Hennedy explained her friend needs a place to pasture her horses, and Casey Farm, having the space, could offer that service. An equine partnership would benefit the farm by maintaining pastures and providing fertilizer, in addition to equine therapy to visitors and other programs. Markovich explained that they could use the property for forestry programs. Markovich and Hennedy continuously brainstorm community partnerships and ways to bring more environmental and agricultural education to Casey Farm.

Thinking well outside the box, Hennedy fantasized about offering commercial kitchen space at Casey Farm for vendors of the Coastal Growers’ Market who make hot sauce, salsa, and other food. Rather than renting out space further away from their consumer base, they could perform that labor at Casey Farm. Hennedy is passionate about supporting their partners however they can. If that means giving pastoral land to horses, creating a commercial kitchen for rent, or an area for a beer garden, she’s interested in those possibilities. While these activities may stray far from traditional history museum missions, Hennedy proves that historic house museums can change and adapt to their public’s needs. Not every museum has the resources to think this big, but they may have the opportunity to think small but still initiate change and create meaning for people in their community. Having a museum in one’s community with institutional resources from Historic New England, a dedicated and skill-diverse staff, and a

\(^3\) Ibid.
\(^4\) Interview with Jane Hennedy conducted by Allison Smith.
willingness to listen to community interests is beneficial. Casey Farm is actively seeking ways to become more and more relevant to its community. They understand that this work takes time and requires trust-building, but they are excited to take the journey with those who match their energy.

**B. Recommendations**

Based on the interviews and survey results at Casey Farm, museum staff and market staff have a mostly accurate understanding of their audience and their role in the community. The surveys affirmed staff beliefs that the public hears about them through word of mouth, suggesting the museum and market have a good reputation in the community. The vendor surveys helped prove that Casey Farm and CGM care deeply about their partnerships with small businesses, as it is reflected in the majority feeling welcomed and supported. The October 29 newsletter exhibited over 20 images of market vendors, exclaiming, “here are the beautiful faces of the people who brought you the Coastal Growers’ Market.” Casey Farm and CGM management show their appreciation for the vendors, most likely contributing to their high retention. The interviews also revealed that Casey Farm has loyal visitors and vendors, similarly reflected in the surveys. All parties were interested in promoting the Food Movement, and most visitors were familiar with it. Also, all parties felt that they benefited from the CGM and Casey Farm collaboration. While Casey Farm, the public, vendors, and CGM were on the same page in many respects, there were some discrepancies.

In the Casey Farm interviews with Hennedy, Markovich, and Magill, they explained the relevance of the museum and farm to the community. However, the visitor surveys showed that the museum’s other programs and tours were less important than the

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market. While there were only 20 respondents, this is still telling that the museum takes a backseat to the market on market days. Henney mentioned that she does not want to overshadow the market with museum tours, but the visitor surveys implied that visitors are not as likely to visit Casey Farm for reasons other than the market. There is room here for the museum to consider attracting market-goers to other aspects of the museum. If market-goers are interested in sustainable practice, locally grown and made products, and agriculture, Casey Farm could create programs to expand on those interests and lean more into Food Justice. Henney and Markovich’s ideas about forestry and nature walks, beer gardens, and more might deepen market visitors’ relationship with Casey Farm while creating programs that outsiders may find interesting. A market visitor might not be inclined to become a Historic New England member unless they see other events they would like to attend at the museums. If their community museum actively supports different community partners, they would be more exposed to Casey Farm as it serves numerous purposes.

Another discrepancy between the interviews and the surveys was on the subject of increasing engagement in the market. Visitors were interested in more activities like children’s games, opportunities for eating at picnic tables, and additional markets, while some vendors were unsure about more collaboration. Casey Farm staff are ready for more engagement opportunities like better signage, creative tours, and educational programs, while the CGM manager was more inclined to keep things the same. Disagreements between collaborative partners may negatively impact the quality of programs. Casey Farm cannot bring back activities, games, and programs to market day without volunteer support because they risk overwhelming the vendors and burdening CGM staff. Also,
CGM vendors should be made aware that Casey Farm is interested in more engagement activities before the museum implements them. They may also benefit from a conversation about the market’s goals and the museum’s goals with their partnership. Is CGM an organic shopping center or a community environment for Food Movement education, or both, and more?

C. Replicability

Other historic house museums can replicate the initiatives of Casey Farm. Casey Farm is a well-staffed and funded property under the Historic New England name with paid and volunteer staff. Not every historic house museum has these resources and is less likely to sponsor large programs like the Coastal Growers’ Market. But small historic houses with volunteer staff can still be inspired by Casey Farm’s open-minded mission, creativity with property characteristics, and community involvement. Historic houses can take advantage of their resources and connect with their community to make themselves relevant. For instance, if a town desires a place for senior citizen gatherings and the historic house has a gathering space and knowledgeable volunteers to run activities like crafting circles, wine nights, or book talks, then they could work with their local seniors to make it happen. Historic houses are also great places to promote social justice initiatives because if they have created a relationship with their community, they may be a trusted source of information. Historic houses often have people passionate about their town and community, and by understanding what initiatives are significant to their audience, they could work together. Essentially both the historic house and the activist public have the same goal, to make their town and community a great place to live. If a community is interested in recycling and sustainability, a historic house could teach about
creating sustainable products, partner with local environmental activists, hold lectures, and more. By working with the community on issues that can enact positive change, historic houses can prove their importance. A historic house that is stagnant, isolated, and devoid of other community organizations is less likely to impact a community than a museum that is energized, adaptable, and collaborative.

