



Southwest Marketing Network

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

Promoting Local Agricultural Marketing in the Southwest

June 2005

A Snowy Albuquerque Welcomes the 3rd Annual SWMN Conference

The farmers and ranchers of the Southwest are no strangers to hard work—but they sure welcome some encouragement. And that is what they got at the 3rd Annual SWMN Conference. The snow piled up to help lessen the drought concerns and conference speakers revealed the growing interest for local food and fiber on the part of consumers and local communities.

It couldn't have been planned better—warm sunny weather to welcome the guests and then a surprise snowstorm to keep them together sharing concerns, strategies, and techniques on innovative marketing and building strong local food systems.

Over 245 people came, representing farmers, ranchers, government officials, extension agents, marketing specialists, local food activists, and more from the Four Corners states and Oklahoma. Our funders made it possible to assist over 70 scholarship recipients and to bring in over 70 speakers and session coordinators. SWMN staff and the Sheraton food service helped bring some of the region's best foods to the conference meals. We thank everyone—our funders, presenters, staff, local food suppliers, and participants—who made this conference possible.

Session topics were designed to meet the most pressing needs and best opportunities in our region. The resources from our session presenters and elsewhere are being added to the new "Marketing Topics" section of our website for all to access: www.swmarketing.ncat.org
Topics included:

- Agritourism, E-Commerce
- Youth in Agriculture, New Farmers
- Livestock—grassfed, adding value, alternative processing, and wool

- Crops—heritage and new crops alike
- Food and Agriculture Policy—local, state, and federal
- Selling to Schools and other Institutions
- Farmers' Markets, CSAs, Local Food Promotion, Organics
- Business Planning, Product Development, Business Tools
- Conservation Values on the Farm and Ranch

The more tangible outcomes from this conference are the new skills, understandings, resources, and contacts that we all gained. Perhaps just as important is the renewed hope—symbolized by the snowfall adding to our precious water supply—that we have the means and the opportunity to re-invigorate our local food and agriculture systems in the Southwest. And to do it in a way that is not only environmentally sound, but **restorative**—not only economically viable, but **rewarding**—not only socially just, but **nurturing**.

Jim Dyer
Southwest Marketing Network

To learn more:

- Hear from our Evaluator, page 8
- Find out about the conference funders, page 9
- Find more in-depth stories about conference sessions and other information throughout
- See the website as resources from the sessions are posted, www.swmarketing.ncat.org
- Stay tuned to the website and Newsletter for news on next year's conference.



Photos courtesy of James Goodwin, WRDC

Building and Sustaining Local and Regional Food Systems

The modern industrial food system is a wonder of logistics. It delivers foods from all parts of the world in convenient portions and packaging. It is important to recognize clear benefits of the system: it has freed a significant portion of the population from the drudgery involved in processing raw products and preparing meals three times a day. However, something else has happened: we think less about our food, because we don't have to, and we are not conscious about all the things our dollars endorse when we purchase ready-made food at a restaurant or grocery. Some of these effects are important. The diversity of foods that this system delivers is accessible only to those with the economic wherewithal to pay, because the absolute cost of industrial food is high, it has led to a health crisis resulting from massive portions and excessive amounts of refined oils, sugars and salts, and it has displaced thousands of food producers who are unable to participate at the scale of the global food system.

To respond to this phenomenon it is important to realize that there needn't be just one monolithic, global food system. There can be many co-existing food systems, and there is currently ample opportunity for local and regional food systems to fill the gaps that that industrial system has created. The first step is not to think of local and regional systems as "smaller versions" of the industrial system. That system has its own logic: year-round supply of products of consistent size and cosmetic quality and lowest-cost volume sales irrespective of point of origin and method of production. Local and regional systems can respond to the needs of an increasingly more aware populace that seeks food that is not only good to eat but good for the people who

produce it and handle it, and for the world in general. Competing on price is a dangerous slippery slope, but providing and justifying the value of wholesome, socially and environmentally responsible food will respond to a growing segment of eaters who will not be satisfied with anonymous, non-descript embalmed food.

