



Marcus A. Coleman

EDUCATION

Ph.D., Agriculture and Extension Education, 2021

Louisiana State University, Baton Rouge, LA

M.S., Agricultural Economics, 2009

Michigan State University, East Lansing, MI

B.S., Agricultural Economics, 2006

Southern University and A&M College, Baton Rouge, LA

Honors: Summa Cum Laude

CURRENT POSITION

Professor of Practice, Department of Economics & Strategy, Leadership, and Analytics Minor, School of Liberal Arts, Tulane University

Chief Strategist, Growing Sustainable Systems, LLC

CURRENT HIGHLIGHTS

- **Faculty Advisory Committee**, Environmental Studies Program, Tulane University
- **Adjunct Professor**, Dept. of Agribusiness, Applied Economics and Agriscience Education, North Carolina A&T State University
- **Member**, Racial Equity in the Food System Workgroup, group works to facilitate institutional and societal change to build racial equity within the food system.
- **Board Member**, Groundswell Center for Local Food & Farming (Ithaca, NY); organization supports beginning farmers in developing agricultural skills and growing profitable and equitable farm businesses.
- **Board Member**, AgLaunch (Memphis, TN); organization works to transform regional agriculture and food economy around farmers, innovation, and prosperity.
- **Board Member**, Big River Economic and Agricultural Development Alliance (Baton Rouge, LA); organization works to build a healthy and strong local food system.
- **Advisory Committee**, The Next California: Investigating Potential in the mid-Mississippi Delta River region, World Wildlife Fund
- **Past Chair**, SERA-47; regional collaborative of land-grant universities focused on strengthening extension and research support for food systems needs and priorities.

CONTACT

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PROFILE

Marcus A. Coleman, Ph.D. is an experienced educator with a professional career that is 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 equitable and sustainable food systems, via leadership development and community engagement, that are inclusively beneficial to all, economically, socially, environmentally, and politically.

INTERESTS

Food Systems
Economic Development
Strategic Management
Community Engagement
Leadership Development

CURRENT WORK

- 2023 – Present** **Professor of Practice**, Dept. of Economics & Strategy, Leadership and Analytics Minor, School of Liberal Arts; Tulane University, New Orleans, LA
- 2022 – Present** **Adjunct Professor**, Dept. of Agribusiness, Applied Economics & Agriscience Education, North Carolina A&T State University, Greensboro, NC
- 2023 – Present** **Chief Strategist**, Growing Sustainable Systems, LLC, Baton Rouge, LA

PAST PROFESSIONAL EXPERIENCE

- 2021 - 2022** **Visiting Assistant Professor**, Dept. of Economics & Strategy, Leadership and Analytics Minor, School of Liberal Arts, Tulane University, New Orleans, LA
- 2019 – 2021** **Program Director**, School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center, Baton Rouge, LA
- 2014 – 2021** **Adjunct Professor**, Dept. of Agricultural Sciences, Southern University and A&M College, Baton Rouge, LA
- 2018** **Graduate Assistant**, Louisiana Sea Grant College Program, Louisiana State University, Baton Rouge, LA
- 2014 – 2017** **Dean of Students & Special Assistant to the Vice Chancellor**, Division of Student Affairs & Enrollment Management, Southern University and A&M College, Baton Rouge, LA
- 2015 – 2017** **Interim Title IX Coordinator**, Office of the Chancellor, Southern University and A&M College, Baton Rouge, LA
- 2013 – 2014** **Dean of Students**, Division of Student Affairs & Enrollment Management, Southern University and A&M College, Baton Rouge, LA (Interim April – October 2013)
- 2008 – 2012** **Program Coordinator**, Graduate School, Michigan State University, East Lansing, MI (2010 – 2012 summer only)
- 2010 – 2012** **Research Assistant**, Dept. of Agricultural, Food, and Resource Economics, Michigan State University, East Lansing, MI (Fall/Spring Semesters)
- 2008 – 2010** **Program Manager**, Graduate School, Michigan State University, East Lansing, MI (50% appointment)
- 2008 – 2009** **Diversity Outreach Specialist**, Office of Diversity and Pluralism, College of Agriculture and Natural Resources, Michigan State University, East Lansing, MI (50% appointment)
- 2006 – 2008** **Research Assistant**, Dept. of Agricultural, Food, and Resource Economics, Michigan State University, East Lansing, MI

