



Southwest Marketing Network

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

Promoting Local Agricultural Marketing in the Southwest

5th Annual Conference

Flagstaff, Arizona • March 26, 27, & 28, 2007

Highlights of the Conference

Keynote Speaker

Anthony Flaccarvento 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. Co-op participants now sell their fresh, organic produce wholesale to major retail markets. Just as immersion is a keystone of his leadership style, so is his belief in teaching by peers. He organizes workshops and demonstration tours for farmers and foresters.

Anthony states, "We use our new networks not only to produce and sell products, but as effective vehicles for teaching the new skills and disseminating information. When, for instance, a farmer tries a new technique, we bring other farmers to his farm to learn from him. It's a hands-on approach, and much more effective than telling farmers to go to a web site." Anthony raises two acres of certified organic produce on a farm just outside Abingdon, Virginia. "Because I also farm and share in the risks and in the successes of our agricultural program, other growers see me as more of a peer."

Anthony holds a bachelor's degree in Agriculture and Ecology from the University of Kentucky and a master's degree in Rural Development from the University of Pittsburgh.

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, Colorado, Utah, and New Mexico.

Tour of Chino Valley sites

On Monday, there will be a tour of farm sites in the Chino Valley area. Once a thriving agricultural area, the Chino Valley region has changed radically in the last several years. Many of the farms in the area have turned these demographic changes into their advantage by developing direct market opportunities.

• *Burnin' Daylight Farm* is one of the stops. It is a mother-daughter team growing diversified vegetables and some livestock. They have developed many direct markets including the Prescott College Cafe and CSA, the farmers' market, and a farm stand. • *Whipstone Farm* is made up of extraordinary direct-farm marketers who will give a brief tour of their fields and talk about some of their farmers' market and value added marketing techniques. • *Lost Cabin Ranch* is a grassfed beef ranch as well as a garden that provides food through the year for the entire family. • *Granite Creek Winery* is a terrific example of agritourism. They have developed a vineyard and winery at the oldest homestead in the Chino Valley.

Workshops on Monday

Farm to Cafeteria—Regional Meeting and Working Session • Introduction to Good Agricultural Practices • Tribal Farmers' Market Development • Southwest Policy Roundtable • Field Agent Training in Alternative Marketing

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. The location is at the Radisson Woodlands Hotel in Flagstaff. The Southwest Marketing Network; its collaborating organizations; and the Center for Sustainable Environments, Northern Arizona University are the hosts of this conference.

Fees & Registration

The cost for the conference is \$150. There is an additional fee of \$25 for the Monday Tour. 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 8 and take care of it 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 the Radisson Woodlands at 1175 West Route 66 in Flagstaff at a rate of \$79 (plus tax) for single or double rooms. The last day to receive this rate is **March 18**. To make hotel reservations, **CALL THE RADISSON WOODLANDS DIRECTLY** AT 928-773-8888 or 800-333-3333 and let them know that you are part of the **Southwest Marketing Network Conference**. If you are requesting a scholarship, do not make a hotel room reservation.

DIRECTIONS TO THE HOTEL: From I-40, take Exit 195 north. The road becomes Milton. At the 5th light, near the University, turn left on Rt. 66. The Radisson is ½ mile on the left (1175 W. Route 66.)

Sponsors

USDA Risk Management Agency Outreach Program
 USDA Farm Service Agency
 Western Sustainable Agriculture Research and Education
 USDA Community Food Project Program
 Project for Public Spaces

Monday, March 26

Registration and conference check-in begins

10:00

Workshops

Farm to Cafeteria—Regional Meeting and Working Session

*Marion Kalb, Community Food Security Coalition • Lē Adams, Farm to Table
Craig Mapel, NM Department of Agriculture
Betsy Torres, Santa Fe Public Schools, Student Nutrition Services*

1:00 - 3:00

AND

Introduction to Good Agricultural Practices

*Lē Adams, Farm to Table • Craig Mapel, NM Department of Agriculture
Del Jimenez, NM State University, Cooperative Extension Service
Fred Martinez, Martinez Family Orchard*