At present, US federal policies do not support, and in some cases undermine, local and regional food systems. However, it is clear that the false economies supported by subsidized fossil fuel and market-distorting schemes will gradually erode and crumble, and at such time policymakers and other decision-makers in the both public and private sectors will need viable alternatives for producing a reliable supply of high-quality, nutritious food. Farmers and other entrepreneurs who are currently experimenting with various schemes of local and regional food production and distribution can see themselves as empiricists and experimentalists. There will be many bad ideas about how to supply our nation with food when the industrial system confronts its internal contradictions, but those with tried and tested methods and results will have the advantage in demonstrating that local and regional food systems make sense, not due simply to moral arguments, but because they are better at providing good food, in good ways, for people in all parts of the food system.

Ricardo J. Salvador
Iowa State University

Editor's note: Ricardo Salvador was the keynote speaker at the 3rd Annual Southwest Marketing Network Conference held in Albuquerque, New Mexico. This is a brief distillation of his informative and entertaining presentation.

Creative Approaches Linking Communities, Families and Agriculture

In the session on creative approaches to Community Supported Agriculture, Connie Falk, New Mexico State University, Las Cruces, shared her experiences with the OASIS project which brought together college students, faculty, farmers and the community. Students participated in production, distribution of purchased shares, marketing, data collection and special projects on less than an acre of irrigated, organically certified land, gaining both credit and unique experience. “In 2004, on 1/10 acre, we produced 157 varieties of veggies, herbs and flowers which yielded more than 18,000 lbs!”

Connie explained, and showed data from the farm, as well as a series of beautiful slides of people and produce. “We’re also very happy to report that in 2005, the class has become part of the general education curriculum at NMSU.”

David Lynch of Guidestone Farm, Loveland, Colorado, led us on a visual tour of his 150 acre farm and educational center, which includes a CSA farm, cow-shares which allow customers to purchase shares of raw milk, and many other enterprises featuring meats, dairy products, eggs and honey. “CSA brings together community members, farmers and agricultural land in a relationship of mutual support based on an annual commitment to one another. It also provides a setting for adults and children alike to learn about the cycles of farming and what it takes to produce a healthy, wholesome food source”, he said, and showed his own family and friends participating in the farm. He mentioned the challenges, including the enormous energy it takes to court and retain a farm membership, the reliance on a variety of marketing strategies and the tendency for CSA farmers to exploit themselves, offering more, not less of everything. David also talked about his work to change state policies related to raw milk. More about Guidestone Farm is available at www.stewardshipcommunity.org.

Community support can also include the support of public agencies. Joanie Quinn, New Mexico Organic Commodity Commission, showed some of the ways in which the state of New Mexico has helped organic production in that state grow from \$9 million in 1990 to \$18 million in 2002. She outlined some of the barriers that producers face in transitioning to organic, and explained how workshops, publications and partnerships for technical assistance have helped to address some of those barriers. Joanie also shared the “New Mexico Organic Producer Marketing Guide” and examples of

directories distributed by the commission, which have helped to link consumers, farmers, processors and retailers. These are available online at: www.nmocc.state.nm.us

A presentation on Pollo Real, a certified organic pastured poultry farm in Socorro, NM, brought 6th generation farmer Tom Delehanty, his wife Tracey and their children Shayna and Griffin to the front of the conference room. The family assisted with and commented on Tom’s presentation, which featured the development (over 20 years) of a system on their farm within city limits that builds soils, preserves water, creates jobs and produces high quality meat and eggs for their region. “I think it’s important to bring children into the process early—we had our children involved in production, collecting eggs and egg money from a very young age.” Tom’s enthusiasm and willingness to share details of his production and economics was a very special feature of the presentation and he passed out postcards featuring his farm and the website where people can learn more: www.polloreal.com.

Community members and participants in other farmers’ markets can really be a valuable asset in evaluating and improving a local farmers’ market. Representing the New Mexico Farmers’ Marketing Association, Esther Kovari’s talk on “Farmers Market Rapid Assessment” began with a demonstration of a flip chart exercise to show how customers could be asked 3 simple but carefully defined questions as they enter their farmers’ market and in a few seconds of placing dots on choices, provide some valuable feedback to market managers. Esther explained dot surveys, customer count, how an assessment team works and how these tools can help market managers make better use of their time and money. She referred to an excellent “how to” article which can be found at:

<http://www.ruralroots.org/RMA/ToolsforRMA.pdf>. Best of all, Esther shared some reports from regional New Mexico markets so that participants could see the results of an actual market assessment. As a final note, I was delighted several weeks later to see that my market in my home town actually was using the dot survey technique!

