



Southwest Marketing Network

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

Promoting Local Agricultural Marketing in the Southwest

6th Annual Conference

Santa Fe, New Mexico • May 5, 6 + 7, 2008

Highlights of the Conference

Keynote speakers

For most people working to promote local foods in the Southwest, *Gary Nabhan* needs no introduction. A prolific writer and tireless researcher of the complex linkages between food and culture, Gary has provided us in the Southwest a chance to understand the rich connections between our food and the land, history, and diverse cultures of our region. By his writings, speaking, and his example—as in “Coming Home to Eat”, he has shown how understanding these connections can help us to grow, purchase, and consume food more sustainably—and enjoyably. After serving as the Director of the Center for Sustainable Environments for the past several years at Northern Arizona University, Gary is transitioning back to the Sonoran Desert and the University of Arizona to continue his work.

Anthony Flaccavento is a founding member and Executive Director of Appalachian Sustainable Development which has helped to create an infrastructure of sustainability in both agriculture and forestry in southwest

Virginia and northeast Tennessee. In sustainable agriculture, he has been instrumental in creating an alternative means of income through the promotion of certified organic farming and establishment of market opportunities for farmers, such as farmers’ markets and a co-op program for new and experienced organic farmers.

For many years, *Mark Winne* was the Director of the Hartford Food System and recently served a term as a Kellogg Food and Society Policy Fellow. Mark currently writes, speaks, and consults extensively on community food system topics including hunger and food insecurity, local and regional agriculture, community food assessment, and food policy. He also provides policy communication and food policy council assistance for the Community Food Security Coalition. His essays and opinion pieces have appeared across the country. His first book, “Closing the Food Gap—Resetting the Table in the Land of Plenty”, was released in January 2008. He now lives in New Mexico, where he serves on the New Mexico Food and Agriculture Policy Council and the Southwest Grass-fed Livestock Alliance.

Southwest Reception

Join us Monday evening 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, Colorado, Utah, and New Mexico. Since we are sourcing these foods in May instead of March this year, and also because it is in our “backyard”, expect a great array of products.

Tour of Northern New Mexico sites

There will be a tour of farm sites in Northern New Mexico on Monday. Several direct marketing opportunities will be highlighted. See page 3 for more details.

Workshops on Monday

Details on page 5.

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 Santa Fe, New Mexico. La Fonda Hotel, established 1610, is also known as the Inn at the End of the Santa Fe Trail. It is just that and is located on the Plaza, the heart of Santa Fe. As part of your stay, enjoy the history as well as the art that sets our fair town apart from the rest.

Fees & Registration

The cost for the conference is \$160. There is an additional fee of \$40 for the Monday Tour, \$40 for the Monday Policy Council Workshop, and \$15 for the Monday Livestock Marketing Workshop. Please include a check to cover the fees 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 10 and apply right away!*

Meals

Included in the cost of the registration are most meals—breakfasts and lunches on Tuesday and Wednesday. The Monday 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 La Fonda at 100 E San Francisco in downtown Santa Fe at a rate of \$85 (plus tax) for single or \$105 for double rooms. **The last day to receive this rate is April 14.** To make hotel reservations, **CALL LA FONDA DIRECTLY** at 800-523-5002 and then choose #1 and let them know that you are part of the Southwest Marketing Network Conference. You may also fax to 505-954-3599 or make your reservations online at www.lafondasantafe.com/email-group.html. If you are requesting a full scholarship, do not make a hotel room reservation.

DIRECTIONS TO THE HOTEL: From I-25, take the Old Pecos Trail exit. Stay on that road (veer to the right when St Michael's veers to the left near the Hospital) all the way until you get to the Plaza in the heart of town. Take a right on San Francisco to get to the parking garage.

Sponsors

USDA Risk Management Agency Outreach Program
 USDA Risk Management Education
 USDA Farm Service Agency
 Western Sustainable Agriculture Research and Education
 USDA Community Food Project Program
 Winrock International

Conference Highlights

Tour of Northern New Mexico farm sites • All day Monday, the tour will visit *Algo Nativo*, a four generation farm situated alongside the Big River in beautiful Embudo. It combines Eremita Campos' fruit and vegetable paradise with Margaret Campos' innovative outdoor kitchen and cooking school operation. *Gene Lopez* will tour his orchards, apple packing line and cold storage facility which are used by a number of NM Apple Council members. *Norma Naranjo* of Okay Owingeh Pueblo will host a spectacular lunch at her home business, The Feasting Place. The last stop is *Monte Vista Organic Farm* in La Mesilla. David and Loretta Fresquez will tour the very diverse fields and greenhouses of their successful operation.

