

Marcus A. Coleman



EDUCATION

Ph.D., Agriculture and Extension Education, 2021

Louisiana State University, Baton Rouge, LA
Dissertation: An Examination of Retail-Level Purchasing Behavior for Healthful Food in Louisiana

M.S., Agricultural Economics, 2009

Michigan State University, East Lansing, MI
Thesis: Carbonated Soft Drink Demand: Are New Introduction Strategies a Viable Approach to Industry Longevity

B.S., Agricultural Economics, 2006

Southern University and A&M College, Baton Rouge, LA
Honors Thesis: Factors Affecting Louisiana Consumers' Awareness of Diet and Health Related Issues

KEY HIGHLIGHTS

- Visiting Assistant Professor in the School of Liberal Arts at Tulane University with a joint appointment between the Strategy, Leadership, and Analytics Minor and the Department of Economics.
- The central focus of my work is to discover innovative ways to improve methods and education related to distribution and resilience in community food systems that are civically focused, stakeholder-driven, research-centered, and outreach-based.
- Collaborating with the LSU AgCenter to continue the Grow Louisiana Beginning Farmer Training Program to support new farmer training, food system expansion, and market development.
- Chair of SERA-47, a regional collaborative of land-grant universities focused on strengthening extension and research support for food systems needs and priorities.
- Member of the Racial Equity in the Food System Workgroup, led by the Center for Regional Food Systems at Michigan St. University, working to facilitate institutional and societal change to build racial equity within the food system.
- Board Member with Sprout Nola (New Orleans, LA), where the organization works towards building a better food system by making farming accessible to everyone.
- Board Member with the Groundswell Center for Local Food & Farming (Ithaca, NY), where the organization supports beginning farmers in developing agricultural skills and growing profitable and equitable farm businesses.

CONTACT

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ACADEMIC INTEREST

Food Systems; Economic Development; Sustainability; Strategic Management; Community Engagement; Leadership Development

PROFILE

Marcus A. Coleman, Ph.D. is an experienced educator with administrative, teaching, research, and outreach experiences, with a primary focus on engagement, agriculture, and food systems. In a professional career defined by a mixture of agriculture, food system, and student engagement roles, Coleman engages diverse communities by following the core themes of respect, integrity, service, and unity. Coleman seeks to foster healthy, strong, and sustainable community food systems that are inclusively beneficial to all, economically, socially, environmentally, and politically.

CURRENT WORK

Visiting Assistant Professor, Strategy, Leadership and Analytics + Economics **2021 – Present**
School of Liberal Arts, Tulane University, New Orleans, LA

PAST PROFESSIONAL EXPERIENCE

Program Director, School of Plant, Environmental and Soil Sciences **2019 – 2021**
Louisiana State University, Agricultural Center, Baton Rouge, LA

Adjunct Professor, Division of Agricultural Sciences **2014 – 2021**
Southern University and A&M College, Baton Rouge, LA

Graduate Assistant, Louisiana Sea Grant College Program **2018**
Louisiana State University, Baton Rouge, LA

Dean of Students, Division of Student Affairs & Enrollment Management **2013 – 2017**
Southern University and A&M College, Baton Rouge, LA

Freshman Seminar Instructor, Center for Undergraduate Student Achievement **2016 – 2017**
Southern University and A&M College, Baton Rouge, LA

Interim Title IX Coordinator, Office of the Chancellor **2015 – 2017**
Southern University and A&M College, Baton Rouge, LA

Program Coordinator, The Graduate School **2008 – 2012**
Michigan State University, East Lansing, MI

Research Assistant, Agricultural, Food, and Resource Economics **2010 – 2012**
Michigan State University, East Lansing, MI

AGEP Program Manager, The Graduate School **2008 – 2010**
Michigan State University, East Lansing, MI

Diversity Outreach Specialist (50%), College of Agriculture and Natural Resources **2008 – 2009**
Michigan State University, East Lansing, MI

Teaching Assistant, Agricultural, Food, and Resource Economics **Fall 2007**
Michigan State University, East Lansing, MI

Research Assistant, Agricultural, Food, and Resource Economics
Michigan State University, East Lansing, MI

2006 – 2008

OTHER EXPERIENCE & PROJECTS

Network Weaver, Wallace Center at Winrock International
Arlington, Virginia

2020 - 2021

Higher Education Policy Consultant, Baton Rouge, LA

2018 – 2020

Strategy Tutor, Cox Academic Center for Student-Athletes
Louisiana State University, Baton Rouge, LA