GRANTS & FELLOWSHIPS AWARDED

Grants

2023 - 2027

National Urban and Innovative Agriculture Community-Based Organization "FSA Bridging a Gap to Improve Sustainability" (William Crutchfield, PI, Virginia State University). U.S. Dept. of Agriculture, Farm Service Agency. (\$3,249,798)
Role: Project Consultant. Responsible for facilitating an expert network for urban agriculture, evaluating opportunities and threats to urban agriculture, and developing an applied framework that integrates research, curricular activities, and outreach to promote and sustain the success of urban agriculture.

2022 – 2025

Managing Markets: Assessing the Relationship Between Farmers Market Management and Farmers' Economic Viability and Quality of Life (Hillary King, PI, Emory University), Southern Sustainable Agriculture Research and Education. (\$300,000)
Role: Co-PI. Responsible for developing economic-based research protocols, conducting analyses on farmer economic viability, and performing outreach related to farm and farmers' market business management.

Fellowships

2023 – 2025

Faculty Fellow, Mellon Graduate Program in Community-Engaged Scholarship, Tulane University (\$8,000)

2022 - 2023

Rosenthal Blumenfeld Gulf South Food Studies Fellowship, New Orleans Center for the Gulf South, Tulane University (\$5,000)

PUBLICATIONS

Peer Reviewed Publications

Frelier, J., Bampasidou, M., Motsenbocker, C., & **Coleman, M.A.** (2023). Short-Term Financial and Marketing Impact Assessment of COVID-19: Opportunities for Extension-based Support. *Journal of the National Association of County Agricultural Agents*, 16(1).

Coleman, M.A.; Bampasidou, M.; & Motsenbocker, C.E. (2022). "Growing" Sustainable Horticulture Farmers. *Journal of Food Distribution Research*, 53 (1).

Bampasidou, M., Frelier, J., **Coleman, M.A.**, & Motsenbocker, C. (2022). COVID-19 and Marketing Challenges for Food Producers in Louisiana. *Journal of Food Distribution Research*, 53 (1).

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 Publications (technical reports, in-house reports)

Coleman, M.A. & Pirog, R. (May 17, 2023). [Using Networks to Build Collaborative and Equitable Food Systems](#). Community Strategies Group, Aspen Institute.

Bampasidou, M.; Motsenbocker; **Coleman, M.A.**; Fontenot, K.; & Melhado, S. (2022). [Growing Farmers, Growing Communities: LSU AgCenter Extension Programs Support Local Food Systems](#). *Louisiana Agriculture Magazine*.

Coleman, M.A. 2021. [New and beginning farmer series: Introduction to farm business planning](#). School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center.

Coleman, M.A. 2021. [New and beginning farmer series: Writing a farm business plan](#). School of Plant, Environmental and Soil Sciences, Louisiana State University Agricultural Center.

Manuscripts in Preparation

Coleman, M.A.; Bampasidou, M.; & Motsenbocker, C.E. Building Social Capital through Local Foods: Academic and Community Partnerships for New and Beginning Farmer Development.

