



# Southwest Marketing Network

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

*Promoting Local Agricultural Marketing in the Southwest*

## 3<sup>rd</sup> Annual Conference

Albuquerque, New Mexico

March 13, 14 and 15, 2005

### Highlights of the Conference

#### Keynote Speakers

Ricardo Salvador, Iowa State University • *Building & Sustaining Local & Regional Food Systems*

Ross Davidson and Alesia Swan, USDA Risk Management Agency Outreach

Deborah Madison, cookbook author and food enthusiast

Please join these and 70 other speakers, all noted experts in the fields of farming, ranching, marketing, fundraising, farmer's markets, policy, and much more.

#### Special Events

**Saturday, March 12, 2005, 10 A.M. to 6 P.M.** • *Food Sovereignty for Native Communities*. This workshop will provide an introduction to the broader food security movement as well as an examination of food security in Indian Country. Using the Food Sovereignty Assessment Tool as a basis, we will perform exercises that will demonstrate how a food assessment might be useful in your community, and how it can be used to build support for food systems and agricultural enterprises. We will also hear stories from several communities about their efforts in undertaking food sovereignty assessments.

This tool and workshop are designed to help rural Native communities discover paths to future cultural and physical health, economic sustainability, and food security. This workshop is a production of First Nations Development Institute.

**Sunday, March 13, 2005** • There will be five workshops as part of the conference.

**Tuesday, March 15, 2005** • We will have a tour from 1:45 P.M. to 5:30 P.M. in the Albuquerque area, highlighting local farms and farm businesses.

#### Special Thanks

All of us involved in the Southwest Marketing Network would like to express our sincere gratitude to our major funders, the W. K. Kellogg Foundation and the United States Department of Agriculture, Risk Management Agency Outreach. Other funders of the conference include USDA Community Food Projects and New Mexico State University. Also of special note: thank you to Jeff Bater, NMSU Cooperative Extension and Russ Tronstad, University of Arizona for electronic equipment assistance.

# 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 Sheraton Old Town in Albuquerque, New Mexico was recently renovated and is nestled in the heart of the historic Old Town Plaza and museum district. The hotel defines “Albuquerque style,” a unique blend of New Mexico’s Native American, Spanish and Western cultural influences. Located at 800 Rio Grande Blvd, NW. The Southwest Marketing Network, its collaborating organizations, and USDA Risk Management Agency Outreach are the hosts of this conference.

## Fees & Registration

The cost for the conference is \$130. There is an additional fee of \$10 for a Sunday Workshop and \$10 for the Tuesday 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 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 Sheraton Old Town at a rate of \$75 (plus tax) for single or double rooms. The last day to receive this rate is **February 28**. To make hotel reservations, call the Sheraton Old Town directly at 505-843-6300, 877-901-7666, or fax 505-842-9863 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 the intersection of I-25 and I-40 in Albuquerque, go west on I-40. Take Rio Grande exit south from Interstate 40. The hotel is one block south of Mountain Road, at Bellamah and Rio Grande Blvd, on the east side of Rio Grande Blvd.

# Agenda

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**Saturday, March 12**

10:00 - 6:00

**Sunday, March 13**

10:00 - 12:00

1:30 - 4:30

## Workshop

Food Sovereignty for Native Communities (See note on page 1)

## Regional Meetings

Heifer International  
Arizona Farmers' Direct Marketing Association (10:30)

## Workshops

### Agricultural Tourism, Building your Business

*Russ Tronstad, University of Arizona*  
*Dave Sharpe, Montana State University*  
*Osamu Hoshino, Japanese Market Tourism*  
*Penny & Armin Rembe, Los Poblanos Inn & Conference Center*

### Selling to Schools, Institutions, Restaurants and More

*Kristen Markley, Community Food Security Coalition*  
*(speakers to be announced)*

### Grass-Fed Livestock Production

*Dennis Lamm, Colorado State University*  
*Jan Holder, Ervin's Grassfed Beef*  
*Dawn Thilmany, Colorado State University*  
*Tom Schultz, Washington State University*  
*Fred DuBray, Intertribal Bison Cooperative*

### Youth in Agriculture: Options and Opportunities

*Le Adams, Farm to Table, Farm to School*  
*Luke Reed, Santa Fe Indian School*  
*Indio Hispano Academy of Agricultural Arts & Sciences*  
*E-Plaza (speakers to be announced)*

### Policy From the Ground Up

*Pam Roy, Farm to Table*  
*Mark Winne, Mark Winne Associates*  
*Tom Forster, Community Food Security Coalition*  
*John Kelly, Congressional Hunger Center*  
*Cindy Gentry, Community Food Connections*  
*Alicia Bell-Sheeter, First Nations Development Institute*  
*Richard Sparks, Utah Department of Agriculture & Food*  
*Jim Dyer, 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