Casey Farm shows that historic houses are not dead or irrelevant. They are opportunities for community improvement, engagement, and social justice activism. Casey Farm is relevant because it continues a long history of farming, supports local businesses, and fosters a local community space. The museum has the opportunity to become even more relevant because Hennedy informed me four months after my visit that Historic New England did sign an agreement with the Coastal Growers’ Market to transfer management. The new market will be called “Casey Farm Market.”

How will this management takeover impact the market, the museum, and the audience? There will no longer be a fear of competing against the market with museum activities because the market is itself, a museum program. They will be able to create more opportunities to teach local history at the market and encourage more museum participation. With HNE running the market, most likely through their Events staff, there may be greater opportunities for the educational programming that Markovich, Hennedy, and Magill seek. But, does the Event staff at Historic New England know the Saunderstown community or the vendors? If Casey Farm management, like Markovich and Hennedy, ran the market, they would have a greater understanding of what the public expects but this would exponentially increase their responsibilities. An HNE manager could also ensure that more Food Justice initiatives are implemented, but do market-goers want

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6 Correspondence with Jane Hennedy, February 7, 2022.
that? The transfer of management will pose a fascinating comparison in the future to the success of Coastal Growers’ Market and Casey Farm Market. The shift in power dynamic will require that Historic New England commit to a collaborative and equitable partnership with the vendors to maintain the relationships CGM built with Casey Farm. Will CFM be as relevant as CGM? Will Casey Farm become more relevant because of CFM? Casey Farm Market will still hopefully show how historic houses can partner with local people for the betterment of their community, as it has with Coastal Growers’ Market.
APPENDICES

Appendix A: Figures

**Figure 1:** “History Organizations Represent Over Half of America’s Active Museums” AASLH, (2014).

**Figure 2:** Casey Farm, Saunderstown, RI. Photograph by author.
Figure 3: Survey Booth at Coastal Growers’ Market. Photograph by author.

Figure 4: Casey farmlands. Photograph by author.
Figure 5: Casey farmlands and gardens. Photograph by author.

Figure 6: Dominique chickens at Casey Farm. Photograph by author.
Figure 7: Coastal Growers’ Market. October 30, 2021. Photograph by author.

Figure 8: Coastal Growers’ Market. October 30, 2021. Photograph by author.
Figure 9: Casey Farm gardens. Photograph by author.

Figure 10: Sign in front of CSA share barn. Photograph by author.
Figure 11: Sign for survey booth. Photograph by author.
Appendix B: Tables

How did you learn about CGM?

Table 1: Vendor Survey, Question 2.

How far do you live from here?

Table 2: Vendor Survey, Question 3.
Table 3: Vendor Survey, Question 4.

How many years have you been a vendor at CGM?

Table 4: Vendor Survey, Question 5.

What do you like about being a vendor at CGM?
*Check all that apply

Table 3: Vendor Survey, Question 4.

Table 4: Vendor Survey, Question 5.
Table 5: Vendor Survey, Question 6.

How would you describe CGM’s importance in your life?

Table 6: Vendor Survey, Question 7.

How would you describe the Food Movement’s importance in your life?
Table 7: Vendor Survey, Question 8.

How likely are you to participate in a Casey Farm museum program or tour?

Table 8: Vendor Survey, Question 9.

Do you feel welcomed and supported by Casey Farm?
Table 9: Vendor Survey, Question 10.

Do you think you benefit from CGM’s partnership with Casey Farm?

Table 10: Vendor Survey, Question 11.

Are you interested in more collaborations between community members and Casey Farm?
Table 11: Visitor Survey, Question 1.

How many times have you visited CGM this year (2021)?

Table 12: Visitor Survey, Question 2.

How far do you live from here?

Table 12: Visitor Survey, Question 2.
Table 13: Visitor Survey, Question 3.

Why did you come to the farmers' market?
*Check all that apply

- For the products and<br>  environment
- For the museum
- For the activities

Table 14: Visitor Survey, Question 4.

How would you describe your experience at CGM?
*Check all that apply

- Fun
- Educational
- Enjoyable
- Adequate
- Boring
- No opinion

Table 14: Visitor Survey, Question 4.
Table 15: Visitor Survey, Question 5.

**How did you learn about CGM?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
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</thead>
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</tr>
<tr>
<td>Casey Farm Historic New England</td>
<td>7</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>6</td>
</tr>
<tr>
<td>Newsletter</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 16: Visitor Survey, Question 6.

**Are you familiar with the Food Movement and Food Justice?**

<table>
<thead>
<tr>
<th>Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Yes</td>
<td>8</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
</tr>
<tr>
<td>Barly</td>
<td>1</td>
</tr>
<tr>
<td>Unsure</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 15: Visitor Survey, Question 5.

Table 16: Visitor Survey, Question 6.
Table 17: Visitor Survey, Question 7.

How many times have you visited the Casey Farm House this year (2021)?

![Bar chart showing the frequency of visits: Rarely, 1-5 times, 6-10 times, Over 10 times.]

Table 18: Visitor Survey, Question 8.

How likely are you to participate in a Casey Farm museum program or tour?

![Bar chart showing the likelihood of participation: Very likely, Somewhat likely, Not likely.]

100
Did you know that you can tour the Casey Farm House during market hours?

Table 19: Visitor Survey, Question 9.

How would you describe CGM’s importance in your life?

Table 20: Visitor Survey, Question 10.
Appendix C: Interview Questions for Jane Hennedy

Your Background
1. Where are you from?
2. Did you go to college and if so, what did you study?
3. How did you find your way to Historic New England and Casey Farm?
4. Can you describe your role here?
5. What is Casey Farm’s mission?
6. How do you support that mission?
7. What types of programs do you offer here?

Community Engagement
1. How would you describe the community Casey Farm is in?
2. How would you describe community engagement?
3. How important is community engagement to you?
4. How important is community engagement to Casey Farm and Historic New England?
5. How well of a job do you think Casey Farm is doing at community engagement?