Teresa Maurer
National Center for Appropriate Technology

Livestock Sessions at SWMN

WOW! What a line up of speakers we had for the livestock sector of the SWMN conference. Topics addressed included grass-fed production, alternative livestock products, alternative meat processing and finally, but not least, e-commerce.

Jan Holder of Ervin's Grassfed Beef (www.ervins.com) from Safford, AZ, began by sharing experiences in their business with matching animal genetics with the environment, educating consumers about taste differences compared with grainfed beef, partnering with others to have enough supply, and marketing the product. The market share of natural/organic beef and other foods has been exponential and provides lots of opportunities.

Fred DuBray, Executive Director of the Intertribal Bison Cooperative (www.intertribalbison.org) located in Rapid City, SD, gave an overview of re-establishing bison on tribal lands. They are working with numerous tribes in more than 15 states to produce grassfed bison for sale to the public at large and also back to the tribal populations as a healthy food source. He believes raising their own food such as grassfed bison is a healthier choice than government supplied foodstuffs. However, harvesting and processing these animals is a considerable challenge and will be discussed later in this article.

Dawn Thilmany (Dawn.Thilmany@colostate.edu) of Colorado State University discussed the need for budgets as one plans for a grassfed operation. She presented a case study from southern Colorado where researchers examined enterprise budgets for different sized herds examining such things as whether to grow or purchase feed, raise or buy replacement stock, and determining the opportunity costs for land, labor and time. A second report described Colorado Homestead Ranches (www.homesteadbeef.com) which is a local cooperative of ranches in western Colorado producing and marketing their own naturally grazed beef with no antibiotics or hormones. After 8 years of operation, they have much experience in consumer segmentation, demographics, product positioning, and pricing.

Patrice Harrison-Ingles of Sweetwoods Dairy in Pena Blanca, NM, told us about their family operation where they are making artisanal sheep and goat cheeses which are sold locally. Sheep milk is purchased from a sheep dairy farm in southern Colorado while her goats are kidding. Her goatherd of mostly Saanen goats is 100 strong. Developing a family-sized operation which is economically viable has taken time and energy but has been well worth the effort.

Steve Warshawer of Beneficial Farm (www.beneficialfarm.com), located southeast of Santa Fe, NM, has a CSA with numerous enterprises. For the past 10 years the CSA farm has provided vegetables to more than 100 families each year through a payment plan and they have developed "Beneficial Eggs" which are the result of years of research to re-establish small flock egg production in the Southern Rockies. In addition, they sell grassfed beef and offer a working guest program, school programs, internships, and apprenticeships. Although Steve lives quite close to Albuquerque, he got to enjoy an extra night's stay due to the snow storm!

Monte Fastnacht of Lamont's Wild West Buffalo (www.lamontbuffalo.com), located near Bosque Farms, NM, has a diversified operation where they sell their home raised buffalo meat through a mail order business and also offer stagecoach rides and buffalo hunts on their property. A catchy web site and a wild west approach has contributed to their success.

Sam Montoya of Sandia Pueblo, NM, shared his experiences with keeping an open mind and being flexible and adaptable as dynamics change. He had an opportunity to continue farming some land or grazing cattle and he chose the cattle enterprise. While prices did not always cooperate, he feels he made the right choice and has been able to protect the land and natural resource base with much lower input costs.

Tom Delehanty and his family operate Pollo Real (www.eatwild.com/products/newmexico.html), the largest organic pastured poultry system in the USA, near Socorro, NM. They have developed their operation to build soils, preserve water, create jobs, and produce high quality meat and eggs. They have established meat chickens, heritage turkeys and ducks, portable shelters, organic grains, processing, composting, packaging, distribution and marketing as part of their integrated operation. Tom was very proud of the fact his daughter had prepared his PowerPoint presentation!

Antonio Manzanares and his family operate Shepherd's Lamb (www.organiclamb.com) near Tierra Amarilla, NM. They offer certified organic, pasture-raised lamb for sale by phone, fax, and email, and sell whole, half or individual cuts at Farmers' Markets, to natural foods stores, and to restaurants in New Mexico. A big issue for them is to find a USDA inspected organic slaughtering facility because they have to haul their lambs great distances for harvesting.

This availability of processing, especially for organic livestock, is a concern voiced by individuals across the Southwest and other parts of the country. We heard from two speakers who are working to address this issue for their constituents.

