



# Southwest Marketing Network

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

*Promoting Local Agricultural Marketing in the Southwest*

### 4th Annual Conference

Grand Junction, Colorado, March 27, 28, & 29, 2006

#### Highlights of the Conference

##### Keynote Speakers

**Lou Swanson** is the interim Associate Dean of Colorado State University's College of Liberal Arts. He is a Professor of Sociology and specializes in rural issues that face the West in agriculture, natural resource use, population migration and the socio-economic implications. He is the editor, along with David Brown and Alan Barton, of "Challenges for Rural America in the Twenty First Century", which was released in 2004. As the SWMN Keynote speaker, Dr. Swanson will be speaking on New Settlers, Agricultural Legacies: Challenges and Opportunities.

**Bill Buchanan** is the Director of the USDA Risk Management Agency Civil Rights and Community Outreach Program. This agency works to include small and limited-resource farmers in USDA programs. For 24 years, Mr. Buchanan has worked for the U.S. Department of Agriculture. He has worked as a soil scientist for the Natural Resource and Conservation Service in West Virginia, North Carolina Extension Service, and in crop insurance underwriting. Join him on Tuesday for lunch to hear about the USDA, RMA outreach program and how it can partner with farmers in the Southwest.

**John Allen** is the Director of the Western Rural Development Center and is a professor in Sociology, Social Work, and Anthropology at Utah State University. Dr. Allen grew up on a ranch in Eastern Oregon. His experience includes farming/ranching, journalism, and market research. His current focus is on rural community development, entrepreneurial

communities, policy work, and natural resource development in the West. Dr Allen will be speaking during Wednesday lunch on Rural Entrepreneurship.

**Brent Warner** is the Industry Agri-Tourism Specialist with the British Columbia Ministry of Agriculture & Lands. With his horticultural production and marketing experience, he has assisted farmers in British Columbia for the past 23 years to produce and market their crops. He has helped develop the British Columbia Agri-Tourism Alliance and has launched several farm direct marketing associations. He co-authored a marketing guide for farmers, "Marketing on the Edge". In Concurrent Sessions #3 he will be speaking on Local Food for Local Good. Mr. Warner will also be speaking in a special Tuesday evening presentation as part of the Dirt to Dinner Workshop. To find out more about this Workshop, contact Thomas Cameron in Palisade, CO at 970-261-4973.

##### Special Thanks

All of us involved in the Southwest Marketing Network would like to express our sincere gratitude to our major funder, the United States Department of Agriculture Risk Management Agency Outreach. Other funders of the conference include Colorado State University Cooperative Extension, Western Rural Development Center, New Mexico State University, University of Arizona, Heifer International, New Mexico Department of Agriculture, Western SARE, and the CSU Western Region and Tri River Cooperative Extension.

# 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 area around Grand Mesa in Northwest Colorado is known for its fruit growing capacity. The area is dotted with many small orchards and other fields which have spun off several value-added businesses. The DoubleTree Hotel is conveniently located off I-70 near Walker Field Airport. Attractions in the area include the Historic Main Street Shopping Mall, museums, Enstrom's Candy Company, Amtrak Depot, Wine Country Tours, Colorado National Monument and Grand Mesa.

## Fees & Registration

The cost for the conference is \$150. There is an additional fee of \$15 and required pre-registration to participate in the bus tour. Please include a check to cover the fees when you register by mail. Again this year, there will be a limited number of scholarships to help cover some 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 registration are most meals—breakfasts and lunches on Tuesday and Wednesday. The Monday night Local Foods 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. The local food is one of the highlights of this conference. Be sure to come prepared to eat!

## Accommodations

A block of rooms has been reserved for conference participants at the DoubleTree Hotel at a rate of \$69 (plus taxes) for single or double rooms. The last day to receive this rate is **March 10**. To make hotel reservations, please call the hotel directly at 970-241-8888 or 800-222-TREE or [grandjunction.doubletree.com](http://grandjunction.doubletree.com). Let them know that you are part of the **Southwest Marketing Network Conference** in order to receive our preferred rate. If you are requesting a scholarship, do not make a hotel room reservation.