CGM
1. Can you tell me about how CGM came about and when?
2. Can you compare what it looked like in the beginning to now?
3. How does the Coastal Growers’ Market contribute to your day-to-day work responsibilities?
4. How does CGM align with Casey Farm and Historic New England’s missions?
5. Does CGM contribute to the preservation of the Casey property, particularly the farm land?
6. How does this land’s Indigenous history tie into the work you do?

CGM and Community
1. Could you tell me about Casey Farm’s decision to lease land to the Coastal Growers’ Market?
2. How does this partnership benefit or not benefit Casey Farm?
3. How do people learn about CGM? How do people learn about Casey Farm?
4. In what ways do you think that Casey Farm and CGM are engaging or serving the community?
5. Casey Farm is Historic New England’s most visited site. Do you think the Market plays a role in this high attendance?
6. From your perspective, are the Market attendees also participating in Casey Farm Museum programs and vice versa?
7. Is there anything you wish attendees took away from their experience here?
8. What could CGM do differently to increase visitor engagement with both the market and the museum? What could Casey Farm do differently?

Food Movement
1. In simple terms, the Slow Food Movement promotes locally grown food that travels a minimal distance after purchase. Can you describe Casey Farm’s relationship with the Food Movement?
2. Critics of the Food Movement argue that sustainably grown food can be more expensive and inaccessible to all levels of income. How does Coastal Growers’ Market contend with these concerns?
3. How important is aligning with Food Movement issues to you and to Casey Farm?
4. Can you describe some examples of ways visitors engage with Food Movement ideas at the Casey Farm site?
5. Could you describe what a CSA is and the impact it has had at Casey Farm and in the community?
6. How has the COVID-19 pandemic impacted Coastal Growers’ Market and Casey Farm?

Relevance
1. How relevant would you say your museum is to your community?
2. What role does the farm play in Casey Farm’s relevance?
3. What role does the farmers’ market play in Casey Farm’s relevance?
4. What is your vision for Casey Farm’s future?
5. Is there anything that I have not covered that you feel is important to share at this time?
Appendix D: Interview Questions for Lindie Markovich and Daniel Magill

Your Background
1. Where are you from?
2. Did you go to college and what did you study?
3. How did you find your way to Historic New England and Casey Farm?
4. Can you describe your role here?
5. What is Casey Farm’s mission?
6. How do you support that mission?

Farm
1. What did the Casey’s grow on this land?
2. How does that history relate to what you farm now?
3. How does this land’s Indigenous history tie into what you grow and how you cultivate the land?
4. Is there a belief system or principles that guides your farming?
5. How does farming on this land contribute to its preservation?
6. How does the farm support Casey Farm’s mission?
7. Could you describe what a CSA is and your involvement with it?
8. What has been the impact of the CSA to the community and Casey Farm?
9. What does farm-grown food mean to you? In your opinion, is it important that visitors know where their food comes from or know who grows their food?
10. What does your other farm-specific programming look like?

Community Engagement
1. How would you describe community engagement?
2. How important is community engagement to you and your work?
3. How would you describe the community Casey Farm is in?
4. What do you hope visitors get out of their experience with the farm?

CGM
1. Can you tell me about your relationship with CGM?
2. Do patrons of the market frequently engage with the farmland?
3. How does the Coastal Growers’ Market contribute to your day-to-day work responsibilities?

4. How does CGM align with Casey Farm and Historic New England’s missions?

5. In what ways do you think that the Farm and CGM are engaging the community?

6. Casey Farm is Historic New England’s most visited site. Do you think the Market plays a role in this high attendance?

7. From your perspective, are the Market attendees also participating in Casey Farm Museum programs and vice versa?

8. What could CGM do differently to increase visitor engagement with both the market and the museum? What could Casey Farm do differently?

**Food Movement**

1. In simple terms, the Slow Food Movement promotes locally grown food that travels a minimal distance after purchase. Can you describe Casey Farm’s relationship with the Food Movement?

2. Critics of the Food Movement argue that sustainably grown food can be more expensive and inaccessible to all levels of income. How does Coastal Growers’ Market contend with these concerns?

3. Can you describe some examples of ways patrons engage with Food Movement ideas at the Casey Farm site?

**Relevance**

1. How relevant would you say Casey Farm is to your community?

2. What role does the Farm play in Casey Farm’s relevance?

3. Is there anything you would want your community to know about your work that you don’t think many people realize or understand?

4. How would you describe the future of farming at Casey Farm?

5. Is there anything that I have not covered that you feel is important to share at this time?
Appendix E: Interview Questions for Marita Stapleton

Your Background
1. Where are you from?
2. Did you go to college and what did you study?
3. How did you find your way to managing Coastal Growers’ Market?
4. Could you describe what you do in that position?

CGM
1. How did the Coastal Growers’ Market begin and when?
2. How does the market compare with what it looked like when you started, to now?
3. What is the Coastal Growers’ Market’s mission?
4. How do you support that mission?
5. Could you tell me about the Market’s decision to lease land from Casey Farm?
6. How does this partnership benefit or not benefit CGM?
7. How do vendors become a part of CGM?
8. How do you publicize the market?

CGM and Community
1. Casey Farm is Historic New England’s most visited site. Do you think the Market plays a role in this high attendance?
2. Why do you think people attend Coastal Growers’ Market?
3. How do you think Market attendees would describe their experience here?
4. How likely do you think it is for Market visitors to attend Casey Farm programs? Volunteer?

Community Engagement
1. How would you describe the community CGM is in?
2. How would you describe community engagement?
3. In what ways do you think that Casey Farm and CGM are engaging or serving the community?
4. Do you see the partnership between Casey Farm and CGM as benefiting the community?
5. From your perspective, are the Market attendees also participating in Casey Farm Museum programs and vice versa?
6. What could CGM do differently to increase visitor engagement with both the market and the museum? What could Casey Farm do differently?