Tom Schultz of Washington State University Cooperative Extension presented an overview of a state-of-the-art mobile meat processing unit which is in operation on Lopez Island in Washington state. It is operated by the Lopez Community Land Trust and is shown at (www.lopezclt.org/sard/mpu.html). It allows producer cooperative members to harvest cattle, hogs, sheep and goats on farm with USDA inspection capability. Because of the transportation challenges of being located on an island, producers, consumers and the community have all benefited from the availability of the unit. Several grants enabled the community to purchase the unit at reasonable cost. **Fred DuBray** of the Intertribal Bison Cooperative also discussed their use of a mobile meat processing unit which is currently stationary because of the logistics of getting around to bison herds scattered over great expanses of western landscape. However, they are pleased with its possibilities for the future.

Another aspect of the livestock production system is marketing products. Obviously, if an operation is to be sustainable, it needs to generate a revenue stream which results in long term profitability. **Karen Biers** of Utah State University, **Linda Gillmor** of Morgan Valley Lamb in Delta, UT, (www.morganvalleylamb.com), and **Ed Page**, Extension Agent from Montrose, CO, presented interesting work on how to set up a web site that is functional and effective. While time did not allow an in depth discussion, Linda shared many of her trials and tribulations as she developed her Morgan Valley web site. E-Commerce may be one of the most important opportunities for *profitable* livestock production and there are many considerations so do not hesitate to ask for professional advice.

In summary, the livestock sessions were very well attended which is a compliment to the quality of the speakers and the audience interest in the various topics. I encourage you to take advantage of the expertise of these speakers and to check out their web sites as appropriate. Best Wishes!

Dennis Lamm
Colorado State University

Commentary on the Southwest Marketing Network Policy Initiative

From March 13th to 15th of this year, attendees of the 3rd Annual Southwest Marketing Network Conference participated in several sessions that considered a wide range of food, nutrition, and agriculture policy issues facing the Southwest. They heard from presenters who addressed the federal government's role in determining our region's food security and the direction of agriculture, the emerging concern over the relation between health, agriculture and our food system, and the always lively debate between agricultural and environmental interests. In separate workshops, participants learned more about how they and the groups they represent can influence public policy—at the state, tribal and national levels. These sessions culminated with an open brainstorming session that identified a long list of policy issues that participants felt were important to them and were common to the entire Southwest region. During this final session participants gave some thought as to how these issues should be framed in order to communicate them to policy makers and the general public; what else we needed to know about these issues (e.g. research and analysis); and, what our next steps should be.

The **Southwest Policy Recommendations** summarize the participants' policy issues. They are organized into four categories: **New Markets, Farm Viability and Rural Development, Community Food and Nutrition, and Stewardship and Conservation**. None of these categories should be taken as rigid—they are admittedly a bit arbitrary in their construction—but should serve for the time being as a framework for grouping and sorting the issues. Neither should the issues be regarded as final. These lists are a beginning of a much longer and deeper discussion that we must all participate in if we hope to achieve the equitable and sustainable food system that we all want. The issues as agreed upon by the group are:

NEW MARKETS: Local preferences for purchase of federal commodities • More support for public institution purchase of local agriculture products • Sustain specialty crops funding • Fund farmers' market promotion program.

FARM VIABILITY AND RURAL DEVELOPMENT: Federal commodity recognition for smaller scale agriculture and crops • Sustain money for social science research • Definition of rural development to protect farming •

continued on page 6

Improve access to USDA resources for small, minority, limited resource farmers • Develop positive links between small processors and health departments • Promote access to land; support traditional land systems
COMMUNITY FOOD AND NUTRITION: Ability to use EBT at small farms and farmers' markets • Funding for WIC and FMNP (including seniors) • Better access to food in rural areas • Promote school programs that teach nutrition and health • Protect food & nutrition assistance money (e.g. the food stamp program)
STEWARDSHIP / CONSERVATION: Secure tax benefits for conservation easements; promote conservation easement innovation • Access to water for agriculture; more flexibility between municipal and agriculture water use; balance reciprocity and conservation • Conservation Security Program—improve implementation; more money; increase access; target smaller farmers—include social values • Smart Growth

All in all, the outcomes of these sessions gave everyone a rich menu for action. Glancing at the issues, you can see that they speak to many of the ways that government can influence – both positively and negatively – our food system. Whether it is providing more funding for sustainable farming research or anti-hunger programs; reallocating existing resources to increase the amount of locally produced food that goes to food commodity programs; changing regulations to assist, not hinder, smaller food producers; or improving the implementation of programs like the Conservation Security Program, participants gave voice to the ideas and values they believe government should embody.