**Directions to the hotel:** Grand Junction is on Interstate 70 in Northwest Colorado between Denver and Moab, Utah. The DoubleTree Hotel is at the intersection of I-70 and Horizon Drive on the southwest side of that intersection. Please call the hotel to make your lodging reservations.

# Special Events

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Monday, March 27

12:30 - 5:30

## Tour

Join us for an exciting and educational tour of several local businesses.

*Talbot's Orchard, Harry Talbot*

Visit the orchards, packing shed and retail shop for production and marketing ideas.

*Rancho Durazno and CSA, Thomas Cameron and John Ellis*

Thomas and John will talk about the markets for their fruits and vegetables, including farmers' markets, and their CSA.

*Grand River Winery, Steve Smith*

Competition, collaboration, and sustainability in the wine business.

*Campbell Hansmire Sheep, Julie Hansmire*

Julie will talk about marketing and how she differentiates her product from others.

## Meeting for Regional Farm to School and Farm to Cafeteria

1:00 - 5:30

Open to all people who are interested in or who have worked in the field of Farm to School. This national movement is gaining momentum as many communities attempt to stem the tide of skyrocketing childhood overweight and increases in nutrition related diseases. We will start with a roundtable discussion of several of the successful programs in the region. Also, we will discuss the idea of regional and national networks of interested players and brainstorm ideas about the structure, services, and associated policies that will help to build the capacity of all to initiate or continue local programs that both feed and educate children about local foods.

## Meeting for Cooperative Extension and other agents

1:00 - 5:00

This meeting is part of a 2-year project designed to help Extension field agents respond to alternative marketing inquiries from the producers they serve. Agents will identify needs before each conference, participate in working sessions at the conference with other agents, producers, and marketing specialists, and assist in preparing a handbook by the end of the project. This is an invitation-only work session but any agents who would like to be considered for participation please contact Jim Dyer at [jadyer@frontier.net](mailto:jadyer@frontier.net).

## Local Foods Reception

6:00 - 8:00

Come sample the flavors of the region!

### The Southwest Marketing Network is a collaboration of

Farm to Table • The National Center for Appropriate Technology (ATTRA)  
• Colorado State University • University of Arizona • Traditional Native  
American Farmers Association • USDA, Economic Research Service •  
The Farm Connection • Navajo Nation Department of Agriculture •  
Western Rural Development Center

# Agenda

Tuesday, March 28

7:00 - 8:00

## Breakfast, Registration

8:30 - 10:00

**Welcome:** *Jim Dyer, SW Marketing Network*

**Welcome:** *Bill Buchanan, Civil Rights and Community Outreach Director, USDA Risk Management Agency*

**Keynote Address:** *Lou Swanson, Colorado State University, Sociology Department*

10:00 - 12:00 noon

## Concurrent Sessions # 1

**Alternative Marketing:** Alternative Marketing 101—Direct Marketing, CSA, Farmers Markets, E-commerce

*Moderator: Teresa Maurer, National Center for Appropriate Technology • Seth Winterton, UT Dept. of Ag & Food • Dawn Thilmany, Colorado State University*

**Local Markets, Nutrition, Food Security:** Developing Markets through Farm to Cafeteria Programs

*Moderator: Lē Adams, Farm to Table, Farm to School • Marion Kalb, Community Food Security Coalition, Farm to School • James Jordan, Albuquerque Public Schools, Food & Nutrition Services • David Schwake, Litchfield Elementary School District (AZ), Food Services • Craig Mapel, New Mexico Department of Agriculture, Marketing*

**Business Planning and Skills:** Making Connections—It's the Cooperative Way

*Lynda Prim, EarthWorks Institute  
Bob Mailander, Rocky Mountain Farmers Union*

**Increasing Local Production:** Season Extension to Increase Marketing Opportunities—Hoop houses, season extension and storage

*Moderator: Ed Page, Tri Rivers Cooperative Extension  
Producers to be announced*

**Policy:** The State of Food and Agriculture Policy Councils in the Southwest—A Roundtable

*Moderator: Mark Winne, Community Food Security Coalition, Communications, NM Colorado, New Mexico, Arizona, Utah and Tribal Communities Policy Council representatives and community members*

12:00 - 1:30

## Lunch

Brief Overview of USDA Risk Management Agency Outreach Program

*Bill Buchanan, Civil Rights and Community Outreach Director, Risk Management Agency*