2018

Youth Consultant, Lansing, MI

2012 – 2013

Economic Assistant (Intern), Forest and Fishery Products Division
Commodity & Marketing Programs, Foreign Agricultural Service
United States Department of Agriculture, Washington, DC

2006 (June - Aug)

2005 (June - Aug)

Economic Assistant (Intern), Food Safety and Technical Service Division
International Trade Policy, Foreign Agricultural Service
United States Department of Agriculture, Washington, DC

2004 (June - Aug)

Program Clerk (Intern), Tensas Parish Office
Farm Service Agency, United States Department of Agriculture, St. Joseph, LA

2003 (June - Aug)

PUBLICATIONS

Peer Reviewed Journal Publications

Coleman, M.A.; Bampasidou, M.; Motsenbocker, C.; McKinzie, W.R. (2021). Assessing the educational needs of new and beginning urban farmers in New Orleans, Louisiana. *Journal of the National Association of County Agricultural Agents*, 14(1).

Weatherspoon, D.D., Oehmke, J.F., **Coleman, M.A.**, & Weatherspoon, L.J. (2014). Understanding consumer preferences for nutritious foods: Retailing strategies in a food desert. *International Food and Agribusiness Management Review*. Volume 17, Special Issue A.

Weatherspoon, D.D., Oehmke, J.F., Dembele, A.S., **Coleman, M.A.**, Satimanon, T., & Lorraine J. Weatherspoon, L.J. (2013). Price and expenditure elasticities for fresh fruits in an urban food desert. *Urban Studies* 50(1) 88–106.

Weatherspoon, D.D., Oehmke, J.F., **Coleman, M.A.**, Dembele, A.S., & Weatherspoon, L.J. (2012). Will long term food desert consumers purchase fresh fruits and vegetables? *Choices: The Magazine of Food, Farm, and Resource Issues*. 3rd Quarter.

Other (technical reports, in-house reports)

Coleman, M.A. 2021. Introduction to farm business planning. School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center, June. (Online).

Coleman, M.A. 2021. Writing a farm business plan. School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center, June. (Online).

Papers in Review

Frelier, J., Bampasidou, M., **Coleman, M.A.**, & Motsenbocker, C. A COVID-19 impact assessment of Louisiana farmers: Opportunities for extension-based support.

Coleman, M.A.; Bampasidou, M.; Motsenbocker, C.E. "Growing" Sustainable Horticulture Farmers.

Bampasidou, M., Frelier, J., **Coleman, M.A.**, & Motsenbocker, C. COVID-19 Implications to Food Producers in Louisiana.

Work in Progress

Coleman, M.A. Consumer access and choice related to healthful food in rural settings: A review of the current retail environment.

Coleman, M.A. An exploration of the relationship between select economic-based dimensions of food access and retail-level purchasing behavior for vegetables in Louisiana.

Coleman, M.A. An exploration of the relationship between select psychosocial-based dimensions of consumer choice and retail-level purchasing behavior for vegetables in Louisiana.

Coleman, M.A., Bampasidou, M., Frelier, J., & Motsenbocker, C. Short-term impact of COVID-19 on Louisiana's farmers: Financial and marketing implications.

Coleman, M.A., Bampasidou, M., & Motsenbocker, C. Lessons from beginning urban farmers in Louisiana related to farm business success.

Bampasidou, M., **Coleman, M.A.**, & Motsenbocker, C. Best practices for the development of a farmer training program.

Motsenbocker, C., **Coleman, M.A.**, Bampasidou, M., & Fontenot, K. Grow Louisiana: Successes and lessons for a new and beginning horticulture farmer training program.

Motsenbocker, C., **Coleman, M.A.**, Bampasidou, M., & Fontenot, K. Three years of new and beginning horticulture farmer training: A synopsis.

GRANT & FUNDING ACTIVITY

Paltseva, A., & **Coleman, M.A.** (Co-Principal Investigator). "New Grounds". National Science Foundation (\$1,932,204). January 2022. (**pending**)

King, H., Rissing, A., Franzen, S., Burchfield, E., & **Coleman, M.A.** (Co-Principal Investigator). "Managing Markets: Assessing the Relationship Between Farmers Market Management and Farmers' Economic Viability and Quality of Life". Southern Sustainable Agriculture Research and Education (\$313,431), November 2021. (**pending**)

CONFERENCE PRESENTATIONS

Coleman, M.A., Bampasidou, M., & Motsenbocker, C. (2021, October). "Growing" Sustainable Horticulture Farmers. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX.

Bampasidou, M., Frelier, J., **Coleman, M.A.**, & Motsenbocker, C. (2021, October). Covid-19 Implications to Food Producers in Louisiana. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX.

