



# Southwest Marketing Network

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

### First Annual Conference

If you are a farmer, rancher or community member interested in increasing regional marketing opportunities and expertise, this conference will provide options and valuable skills that will benefit you and your business. The conference will bring people together from new and existing projects to share experiences and ideas. Collaborative Work Sessions will help you build upon your own project, whether it be on your ranch, farm or in your community. All participants will share their experiences and identify resources necessary to accomplish their goals. The support of the Southwest Marketing Network goes beyond the conference. Once you have identified specific training needs for your project, the Network hopes to help you with many of those needs in coming months.

#### Who should come:

Individuals and organizations who are committed to participating in the Network for the next 3 years and who will participate fully in one of the Collaborative Work Session issues—before, during and beyond the conference. **Collaborative Work Sessions** are to help you define your priorities and desired outcomes relative to your work or project, identify resources available to help you, and develop networks to strengthen the sustainability of your work. These collaborative sessions include:

- **Group Marketing:** Co-ops and other types of group businesses for meat producers, fiber and produce growers.
- **Growing Markets—New and Existing:** How to grow your business through direct marketing, creating and building a farmers' market in your community, and developing Native American products.
- **Food and Agriculture Policy:** Why and how to develop broad-based food and agriculture policy initiatives.
- **Promoting Our Local Products:** The importance of

product identity and how to develop eco labels, local and regional labels. The latest information on organic certification and how it affects you.

- **Institutional Purchasing:** Opportunities linking farmers' produce and products to school lunch programs, restaurants, hotels and other food services.

#### Presentations will include:

- Alternative Marketing Techniques for Meat, Produce and Fiber Products
- Organic Standards: What to Expect
- Types of Labeling
- Food and Agriculture Policy: Strengthening Our Local Food System
- Funding Opportunities for Projects and Programs
- Regional Co-ops: Local Examples
- Farmers' Markets: a Southwest Perspective
- New Markets: Selling to Schools, Hospitals, Restaurants and Prisons

And more...

### Register Now!

Don't Miss this Opportunity  
for Networking and  
Skill-Building  
With Peers and Experts

\$35! Registration form, [page 3](#)

Special room rates until 2/28, [page 2](#)

Full, partial and student scholarships  
available, [page 3](#)

Speakers & workshop leaders, [page 2](#)

## Speakers & Workshop Leaders

**Terry Badhand and Patty Martinson**, Founders and Co-Directors of the Taos County Economic Development Corporation, NM

**Mark Bailey**, Director, USDA CREES, Marketing Division, Washington, DC

**Brett Bakker**, New Mexico Organic Commodity Commission, NM

**Clayton Brascoupe**, Traditional Native American Farmers' Association, NM

**Kate Clancy**, Managing Director, Henry A. Wallace Center for Agricultural and Environmental Policy, VA

**Gerald Chacon**, Director, Northern District Cooperative Extension Service, NM

**Jim Dyer**, Director, National Center for Appropriate Technology, CO

**Chris Fullerton**, Manager, Tuscarora Organic Growers' Cooperative, PA

**Sarah Grant**, Marketing Director, Santa Fe Family Farmers' Coop, NM

**Dan Hobbs**, Director, Tres Rios Cooperative, CO

**Marion Kalb**, Director, Farm to School Program, Community Food Security Coalition, CA

**Jennifer Kemp**, Rocky Mt. Farmers' Union, CO

**Jack Keys**, Executive Chef, Doubletree, Durango, CO

**Esther Kovari**, President, New Mexico Farmers' Marketing Association, NM

**Dee Logan**, Director, Arizona Farmers' Markets, AZ

**Felice Lucero**, Coordinator, Pueblo of San Felipe Farm Services Program, NM

**Richard McCarthy**, Crescent City Farmers' Market, LA

**Lynda Prim**, Director/Editor, *The Farm Connection*, NM

**Pam Roy**, Co-Director, Farm to Table, NM

**John Scanga**, Professor of Agricultural Science, Colorado State University, CO

**Teresa Showa**, Water Resource Engineer, farmer, Navajo Nation

**Alecia Swan**, USDA Risk Management Agency, CA

**Dawn Thilmany**, Assoc. Professor of Agribusiness and Labor and Agribusiness Extension Economist, Colorado State University, CO

**James Turner**, USDA Risk Management Agency, OK

**Maria Varela**, Rural Resources, NM

**Greg Vlaming**, Cooperative Extension Service, La Plata County, CO

**Steve Warshawer**, Beneficial Farm, NM

**Mark Winne**, Executive Director, Hartford Food System, CT

## Logistics

### Lodging

Doubletree Hotel, 501 Camino Del Rio, Durango, CO, 81301

**Reservations:** 800-222-TREE (8733) or 970-259-6580

The Doubletree is located on the beautiful Animas River in downtown Durango, 15 minutes from the airport. Special rates of \$65 and \$75 per night have been reserved for this Conference. **To receive a special rate you must reserve your room before February 28, 2003.** Please make sure to clearly state you are with the Southwest Marketing Network Conference.