1:30 - 3:00

## Concurrent Sessions # 2

**Alternative Marketing:** Evaluating Third-Party Certification Alternatives

*Moderator: Russ Tronstad, University of Arizona, Agriculture & Resource Economics  
Producers to be announced*

**Local Markets, Nutrition, Food Security:** Nutrition Tools for Direct Marketers

*Moderator: Lē Adams, Farm to Table, Farm to School  
Kari Bachman, Nutrition Program, NM Cooperative Extension Service*

The Southwest Marketing Network is a project primarily funded by the United States Department of Agriculture, Risk Management Agency Outreach.



# Agenda

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## **Business Planning and Skills: Organizational Development**

*Clark de Schweinitz, New Mexico Legal Aid*

## **Increasing Local Production: Marketing Opportunities from the Renewing America's Food Traditions (RAFT) Project**

*Moderator: Jim Dyer, Southwest Marketing Network*

*Patty West, Northern Arizona University, Center for Sustainable Environments*

*Producers to be announced*

## **Policy: The Farm Bill—Changing the Direction for U.S. Food and Farm Policy—Framing the Issues**

*Moderator: Mark Winne, Community Food Security Coalition, Communications, NM*

*Thomas Forster, Community Food Security Coalition, Policy, Wash, DC*

*John Kelly, Congressional Hunger Center, Program Director, Wash, DC*

## **Concurrent Sessions # 3**

### **Alternative Marketing: Tapping Market Opportunities with Cattle ID**

*Moderator: Russ Tronstad, University of Arizona, Agriculture & Resource Economics*

*Robbie LeValley, TRA Extension*

*DeeVon Bailey, Utah State University, Department of Economics*

*Trent Teegerstrom, University of Arizona, Agriculture & Resource Economics*

### **Local Markets, Nutrition, Food Security: Local Food for Local Good**

*Moderator: Thomas Cameron, Rancho Durazno, Palisade, CO*

*Brent Warner, British Columbia Ministry of Agriculture & Lands*

### **Business Planning and Skills: Creating Marketing Identities and Labeling**

*Moderator: Jim Dyer, Southwest Marketing Network*

*Neil Hannum, Creative Conspiracy, Durango, CO*

*Bill Manning, High Desert Foods, Durango, CO*

### **Increasing Local Production: Right Risk, Assessing Risk in your Operation.**

A hands-on computer session to help hone your business skills

*Rod Sharp, Colorado State University, Extension Agriculture*

*& Business Management*

### **Policy: Your Chance to Speak Up: Listening Session for the Farm Bill**

*Moderators: Thomas Forster, Community Food Security Coalition, Policy, Wash, DC*

*John Kelly, Congressional Hunger Center, Fellows Program, Wash, DC*

*Mark Winne, Community Food Security Coalition, Communications, NM*

## **Dinner on your own**

There will be an informative public presentation entitled "Sustaining Farms, Sustaining Public Health and Community" at the hotel from 7:30 to 9:30 pm. You don't want to miss this!

Register  
Early!

Space and scholar-  
ships are limited.

Reserve your room  
by 3/10.

See page 7.

3:30 - 5:30

## **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 part or all of 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

# Agenda

Wednesday, March 29

7:00 - 8:00

**Breakfast**

8:30 - 10 :00

**Concurrent Sessions # 4**

**Alternative Marketing:** Arizona Place-Based Marketing

*Moderator: Jim Dyer, Southwest Marketing Network*

*Patty West, Northern Arizona University, Center for Sustainable Environments*

**Local Markets, Nutrition, Food Security:** Community Food Security and Rural Food Gap Project

*Moderator: Gina Cornia, Utahns Against Hunger*

*Cecilia Cárdenas-Navia and Miles Patrie, Bill Emerson National Hunger Fellows*

*Samuel Suina, NM Tribal Extension Task Force*

**Increasing Local Production:** Innovative Grant Programs You Will Want to Know About

*Alecia Swan, USDA Risk Management Agency Outreach*

*Liz Tuckermanty, USDA Community Food Projects Grant Program*

**Business Planning and Skills:** Keys to Success in Planning a New Enterprise

*Moderator: Russ Tronstad, University of Arizona, Agriculture & Resource Economics*