Community Food Projects Assistance • The Tuesday evening **CFP Regional Networking Meeting** is the place to be to meet those who have USDA-funded Community Food Projects now or in the past—or who want to start one in their community. Meet our team of technical assistance providers who can help you plan and get funding for your project. Come to these workshops for additional help with project development and fundraising: **Grantwriting 101**, **Taking Your Rural Community Initiative and Network to the Next Level**, and **Government Grant Programs**.

Organic Marketing in the Four Corner States—Opportunities for Growth
This session will use the recommendations from our recent Organic Marketing Survey Report (on the website) to plan what the Four Corners States can do to increase organic marketing profitability in our region.

Alternative Marketing Resources for Agents and Producers • The extensive set of website resources developed under our Western SARE “Professional Development” project will be explained and participants will be able to suggest additional resources needed.

Youth Leaders in Farming I and II • The future of farming in the southwest depends on, well, future farmers. From Dragon Farm's “Rockstar Farmers” to Sembrando Semillas' *parciantes*, southwest youth are already crafting a future that involves community-based, innovative enterprises and projects to learn about and promote farming. These two sessions invite youth, their mentors, and other folks interested in young and new farmers to share what they're doing, discuss common issues and develop ways to share their stories. These are stories that inspire and encourage the next generation and the rest of us old timers to grab a shovel and get involved with homegrown food and farming. Confirmed participants include Dragon Farm, erda gardens, Sanchez Farm, Pojoaque High School, Roots and Shoots, Santa Fe Indian School, Sembrando Semillas, UNM Research Service Learning Project and hopefully YOU.

Two great Farmers' Market sessions • Whether you are a farmer, market organizer or eager volunteer, the well seasoned veterans on these panels will help you prepare for a successful season, full of satisfied new and returning customers to your market. Also learn how to unknot the red tape and implement EBT and other programs to maximize sales at your market and serve the needs of your community.

Conference Highlights

The conference organizers encourage you to carpool. Call 505-473-1004 before April 22 for information to help you connect with fellow registrants.

Southwest Regional Meeting of the National Farm to School Network and Training • This session will provide topic specific information, as well as an opportunity for participants to consider farm to school work, both in your communities and at a regional level. First, there will be a panel discussion of Good Agricultural Practices (GAPs), a food safety certification program, including a GAP certified farmer and a school food service representative. The second topic will focus on effective media and marketing, and we'll be hearing from the Media Director for the National Farm to School Network. This meeting also provides an opportunity for participants to network with other farm to school practitioners, hear what's happening nationally with farm to school work, what resources are currently available, and provides guidance for future work directions.

Innovative Marketing to Institutions sessions • **Preparing to Sell** will cover some of the success stories as well as the barriers and opportunities that groups in NM have faced as they continue to develop the market for local food institutional sales. Ask them all your tricky questions. In **Farmer Networks** we will focus on how farmer groups are formed and how a group of farmers can have stronger "selling power" than one farmer can, working alone. **Innovative Distribution Systems** explores some of the successful methods that local groups have used to get their product to market.

CFSC Policy Council Development Workshop • This workshop is designed to assist individuals and organizations from Southwest and Western states interested in the development of local, regional or state food policy councils—those that are currently operational as well as those that are in the very early stages of development. The training will emphasize the organizational development of coalitions and networks that may precede the actual establishment of a food policy council, the operation of food policy councils, and the development of effective local and state food policy strategies. As such, the workshop is suitable for beginners as well as those with more experience.

Grass-fed Livestock Producers, Marketing What you Do Best Workshop • Find out what processors want every producer to know, how and where to market products, and creative ways to build a customer base. Network with peers and presenters to make grass-fed livestock your way of life. Materials and resources will be provided by Southwest Grass-fed Livestock Alliance. Contact SWGLA Director, Ra Vernon, for more details, 505-231-3467.