Food Movement
1. In simple terms, the Slow Food Movement promotes locally grown food that travels a minimal distance after purchase. Can you describe Coastal Growers’ Market’s relationship with the Food Movement?
2. Critics of the Food Movement argue that sustainably grown food can be more expensive and inaccessible to all levels of income. How does Coastal Growers’ Market contend with these concerns?
3. What does farm-grown food mean to you? In your opinion, is it important that visitors know where their food comes from or know who grows their food?
4. Can you describe some examples of ways patrons engage with Food Movement ideas at CGM?
5. How has the COVID-19 pandemic impacted Coastal Growers’ Market?

Relevance
1. How relevant would you say CGM is to your community?
2. What role does Casey Farm play in CGM’s relevance?
3. What is your vision for CGM’s future?
4. Is there anything that I have not covered that you feel is important to share at this time?
# Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

## Your Involvement with CGM

1. What do you sell at CGM?
   - Vegetables

2. How did you learn about CGM?
   - ☑ Local newspaper
   - ☑ Word of mouth
   - ☑ Newsletter
   - ☑ Other

3. How far do you live from here?
   - ☑ Less than 10 minutes
   - ☑ Between 10 and 30 minutes
   - ☑ Over 30 minutes

4. How many years have you been a vendor at CGM?
   - ☑ 3-5 years
   - ☑ Over 5 years
   - ☑ 1-2 years

5. What do you like about being a vendor at CGM? *Check all that apply*
   - ☑ Meeting the community
   - ☑ Offering produce/products
   - ☑ Interacting with the museum
   - ☑ Other

6. How would you describe CGM's importance in your life?
   - ☑ Very important
   - ☑ Important
   - ☑ Somewhat important
   - ☑ Not important

## Your Experience at Casey Farm

7. How would you describe the Food Movement's importance in your life?
   - ☑ Very important
   - ☑ Important
   - ☑ Somewhat important
   - ☑ Not important
   - ☑ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - ☑ Very likely
   - ☑ Somewhat likely
   - ☑ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - ☑ Yes
   - ☑ No
   - ☑ Unsure

10. Do you think you benefit from CGM's partnership with Casey Farm?
    - ☑ Yes
    - ☑ No
    - ☑ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - ☑ Yes
    - ☑ No
    - ☑ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    - Nothing I can think of

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM? [HAND WRITTEN] products

2. How did you learn about CGM?
   □ Local newspaper
   □ Casey Farm/Historic New England
   □ Word of mouth
   □ Newsletter
   □ Other
   □ Family

3. How far do you live from here?
   □ Less than 10 minutes
   □ Between 10 and 30 minutes
   □ Over 30 minutes

4. How many years have you been a vendor at CGM?
   □ 1-2 years
   □ 3-5 years
   □ Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   □ Meeting the community
   □ Offering produce/products
   □ Interacting with the museum
   □ Other

6. How would you describe CGM’s importance in your life?
   □ Very important
   □ Important
   □ Somewhat important
   □ Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   □ Very important
   □ Important
   □ Somewhat important
   □ Not important
   □ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   □ Very likely
   □ Somewhat likely
   □ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   □ Yes
   □ No
   □ Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    □ Yes
    □ No
    □ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    □ Yes
    □ No
    □ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    □ You all do an amazing job!! thank you

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers' Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?  
   - Coffee

2. How did you learn about CGM?
   - [ ] Local newspaper
   - [ ] Casey Farm/Historic New England
   - [ ] Word of mouth
   - [ ] Newsletter
   - [ ] Other
   - Through the Market...

3. How far do you live from here?
   - [x] Less than 10 minutes
   - [x] Between 10 and 30 minutes
   - [ ] Over 30 minutes

4. How many years have you been a vendor at CGM?
   - [ ] 1-2 years
   - [ ] 3-5 years
   - [x] Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   - [x] Meeting the community
   - [x] Offering produce/products
   - [ ] Interacting with the museum
   - [ ] Other

6. How would you describe CGM’s importance in your life?
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [x] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - [x] Yes
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers' Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?  
   not sauces, BBQ's & salsa

2. How did you learn about CGM?  
   □ Local newspaper  
   □ Casey Farm/Historic New England  
   □ Word of mouth  
   □ Newsletter  
   □ Other

3. How far do you live from here?  
   □ Less than 10 minutes  
   □ Between 10 and 30 minutes  
   □ Over 30 minutes

4. How many years have you been a vendor at CGM?  
   □ 1-2 years  
   □ 3-5 years  
   □ Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply  
   □ Meeting the community  
   □ Offering produce/products  
   □ Interacting with the museum  
   □ Other

6. How would you describe CGM's importance in your life?  
   □ Very important  
   □ Important  
   □ Somewhat important  
   □ Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement's importance in your life?  
   □ Very important  
   □ Important  
   □ Somewhat important  
   □ Not important  
   □ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?  
   □ Very likely  
   □ Somewhat likely  
   □ Not likely

9. Do you feel welcomed and supported by Casey Farm?  
   □ Yes  
   □ No  
   □ Unsure

10. Do you think you benefit from CGM's partnership with Casey Farm?  
    □ Yes  
    □ No  
    □ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?  
    □ Yes  
    □ No  
    □ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?  