## Southwest Reception

5:00 - 7:00

# Agenda

**Monday, March 14**

7:00 - 8:00

## Breakfast

8:30

**Plenary Session:** Opening, *Jim Dyer, National Center for Appropriate Technology*  
Keynote Address: “Building and Sustaining Local and Regional Food Systems”  
*Ricardo Salvador, Iowa State University*

10:30 - 11:45

## Concurrent Sessions

### 1. Alternative Marketing Opportunities

Farm to Cafeteria: Success Stories

*Kristen Markley, Community Food Security Coalition • Other speakers to be announced*

### 2. Boosting Production and Processing

Specialty Crops for New Markets

*Frank Stonaker, Colorado State University*

*Ron Walsler, Cooperative Extension, Alcalde • Steve Peters, Seeds of Change*

### 3. Marketing Approaches

Buy Local Campaigns in the Southwest

*Jim Dyer, National Center for Appropriate Technology • Catherine Freeman &*

*Gary Nabhan, Center for Sustainable Environments, NAU • Ed Avalos, NM*

*Department of Agriculture • Richard Sparks, Utah Department of Agriculture & Food*

*Colorado Division of Markets (speaker to be announced)*

### 4. Business Tools

Business Planning & Financing your Operation

*Russ Tronstad, University of Arizona • Jan Holder, Ervin's Grassfed Beef*

*Dawn Thilmany, Colorado State University • Trent Teegerstrom, University of Arizona*

### 5. Food Systems & Policy

Out With the Bad and in With the Good: New Directions for Food and Agriculture Policy

*Pam Roy, Farm to Table • Mark Winne, Mark Winne Associates • Tom Forster,*

*Community Food Security Coalition • John Kelly, Congressional Hunger Center*

*Senator Jeff Bingaman's Office (speaker to be announced) • Representative Tom Udall*

*(invited) • NM Agriculture Secretary Miley Gonzales (invited)*

12:15 - 1:15

## Lunch

USDA, Risk Management Agency Outreach, Ross Davidson and Alesia Swan

1:45 - 3:00

## Concurrent Sessions

### 1. Alternative Marketing Opportunities

Creative Approaches to Community-Supported Agriculture (CSA)

*Teresa Maurer, National Center for Appropriate Technology • Connie Falk,*

*New Mexico State University OASIS • David Lynch, Guidestone Farm*

### 2. Boosting Production & Processing

Alternative Livestock Products

*Dennis Lamm, Colorado State University*

*Patrice & Les Harrison-Inglis, Sweetwoods Dairy*

*Monte Fastnacht, Lamonts Wild West Buffalo • Steve Warshawer, Beneficial Farm*

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



### 3. Marketing Approaches

Developing Conservation Values on your Farm or Ranch

*Jim Dyer, National Center for Appropriate Technology • Courtney White, Quivira Coalition • Dan Imhoff, Wild Farm Alliance & Watershed Media • Jim Howell, Howell Ranch & Del Cerro Textiles Gary Nabhan, Center for Sustainable Environments, NAU*

### 4. Business Tools

Finding your Niche in the Marketplace: Scaling Up

*Russ Tronstad, University of Arizona • Dennis Moroney, CrossU Ranch Margaret Campos, Algo Nativo*

### 5. Food Systems and Policy

Health & Agriculture: Are They Working Together?

*Pam Roy, Farm to Table • Mark Winne, Mark Winne Associates Kari Bachman, New Mexico State University • Wenda Trevathan, New Mexico State University • Leslie Mikkelsen, Prevention Institute*

### Concurrent Sessions

#### 1. Alternative Marketing Opportunities

Community Farmers' Markets: Community Models that Benefit the Public and Enhance the Farming Economy

*Cindy Gentry, Community Food Connections • Bonnie Gonzales, Corrales Farm Education and Marketing • Johanna Divine, Flagstaff Community Market Deborah Madison, Author • Kelly Watters, Tucson Food Bank Market*

#### 2. Boosting Production & Processing

Renewing America's Food Traditions.

*Gary Nabhan, Center for Sustainable Environments, NAU (speakers to be announced)*

#### 3. Marketing Approaches

Marketing the Conservation Values of your Farm or Ranch

*Jim Dyer, National Center for Appropriate Technology Courtney White, Quivira Coalition • Jim Howell, Howell Ranch & Del Cerro Textiles Dan Imhoff, Wild Farm Alliance & Watershed Media Catherine Freeman, Center for Sustainable Environments, NAU*

#### 4. Business Tools

Product Development and Pricing

*Russ Tronstad, University of Arizona • Penny & Armin Rembe, Los Poblanos Inn & Conference Center • Dawn Thilmany, Colorado State University Monte Fastnacht, Lamonts Wild West Buffalo*

#### 5. Food Systems & Policy

Environment & Agriculture: Where Shall the Twain Meet?