Climate & Energy Sessions • We have two sessions on how these emerging issues can affect your farm or ranch and your whole community. Tuesday afternoon in **Climate Change and Food Systems: Impacts and Adaptations**, we will hear the latest climate forecasts, and discuss how to adapt to these changes and how we can lessen our contributions to greenhouse gas emissions that are driving these impacts. Wednesday morning in **Climate & Energy Policy Issues for the Food System** we will look at what policies have been developed to address these issues and how you can get involved in promoting needed policy improvements.

Monday, May 5
8:30

Registration and conference check-in begins

Workshops

Farm to School—Southwest Regional Meeting and Training Sessions

*Le Adams, Farm to Table • Marion Kalb, Community Food Security Coalition
Craig Mapel, NM Department of Agriculture*

1:00 - 5:00

Where's the Beef?—It's in the Message

Debra Eschmeyer, National Farm to School Network, Center for Food and Justice

AND

Join us and a panel of experts that gets into the real dirt behind
GAPs, why you should care, and what it takes to get certified

*Linda and Eddie Velarde, Rancho de Santa Fe Orchards and Packing Shed
School Food Service representatives*

OR

Policy Council Development Workshop • \$40 fee

*Mark Winne, Community Food Security Coalition
Keecha Harris, consultant, Harris & Associates*

9:00 - 5:00

OR

Grass-fed Livestock Producers, Marketing What You Do Best Workshop • \$15 fee

Ra Vernon, Southwest Grassfed Livestock Alliance

1:00 - 5:00

OR

Regional Farms Tour: Northern New Mexico • \$40 fee

*Margaret and Eremita Campos, Algo Nativo Farm • Gene Lopez,
Gene Lopez Orchards • Norma Naranjo, The Feasting Place for lunch
• David and Loretta Fresquez, Monte Vista Organic Farm*

See more description on page 3.

Register at 8:30am. The bus leaves promptly at 9:00.

9:00 - 5:00

Booksigning Event

with Gary Nabhan, Mark Winne, Deborah Madison, Lois Ellen Frank

5:30 - 6:30

Southwest Local Foods Reception

5:30 - 7:30

The Southwest Marketing Network is a collaboration of

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

Agenda

Tuesday, May 6

7:00 - 8:00

Breakfast, Registration

8:30 - 10:00

Welcome: *Jim Dyer, Southwest Marketing Network*

Introductory Comments: *Anthony Flaccavento, Appalachian Sustainable Development*

Keynote Address: *Gary Nabhan, "Renewing America's Food Traditions: Marketing Place-Based Heritage Foods"*

10:30 - 11:45

Concurrent Sessions # 1

Marketing and Distribution Strategies • **Innovative Marketing I: Preparing to sell to schools and institutions**

Craig Mapel, NM Department of Agriculture, Marketing • *Mary Ann McCann, Taos Public Schools* • *Pauline Raia, NM Food & Nutrition Services Bureau* • *Albuquerque Public Schools* • *Betsy Torres, Santa Fe Public Schools*
Le Adams, Farm to Table, moderator

Marketing with Your Community • **Field to Kitchen: Marketing options for tribal and traditional foods**

Jeannie Benally, Shiprock Farmers' Market • *Lois Ellen Frank, Red Mesa Catering*
Norma Naranjo, The Feasting Place, Okay Owingeh Pueblo
Tawnya Laveta, Farm to Table, moderator

Organizational Resources • **Organic Marketing in the Four Corner States: Opportunities for growth**

Joan Quinn, NM Organic Commodity Commission • *Jim Dyer, Southwest Marketing Network* • *Dennis Lamm, Colorado State University, moderator*

New Farmers, New Opportunities • **Beginning Farmers: Growing toward "farming for a living"**

Adrian Card, Boulder County New Farmer Program, Boulder County Cooperative Extension • *Eric Anderson and Shoshana Woodworth, Sol Food Farm, Ojo Caliente*
Tammy Hinman, National Center for Appropriate Technology, Moderator

Policy and Progress • **The Farm Bill: What's in it for you and more**

Alan Hunt, Northeast Midwest Institute
Pam Roy, NM Food and Agriculture Policy Council, moderator

12:15 - 1:15

Lunch and Keynote Speaker

Mark Winne, "Extraordinary Food for Ordinary People"

