

Code	700028
Subject	Justin Husher
Date	6/2/2010
Interviewer	Kieth A. Peppers
Abstract	Fed up with the business world, Justin Husher discusses his departure from his career path and into a career of farming. His involvement with the process from beginning to end is discussed as well as his utilization of technology to market himself like twitter, facebook, and web blogs. Husher also discusses his use of red tape in his farming. His major complaint throughout this project involves Reimagining Cleveland's red tape.
Special Notes	
minutes:	44 minutes
	0 Background
	1 Original desires, how they changed, and background with Reimagining Cleveland
	2 Reimagining Cleveland background and details
	3 Pursuing the grant
	4 Vetting the project and ability to support himself financially
	5 Manpower and income
	6 West Side Market's relationship with urban farmers
	7 Revenue reproduction
	8 Use of technology and the web to market produce and make money
	9 Blog and technology use
	10 Facebook
	11 Impression
	12 Impression continued
	13 Community interaction
	14 Community involvement
	15 Communication with other urban farmers
	16 Problems with trash
	17 Types of produce
	18 Continued
	19 Continued
	20 Counter culture's relationship with urban farming
	21 Counter culture continued
	22 Continued and Reimagining Cleveland
	23 Process of getting grant
	24 Selecting plot of land
	25 Funding
	26 Problems with Reimagining Cleveland red tape
	27 Problems continued
	28 Red tape continued
	29 Out of pocket expenses
	30 Fence issues
	31 Cleveland's unique role with land bank grants
	32 Future
	33 After grant
	34 After grant continued
	35 Cleveland's future with grant process questionable
	36 Expansion to 2-4 lots
	37 Collection of organic materials for farming
	38 Organic collection continued
	39 Maintained excitement
	40 Perception of level of work
	41 History of plot of land
	42 Neighborhood Progress workshop
	43 Wrap up
	44 End
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