Zoumenou, V., **Coleman, M.A.**, Samtani, J., Lamie, R.D., Settle, Q., Dankbar, H., Cole-Crosby, I., Hossfeld, L., Burney, J., Garner, R., Vines, K., Carro-Figueroa, V., & Welborn, R. (2021, August). SERA-47, a USDA multi-state extension and research coordinating group: Five years of experiences and lessons learned. 2021 American Society for Horticulture Science Conference. Denver, CO.

Bampasidou, M., **Coleman, M.A.**, & Motsenbocker, C. (2020, June). Grow Louisiana: Empowering Louisiana's new and beginning sustainable horticulture farmers. Poster session presented at the 2021 Louisiana County Agricultural Agents Association Annual Meeting. Natchitoches, LA.

Coleman, M.A., Motsenbocker, C., Carmichael, C., & Bampasidou, M. (2020, August). Grow Louisiana beginning farmer training program: Empowering Louisiana's horticulture producers for farming success. 2020 American Society for Horticulture Science Conference. [Virtual due to COVID-19]

Vines, K.A., Bloom, D., Burney, J., Lamie, D., Hossfeld, L., Zoumenou, V., **Coleman, M.A.**, & Welborn, R. (2020, May). SERA 47 – Strengthening the southern region extension and research system to support local & regional foods needs and priorities. Joint annual meeting of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society. Athens, GA. [Cancelled due to COVID-19]

Coleman, M.A., Carmichael, C., Bampasidou, M., & Motsenbocker, C. (2020, March). Perception vs reality of farming risks: Empowering Louisiana's beginning farmers for business success. Poster session presented at the 2020 Extension Risk Management Education National Conference. Denver, CO. [Cancelled due to COVID-19]

Weatherspoon, D.D., Dembélé, A., Weatherspoon, L., **Coleman, M.A.**, and Oehmke, J. (2012). Price and expenditure elasticities for vegetables in an urban food desert. AAEA/EAAE Food Environment Symposium. Tufts University, Boston, Massachusetts, Agricultural and Applied Economics Association.

Coleman, M.A., Weatherspoon, D.D., and Oehmke, J. (2011). Food retailing in an urban food desert: Strategies for success in fresh fruits and vegetables. International Food and Agribusiness Management Association Forum and Symposium, Frankfurt, Germany

Coleman, M.A., Weatherspoon, D.D., Pofahl, G. (2008). Innovation strategies in the carbonated soft drink industry. American Agricultural Economics Association Joint Meetings, Orlando, Florida

Coleman, M.A., Weatherspoon, D.D., Meyinsee, P. (2007). Factors affecting Louisiana consumers' awareness of diet and health related issues. American Agricultural Economics Association Joint Meetings, Portland, Oregon

OUTREACH PRESENTATIONS & LECTURES

Coleman, M.A. Food System Economics. Louisiana Food Fellows Program. Central Louisiana Economic Development Cooperation (Louisiana Central). December 16, 2021.

Coleman, M.A. Connecting Agriculture and the Food System. School of Geosciences Fall 2021 Seminar Series. University of Louisiana at Lafayette. September 10, 2021.

Coleman, M.A. Strategic Farm Planning and Management. 2021 Farmer Training Program Online Workshop. Central Louisiana Economic Development Cooperation (Louisiana Central). July 15, 2021.

Coleman, M.A. Farm Strategic Planning. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. March 10, 2020.

Holzappel, A. & **Coleman, M.A.** Louisiana MarketMaker Program & MarketReady Training Overview Louisiana State University Agricultural Center 2020 Citrus Symposium. February 22, 2020.

Motsenbocker, C. & **Coleman, M.A.** Introduction to Sustainable Agriculture. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. January 28, 2020.

Holzappel, A. & **Coleman, M.A.** Farm & Consumer Marketing. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. October 1, 2019.

Coleman, M.A. Farm Business Plan Development. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. September 17, 2019.

Coleman, M.A. Farm Business Planning & Marketing 101. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. February 26, 2019.

PANELS, WEBINARS, & OTHER PRESENTATIONS

Coleman, M.A. Chalk, A., & Mwendo, J. 15th Annual Film Festival: After the Spill. National Organization of Blacks in Dietetics and Nutrition/Hunger and Environmental Nutrition, Academy of Nutrition and Dietetics. November 8, 2021.

Coleman, M.A. Connecting Agriculture and the Food System. WIN Measures 2021 Update Process Webinar, Food and Agriculture Domain, Well-Being & Equity (WE) in the World. August 19, 2021

Coleman, M.A. Food Systems and Our Health. Black Health Lit Podcast. Released March 7, 2021.