1:45 - 3:00

Concurrent Sessions # 2

Marketing & Distribution Strategies • **Innovative Marketing II: Farmer networks, planning, standards, responsibilities, groups**

Craig Mapel, NM Apple Council
Anthony Flaccavento, Appalachian Sustainable Development
Clark deSchweinitz, NM Legal Aid, moderator

Marketing with Your Community • Media and Messaging

Debra Eschmeyer, Center for Food and Justice, Occidental College

Organizational Resources • Climate Change and Food Systems: Impacts and adaptations

Deborah Bathke, NM State University

Jim Dyer, Southwest Marketing Network

New Farmers, New Opportunities • Youth Leaders in Farming I: Telling our Story

Working Session. Bring your youth group and your stories.

Ilana Blankman and Tawnya Laveta, Farm to Table, moderators

Policy and Progress • Food Policy Councils: A Roundtable, Challenges and Successes

State-by-state working session. Bring your group and your issues and ideas.

Mark Winne, Community Food Security Coalition, moderator

Concurrent Sessions # 3

3:30 - 5:30

Marketing and Distribution Strategies • Innovative Marketing III: Distribution systems open new markets for farmers

Michelle Franklin, La Montanita Co-op Distribution Center and Co-op Trade

Anthony Flaccavento, Appalachian Sustainable Development • Gerald Anderson,

Duke City Produce • Pauline Raia, NM Food and Nutrition Services Bureau

Craig Mapel, NM Dept. of Agriculture, and Le Adams, Farm to Table, moderators

Marketing with Your Community • Buy Local Programs

Dawn Thilmann, Colorado State University • Susann Mikkelsen, Rocky

Mountain Farmers' Union • Lois Ellen Frank, Red Mesa Catering

Denise Miller, NM Farmers' Marketing Association

Tammy Hinman, National Center for Appropriate Technology, moderator

Organizational Resources • Grant Writing 101: for Farmers and Community Groups

Jenny Wrenn, Southwest Marketing Network • Clark deSchweinitz, NM Legal Aid

Suzanne Jamison, Jamison Management and Development • Grant-making

representatives • Jim Goodwin, Western Rural Development Center, moderator

New Farmers, New Opportunities • Youth Leaders in Farming II: Planning the next

chapter of the story and sharing it—Working Session.

Bring your group and ideas for a “World Café” session and more

Ilana Blankman and Tawnya Laveta, Farm to Table, moderators

Policy and Progress • Design your Campaign for Policy Work: Advocacy, Communications, and Media

Steph Larson, Community Food Security Coalition

Mark Winne, Community Food Security Coalition

Tuesday Evening Meetings

Native American Community Initiatives: Network Reception

5:45 - 7:00

Community Food Projects Regional Networking (See page 3 for more details.)

7:00 - 8:00

Dinner on your own

Agenda

Wednesday, May 7

7:00 - 8:00

Breakfast

8:30 - 10 :00

Concurrent Sessions # 4

Marketing and Distribution Strategies • **Agritourism: Considerations for Your Farm and Community**

Dawn Thilmany, Colorado State University

Taubid Rahman, University of Arizona

Russ Tronstad, University of Arizona, moderator

Marketing with Your Community • **Increase Sales with Farmers' Market WIC, EBT and Senior Programs**

Denise Miller, NM Farmers' Marketing Association • Sally Haines, Colorado

Farmers Market Association • Cindy Gentry, Community Food Connections

Darlene Wolnick, Market Umbrella • Tammy Hinman, National Center for

Appropriate Technology, moderator

Organizational Resources • **Taking your Rural Community Initiative and Network to the Next Level: Organizational Development, Planning, Building Partnerships, Sustaining Your Progress. Working Session.** Bring your group and your ideas.