So what do we do to put our ideas into action?

NUMBER ONE: Work together to achieve common policy goals. We should all strive to find common purpose with each other. For instance, those who work to end hunger should look for shared causes with family farm and sustainable farm advocates, and vice versa. Through the Southwest Marketing Network, we hope to forge those partnerships and help groups clarify their issues so that, as a large regional group, we can become a powerful force for change. As the old patriot said, “If we don’t hang together, we most assuredly will hang alone.”

NUMBER TWO: Build your issues from the ground-up. Organizing local, tribal, and state food policy councils or similar associations are the best ways we know to ferret out the policy opportunities, forge new alliances, and learn how government works. It is always easier to

understand policy when it affects you directly or when you see it in action in your own backyard. Working with others also helps you get a grasp of policy intricacies and what position you should take on an issue. And taking positions is important. As Jim Hightower said, “there’s nothing in the middle of the road except yellow lines and dead armadillos.” The SWMN can help you with your organizing efforts and will use its networking capabilities to build a regional policy agenda that we will use to influence national farm and food policy.

NUMBER THREE: Think Farm Bill. Pretty soon Congress will begin debating the reauthorization of the federal Farm Bill, which addresses commodity, conservation, and nutrition programs to name a few. This is perhaps our best opportunity to secure significant reform in the food, nutrition, and agriculture programs that will affect our region’s food system for years to come. As we work at the state and local levels to identify and develop policy issues, and to develop our organizational strength, we should continually bear in mind how we can bring those issues to the national level, particularly with the Farm Bill. This local and state work should include efforts to educate our own constituencies, the general public, state, local, and national policy makers including our US Representatives and Senators. We can’t wait on that education until a few months before Congress votes on a bill. We need to start now. Again, the SWMN, in cooperation with our national partners like the Community Food Security Coalition, will be working with you to identify common issues, frame common messages that we all can use to educate your decision makers, and alert you and your colleagues to the opportunities to take action.

Finally, we need to hear from you. The SWMN needs to know what issues are important to you, what your organizational needs are, and what you think we can do to help you. This is a two-way street: we can provide technical assistance, expertise about federal policy issues and opportunities, and an organizing framework to bring all our voices together. But you have to commit yourselves to the tasks of developing your own “policy literacy” and building your local connections and organizations. The future of the Southwest’s food system depends on it.

Mark Winne
New Mexico Food & Agriculture Policy Council

Editor’s note: Please be on the lookout for the next SWMN Newsletter, coming in the next month. It will be a special issue focused on many subjects in Policy.

The Future and Youth in Agriculture

This year at the annual conference we fulfilled a desire on the part of the Network to include the issues of youth in agriculture. To meet this goal there was a Sunday workshop on Youth in Agriculture and a session on Land Resources for New Farmers. There are many programs available in our region which strive to bring young people into a good relationship with the land. We highlighted four of those programs in the Youth Workshop.

Luke Reed, Kyra Lovato, and Gavin Mora of the Santa Fe Indian School gave presentations on their agricultural sciences and Native American agriculture education courses. This high school program has been working with the Food Sovereignty Assessment tool developed by First Nations Development Institute, collecting stories about their elders and food in their communities. Information includes sources of food, food preparation, food assistance, diet, health, and traditional food and farming traditions. The students are getting hands-on growing practice at various pueblos. They are learning how integral agriculture is to the lives of their communities. As heard from one student at the school: "If we can't plant corn, we can't pray."

Elliot Sachse of the Bernalillo County Extension told us about 4H programs available to students in the urban and suburban areas of Albuquerque. When asked, only one person in the audience had participated in 4H. This program of the Extension Service is geared toward agriculture, land stewardship, and leadership for youth. In this county's 4H there are 125 different projects, ranging from livestock judging practice, Kids & Kows & More, working in underserved communities, and much more. I encourage you to get involved with 4H in your community.