### Meals

Continental breakfasts and full lunches on Monday and Tuesday are included in the conference. Dinner Sunday and Monday are on your own. The Doubletree is within walking and driving distance of a wide variety of downtown restaurants.

### Travel

**Driving:** The Doubletree is located at 501 Camino Del Rio on the corner of Hwy 160 (highway from Cortez to the west and Pagosa Springs to the east) and Hwy 550 (from Bloomfield, NM to the south and Montrose to the north).

**Flying:** The airport is 15 convenient minutes from the Doubletree Hotel. Complimentary hotel transportation is available to and from the Doubletree.

**Rental Cars:** Most car agencies are available at the Durango airport.

### An Evening with Vandana Shiva

We are very fortunate to have our conference coincide with Vandana Shiva's visit to Fort Lewis College. Ms. Shiva is one of the world's most dynamic and provocative thinkers on the environment, women's rights, and international affairs. In her most recent book, *Biopiracy*, Ms. Shiva speaks of the struggle to protect the freedom of diverse species, cultures, and their evolution. A physicist, ecologist, and activist, she won the Right Livelihood Award, known as the alternative Nobel Peace Prize, in 1993. She directs the Research Foundation for Science, Technology, and Natural Resource Policy. Her lecture is being sponsored by and will be held at Fort Lewis College in Durango, Monday, March 31, 7 PM.

Call 970-247-7676 to reserve a ticket.

# Conference Registration

Name \_\_\_\_\_ Business/Affiliation Name \_\_\_\_\_

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

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

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

**Please enclose  
registration fee  
of \$35.**

**Which Collaborative Work Session do you plan to attend? (Choose one.)**

- Group Marketing    Growing Markets    Food and Agriculture Policy  
 Promoting Our Local Products    Institutional Purchasing

**Check any of the following that apply to you.**

- I would like to have vegetarian lunches.  
 I would like to reserve booth space in the Resource Room. (see below)  
 I plan to apply for a full, partial or student scholarship. (see guidelines below)

**If you have any additional needs please call us at 505-473-1004.**

Register  
Early!  
Space and scholar-  
ships are limited.  
Reserve your room  
by 2/28.  
See info at left.

**Return this form and payment to: Farm to Table, 3900 Paseo del Sol, Santa Fe, NM 87507**

## Scholarships Are Available

A limited number of full, partial and student\* scholarships are available. Applicants must be committed to participating in the SWMN for the next 3 years and in the collaborative sessions at the conference. Priority will be given to those who 1) work in a group on a community project, 2) plan to start a project and want to learn more about how to develop your program, and 3) are interested in sharing your progress at the next conference. Examples: starting or continuing a group marketing project such as a co-op, starting a farmers' market, beginning an agriculture policy initiative in your region, or developing a regional label for agriculture products. We do not have funding for all requests but will do our best to accommodate as many requests as possible. **Scholarship requests must be received by February 28th at the address above for priority consideration.**

**TO APPLY:** please mark the scholarship box on the registration form and submit a ONE PAGE summary of the following information

- Name of Project, contact person, address, phone number, fax and email of organization, group or individual, and type of scholarship requested.
- Description of project (one paragraph). What do you hope to learn from the SWMN Conference?
- What needs do you have that you hope this conference can help you with?
- How do you expect your project to benefit from staying involved with the Network, and how will you share your progress with us?
- \*Students do not need to be tied to 3 years of participation, nor to a specific project; but tell us how this relates to your studies and future plans.

## Resource Room

We want to encourage the sharing of information and projects. If you are interested in a Booth Space to present your project please indicate by marking the box on the registration form above. You will be provided with a 6-foot table. Space is limited, and we will give priority to displays of regional projects, and to the most appropriate marketing resources for the region. If you have other needs please call us directly at 505-473-1004.