3:15 - 5:00

OR

Tribal Farmers' Market Development

*Cindy Talamantes, Pojoaque Pueblo Farmers' Market • Felice Lucero, Pueblo
of San Felipe Farm Services Program • Tawnya Laveta, Farm to Table*

1:00 - 5:00

OR

Southwest Policy Roundtable

*Clark de Schweinitz, NM Task Force to End Hunger • Pam Roy, NM Food &
Agriculture Policy Council • Raquel Bournbonesque, Community Food Security Coalition*

3:00 - 5:00

OR

WSARE PDP Field Agent Training in Alternative Marketing

*Jim Dyer, Southwest Marketing Network
Teresa Maurer, National Center for Appropriate Technology
Dawn Thilmann, Colorado State University, Agriculture & Resource Economics*

1:00 - 4:00

OR

Regional Farms Tour: Prescott and Chino Valley Area

(There is an extra charge of \$25 for the tour.)

*Tammy Hinman, National Center for Appropriate Technology • Cory Rade & Shanti
Leinow-Rade, Whipstone Farm • Rebecca Routson, Lost Cabin Ranch • Carol Bigham &
Sunshine Reilly, Burnin' Daylight Farm • Robin and Kit Hoult, Granite Creek Vineyards*

11:00 - 5:30

Southwest Reception

5:30 - 7:00

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, March 27

7:00 - 8:00

Breakfast, Registration

8:30 - 10:00

Welcome: *Jim Dyer, Southwest Marketing Network • William Buchanan, USDA Risk Management Agency • Gilbert Yazzie, Dine Agriculture*

Intro: *Gary Nabhan, Center for Sustainable Environments, Northern Arizona University*

Keynote Address: *Anthony Flaccavento, Appalachian Sustainable Development*

10:30 - 11:45

Concurrent Sessions # 1

Alternative and Organic Marketing • **Four Corners Organic Marketing Part I: Marketing and Handlers Survey Results**

Nessa Richman, Organic Marketing Consultant • Lydia Oberholtzer, University of Georgia, USDA Economic Research • Russ Tronstad, University of Arizona Agriculture & Resource Economics • Katy Pepinsky, Growing Partners of SW Colorado • Jim Dyer, Southwest Marketing Network, moderator

Food Security and Resources combined • **Community Food Systems Projects: Success stories and tool box for organizational development, cultural diversity, and capacity building**

Anthony Flaccavento, Appalachian Sustainable Development • Keecha Harris, Harris and Associates • Loretta McGrath, Santa Fe Farmers' Market Institute, moderator

Southwest Food and Agriculture Policy • **Seeking the Balance: 2007 Farm Bill**

Teresa Maurer, National Center for Appropriate Technology • Alan Hunt, Northeast Midwest Institute • Pam Roy, NM Food & Agriculture Policy Council, moderator

Increasing Local Production and Marketing • **Production and Marketing of Dyes, Herbs, and Churro Sheep Products**

*Charles Martin, NMSU and NM Herb Growers Association
Roy Kady, Dine be iina, Inc.*

12:15 - 1:15

Lunch and USDA Programs

Jorge Comas, USDA Farm Service Agency

William Buchanan, USDA Risk Management Agency

1:45 - 3:00

Concurrent Sessions # 2

Alternative and Organic Marketing • **Four Corners Organic Marketing Part II: Organic meat processing and marketing**

*Jerry Zink, Sunnyside Meats • Richard and Linda Parry, Fox Fire Farms
Katy Pepinsky, Southwest Marketing Network • Jim Dyer, Southwest Marketing Network • Russ Tronstad, University of Arizona, Agriculture & Resource Economics
Nessa Richman, Organic Marketing Consultant
Lydia Oberholtzer, University of Georgia, USDA Economic Research, moderator*

