



# Southwest Marketing Network

Expanding Markets for Southwest  
Small-Scale, Alternative, and Minority Producers

*Promoting Local Agricultural Marketing in the Southwest*

## 2nd Annual Conference

Flagstaff, Arizona  
March 14, 15 and 16, 2004

### Highlights of the Conference

#### Keynote Speakers

Gary Paul Nabhan, noted author and the Director of the Center for Sustainable Environments,  
Northern Arizona University

Deborah Madison, cookbook author and food enthusiast

Stan Crawford, author and garlic farmer

Tony Norris, folklorist in residence

Please join these and 50 other speakers, all noted experts in the fields of farming, ranching, marketing, fundraising, farmer's markets, policy, and much more.

#### Southwest Reception

Join us for a taste of local produce. Meet the farmers, ranchers, and chefs as they show off their diverse array of food from the fields of Arizona.

#### The Food

The hotel will be working with the local Slow Food Alta Arizona group to bring in the freshest and most local ingredients for the breakfasts and lunches that will be part of the conference.

#### Arizona Direct Marketing Association Meeting

Monday, March 15, 5:30 - 7:30 PM. This new organization of farmers and ranchers in the state invites you to take part in their meeting. Come and learn about the goals and directions of this group and help to make history! For dinner reservations and info: [www.afdma.org](http://www.afdma.org) or call Rob Call at 520-384-3594 x104.

#### Evening Presentation at Northern Arizona University

Monday, March 15, 7:30 PM. Join Gary Paul Nabhan, Deborah Madison and Jim Dyer for this important discussion about the future of local food.

# Conference Information

## Our Goal

The goal of this project is to ensure that new, existing, and prospective Southwest producers—especially small-scale, alternative, and minority producers—have the connections with others, technical and financial assistance, marketing information, business and marketing skills, and peer examples needed to improve their marketing success as a means to improve their profitability, viability, and numbers.

## Location

The conference will take place in Flagstaff, Arizona. With its location in the foothills of the San Francisco Peaks, it is one of the most beautiful areas of Northern Arizona. Lodging and the conference sessions will take place at the Radisson Woodlands Hotel that is near the campus of Northern Arizona University. The Southwest Marketing Network and its collaborating organizations are the hosts of this conference. We welcome the Center for Sustainable Environments, Northern Arizona University as our co-host.

## Fees & Registration

The cost for the conference is \$85. Please include a check for that amount when you register by mail. There are scholarship opportunities to cover much of the expense of attending. *If you would like a scholarship, see the information on page 7 and take care of it right away!*

## Meals

Included in the cost of the registration are most meals—breakfasts and lunches on Monday and Tuesday. The Sunday night Southwest Reception is also included. At the Reception you will sample the flavors of the region, with farmers and ranchers in attendance to discuss their agricultural products. The breakfasts and lunches will also include as much locally produced food as possible.

## Accommodations

A block of rooms has been reserved for conference participants at the Radisson Woodlands at a special rate of \$59 (plus tax) for single or double rooms. The last day to receive this rate is February 28. To make hotel reservations, call the Radisson Woodlands directly at (928) 774-0609 and let them know that you are part of the **Southwest Marketing Network Conference**. Directions to the Hotel: From I-40, take Exit 195 North. The road becomes Milton. At the 5th light and near the University, turn left on Route 66. The Radisson is 1/2 mile on the left (1175 W. Route 66).

## 1. Farm to Cafeteria, Restaurants, and Institutions

How to sell to schools and other institutions, from the producer's and the buyer's perspectives.

