

# A Vision of Capitalism, as it was Meant to be: A Social Purpose Business plan for FoodShed Productions

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## CAPSTONE COLLECTION

### A Vision of Capitalism, as it was Meant to be: A Social Purpose Business plan for FoodShed Productions

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#### Degree Name

MA in Intercultural Service, Leadership, and Management

#### First Advisor

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#### Abstract

FoodShed Productions, a social enterprise is pursuing a mission: to raise the caring capacity of communities and resilience of our local environments through resident education in organic backyard farming. As a social enterprise, FoodShed Productions, a for-profit, earns its economic viability doing work more often associated with non-profits, measuring its worth by the social, environmental, and economic benefits of its operations. The communities in Boulder County, CO. are served by FoodShed Productions through a social process in which "We Build, We Coach, You Keep Growing," toward the goal of self-reliance.

The topic of this CLC is a Social Purpose Business Plan for FoodShed Productions (FSP): A Vision of Capitalism: how it was meant to be. Utilizing "A Toolkit for Developing a Social Purpose Business Plan" from the on-campus course, Social Entrepreneurship, and the Practitioner Inquiry process to conduct qualitative research on the topic of "the conditions for food production" (Seedco, 2004). This Capstone Paper situates the research findings between the introduction and market analysis and more generally throughout the paper.

The findings point to a cultural agreement as the primary social condition necessary before food production can begin. Culture defined by Webster-Merriam as "the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations." This study found that a producer of organic food is also a producer of culture, therefore: a farm owner is also an owner of culture; a farm worker, a producer of culture; and a resident producer, a cultural representative.

#### Disciplines

Agricultural and Resource Economics | Agricultural Education | Civic and Community Engagement | Community-Based Learning | Community Health | Entrepreneurial and Small Business Operations | Growth and Development | Inequality and Stratification | Service Learning | Urban, Community and Regional Planning

#### Recommended Citation

Miller, August, "A Vision of Capitalism, as it was Meant to be: A Social Purpose Business plan for FoodShed Productions" (2014). *Capstone Collection*. 2651. <https://digitalcollections.sit.edu/capstones/2651>

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Capitalism is an economic theory where production is privately owned and controlled by the laws of supply and demand. Capitalistic ownership means owners control the factors of production and derive their income from their ownership. That gives them the ability to operate their companies efficiently. It also provides them with the incentive to maximize profit. In corporations, the shareholders are the owners. Their level of control depends on how many shares they own. The shareholders elect a board of directors and hire chief executives to manage the company.

Capitalism requires a free market economy to succeed. It distributes goods and services according to the laws of supply and demand. Capitalism is an economic system based on the private ownership of the means of production and their operation for profit. Central characteristics of capitalism include capital accumulation, competitive markets, a price system, private property and the recognition of property rights, voluntary exchange and wage labor. In a capitalist market economy, decision-making and investments are determined by every owner of wealth, property or production ability in capital and financial markets whereas prices