Food Security • **Farmers' Market Best Practices**

*Cindy Talamantes, Los Alamos and Pojoaque Pueblo Farmers' Markets
Matt Kur-walski, Winrock International
Loretta McGrath, Santa Fe Farmers' Market Institute, moderator*

Resources, Skill Building and Business • **E-Commerce Western Style, Part I: Your On-Line E-Commerce Foundation; making sure your company has it right**

Jim Goodwin, Western Rural Development Center

Eric Hawley, Utah State University, Information Technology

Southwest Food and Agriculture Policy • **Land Use Planning: Farmland and working lands preservation; how to educate your community and policy makers**

Cecilia Rosacker-McCord, Rio Grande Agricultural Land Trust • Bonnie and Al

Gonzales, Village of Corrales, NM • Gary Nabhan, Center for Sustainable

Environments, NAU • Jeanne Trupiano, Land Trust in La Plata, CO, moderator

Increasing Local Production and Marketing • **Strategies for Direct Wholesale Marketing**

Tammy Hinman, National Center for Appropriate Technology

Jeff Biddle, Whole Foods Market • David Schaner, Schaner Farm, CA

Concurrent Sessions # 3

3:30 - 5:30

Alternative and Organic Marketing • **Four Corners Organic Marketing Part III: Selling through co-ops, local and regional distribution**

Lydia Oberholtzer, University of Georgia, USDA Economic Research, moderator

Robin Seydel, La Montanita Natural Foods Co-op • ShopNatural Co-op representative

Katy Pepinsky, Southwest Marketing Network • Jim Dyer, Southwest

Marketing Network • Nessa Richman, Organic Marketing Consultant

Russ Tronstad, University of Arizona, Agriculture & Resource Economics

Food Security • **Farmers' Market Programs that Benefit Communities: EBT, WIC, and Community Programs; challenges and successes**

Suzanne Briggs, Oregon Farmers' Marketing Association

Cindy Gentry, Community Food Connections

Laura Avery, Southland Farmers' Market Association

Resources, Skill Building and Business • **E-Commerce Western Style, Part II: No more boundaries; marketing and selling your company on-line everywhere**

Jim Goodwin, Western Rural Development Center

Eric Hawley, Utah State University, Information Technology

Southwest Food and Agriculture Policy • **Connecting Local, State, and Federal Policies: How they affect you**

Leslie Levine, National Conference of State Legislatures

Marion Kalb, Community Food Security Coalition

Pam Roy, Food & Agriculture Policy Council, moderator

Increasing Local Production & Marketing • **Developing Print Marketing Materials for your Farm Business**

Teresa Maurer, National Center for Appropriate Technology

John Ivanko, Rural Renaissance, Wisconsin

Neil Hannum, Creative Conspiracy, Durango, CO

Dinner on your own

This is the year
of the Farm Bill!
Learn how
you can make a
difference in the
nation's food
and farm
policies.

Agenda

Wednesday, March 28

7:00 - 8:00

Breakfast

7:45 - 8:15

WSARE PDP Project Meeting for Field Agents

Jim Dyer, Southwest Marketing Network

8:30 - 10 :00

Concurrent Sessions # 4

Alternative and Organic Marketing • Livestock Marketing From “Local” to “Grassfed” Part I: Creating a marketing plan for your operation

CJ Mucklow, Colorado State University, Cooperative Extension Service

Jerry Zink, Sunnyside Meats • Richard and Linda Parry, Fox Fire Farms

Tawnya Laveta, Southwest Grassfed Livestock Alliance, moderator

Food Security • Direct Marketing to Institutions and Partnerships with Farmers’ Markets

Suzanne Briggs, Kaiser Permanente

Laura Avery, Southland Farmers’ Market Association

Betsy Torres, Santa Fe Public Schools, Student Nutrition

Resources, Skill Building and Business • USDA Resources: Opportunities for USDA grant programs

Pam Roy, Farm to Table

James Turner, USDA Risk Management Agency Outreach Program

Jo Ann Warner, WA State University, Western Center for Risk Management Education

Jorge Comas, USDA Farm Service Agency

Southwest Food and Agriculture Policy • Energy Use in Food Systems and Climate Change