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM
1. What do you sell at CGM?
   - [ ] Work for Beth Baker
   - [x] But also have sold my own

2. How did you learn about CGM?
   - [ ] Local newspaper
   - [ ] Casey Farm/Historic New England
   - [x] Word of mouth
   - [ ] Newsletter
   - [ ] Other (Facebook)

3. How far do you live from here?
   - [x] Less than 10 minutes
   - [ ] Between 10 and 30 minutes
   - [ ] Over 30 minutes

4. How many years have you been a vendor at CGM?
   - [ ] 1-2 years
   - [ ] 3-5 years
   - [x] Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   - [x] Meeting the community
   - [x] Offering produce/products
   - [x] Interacting with the museum
   - [ ] Other

   Purchased/bought from other vendors

6. How would you describe CGM's importance in your life?
   - [ ] Very important
   - [x] Important
   - [ ] Somewhat important
   - [ ] Not important

Your Experience at Casey Farm
7. How would you describe the Food Movement’s importance in your life?
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [ ] Very likely
   - [x] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - [x] Yes
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?  
   - HEMP/CBD

2. How did you learn about CGM?  
   - [ ] Local newspaper  
   - [x] Casey Farm/Historic New England  
   - [ ] Word of mouth  
   - [ ] Newsletter  
   - [ ] Other
   - Former Casey Farm Employee

3. How far do you live from here?  
   - [ ] Less than 10 minutes  
   - [x] Between 10 and 30 minutes  
   - [ ] Over 30 minutes

4. How many years have you been a vendor at CGM?  
   - [x] 1-2 years
   - [ ] 3-5 years
   - [ ] Over 5 years
   - +2 yrs @ Casey

5. What do you like about being a vendor at CGM? *Check all that apply  
   - [x] Meeting the community  
   - [x] Offering produce/products  
   - [ ] Interacting with the museum  
   - [ ] Other
   - High quality standards  
   - etc. needs to loyal customers

6. How would you describe CGM’s importance in your life?  
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important

7. How would you describe the Food Movement’s importance in your life?  
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?  
   - [x] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?  
   - [x] Yes  
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?  
    - [x] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?  
    - [x] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?  
    - [x] More accessibility (SNAP/EBT)
    - [x] More diversity in vendors/customers
    - [ ] Special events (tomato day, etc.)

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

**Your Involvement with CGM**

1. What do you sell at CGM?
   - [ ] Fresh produce
   - [X] Fresh meats

2. How did you learn about CGM?
   - [ ] Local newspaper
   - [X] Casey Farm/Historic New England
   - [ ] Word of mouth
   - [ ] Newsletter
   - [ ] Other

3. How far do you live from here?
   - [X] Less than 10 minutes
   - [ ] Between 10 and 30 minutes
   - [ ] Over 30 minutes

4. How many years have you been a vendor at CGM?
   - [X] Over 5 years
   - [ ] 3-5 years
   - [ ] 1-2 years
   - [ ] Less than a year

5. What do you like about being a vendor at CGM? Check all that apply
   - [X] Meeting the community
   - [X] Offering produce/products
   - [X] Interacting with the museum
   - [ ] Other

6. How would you describe CGM’s importance in your life?
   - [X] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important

**Your Experience at Casey Farm**

7. How would you describe the Food Movement’s importance in your life?
   - [X] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [X] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - [X] Yes
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - [X] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - [X] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market.
You can help my research by taking this brief survey. Thank you!

<table>
<thead>
<tr>
<th>Your Involvement with CGM</th>
<th>Your Experience at Casey Farm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. What do you sell at CGM?</strong></td>
<td><strong>7. How would you describe the Food Movement’s importance in your life?</strong></td>
</tr>
<tr>
<td>Alpaca Fiber, honey, goat milk soap</td>
<td>□ Very important</td>
</tr>
<tr>
<td>□ Local newspaper</td>
<td>□ Important</td>
</tr>
<tr>
<td>□ Casey Farm/Historic New England</td>
<td>□ Somewhat important</td>
</tr>
<tr>
<td>□ Word of mouth</td>
<td>□ Not important</td>
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<tr>
<td>□ Newsletter</td>
<td>□ Unsure</td>
</tr>
<tr>
<td>□ Other</td>
<td></td>
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<tr>
<td><strong>2. How did you learn about CGM?</strong></td>
<td><strong>8. How likely are you to participate in a Casey Farm museum program or tour?</strong></td>
</tr>
<tr>
<td>□ Local newspaper</td>
<td>□ Very likely</td>
</tr>
<tr>
<td>□ Casey Farm/Historic New England</td>
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</tr>
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<tr>
<td>□ Other</td>
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</tr>
<tr>
<td><strong>3. How far do you live from here?</strong></td>
<td><strong>9. Do you feel welcomed and supported by Casey Farm?</strong></td>
</tr>
<tr>
<td>□ Less than 10 minutes</td>
<td>□ Yes</td>
</tr>
<tr>
<td>□ Between 10 and 30 minutes</td>
<td>□ No</td>
</tr>
<tr>
<td>□ Over 30 minutes</td>
<td>□ Unsure</td>
</tr>
<tr>
<td><strong>4. How many years have you been a vendor at CGM?</strong></td>
<td><strong>10. Do you think you benefit from CGM’s partnership with Casey Farm?</strong></td>
</tr>
<tr>
<td>□ 1-2 years</td>
<td>□ Yes</td>
</tr>
<tr>
<td>□ 3-5 years</td>
<td>□ No</td>
</tr>
<tr>
<td>□ Over 5 years</td>
<td>□ Unsure</td>
</tr>
<tr>
<td><strong>5. What do you like about being a vendor at CGM?</strong> *Check all that apply</td>
<td><strong>11. Are you interested in more collaborations between community members and Casey Farm?</strong></td>
</tr>
<tr>
<td>□ Meeting the community</td>
<td>□ Yes</td>
</tr>
<tr>
<td>□ Offering produce/products</td>
<td>□ No</td>
</tr>
<tr>
<td>□ Interacting with the museum</td>
<td>□ Unsure</td>
</tr>
<tr>
<td>□ Other</td>
<td></td>
</tr>
<tr>
<td><strong>6. How would you describe CGM’s importance in your life?</strong></td>
<td><strong>12. Is there anything you would like to see different about CGM and/or Casey Farm?</strong></td>
</tr>
<tr>
<td>□ Very important</td>
<td></td>
</tr>
<tr>
<td>□ Important</td>
<td></td>
</tr>
<tr>
<td>□ Somewhat important</td>
<td></td>
</tr>
<tr>
<td>□ Not important</td>
<td></td>
</tr>
</tbody>
</table>

