

**Alfonso Morales** is Co-Principal Investigator of the Farmers Market Metrics *“Indicators for Impact: Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis”* project and shares responsibility for achieving the technical success of the project, while also complying with the financial and administrative policies and regulations associated with the award.

Professor Morales studies food systems, public marketplaces, and street vendors, and the role and function that they serve in economic development. Using an innovative blend of the disciplines of sociology and urban planning, Morales has created a body of books, articles, book chapters, and other writing that provides practical insight into the ways that urban agriculture, food distribution, street-level economies and social interactions contribute to and influence community and economic development. He is among a small number of researchers who employ ethnographic field research methods to help inform contemporary theoretical debates about community food systems, public markets, space use, and street vending businesses. His primary dissertation research on Chicago’s Maxwell Street Market established the foundation for what has become a wider range of studies of the social, cultural, and economic factors that involved in the interactions between public marketplaces and the areas where they are established.

Morales’ work is written for practicing planners and policy makers as well as social scientists, and stands at the forefront of current inquiry in its engagement with demographically diverse communities and with various economic and political institutions. His work has been published in the top journals of five disciplinary associations and discussed in numerous national and international media outlets.

Professor Morales has articulated his theoretical and research interests in three edited or co-edited books and more than 30 articles and book chapters. Professor Morales received his graduate degrees from Northwestern University (Ph.D, 1993), the University of Chicago (AM 1989), and the University of Texas at Dallas (MS 1987). He was a Dissertation Fellow at the American Bar Foundation and a Ford Foundation Postdoctoral Fellow. He has been recognized for his teaching generally and work with students of color particularly. The Health Resources and Services Administration, the USDA, the Ford Foundation, and the American Bar Foundation are among organizations that have supported his research.

Professor Morales hosts [openair.org](http://openair.org), a webpage on street vendors and public markets. At the University of Wisconsin Professor Morales is affiliated with Chican@/o Latin@/o Studies, Agroecology, Global Studies, and the Collaborative Center for Health Equity of the University of Wisconsin School of Medicine and Public Health.