**Theme Leaders:** *Marion Kalb, Community Food Security Coalition and Rex Dufour, National Center for Appropriate Technology*

## 2. Marketing I: Ecolabels, Promotion, Meat and Wool

Buy Local Promotions, Ecolabels, Organic Certification and Marketing, Specialty Wool Processing, Alternative Meat Marketing

**Theme Leader:** *Jim Dyer, Project Director, Southwest Marketing Network, and National Center for Appropriate Technology*

## 3. Resources, Skill Building, and Leadership Development

Business Plans, Marketing Plans, Leadership and Community Organizing, Grant Writing

**Theme Leader:** *Russ Tronstad, University of Arizona*

## 4. Southwest Food and Agricultural Policy

Forming Policy Councils, Native American Food & Ag Policy, Water Resources, Southwest Policy Strategic Planning

**Theme Leader:** *Pam Roy, Farm to Table and NM Food & Agricultural Policy Council*

## 5. Marketing II: Boosting Production and Direct Marketing

Production Innovations, Community Supported Agriculture, Farmers' Markets, Statewide Farmers' Marketing Associations

**Theme Leaders:** *Lydia Oberholtzer, Henry A. Wallace Center for Agricultural & Environmental Policy at Winrock International, and Teresa Maurer, National Center for Appropriate Technology*

**The Southwest Marketing Network is a collaboration of**

The National Center for Appropriate Technology

Farm to Table

The Farm Connection

Traditional Native American Farmers Association

Navajo Nation Department of Agriculture

Colorado State University

University of Arizona

Henry A. Wallace Center for Agricultural & Environmental Policy at Winrock International

**Evaluators:**

Western Rural Development Center

# Agenda

## Sunday, March 14

10:00 **Meeting:** Southwest Community Food and Agriculture Policy Outpost

1:30 **Workshop:** Community Food and Agriculture Assessment:  
What's going on in your food system and How to make it better.

*Gary Paul Nabhan, Center for Sustainable Environments*

*Mark Winne, Food and Society Policy Fellow*

3:00 **Registration opens**

5:00 **Southwest Reception**

## Monday, March 15

7:00 **Registration opens**

7:00 **Breakfast**

8:30 **Plenary Session:** Opening, *Jim Dyer, National Center for Appropriate Technology*  
*Introduction to the area, Tony Norris, Folklorist*

Keynote Address: "Drought's Impact on Food Security in the Southwest"

*Gary Paul Nabhan, Center for Sustainable Environments, NAU*

10:30 **Concurrent Sessions**

### 1. Farm to Cafeteria, Restaurants, and Institutions

Farm to Cafeteria: What is happening around the country?

*Mark Wall, Occidental College*

*Marion Kalb, Community Food Security Coalition*

*Rex Dufour, National Center for Appropriate Technology*

*Michael Nash & Solveig Hanson, Grown Locally Co-op*

### 2. Marketing I: Ecolabels, Promotion, Meat and Wool

Four Corners Buy Local Promotion and Ecolabel Initiatives

*Gary Nabhan, Center for Sustainable Environments • Joel Glanzberg, Regenesis and*

*Southwest Grass-fed Livestock Alliance • Richard Sparks, Utah Buy Local Program*

### 3. Resources, Skill Building and Leadership Development

Business Planning

*Amalio Madueño, Taos County Economic Development Center*

### 4. Southwest Food and Agricultural Policy

Forming Food & Agriculture Policy Councils and Collaborations

*Christine Pardee, Drake University*

*Mark Winne, Food and Society Policy Fellow*

### 5. Marketing II: Boosting Production and Direct Marketing

Production Innovations for Niche Marketers

Season Extension

*David & Loretta Fresquez, Monte Vista Organic Farm*

*Del Jimenez, NM State University, Alcalde Science Center*

Organic Techniques and Appropriate Scale Equipment

*Stan Crawford, El Bosque Garlic Farm*

*Dan Schuster, Fair Field Farmer*

The Southwest Marketing Network is a project primarily funded by the W. K. Kellogg Foundation and the US Department of Agriculture, Risk Management Agency.