LECTURES, TALKS, & PRESENTATIONS

Conference Oral Presentations

- 2022 The New Leadership Frontier: Agriculture at the Intersection of Community Food Systems. 2022 Professional Agricultural Workers Conference. Montgomery, AL. November
- 2022 Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities. 2022 National Agricultural Marketing Summit. Pensacola Beach, FL. October
- 2022 Exploring the Relationship Between Select Consumer Psychosocial and Economic Factors and Retail Purchasing Behavior for Vegetables in Louisiana. Food Distribution Research Society 2022 Annual Meeting. Pensacola Beach, FL. October
- 2022 Lessons in "Growing" Sustainable Horticulture Producers. American Community Gardeners Association National Conference. New Orleans, LA. October
- 2021 "Growing" Sustainable Horticulture Farmers. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX. October
- 2021 Covid-19 Implications to Food Producers in Louisiana. 2021 Food Distribution Research Society Virtual Annual Meeting. Dallas, TX. October
- 2021 SERA-47, a USDA multi-state extension and research coordinating group: Five years of experience and lessons learned. 2021 American Society for Horticulture Science Conference. Denver, CO. August
- 2020 Grow Louisiana beginning farmer training program: Empowering Louisiana's horticulture producers for farming success. 2020 American Society for Horticulture Science Conference. August [Virtual due to COVID-19]
- 2020 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. May [Cancelled - COVID-19]
- 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.
- 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

- 2008 Innovation strategies in the carbonated soft drink industry. American Agricultural Economics Association Joint Meetings, Orlando, Florida
- 2007 Factors affecting Louisiana consumers' awareness of diet and health related issues. American Agricultural Economics Association Joint Meetings, Portland, Oregon

Conference Poster Presentations

- 2022 Building Local and Regional Food Systems Collaborations in the South. Poster presented at the 2022 National Agricultural Marketing Summit. Pensacola Beach, FL. October
- 2020 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. June
- 2020 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. March [Cancelled - COVID-19]

Guest Lectures

- 2023 Supply Chain Management. Mona Entrepreneurial and Commercialization Centre. University of the West Indies, Mona Campus. Jamaica, West Indies. July 25 – 27.
- 2023 Production and Operations Management. Mona Entrepreneurial and Commercialization Centre. University of the West Indies, Mona Campus. Jamaica, West Indies. July 18 – 20.
- 2022 ["Beginning Farmers, Environment, and Feeding Community." Food Literacy for All, Sustainable Food Systems Initiative, University of Michigan.](#) February 8

Invited Talks

- 2021 Connecting Agriculture and the Food System. School of Geosciences Seminar Series. University of Louisiana at Lafayette. September 10

Outreach Presentations

- 2023 Food System Economics. Louisiana Food Fellows Program. Louisiana Central. January 12
- 2021 Food System Economics. Louisiana Food Fellows Program. Louisiana Central. December 16
- 2021 Strategic Farm Planning and Management. 2021 Farmer Training Program Online Workshop. Louisiana Central. July 15
- 2020 Farm Strategic Planning. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. March 10
- 2020 Louisiana MarketMaker Program & MarketReady Training Overview Louisiana State University Agricultural Center 2020 Citrus Symposium. February 22
- 2020 Introduction to Sustainable Agriculture. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, Lafayette, LA. January 28
- 2019 Farm & Consumer Marketing. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. October 1
- 2019 Farm Business Plan Development. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. September 17
- 2019 Farm Business Planning & Marketing 101. Grow Louisiana Beginning Farmer Training Program, Louisiana State University Agricultural Center, New Orleans, LA. February 26

PANELS, WEBINARS, POPULAR, & MASS MEDIA

Webinars & Panels

- 2023 Keeping the Torch Lit: An Intergenerational Panel Conversation." Food Systems Leadership Network (FSLN), Inaugural Virtual Network Convergence. January 24
- 2022 "Land Grant Local (Regional Food Systems and the Role of Land-Grant Institutions." Clemson University Farm-to-Institution Summit. September 13

- 2021 15th Annual Film Festival: "After the Spill." National Organization of Blacks in Dietetics and Nutrition & Hunger and Environmental Nutrition, Academy of Nutrition and Dietetics. Nov. 8
- 2021 ["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
- 2020 "Investing in a Better Food System: Building Wealth Through Urban Farming." Building Wealth Webinar Series. New Orleans NAACP. December 11
- 2020 "Investing in a Better Food System." Grant Makers in Health 2020 Virtual Fall Forum: Food for a Healthier America. November 19