Michael Crimmins, University of Arizona, Climate Science Extension

Jim Dyer, Southwest Marketing Network

Increasing Local Production and Marketing • Insurance Opportunities for Small Scale Crop and Livestock Producers

Russ Tronstad, University of Arizona, Agriculture & Resource Economics

Dick Mansfield, USDA Risk Management Agency

Trent Teegerstrom, University of Arizona, Agriculture & Resource Economics

10:30 - 11:45

Concurrent Sessions # 5

Alternative and Organic Marketing • Livestock Marketing From “Local” to “Grassfed” Part II: Success stories from the southwest, roundtable, and networking

Jerry Zink, Sunnyside Meats • Richard and Linda Parry, Fox Fire Farms

Steven Romero, Rio Culebra Agricultural Co-op

CJ Mucklow, Colorado State University, Cooperative Extension Service

Representatives from Dine Agriculture Inc.

Tawnya Laveta, Southwest Grassfed Livestock Alliance, 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

Food Security • The Farm to College Connection: Farm to cafeteria and campus farms panel discussion

Molly Beverly, Prescott College Food Service
Tim Crews, Wolfberry Farm at Prescott College
Ciena Schlaefli, NMSU OASIS Farm • Fort Lewis College Representative
Tammy Hinman, National Center for Appropriate Technology, moderator

Resources, Skill Building and Business • Doing Your Finances: Budgeting and pricing for your farm or ranch operation

Jim Libbin, NM State University, Agricultural Economics & Business
Linda Yardley, National FSA American Indian Credit Outreach Initiative
Craig Mapel, NM Department of Agriculture, moderator

Southwest Food and Agriculture Policy • Ending Rural Food Gaps: Food outlet development in underserved areas

Kami Pothukuchi, Wayne State University
Lynda Prim, Dixon Cooperative Market
Leslie Levine, National Conference of State Legislatures
Pam Roy, NM Food & Agricultural Policy Council, moderator

Increasing Local Production and Marketing • Native Food Ways for Health and Healing

Laurie Monti, Christensen Fund • Ramona Antone-Nez, Native Food Ways
Louise Benally, Native Food Ways • Valencia Herder, Native Food Ways

Lunch Presentation, Conference Wrap-up and Closing Remarks

Jim Dyer and other speakers

12:15 - 2:00

Register Early!

Space and scholarships are limited. Reserve your room by 3/18. See pages 8-9.

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-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)

Scholarship Information

Scholarship requests must be received by Tuesday, March 13.

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?

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.**

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, the USDA Farm Service Agency, the Western Sustainable Agriculture Research and Education Program, the USDA Community Food Project Program, and Project for Public Spaces for sponsoring this conference.

Also of special note: Thank you to Russ Tronstad, University of Arizona and everyone at the Center for Sustainable Environments, Northern Arizona University.

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. Additional fee of \$25 for tour.

Please call the hotel for your room reservation before **March 18**. See page 2 for details.
If you are applying for a scholarship, we will reserve your hotel room.

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

- Monday Tour • 11:30am to 5:30pm (\$25)
(Sign up early for the tour, it's open to the first 45 participants)

Monday Workshops: please notice the differing time slots

- Farm to Cafeteria, Meeting and Session • 1:00 to 3:00pm
- Intro to Good Agricultural Practices • 3:15 to 5:00pm
- Tribal Farmers' Market Development • 1:00 to 5:00pm
- Southwest Policy Roundtable • 3 to 5:00pm
- Field Agent Training in Alternative Marketing • 1:00 to 4:00 pm

Fees Due:	Registration \$150	_____
	Monday Tour \$25	_____
	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 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 page 8 for instructions.) **Do not call the hotel for a room reservation if applying for a scholarship.**

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**



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



Southwest Marketing Network

5th Annual Conference

Flagstaff, Arizona
March 26, 27, & 28, 2007