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

**Your Involvement with CGM**

1. What do you sell at CGM?
   - Local Seafood

2. How did you learn about CGM?
   - ☐ Local newspaper
   - ☐ Casey Farm/Historic New England
   - ☐ Word of mouth
   - ☐ Newsletter
   - ☐ Other
   - [ ] Please be specific

3. How far do you live from here?
   - ☐ Less than 10 minutes
   - ☑ Between 10 and 30 minutes
   - ☐ Over 30 minutes

4. How many years have you been a vendor at CGM?
   - ☐ 1-2 years
   - ☐ 3-5 years
   - ☑ Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply*
   - ☑ Meeting the community
   - ☑ Offering produce/products
   - ☐ Interacting with the museum
   - ☐ Other

6. How would you describe CGM’s importance in your life?
   - ☐ Very important
   - ☐ Important
   - ☐ Somewhat important
   - ☐ Not important
   - ☑ Unsure

**Your Experience at Casey Farm**

7. How would you describe the Food Movement’s importance in your life?
   - ☑ Very Important
   - ☐ Important
   - ☐ Somewhat important
   - ☐ Not important
   - ☑ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - ☑ Very likely
   - ☑ Somewhat likely
   - ☑ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - ☑ Yes
   - ☐ No
   - ☑ Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - ☑ Yes
    - ☐ No
    - ☑ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - ☑ Yes
    - ☐ No
    - ☑ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

**Your Involvement with CGM**

1. What do you sell at CGM?
   - Prepared Foods
   - Hummus/Salads

2. How did you learn about CGM?
   - Local newspaper
   - Casey Farm/Historic New England
   - Word of mouth
   - Newsletter
   - Other

3. How far do you live from here?
   - Less than 10 minutes
   - Between 10 and 30 minutes
   - Over 30 minutes

4. How many years have you been a vendor at CGM?
   - 1-2 years
   - 3-5 years
   - Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   - Meeting the community
   - Offering produce/products
   - Interacting with the museum
   - Other

6. How would you describe CGM’s importance in your life?
   - Very important
   - Important
   - Somewhat important
   - Not important

**Your Experience at Casey Farm**

7. How would you describe the Food Movement’s importance in your life?
   - Very important
   - Important
   - Somewhat important
   - Not important
   - Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - Very likely
   - Somewhat likely
   - Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - Yes
   - No
   - Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - Yes
    - No
    - Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - Yes
    - No
    - Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    -
    -
    -

*Thank you so much for taking the time to complete this survey!*
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?  

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?  
   □ Very important  
   ✔ Important  
   □ Somewhat important  
   □ Not important  
   □ Unsure  

8. How likely are you to participate in a Casey Farm museum program or tour?  
   □ Very likely  
   □ Somewhat likely  
   ✔ Not likely  

9. Do you feel welcomed and supported by Casey Farm?  
   ✔ Yes  
   □ No  
   □ Unsure  

10. Do you think you benefit from CGM’s partnership with Casey Farm?  
    □ Yes  
    □ No  
    ✔ Unsure  

11. Are you interested in more collaborations between community members and Casey Farm?  
    ✔ Yes  
    □ No  
    □ Unsure  

12. Is there anything you would like to see different about CGM and/or Casey Farm?  

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?
   JUICE + Kombucha

2. How did you learn about CGM?
   □ Local newspaper
   □ Casey Farm/Historic New England
   ☑ Word of mouth
   □ Newsletter
   □ Other

3. How far do you live from here?
   □ Less than 10 minutes
   □ Between 10 and 30 minutes
   ☑ Over 30 minutes

4. How many years have you been a vendor at CGM?
   □ 1-2 years
   □ 3-5 years
   ☑ Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   ☑ Meeting the community
   ♻️ Offering produce/products
   ☑ Interacting with the museum
   □ Other

6. How would you describe CGM’s importance in your life?
   ☑ Very important
   □ Important
   □ Somewhat important
   □ Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   ☑ Very important
   □ Important
   □ Somewhat important
   □ Not important
   □ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   ☑ Very likely
   ☑ Somewhat likely
   □ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   ☑ Yes
   □ No
   □ Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    ☑ Yes
    □ No
    □ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    ☑ Yes
    □ No
    □ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    INDOOR MARKET
    CONSISTENCY W/ COMMUNITY

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?
   Apples and cider

2. How did you learn about CGM?
   □ Local newspaper
   □ Casey Farm/Historic New England
   □ Word of mouth
   □ Newsletter
   ✓/ Other

3. How far do you live from here?
   □ Less than 10 minutes
   □ Between 10 and 30 minutes
   ✓ Over 30 minutes

4. How many years have you been a vendor at CGM?
   □ 1-2 years
   □ 3-5 years
   ✓ Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   ✓ Meeting the community
   ✓ Offering produce/products
   □ Interacting with the museum
   □ Other

6. How would you describe CGM’s importance in your life?
   □ Very important
   ✓ Important
   □ Somewhat important
   □ Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   □ Very important
   □ Important
   ✓ Somewhat important
   □ Not important
   □ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   □ Very likely
   □ Somewhat likely
   ✓ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   ✓ Yes
   □ No
   □ Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    ✓ Yes
    □ No
    □ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
   □ Yes
   □ No
   ✓ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    Nothing different