Popular Media

- 2022 ["Redefining Food Security." The Grower and the Economist Podcast.](#) September 14
- 2020 ["New Farmers with Marcus Coleman." One to Grow On Podcast.](#) October 6

Mass Media

- 2023 [Black farmers rethink Mississippi Delta's potential as climate change ravages California.](#) USA Today. July 14
- 2021 [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

Outreach Programming

- 2020 [Crop Planning. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. December 18
- 2020 [Farming Opportunities in the Current Food System. Exploring Farming Webinar Series.](#) December 9
- 2020 [Basic Financial Systems for your Farm Business. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. December 4
- 2020 [Bringing Produce to Market. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. November 20
- 2020 [Growing Your Farm Business. Exploring Farming Webinar Series.](#) November 14
- 2020 [Pest and Disease Identification and Strategies. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. November 6
- 2020 [Introduction to Farm Equipment. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. October 23
- 2020 [Farming Realities. Exploring Farming Webinar Series.](#) October 14
- 2020 [Launching a Market Garden in New Orleans. River Queen Greens Farm Experiential Learning Series](#), New Orleans, LA. October 2
- 2020 Pre-Emergent Weeding Tactics. Louisiana Collaborative Regional Alliance for Farmer Training Field Day. Compostella Farm. Picayune, MS. February 16
- 2019 Farm Equipment Demonstration. Louisiana Collaborative Regional Alliance for Farmer Training Field Day. River Queen Greens. New Orleans, LA. November 1
- 2019 Evolution of the Bed. Louisiana Collaborative Regional Alliance for Farmer Training Field Day. Fullness Organic Farm. Baton Rouge, LA. June 10

TEACHING EXPERIENCE

2021 – Present **Visiting Professor/Professor of Practice**, Dept of Economics & Strategy, Leadership and Analytics Minor, School of Liberal Arts; Tulane University, New Orleans, LA

Undergraduate courses taught:

Environment and Natural Resources Economics (Fall 21)

Global Food Economy (Spr. 22; Fall 22)
Entrepreneurial Leadership and Problem (Fall 21; Spr. 22; Fall 22; Spr. 23)
Financial Analysis & Budgets (Fall 21)
Principles of Leadership (Spr. 22; Fall 22; Spr. 23)
Strategic Leadership in Practice (Spr. 23)

2022 – Present **Adjunct Professor**, Dept. of Agribusiness, Applied Economics & Agriscience Education, North Carolina A&T State University, Greensboro, NC

Graduate courses taught:
Integrated Problem Analysis in Ag. and Environmental Systems (Fall 22, Spr. 23)
Research Techniques and Proc in Ag. Science (Spr. 23)

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

Undergraduate courses taught:
Farm Management (Spr. 21; Spr. 20; Spr. 19; Spr. 18; Spr. 16; Spr. 15)
Public Policy (Spr. 20; Fall 18; Spr. 17; Fall 21)
Marketing Agricultural Products (Fall 20; Fall 19; Fall 18; Fall 16; Fall 15; Fall 14)
Cooperative Structure and Management (Spr. 14)
Resource Economics (Spr. 19)

OTHER EXPERIENCE & PROJECTS

2020 - 2021 **Network Weaver**, Wallace Center at Winrock International, Arlington, Virginia

2018 **Strategy Tutor**, Cox Academic Center for Student-Athletes, Louisiana State University, Baton Rouge, LA

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

2012 – 2013 **Youth Consultant**, Lansing, MI

2007 **Teaching Assistant**, Dept. of Agricultural, Food, and Resource Economics, Michigan State University, East Lansing, MI (Fall Semester)

2006 & 2005 **Economic Assistant** (Intern), Forest and Fishery Products Division, Commodity & Marketing Programs, Foreign Agricultural Service, U.S. Dept. of Agriculture, Washington, DC (June – August)