# Agenda

5

Lunch 12:15

Concurrent Sessions 1:45

## 1. Farm to Cafeteria, Restaurants, and Institutions

From the Grower's Perspective

*Michael Nash & Solveig Hanson, Grown Locally Co-op*

*David & Loretta Fresquez, Monte Vista Organic Farm*

## 2. Marketing I: Ecolabels, Promotion, Meat and Wool

Organic Certification and Marketing Issues

*Seth Winterton, UT Organic Coordinator • Jim Dyer, CO Organic Producers Assoc.*

*Shanti Leinow, Prescott Farmers' Market • Lynda Prim, The Farm Connection*

## 3. Resources, Skill Building and Leadership Development

Developing a Marketing Plan

*Amalio Madueño, Taos County Economic Development Center*

*Dawn Thilmany, Colorado State University*

## 4. Southwest Food and Agricultural Policy

Native American Food & Agriculture Policy

*Felice Lucero, San Felipe Pueblo • Norma Kady, Navajo Nation Department of*

*Agriculture • Paul Smith, Heifer Projects Int'l, Native American Program*

*Alicia Bell-Sheeter, First Nations Development Institute*

## 5. Marketing II: Boosting Production & Direct Marketing

The Integrity of Farmers' Markets as a Business:

Value-Added Rules and Regulations

*Sally Haines, Boulder County Farmers' Market*

*Esther Kovari, New Mexico Farmers' Marketing Association*

*Valerie McCaffrey, Bisbee Farmers' Market*

Concurrent Sessions 3:30

## 1. Farm to Cafeteria, Restaurants, and Institutions

From the Buyer's Perspective

*Betsy Cull-Trujillo, Santa Fe School District • Craig Mapel, New Mexico*

*Department of Agriculture • John Sharpe, La Posada Restaurant*

## 2. Marketing I: Ecolabels, Promotion, Meat and Wool

Specialty Wool Processing and Marketing

*Robin Collier, Wool Traditions*

*Roy Kady, Dine Woven Family Processing*

## 3. Resources, Skill Building and Leadership Development

Leadership and Community Organizing

*Mark Winne, Food and Society Policy Fellow • Lydia Villanueva, Casa del Llano*

## 4. Southwest Food and Agricultural Policy

Adopting Positive Water Policies

*Janet Jarratt, Rural and Agriculture Water Advocate*

*David Benevidex, New Mexico Legal Aid (invited)*

*Dr. Joanna Endter-Wada, Utah State University*

*Steve Vanderveer, Colorado Dept. of Water Resources (invited)*

## 5. Marketing II: Boosting Production & Direct Marketing

Developing & Enhancing Statewide Farmers' Market Associations

*Esther Kovari & Sarah Grant, NM Farmers' Marketing Association*

Register  
Early!  
Space and scholar-  
ships are limited.  
Reserve your room  
by 2/28.  
See page 7.

# Agenda

Monday, 5:30 PM

**Arizona Direct Marketing Association Meeting**

7:30 PM

## Presentation

Panel Discussion: "The Future of Local Food"

*Gary Paul Nabhan, Author, • Deborah Madison, Author  
Jim Dyer, Project Director, SWMN*

Tuesday, March 16

7:00

## Breakfast

8:30

## Concurrent Sessions

### 1. Farm to Cafeteria, Restaurants, and Institutions

Institutional Sales: How to Make it Happen

*Marion Kalb, Community Food Security Coalition • Rex Dufour, National Center for Appropriate Technology • Mark Wall, Occidental College*

### 2. Marketing I: Ecolabels, Promotion, Meat and Wool

Alternative Meat Production and Marketing

*Grey Farrell & John Blueyes, The Navajo Beef Program  
Tom Delehanty, Pollo Real & NM Organic Livestock Coop*

### 3. Resources, Skill Building and Leadership Development

How to Write a Winning Grant

*Donna Matthews, Coronado RC & D  
Mark Bailey, USDA, Trade Adjustment Program*

### 4. Southwest Food and Agricultural Policy

SW Food & Agriculture Policy, Creating a Strategic Plan

*Miley Gonzales, NM Secretary of Agriculture (invited)  
Don Butler, Director of AZ Department of Agriculture  
Pam Roy, NM Food and Agricultural Policy Council*