*Pam Roy, Farm to Table • Mark Winne, Mark Winne Associates • Gerald Chacon, New Mexico Cooperative Extension • John O'Connell, New Mexico Environment Department • Heather Anderson, New Mexico Environmental Law Center*

**Dinner on your own**



3:30 - 5:00

### 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

**Tuesday, March 15**

7:00 - 8:00

**Breakfast**

8:00 - 9:00

**Plenary**, Making Food Local and Sustainable, *Deborah Madison*

9:00 - 10:00

**Concurrent Sessions**

**1. Alternative Marketing Opportunities**

E-Commerce

*Dennis Lamm, Colorado State University • Ed Page, Cooperative Extension, Montrose*

*Karen Biers, Utah State University Extension*

**2. Boosting Production and Processing**

Value-Added Wool

*Jim Dyer, National Center for Appropriate Technology • Daniela Howell, Howell Ranch*

*• Del Cerro Textiles • Pam Dyer, Dyers Wool*

**3. Marketing Approaches**

Transitioning to Organic and Beyond

*Teresa Maurer, National Center for Appropriate Technology • Joanie Quinn,*

*New Mexico Organic Commodity Commission • Tom Delehanty, Pollo Real*

**4. Business Tools**

Advantages to Preparing your “Schedule F”

*Russ Tronstad, University of Arizona • Prunell Charley, National FSA American Indian*

*Credit Outreach Initiative • Connie Skinner, USDA, Farm Service Agency*

*Ruby Ward, Utah State University*

**5. Food Systems & Policy**

Public Education and Policy: Telling Your Story

*Pam Roy, Farm to Table • Mark Winne, Mark Winne Associates*

10:30 - 11:45

**Concurrent Sessions**

**1. Alternative Marketing Opportunities**

Farmers’ Market Rapid Assessment

*Esther Kovari & Sarah Grant, New Mexico Farmers’ Marketing Association*

**2. Boosting Production & Processing**

Alternative Meat Processing

*Dennis Lamm, Colorado State University • Sam Montoya, Pueblo of Sandia*

*Tom Delehanty, Pollo Real • Antonio Manzanares, Shepherd’s Lamb*

**3. Marketing Approaches**

Ag-Tourism: Marketing your Business & Customer Service

*Russ Tronstad, University of Arizona • Dave Sharpe, Montana State University*

*Tanya Critchfield, Los Poblanos Inn & Conference Center*

**4. Business Tools**

Land Resources for New Farmers

*Le Adams, Farm to Table, Farm to School • Eric Biderman, Fat Duck Farm*

**5. Food Systems & Policy**

The Big Policy Roundup

*Pam Roy, Farm to Table • Mark Winne, Mark Winne Associates • Cindy Gentry,*

*Community Food Connections • Tom Forster, Community Food Security Coalition*

12:15-1:15

**Lunch Presentation**, Conference Wrap-up and Closing Remarks,

*Jim Dyer and others*

1:45-5:30

**Tour** of farms and farm businesses in the Albuquerque area. (Must register.)

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, 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: \$130.00. \$10 additional fee for workshop or tour

Please call the hotel for your room reservation before Feb. 28. 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:

Saturday Workshop  Yes  No

Tuesday Tour  Yes  No

(Sign up early for the tour, it's open to the first 100 participants.)

### Sunday Workshops—please check off only one

- Ag-Tourism: Building your Business
- Selling to Schools, Institutions, Restaurants and More
- Grass-Fed Livestock Production Processing & Marketing
- Youth in Agriculture
- Southwest Community Food & Agriculture Policy

<b>Fees Due:</b>	<b>Registration \$130</b>	_____
	<b>Sunday Workshop \$10</b>	_____
	<b>Tuesday Tour \$10</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 Feb 28.*

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 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 \$130, which includes breakfasts, lunches, and the Reception, and (3) upon special request, fees for workshop, tour and/or a modest travel stipend.

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

Non-Profit Org.  
U S Postage  
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Santa Fe, NM  
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**RETURN SERVICE  
REQUESTED**



Major funders of this project are  
the W. K. Kellogg Foundation and  
USDA, Risk Management Agency



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## 3<sup>rd</sup> Annual Conference

### Albuquerque, New Mexico

## March 13, 14 and 15, 2005

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