2004 **Economic Assistant** (Intern), Food Safety and Technical Service Division, International Trade Policy, Foreign Agricultural Service, U.S. Dept. of Agriculture, Washington, DC (June – August)

2003 **Program Clerk** (Intern), Tensas Parish Office, Farm Service Agency, U.S. Dept. of Agriculture, St. Joseph, LA (June – August)

STUDENT MENTORING

Tulane University

2023 Claire Ramsey, Undergraduate Student, Newcomb Scholars Program, Tulane University

TRAININGS & CERTIFICATIONS

2023 **Inclusive and Equitable Course (Re)Design Institute**
Center for Engaged Teaching and Learning, Tulane University

2021 **Building Future Faculty Program**
Office for Institutional Equity and Diversity, North Carolina State University

2020 **Advancement, Cultivation and Training Future Faculty Program**
Michigan State University College of Agriculture and Natural Resources

2020 **Community Food Systems Mentorship Program**
Wallace Center Food System Leadership Network

2019 **Louisiana Food Fellow**
Central Louisiana Economic Development Alliance, Alexandria, LA.

2019 **Produce Safety Alliance Grower Training**, Baton Rouge, LA. ID #80660

2015 **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

UNIVERSITY SERVICE

Tulane University

2023 - Present **Member**, Leadership Educators Collective

2023 – Present **Member**, Faculty Advisory Committee, Environmental Studies Program

Southern University and A&M College

2015 – 2017 **Chairperson**, Sexual Assault Response (Title IX Compliance) Team

2013 – 2017 **Chairperson**, University Judicial Committee

2013 – 2017 **Member**, University Athletic Appeals Committee

2016 – 2017 **Member**, University Branding Committee

2014 – 2017 **Advisor**, Collegiate 100 Black Men of Metro Baton Rouge

2014 – 2016 **Member**, University Football Gameday Management Committee

2014 – 2017 State of Louisiana Agency Records Designee

2014 **Member**, University Compensation Planning Committee

2014 **Member**, University Strategic Plan Steering Committee

2014 **Chairperson**, Search Committee for Center for Teaching and Learning Excellence
Director

2013 **Member**, Student Affairs Special Initiatives Committee

2013 **Member**, Search Committee for Assistant Vice Chancellor for Student Affairs

PROFESSIONAL AFFILIATIONS, SERVICE, & OTHER ACTIVITIES

Professional Affiliations

2020 – Present Racial Equity in the Food System Workgroup, Michigan State University Center for Regional Food Systems
2020 – Present SERA 47 (Strengthening the Southern Region Extension and Research System to Support Local & Regional Foods Needs and Priorities)
2007 – Present Agricultural and Applied Economics Association
2007 – Present International Food and Agribusiness Management Association
2003 – Present Minorities in Agriculture, Natural Resources, and Related Sciences

Reviewer

2023 **Grant Panelist**, U.S. Dept. of Agriculture, National Institute of Food & Agriculture
2022 **Peer Reviewer**, Virginia Cooperative Extension
2019 **Grant Panelist**, U.S. Dept. of Agriculture, Office of Partnerships and Public Engagement

Other Activities

2007 – Present **Member**, Alpha Phi Alpha Fraternity, Inc.
2023 – Present **Board Member**, AgLaunch (Memphis, TN)
2023 – Present **Board Member**, Big River Economic and Agricultural Development Alliance (BREADA) (Baton Rouge, LA)
2022 – Present **Member**, The Next California (Investigating Potential in the mid-Mississippi Delta River region) Advisory Committee, World Wildlife Fund
2021 – Present **Board Member**, Groundswell Center for Local Food & Farming (Ithaca, NY)
2021 – 2022 **Board Member**, Sprout Nola (New Orleans, LA)
2016 – 2019 **Board Member**, Inspire Charter Academy (Baton Rouge, LA)
2014 – 2017 **Member**, 100 Black Men of Metro Baton Rouge