## Sponsors To Date

W. K. Kellogg Foundation  
United States Department of Agriculture Risk  
Management Agency  
Rocky Mountain Farmers' Union  
Colorado State University Cooperative Extension  
Service  
New Mexico Cooperative Extension Service  
University of Arizona Cooperative Extension Service  
Farm to Table  
National Center for Alternative Technology  
Appropriate Technology Transfer for Rural Areas  
Henry A. Wallace Center for Agricultural &  
Environmental Policy at Winrock International  
Navajo Nation Department of Agriculture

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

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

**RETURN SERVICE  
REQUESTED**



*Promoting Local  
Agricultural Marketing  
in the Southwest*

## **Southwest Marketing Network Conference**

*Collaborative Marketing Options for Alternative, Small-Scale, and Minority Producers*

March 31 – April 1, 2003  
Doubletree Hotel, Durango, Colorado

### **Featured Topics**

#### **Group Marketing**

Co-ops and other types of group businesses for meat producers, fiber and produce growers.

#### **Growing Markets—New and Existing**

How to grow your business through direct marketing, creating and building a farmers' market in your community, and developing Native American products.

#### **Food and Agriculture Policy**

Why and how to develop broad-based food and agriculture policy initiatives.

#### **Promoting Our Local Products**

The importance of product identity and how to develop eco labels, local and regional labels.  
The latest information on organic certification and how it affects you.

#### **Institutional Purchasing**

Opportunities linking farmers' produce and products to school lunch programs, restaurants, hotels and other food services.

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7:00-8:00 AM	BREAKFAST					
7:00-8:30	REGISTRATION					
8:30-10:00	Plenary	<b>Welcome to the SWMN: Community Building Collaborations</b> “Collaboratives: An Overview and Methods of Collaboration”, Jim Dyer, NCAT & Kate Clancy, Wallace Center				
10:00-10:30	BREAK					
10:30-11:45	Presentations	<b>Group Marketing</b> <i>Different Structures and Purposes</i> Chris Fullerton Jennifer Kemp	<b>Growing Markets</b> <i>Farmers' Markets, A Southwest Perspective</i> Esther Kovari Dee Logan Felice Lucero	<b>Policy</b> <i>Protecting Our Food and Agricultural System through State Initiatives</i> Mark Winne Pam Roy	<b>Promoting Our Local Products</b> <i>Ecolabels, Cause Marketing, Local and Regional Labels</i> Jim Dyer Steve Warshawer	<b>Institutional Purchasing</b> <i>Potential for Small to Medium Family Farms</i> Marion Kalb Jack Keys Dawn Thilmany
12:00-1:00 PM	LUNCH					
1:30-3:00	Presentations	<b>Group Marketing</b> <i>Marketing through Co-ops: Meats, Produce and Fiber Products</i> Maria Varela Dan Hobbs John Scanga	<b>Growing Markets</b> <i>Developing Farmers' Markets: Regulations, Funding, Advertising, Programs and Partners</i> Richard McCarthy Esther Kovari Felice Lucero	<b>Policy</b> <i>How to Affect it at the Local Level</i> Kate Clancy Mark Winne	<b>Promoting Our Local Products</b> <i>What's New with the Organic Standards</i> Lynda Prim Brett Bakker	<b>Institutional Purchasing</b> <i>Restaurants, Hotels, Hospitals, etc.</i> Jack Keys Dawn Thilmany
3:00-3:30	BREAK					
3:30-5:00	Presentations	<b>Group Marketing</b> <i>Building Co-ops and Group Marketing Projects in the SW</i> Maria Varela Chris Fullerton	<b>Growing Markets</b> <i>Native American Products</i> Terry Badhand Patty Martinson Clayton Brascoupe Teresa Showa	<b>Policy</b> <i>Funding Opportunities for Various Projects</i> Mark Bailey Alecia Swan Gerald Chacon James Turner	<b>Promoting Our Local Products</b> <i>Organic Marketing Issues for Very Small Scale Producers</i> Greg Vlaming Lynda Prim Brett Bakker	<b>Institutional Purchasing</b> <i>Linking Farmers and Schools</i> Marion Kalb Sarah Grant

Dinner on your own. • 7 PM, Fort Lewis College Evening Presentation: Vandana Shiva

7:00-8:00 AM	BREAKFAST					
8:30-10:00	<b>Collaborative Work Sessions Part I</b>  Defining and Prioritizing Key Issues	Group Marketing	Growing Markets	Food and Agriculture Policy	Promoting Our Local Products	Institutional Purchasing
10:00-10:30	BREAK					
10:30-12:00 PM	<b>Collaborative Work Sessions Part II</b>  Identifying: 1) Opportunities for Collaborative Action 2) Needs for Training and Assistance 3) Next Steps	Group Marketing	Growing Markets	Food and Agriculture Policy	Promoting Our Local Products	Institutional Purchasing
12:15-1:15	LUNCH					
1:45-3:00	<b>Project and Network Development</b> Learning From Participants  <i>What are the Network Needs in the Four Corner States?          Groups Report on Priority Needs and Plans for Action.</i>  Led by Jim Dyer and SWMN Steering Committee members					