



Southwest Marketing Network

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

Promoting Local Ag Marketing in the Southwest

September 2002

Welcome to the Marketing Network!

Family-scale farmers and ranchers in our region often struggle to make a living in spite of their fascinating variety of products, their hard work, and their ability to cope with drought, heat waves, and early freezes. Marketing is often the weakest link—and in the Southwestern states, vast distances make getting help with marketing just one more challenge.

Yet some in our region are making it work—bringing pastured poultry, blue corn, tree-ripened peaches, grass-fed beef, bread from local flour, and more to local customers eager to buy direct from producers. Fresher and more interesting food; better communication between producer and consumer; fewer middlemen; better returns to the farmer and rancher; money circulating in the local economy—all are a result of local marketing.

These successes have been our inspiration for the Southwest Marketing Network. It can be done, but more producers need to know of these successes, and need the training, information, and other assistance to make it happen. The Network is focusing on those who need assistance the most: small-scale producers, those trying alternative products and production techniques, and minority producers.

Through successful local marketing, I hope we can bring financial sustainability to those committed to environmentally, socially, and culturally sustainable production.

The Network is based on the belief that once farmers and ranchers see successful examples of local marketing in the region, and if modest assistance is made available, they have the skills, ingenuity, and determination to make it work in their communities. The goal of the SW Marketing Network is to highlight the successes, provide the training, and point to the resources available to local groups.

What the Network becomes over time depends on who comes to the table. You all have an opportunity to become involved and guide this project—as farmers and ranchers, local food advocates, marketers, extension and other agents, teachers, researchers, students, funders, lenders, and, ultimately, consumers. We invite you to read on to learn more about this project, and get involved—tell us how you can help, how you would like to improve your marketing situation, and what assistance you need most. Again, welcome to the SW Marketing Network!

Jim Dyer, Project Director

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.

SOUTHWEST MARKETING NETWORK STEERING COMMITTEE

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The SW Marketing Network in a Nutshell

Funding: Generous three-year support from the W.K. Kellogg Foundation's Food and Society Initiative, in addition to funds from the USDA Risk Management Agency and the National Center for Appropriate Technology (NCAT) have provided the means to start the Network. We all appreciate all this generosity. We are currently seeking additional support for unfunded portions of the project and for collaborations with local marketing groups.

Partners: The initial working collaborators are Farm to Table for newsletters, conference, and training work; the Wallace Center for survey, policy, and convening functions; the Western Rural Development Center for evaluation; and the National Center for Appropriate Technology for project coordination, website, resource database, and training.

Steering Committee and Collaborators: The Steering Committee members, listed to the left, are giving their time to help guide this project. We have people from each of the four project states representing many of the diverse groups of our region. This is only a beginning—the full representation of the region will consist of those of you who choose to become intimately involved in the Network activities.

Get Involved!

Do you have marketing expertise to offer that would help others? If so, in what areas?

Do you belong to, or work with an organization that should be involved?

RETURN this form if you wish to stay on the newsletter mailing list.

Please check below to indicate your interests in the Southwest Marketing Network Project.

- Annual Small Farm and Ranch Marketing Conference for the Four Corners states
- Workshops and group training sessions
- Planning sessions for region-wide activities to support local and regional marketing

Name _____ Organization or farm _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

E-mail _____ Producer _____ Other _____

Return to: Jim Dyer, Project Director, 2727 CR 134, Hesperus, CO 81326

What We Plan to Do & How You Can Get Involved

Survey: Groups in the region will soon be receiving a survey to determine the marketing assistance they are providing, and what additional assistance their members need. If your group receives a survey, please fill it out and return it; if you don't get one by October 15, send us your group's mailing address.

Quarterly Newsletter: Network news, meeting announcements, grant availability, marketing resources, and more. Fill out the above form to continue receiving the newsletter.

Annual Conference: A Small Farm and Ranch Marketing Conference will be held each year to provide training, regional planning, and opportunities to develop collaborations within the region. Attend the conference March 31-April 1, 2003, at the Doubletree Hotel, Durango, CO. See upcoming newsletters for more information.

Network Website: www.swmarketing.ncat.org
The spot to go to find out where to get the best marketing resources for the region—training guides, books, videos, resource people, meetings, funding groups, etc. We will be posting our own training modules on the site as well. A calendar of events, news, and extensive links will round out the site. (Currently under construction.)

Training Sessions: A wide variety of training sessions will be offered in alternative marketing, business management, leadership skills, and financing options. Sessions will be held at the annual conference and in local communities throughout the region in collaboration with regional agents and specialists. Let us know what training would help you most.

Research: This will examine how the region's geography, production patterns, policies, demographics, and cultural diversity provide both obstacles and opportunities for local marketing. (Not yet funded.)

Local Demonstration Projects: We will be meeting with groups of area producers to determine what their needs are, what resources are available to them, and how we might be able to assist them. We will highlight several projects in depth to serve as examples to other communities. If you have a local marketing project or are considering one, please contact us.

How to Contact Us: You may contact any Steering Committee member you know, use the Network website, or contact the Project Director directly: Jim Dyer, NCAT, 2727 CR 134, Hesperus, CO 81326. Tel: 970-588-2292, e-mail jadyer@frontier.net.

Farm to Table
3900 Paseo del Sol
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**RETURN SERVICE
REQUESTED**



The Southwest
Marketing Network

*Promoting
Local Ag Marketing
in the Southwest*

Mailing Address Line 1
Mailing Address Line 2
Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5

Calendar of Events

September 17-20, 2002 • USDA National Small Farm Conference, Albuquerque, NM

Contact: 505-852-2668 or www.cahe.nmsu.edu/small/farm

September 24-26, 2002 • SARE Conference, *Sustaining Western Landscapes, Lifestyles, and Livelihoods Through Agricultural Enterprise Diversification*, Sheridan, WY

Contact: Boyd Byelich 307-772-2015 or www.agdiversity.org

September 26-29, 2002 • Four Corners Small Farm Conference, Durango, CO

Contact: Flip Robyns at 970-247-1849 or e-mail Jim Dyer at jadyer@frontier.net

October 4-7, 2002 • Community Food Security Coalition Conference, Seattle, WA

Contact: 310-822-5410 or www.foodsecurity.org

October 18-20, 2002 • Bioneers Conference, San Rafael, CA

Contact: 877-246-6337 or www.bioneers.org

October 23-26, 2002 • *On the Road to Sustainable Agriculture—A National Conference from a Southern Perspective*, Raleigh, NC. Contact: 919-515-2261 or www.griffin.peachnet.edu/sare

February 6, 2003 • Colorado Produce Convention and Trade Show, Pueblo, CO

Contact: Frank Sobolik at 719-583-6566 or fsobolik@coop.ext.colostate.edu

February 7-8, 2003 • NM Organic Farming and Marketing Expo, Santa Fe, NM

Contact: 505-266-9849 or joan.quinn.nm.us

March 31, 2003 • Small Farm & Ranch Marketing Conference (Southwest Marketing Network), Durango, CO

Contact: 505-473-1004, pamelaroy@aol.com, or ladams@cybermesa.com