Tawnya Laveta, Farm to Table, and Clark deSchweinitz, NM Legal Aid, moderators

New Farmers, New Opportunities • **Immigrant Farmers, Resources for Entering New Markets**

Speakers to be announced

Tammy Hinman, National Center for Appropriate Technology, moderator

Policy and Progress • **Climate and Energy Policy Issues for the Food System**

Bruce Milne, University of NM

Fernando Martinez, NM Energy, Minerals and Natural Resources Department

Jim Dyer, Southwest Marketing Network, moderator

10:30 - 11:45

Concurrent Sessions # 5

Marketing and Distribution Strategies • **Alternative Marketing Resources for Agents and Producers**

Julie Hudak, Southwest Marketing Network

Dawn Thilmany, Colorado State University

Jim Dyer, Southwest Marketing Network, moderator

Marketing with Your Community • **Farmers' Market Best Practices**

Matt Kurlanski, Winrock International • Darlene Wolnick, Market Umbrella

Eileen Nichols, Webb City Market, MO

Cindy Talamantes, Pojoaque Valley and Los Alamos Farmers' Markets

Organizational Resources • **Government Grant Programs**

Liz Tuckermanty, USDA, Community Food Projects • Dennis Lamm, Colorado State University, Western SARE • John Nelson USDA Risk Management Education

William Buchanan, USDA Risk Management Agency Outreach Program

Rick Lopez, USDA Farm Service Agency • Debra Tropp USDA, Agricultural Marketing Services • Pam Roy, Farm to Table, moderator

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

To find more information about the Southwest Marketing Network, please visit the website at swmarketingnetwork.org

New Farmers, New Opportunities • **Your Farming Enterprise: Plan your business and marketing**

Margaret Campos, Algo Nativo Farm, Embudo

Russ Tronstad, University of Arizona

Tawnya Laveta, Farm to Table, moderator

Policy and Progress • **Southwest Policy Roundtable : Planning for the Future Working Session**

Pam Roy, NM Food & Agriculture Policy Council, moderator

Lunch Presentation, Closing Comments and Reflections on the Conference

12:15 - 2:00

Jim Dyer, Southwest Marketing Network

Anthony Flaccavento, Appalachian Sustainable Development

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 with a “poster session” or other means, please indicate by checking the box on the Registration Form.

You will be provided with a 6-foot-long 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](tel:505-473-1004)

Register Early!

Space and scholarships are limited.
Reserve your room by April 14.
See pages 10-11.

Scholarship Information

Scholarship requests must be received by April 14.

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 co-op, 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 along with the registration form:

- Name of group or project and contact information.
- Description of project (one paragraph).
- What do you hope to learn from this 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?
- How will you share the information from the Conference with others in your community?

A full scholarship consists of (1) two nights' lodging in the hotel (Monday and Tuesday nights), double occupancy. State your roommate preference and/or we will assign you a roommate, and (2) the conference fee of \$160, which includes breakfasts, lunches, and the Reception.

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

Thank you!

Special thanks: All of us involved in the Southwest Marketing Network would like to express our sincere gratitude to the USDA Risk Management Agency Outreach Program, USDA Risk Management Education, the USDA Farm Service Agency, the Western Sustainable Agriculture Research and Education Program, the USDA Community Food Project Program, and Winrock International for sponsoring this conference.

Also of special note: Thank you to Russ Tronstad, University of Arizona, for all your assistance with technology!

Registration Form

Make copies of this form for additional registrants.

Name _____

Organization Name _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

Fax _____ Email _____

Website _____

Registration Fee: \$160.

(There are additional fees for the tour, for the Policy Council Development Workshop, and for the Livestock Marketing Workshop.)

Please call the hotel for your room reservation before April 14. See page 2 for details. If you are applying for a full scholarship, we will reserve your hotel room.

YOU MAY REGISTER FOR ONLY ONE WORKSHOP OR TOUR FOR MONDAY.

Please check the parts of the conference and special events that you plan to attend:

Monday Tour and Workshops: please notice the differing time slots and fees

- Monday Tour • 9:00 to 5:00 (\$40)
(Sign up early for the tour, it's open to the first 45 participants)
- Farm to School, Meeting and Training Sessions • 1:00 to 5:00
- CFSC Policy Council Development Workshop • 9:00 to 5:00 • \$40 fee
- Livestock Marketing Workshop • 1:00 to 5:00pm • \$15 fee

Fees Due:	Registration \$160	_____
	Monday Tour \$40	_____
	Policy Council Development \$40	_____
	Livestock Marketing \$15	_____
	Total enclosed	_____

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 page 9). Call 505-473-1004 to discuss your requirements.
- I am applying for a scholarship. Return this form and your one page statement. (See page 10 for instructions.) **Do not call the hotel for a room reservation if applying for a full scholarship.**

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

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



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