### 5. Marketing II: Boosting Production and Direct Marketing

Community Supported Agriculture, Multi-farm CSAs, and Buyer's Clubs

*Michael Nash & Solveig Hanson, Grown Locally Co-op • Sarah Grant, Santa Fe Family Farmer's Co-op • David Lynch, Guidestone Farm*

10:30

## Plenary

Funding Opportunities - USDA – Risk Management Agency, Community Food Projects, 2501, Trade Adjustment Program

*Alesia Swan, USDA Risk Management Agency  
Liz Tuckermanty, USDA CSREES, Community Food Projects  
Mark Bailey, USDA, CSREES, Trade Adjustment Program*

12:15-2:00

## Lunch Presentation

"The Small Farm in a Big World"

*Stan Crawford, El Bosque Garlic Farm, Author and Activist*

Conference Wrap-up

*Jim Dyer, Project Director, Southwest Marketing Network*

If you have questions about the conference, registration, or a scholarship, please call 505-473-1004 or email Le Adams at [ladams@cybermesa.com](mailto:ladams@cybermesa.com).

To find more information about the Southwest Marketing Network, please visit the website at [www.swmarketing.ncat.org](http://www.swmarketing.ncat.org)

# Registration Form

Make copies of this form for additional registrants.

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Registration Fee: \$85.00.** Please mail your registration fee and registration form to:  
Farm to Table, 3900 Paseo del Sol, Santa Fe, NM 87507

Please call the hotel for your room reservation before Feb.28. See page 2 for details.  
If you are applying for a scholarship, do not make a hotel room reservation. We will reserve your room.

Check any of the following that apply to you.

- I would like to have vegetarian meals.
- I would like to reserve space in the Resource Room  
(call 505-473-1004 to discuss your requirements)
- I am applying for a scholarship. Return this form and your one page statement.  
**DO NOT CALL THE HOTEL FOR A ROOM RESERVATION.**

### Scholarships

A limited number of scholarships are available. Priority will be given to those who (1) work with a group or a community project or (2) plan to start a project and want to learn more about how to develop your program or project. **Examples:** starting or building on a group marketing project such as a coop, starting a farmers' market, or developing a label or a new marketing niche. We do not have funding for all requests.

**Scholarship requests must be received by Feb 23.**

**TO APPLY:** Please mark the scholarship box on the Registration Form and submit a **ONE PAGE** summary of the following information:

- Name of project and contact information
- Description of project (one paragraph). What do you hope to learn from the SWMN Conference?
- What needs do you have that you hope that this conference will help you with?
- How do you expect your project to benefit from being involved with the Network, and how will you share your progress with us?

A scholarship consists of (1) two night's lodging in the hotel, double occupancy, state your preference and/or we will assign you a roommate, (2) the conference fee of \$85, which includes breakfasts, lunches, and the Reception, and (3) a travel stipend. The amount will be determined by the distance you travel from home. It will be mailed to you after the conference. Please help the scholarship fund go further and carpool if possible.

### Resource Room

We want to encourage the sharing of information and projects. If you are interested in a booth space or a smaller amount of table space to present your project, please indicate by checking the box on the Registration Form.

You will be provided with a 6 foot table. Space is limited; we will give priority to displays of regional projects and to the most appropriate marketing resources for the region. Please call us to discuss your Resource Room needs.  
505-473-1004

**Farm to Table**  
3900 Paseo del Sol  
Santa Fe, NM 87507

Non-Profit Org.  
U S Postage  
**PAID**  
Santa Fe, NM  
Permit No. 921

**RETURN SERVICE  
REQUESTED**



Major funders of this project are  
the W. K. Kellogg Foundation and  
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## 2nd Annual Conference

### Flagstaff, Arizona

# March 14, 15 and 16, 2004

*Printed on Re:Vision Paper made from a blend of kenaf fibers and recycled paper.*