Coleman, M.A. Investing in a Better Food System: Building Wealth Through Urban Farming. Building Wealth Webinar Series. New Orleans NAACP Economic Development Committee. December 11, 2020.

Coleman, M.A., Pirog, R., & Piner, A. Investing in a Better Food System. Grant Makers in Health 2020 Virtual Fall Forum: Food for a Healthier America. November 19, 2020.

OUTREACH PROGRAMMING

Grow Louisiana Exploring Farming Webinar Series. Fall 2020.

- Farming Realities, October 14, 2020.
- Growing Your Farm Business, November 14, 2020.
- Farming Opportunities in the Current Food System, December 9, 2020.

Grow Louisiana Experience-Based Learning Series. River Queen Greens Farm, New Orleans, LA. Fall 2020.

- Launch a Market Garden in New Orleans, October 2, 2020.
- Introduction to Farm Equipment, October 23, 2020.

- Pest and Disease Identification and Strategies, November 6, 2020.

Louisiana Collaborative Regional Alliance for Farmer Training Field Days

- Pre-Emergent Weeding Tactics, Compostella Farm, Picayune, MS. February 16, 2020.
- Farm Equipment Demonstration, River Queen Greens, New Orleans, LA. November 1, 2019.
- Evolution of the Bed, Fullness Organic Farm, Baton Rouge, LA. June 10, 2019.

MASS MEDIA & OUTREACH

[Your Thanksgiving meal in Louisiana likely costs more this year. Here's why.](#) New Orleans Public Radio. November 22, 2021.

[On Their Ends: Years of flooding and catastrophic storms have Louisiana's seafood industry on the brink.](#) Gambit Weekly. October 11, 2021.

TEACHING EXPERIENCE

Undergraduate Courses, Tulane University, Strategy, Leadership, and Analytics & Economics

- ECON 3330 (Environment and Natural Resources): Economic theory of how and why people make decisions that have consequences for the natural environment and the availability of renewable and nonrenewable natural resources.
- ECON 3530 (Global Food Economy): Focuses on the challenge of feeding a growing world population with limited natural resources.
- SLAM 1010 (Entrepreneurial Leadership and Problem Solving in a Dynamic Economy): Introduction to core leadership, analytical, and managerial competencies from a liberal arts perspective.
- SLAM 2020 (Financial Analysis and Budgets): Introduction to the fundamentals of financial analysis and budgets within business, philanthropic, and arts organizations.
- SLAM 3010 (Principles of Leadership): Focuses on the study of leadership through a conceptual understanding of the genealogies and evolution of leadership theory.

Undergraduate Courses: Southern University, Agricultural Sciences

- AGSC 214 (Farm Management): Application of business management and economic principles to the organization and operation of farms and agribusiness firms.
- AGSC 230 (Biometrics): Statistical analyses, including basic descriptive statistics, probability, sampling distributions, estimation and hypothesis testing, analysis of variance, and regression and correlation.
- AGECE 412 (Public Policy): The policy process and its impact on American agriculture.
- AGECE 422 (Marketing Agricultural Products): Economic principles of marketing management and the structure, conduct and performance of agricultural product markets.
- AGECE 451 (Cooperative Structure and Management): Organization, management, operation and legal status of agricultural cooperatives and their role in the agri-food system.
- AGSC 462 (Resource Economics): Economic analysis of private and public decisions and their interaction with the natural environment.

Undergraduate Courses: Southern University, Center for Undergraduate Student Achievement

- FRMN 110 (Freshman Seminar 1A): Course assisted first-year students with the collegiate transition and established the foundation for academic success.
- FRMN 111 (Freshman Seminar 1B): Course encouraged students to think critically and globally and evoke self-awareness, empathy, and professionalism to cultivate students.

PROFESSIONAL DEVELOPMENT WORKSHOPS

- 2021 Food Systems Leadership Retreat. Food System Leadership Network, Wallace Center at Winrock International. (2021)
- National Good Food Network Conference, New Orleans, LA. (2020)
- Centers for Disease Control Farm to School High Obesity Program Action Institute, Atlanta, GA. (2020)
- Georgia Organics Conference, Athens, GA. (2020)
- Southern Sustainable Agriculture Working Group Conference, Little Rock, AR. (2019 and 2020)
- SERA 47 Local and Regional Foods Conference, Savannah, GA. (2019)
- Community Food Systems Conference, Savannah, GA. (2019)
- Carolina Sustainable Agriculture Conference, Durham, NC. (2019)
- Annie's Project Facilitator Training, Baton Rouge, LA. (2019)
- Building Equity through Strength Workshop (Johns Hopkins/CLEDA), Alexandria, LA. (2019)
- Louisiana Women in Agriculture Conference, Alexandria, LA. (2019)
- Southern University Small Farmers Conference, Baton Rouge, LA. (2019)
- Back to Your Roots Conference, Ruston, LA. (2019)