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?
   Maple syrup

2. How did you learn about CGM?
   □ Local newspaper
   □ Casey Farm/Historic New England
   □ Word of mouth
   □ Newsletter
   □ Other
   Our friends used to run Casey Farm

3. How far do you live from here?
   □ Less than 10 minutes
   □ Between 10 and 30 minutes
   □ Over 30 minutes

4. How many years have you been a vendor at CGM?
   □ 1-2 years
   □ 3-5 years
   □ Over 5 years
   2 yrs

5. What do you like about being a vendor at CGM? *Check all that apply
   □ Meeting the community
   □ Offering produce/products
   □ Interacting with the museum
   □ Other
   Faithful customers

6. How would you describe CGM’s importance in your life?
   □ Very important
   □ Important
   □ Somewhat important
   □ Not important

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   □ Very important
   □ Important
   □ Somewhat important
   □ Not important
   □ Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   □ Very likely
   □ Somewhat likely
   □ Not likely

9. Do you feel welcomed and supported by Casey Farm?
   □ Yes
   □ No
   □ Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    □ Yes
    □ No
    □ Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    □ Yes
    □ No
    □ Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?
    We are happy with current situation

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

Your Involvement with CGM

1. What do you sell at CGM?
   - [ ] Pickled vegetables

2. How did you learn about CGM?
   - [ ] Local newspaper
   - [ ] Casey Farm/Historic New England
   - [ ] Word of mouth
   - [ ] Newsletter
   - [ ] Other

3. How far do you live from here?
   - [X] Less than 10 minutes
   - [ ] Between 10 and 30 minutes
   - [ ] Over 30 minutes

4. How many years have you been a vendor at CGM?
   - [X] 1-2 years
   - [ ] 3-5 years
   - [ ] Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply
   - [X] Meeting the community
   - [X] Offering produce/products
   - [ ] Interacting with the museum
   - [ ] Other

6. How would you describe CGM’s importance in your life?
   - [ ] Very important
   - [X] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

Your Experience at Casey Farm

7. How would you describe the Food Movement’s importance in your life?
   - [X] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [X] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - [X] Yes
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM’s partnership with Casey Farm?
    - [X] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - [X] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

Thank you so much for taking the time to complete this survey!
Vendor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers' Market. You can help my research by taking this brief survey. Thank you!

**Your Involvement with CGM**

1. What do you sell at CGM?
   - Organic Vegetables, Fruits

2. How did you learn about CGM?
   - [ ] Local newspaper
   - [ ] Casey Farm/Historic New England
   - [ ] Word of mouth
   - [ ] Newsletter
   - [x] Other

3. How far do you live from here?
   - [ ] Less than 10 minutes
   - [ ] Between 10 and 30 minutes
   - [x] Over 30 minutes

4. How many years have you been a vendor at CGM?
   - [ ] 1-2 years
   - [ ] 3-5 years
   - [x] Over 5 years

5. What do you like about being a vendor at CGM? *Check all that apply*
   - [ ] Meeting the community
   - [x] Offering produce/products
   - [ ] Interacting with the museum
   - [ ] Other

6. How would you describe CGM's importance in your life?
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

**Your Experience at Casey Farm**

7. How would you describe the Food Movement's importance in your life?
   - [x] Very important
   - [ ] Important
   - [ ] Somewhat important
   - [ ] Not important
   - [ ] Unsure

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [x] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

9. Do you feel welcomed and supported by Casey Farm?
   - [x] Yes
   - [ ] No
   - [ ] Unsure

10. Do you think you benefit from CGM's partnership with Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

11. Are you interested in more collaborations between community members and Casey Farm?
    - [x] Yes
    - [ ] No
    - [ ] Unsure

12. Is there anything you would like to see different about CGM and/or Casey Farm?

   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

*Thank you so much for taking the time to complete this survey!*
Appendix G: Completed Visitor Surveys

Visit Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm's community partnership with Coastal Growers' Market. You can help my research by taking this brief survey. Thank you!

Your Visit to CGM

1. How many times have you visited CGM this year (2021)?
   □ Rarely
   □ 1-5 times
   ✓ 6-10 times
   □ Over 10 times

2. How far do you live from here?
   □ Less than 10 minutes
   ✓ Between 10 and 30 minutes
   □ Over 30 minutes

3. Why did you come to the farmers’ market? *Check all that apply
   ✓ For the produce and products
   □ For the community environment
   □ For the museum
   □ For the activities

4. How would you describe your experience at CGM? *Check all that apply
   □ Fun
   □ Educational
   ✓ Enjoyable
   □ Adequate
   □ Boring
   □ No opinion

5. How did you learn about CGM?
   □ Local newspaper
   □ Casey Farm/Historic New England
   ✓ Word of mouth
   □ Newsletter
   □ Other

Your Experience at Casey Farm

6. Are you familiar with the Food Movement?
   □ Somewhat
   □ Yes
   ✓ No
   □ Barely
   □ Unsure

7. How many times have you visited the Casey Farm House this year (2021)?
   ✓ Rarely
   □ 1-5 times
   □ 6-10 times
   □ Over 10 times

8. How likely are you to participate in a Casey Farm museum program or tour?
   □ Very likely
   ✓ Somewhat likely
   □ Not likely

9. Did you know that you can tour the Casey Farm House during market hours?
   □ Yes
   ✓ No
   □ Unsure

10. How would you describe CGM’s importance in your life?
    □ Very important
    □ Important
    ✓ Somewhat important
    □ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    I can’t think of anything
    I would change

Thank you so much for taking the time to complete this survey. Enjoy your visit at Casey Farm and Coastal Growers’ Market!
### Visitor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market.

You can help my research by taking this brief survey. Thank you!