*Rod Sharp, Colorado State University, Extension Agriculture & Business*

*Management • and speaker to be announced*

**Policy:** Models for Rural Agricultural Economic Development—Developing Community-Based Food Systems

*Moderator: Mark Winne, Community Food Security Coalition, Communications, NM*

*Lou Swanson, Colorado State University, Sociology Department*

*Anita Poole, Kerr Center for Sustainable Agriculture, OK*

10:30 - 11:45

**Concurrent Sessions # 5**

**Alternative Marketing:** Agri-Tourism & Rural Development Opportunities

*Russ Tronstad, University of Arizona • Roberta John, Navajo Nation Tourism*

*Department • Prunell Charley, Consultant on Navajo Nation • Taubid Rahman,*

*University of Arizona, Agriculture & Resource Economics*

**Business Planning and Skills:** Budgeting and Setting Product Prices

*Moderator: Craig Mapel, NM Department of Agriculture, Marketing*

*Jim Libbin, New Mexico State University, Dept of Ag Economics*

**Increasing Local Production:** Value-added Processing

*Moderator: Rod Sharp, Colorado State University, Extension Agriculture & Business*

*Management • Parker Carlson, Carlson Vineyard, Palisade, CO*

**Policy:** Regional Organizing Around Southwest Policy and Programs—A Focus on Agriculture and Nutrition/Health. Roundtable Discussion and Planning Session.

*Moderators: Pam Roy, Farm to Table, NM Food & Agriculture Policy Council and*

*Jim Dyer, SW Marketing Network, Colorado Food and Agriculture Policy Council*

12:00 - 1:30

**Lunch**

*John Allen, Western Rural Development Center, National Coalition for Rural*

*Entrepreneurship Initiative*

**Conference Wrap Up**

If you have questions about the conference, registration, or a scholarship, please call 505-473-1004 or email Lē Adams at ladams@cybermesa.com.

To find more information about the Southwest Marketing Network, and to view this program, 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: \$150.00. Additional fee of \$15 for tour.**

Please call the hotel for your room reservation before **March 10**. See page 2 for details.  
If you are applying for a scholarship, we will reserve your hotel room.

**On Monday, March 27 in the afternoon, there will be a choice of 3 activities: The Tour; The Regional Farm to School Meeting; or, The Meeting for Cooperative Extension and other agents. Find out more about these events on page 3.**

Please check ONE of these activities for Monday afternoon.

- The Tour, 12:30 to 5:30pm • COST \$15  
(Sign up early for the tour, it's open to the first 90 participants.)
- The Regional Farm to School Meeting, 1:00 to 5:30pm
- The Meeting for Cooperative Extension and other agents, 1:00 to 5:00pm

<b>Fees Due:</b>	<b>Registration \$150</b>	_____
	<b>Monday Tour \$15</b>	_____
	<b>Total enclosed</b>	_____

Please mail your registration fee and registration form to:  
Farm to Table, 3900 Paseo del Sol, Santa Fe, NM 87507

Check any of the following that apply to you

- I would like to have vegetarian meals.
- I would like to reserve display space in the Resource Room. (See sidebar, page 5). Call 505-473-1004 to discuss your requirements.
- I am applying for a scholarship. Return this form and your one page statement. (See sidebar at right for instructions.) **Do not call the hotel for a room reservation if applying for a scholarship.**

**Scholarship Information.** *Scholarship requests must be received by March 10.*

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 Application:

Please mark the scholarship box on the Registration Form and submit a **One Page** summary of the following information:

- Name of your project
- Description of your project (one paragraph). What do you hope to learn from the SWMN Conference? How will you share information from the conference with people in your area?
- 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 (Monday and Tuesday nights), double occupancy. State your preference and/or we will assign you a roommate, and

(2) the conference fee of \$150, which includes breakfasts, lunches, and the Reception.

If you are applying for a scholarship, send this information and the registration form in right away and **do not make a hotel room reservation.**

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

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**RETURN SERVICE  
REQUESTED**



The major funder of this project is the  
USDA, Risk Management Agency



# **Southwest Marketing Network**

## **4th Annual Conference**

### **Grand Junction, Colorado**

### **March 27, 28, & 29, 2006**

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