TRAININGS & CERTIFICATIONS

- **2021 Building Future Faculty Program**, Office for Institutional Equity and Diversity, North Carolina State University. (2021)
- **Advancement, Cultivation and Training (ACT) Future Faculty Program**, Michigan State University College of Agriculture and Natural Resources and Minorities and Agriculture, Natural Resources and Related Sciences (MANRRS). (2020)
- **Community Food Systems Mentorship Program**, Wallace Center Food System Leadership Network. (2020)
- **Louisiana Food Fellow**, Central Louisiana Economic Development Alliance, Alexandria, LA. (2019)
- **Produce Safety Alliance Grower Training**, Baton Rouge, LA. (2019) ID #80660
- **Student Affairs Fundraising Institute**, Indiana Univ.-Purdue Univ. Indianapolis, Indianapolis, IN (2015)
- **Title IX Compliance Institute**, National Center for Student Life, Orlando, FL (2015)
- **Title IX and Student Conduct Training Institute**, Association for Student Conduct Administrators, Baltimore, MD (2015)

PROFESSIONAL AFFILIATIONS & SERVICE

- Member, Racial Equity in the Food System Workgroup, Michigan State University. (2020 - Present)
- Member, SERA 47 - Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities (2020 – Present)
 - Chair (2022)
 - Co-Chair (2021)
 - Secretary (2020)
- Minorities in Agriculture, Natural Resources, and Related Sciences (2003 – Present)
- Grant Reviewer, U.S. Department of Agriculture, Office of Partnerships and Public Engagement (2019)
- Agricultural and Applied Economics Association (2007 – 2013, 2018 – 2021)
- American Association for Agricultural Education (2020 – 2021)
- American Evaluation Association (2018 – 2020)
- International Food and Agribusiness Management Association (2007 – 2013, 2018 – 2021)
- Member, Association for Student Conduct Administration (2014 – 2017)
- Member, Association for Orientation, Retention, and Transition in Higher Education (2014 –2017)

- Member, National Association for Student Affairs Professionals (2014 – 2017)
- Member, National Association for Student Personnel Administrators (2014 – 2017)

UNIVERSITY SERVICE

Southern University and A&M College

- Chair, Sexual Assault Response (Title IX Compliance) Team (2015 – 2017)
- Chair, University Judicial Committee (2013 – 2017)
- University Athletic Appeals Committee (2013 – 2017)
- University Branding Committee (2016 – 2017)
- University Football Gameday Management Committee (2014 – 2016)
- State of Louisiana Agency Records Designee (2014)
- University Compensation Planning Committee (2014)
- University Strategic Plan Steering Committee (2014)
- Search Committee Chair, Director, Center for Teaching and Learning Excellence (2014)
- Student Affairs Special Initiatives Committee (2013)
- Search Committee for Assistant Vice Chancellor for Student Affairs (2013)
- Advisor, Collegiate 100 Black Men of Metro Baton Rouge (2014 – 2017)

Michigan State University

- Advisor, Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) (2008 – 2010)

OTHER ACTIVITIES & SERVICE

- Member, Alpha Phi Alpha Fraternity, Inc. (2007 – Present)
 - Financial Secretary, Kappa Delta Lambda Chapter (2011 – 2013)
 - Member, Board of Directors, KDL Educational Foundation (2010 – 2013)
 - Awards and Scholarship Chairman, Kappa Delta Lambda Chapter (2009 – 2011)
 - Chairman, Scholarship Ball, Kappa Delta Lambda Chapter (2009 – 2012)
 - Member, "Alpha Goes Green" National Committee (2009 – 2011)
 - Chairman, Michigan District Conference (2008)
 - Vice President, Kappa Delta Lambda Chapter (2008 – 2010)
- Board Member, Groundswell Center for Local Food & Farming (2021 - Present)
 - Equity and Accountability Committee (2021 - Present)
- Board Member, Sprout Nola (2021 - Present)
- Member, Inspire Charter Academy Board of Directors (2016 – 2019)
 - Vice President (2017 – 2018)
- Member, 100 Black Men of Metro Baton Rouge (2014 – 2017)
- Superintendent, MANRRS National Conference Undergraduate and Graduate Student Research Poster Competition (2010 – 2014)