#### Your Visit to CGM

1. How many times have you visited CGM this year (2021)?
   - [ ] Rarely
   - [ ] 1-5 times
   - [x] 6-10 times
   - [ ] Over 10 times

2. How far do you live from here?
   - [ ] Less than 10 minutes
   - [ ] Between 10 and 30 minutes
   - [x] Over 30 minutes

3. Why did you come to the farmers’ market? *Check all that apply*
   - [x] For the produce and products
   - [ ] For the community environment
   - [ ] For the museum
   - [ ] For the activities

4. How would you describe your experience at CGM? *Check all that apply*
   - [x] Fun
   - [ ] Educational
   - [x] Enjoyable
   - [ ] Adequate
   - [ ] Boring
   - [ ] No opinion

5. How did you learn about CGM?
   - [ ] Local newspaper
   - [ ] Casey Farm/Historic New England
   - [ ] Word of mouth
   - [ ] Newsletter
   - [x] Other

#### Your Experience at Casey Farm

6. Are you familiar with the Food Movement?
   - [ ] Somewhat
   - [x] Yes
   - [ ] No
   - [ ] Barely
   - [ ] Unsure

7. How many times have you visited the Casey Farm House this year (2021)?
   - [x] Rarely
   - [ ] 1-5 times
   - [ ] 6-10 times
   - [x] Over 10 times

8. How likely are you to participate in a Casey Farm museum program or tour?
   - [ ] Very likely
   - [x] Somewhat likely
   - [ ] Not likely

9. Did you know that you can tour the Casey Farm House during market hours?
   - [x] Yes
   - [ ] No
   - [ ] Unsure

10. How would you describe CGM’s importance in your life?
    - [ ] Very important
    - [ ] Important
    - [ ] Somewhat important
    - [ ] Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?

   ____________________________

   ____________________________

Thank you so much for taking the time to complete this survey.

Enjoy your visit at Casey Farm and Coastal Growers’ Market!
Visitor Survey

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Your Visit to CGM

1. How many times have you visited CGM this year (2021)?
   - □ Rarely
   - ☑ 1-5 times
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2. How far do you live from here?
   - □ Less than 10 minutes
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3. Why did you come to the farmers’ market? *Check all that apply
   - ☑ For the produce and products
   - □ For the community environment
   - □ For the museum
   - □ For the activities

4. How would you describe your experience at CGM? *Check all that apply
   - ☑ Fun
   - □ Educational
   - ☑ Enjoyable
   - □ Adequate
   - □ Boring
   - □ No opinion

5. How did you learn about CGM?
   - □ Local newspaper
   - □ Casey Farm/Historic New England
   - □ Word of mouth
   - □ Newsletter
   - □ Other
       [Facebook]

Your Experience at Casey Farm

6. Are you familiar with the Food Movement?
   - □ Somewhat
   - □ Yes
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11. Is there anything you would like to see different about CGM and/or Casey Farm?

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    - I would love to return to pre-Covid times when we had picnic tables and children's games!

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   ☑ No
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    ☐ Very important
    ☑ Important
    ☐ Somewhat important
    ☐ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    Create daily access to eat and drink local food with local folks

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5. How did you learn about CGM?
   - □ Local newspaper
   - □ Casey Farm/Historic New England
   - □ Word of mouth
   - □ Newsletter
   - ☒ Other

   **Written by**

**Your Experience at Casey Farm**

6. Are you familiar with the Food Movement?
   - □ Somewhat
   - □ Yes
   - □ No
   - □ Barely
   - ☒ Unsure

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    - ☒ Important
    - □ Somewhat important
    - □ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    - **Winter events**

---

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Visitor Survey

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   - □ For the activities

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5. How did you learn about CGM?
   - □ Local newspaper
   - □ Casey Farm/Historic New England
   - ✅ Word of mouth
   - □ Newsletter
   - □ Other

---

Your Experience at Casey Farm

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    - ✅ Very important
    - □ Important
    - □ Somewhat important
    - □ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    - ✅ Maybe have a “time” of the market - explain to people how to use it & why the market is important

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4. How would you describe your experience at CGM? *Check all that apply
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5. How did you learn about CGM?
   - □ Local newspaper
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   - □ Word of mouth
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Your Experience at Casey Farm

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   - □ Somewhat
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10. How would you describe CGM’s importance in your life?
    - X Very important
    - □ Important
    - □ Somewhat important
    - □ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    □ More Roots Music.

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       Drive by

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   Less rain

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   ____________
   ____________
   We love the sense of community as well as the product quality

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   □ No opinion

5. How did you learn about CGM?
   □ Local newspaper
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Your Experience at Casey Farm

6. Are you familiar with the Food Movement?
   □ Somewhat
   □ Yes
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7. How many times have you visited the Casey Farm House this year (2021)?
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9. Did you know that you can tour the Casey Farm House during market hours?
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    □ Very important
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    □ Not important

11. Is there anything you would like to see different about CGM and/or Casey Farm?
    □ Permanent building for a winter market

Thank you so much for taking the time to complete this survey. Enjoy your visit at Casey Farm and Coastal Growers’ Market!
Visitor Survey

I am a graduate student at the University of Massachusetts, Amherst, and am researching Casey Farm’s community partnership with Coastal Growers’ Market. You can help my research by taking this brief survey. Thank you!

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1. How many times have you visited CGM this year (2021)?
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2. How far do you live from here?
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3. Why did you come to the farmers’ market? *Check all that apply
   - ☑ For the produce and products
   - ☑ For the community environment
   - ☑ For the museum
   - □ For the activities

4. How would you describe your experience at CGM? *Check all that apply
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    **MORE VENDORS**

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    ☑ More camps!

Thank you so much for taking the time to complete this survey. Enjoy your visit at Casey Farm and Coastal Growers’ Market!
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