Johanna Divine made a presentation on the Flagstaff (Arizona) Youth Gardens and their progress. They started in 2003 and have expanded from 7 paid interns to 16. They have a small farm and a greenhouse. The Garden is now adding the 8 to 12 age range so that the older students have the opportunity to become mentors to the younger kids. They sell their produce at the farmers market and have a number of community events. This is a great example of an urban garden project, linking city kids with rural lives and livelihoods.

The Indio Hispano Academy of Agricultural Arts and Sciences was next and was presented by Felix Torres and Joseph Jaramillo. They farm in the South Valley (of

Albuquerque) and Isleta Pueblo. The Academy works to get youth back in touch with the agricultural roots of their land through sustainable projects. Some of the participants are court-assigned for community service, "doing farm time instead of jail time." They work in backyard gardens as well as large fields throughout the communities. They have a commercial kitchen to develop value-added products for year round income. Also, they work with other student groups such as the Rocky Mountain Youth Corps and the Tribal Civilian Conservation Corps from Arizona which had a number of the participants in attendance at the conference. The Academy is doing great things in our community, keep your eye on them!

More resources available regarding youth and agriculture can be found through: The Food Project, BLAST, e-plaza.org, Agriculture in the Classroom, Action for Healthy Kids, Give Kids Good Schools, Center for Ecoliteracy, LIFE curriculum, and many more places. Contact me for more information.

In Land Resources for New Farmers we heard from two young local farmers: Eric Biderman of Fat Duck Farm in Ribera, New Mexico grows vegetables, flowers (in association with other farmers) and eggs, has a 50 member CSA, employs interns, sells at the farmers' market and raises grassfed beef. He is developing relationships with the older generation of farmers from his area, who, like he, are concerned about the future of farming in our region. He is helping to curb this problem by leasing some of their lands for grazing. Keep in touch with the farm through www.fatduckfarm.com.

Monte Skarsgard of Los Poblanos Organics farms 8 acres that he leases from Los Poblanos Ranch. If we hadn't been hit by that great spring snowstorm, we would have been able to tour this farm site. Monte has a subscription-style year-round CSA and also sells through retail stores and restaurants. He is working quite a bit on marketing, including a logo, newsletter, ads, and the website www.lospoblanosorganics.com.

Both of these young farmers shared their histories and many details about land, land tenure, and leasing. There are many ways to acquire those necessary land resources. Our speakers helped us understand part of that picture.

Le Adams, Farm to Table

“The more tangible outcomes from this conference are the new skills, understandings, resources, and contacts that we all gained.”

Jim Dyer



Networking in progress.

All photos courtesy of James Goodwin, WRDC



Making his point.



The Reception.

So, how successful are we? The evaluator speaks

The Western Rural Development Center (Logan, Utah) evaluated the third Annual Southwest Marketing Network Conference held in Albuquerque, New Mexico in mid-March. More than 245 farmers, ranchers, university extension agents, service providers, non-profit and for profit business people, students and government officials attended. This year's gathering attracted well over one hundred new attendees, a robust 65% increase over 2004's successful conference in Flagstaff, Arizona.

Attendees hailed from 17 states. New Mexico comprised 32% of the attendees with Arizona bringing 20%, Colorado 16% and newcomer Oklahoma 17%. Attendees reported much satisfaction with this wide ranging conference that promotes expanded markets for Southwestern small-scale, alternative and minority agricultural producers. Over 70 national and regional experts presented 30 workshops ranging from “how to” production techniques to e-commerce; local, state and federal policy issues to co-op issues; food security to CSAs; farmers' markets to labeling. Additionally, five

distinct organizations also conducted networking meetings during the conference. New relationships were made and old ones were strengthened. Producers have seen their business enterprises improve because of the information gathered at the SWMN conferences. Practitioners and service organizations broadened their knowledge and relationships thereby increasing their effectiveness and outreach to their customers.

Those attending gave the conference organizers a thumbs up on the efficiency with which they ran the gathering, as well as the conference location and setting and the overall atmosphere created in Albuquerque. And the registrants valued the new relationships they created and the opportunity to strengthen existing ties. The speakers and workshops received high marks as well. In short, attendees received what they came for and are looking forward to next year's program.

Jim Goodwin
Western Rural Development Center

Eating Local Food Every Day

What would a farmer's and rancher's marketing conference be without the opportunity to eat the fruit of our labors? Again, the Southwest Marketing Network's annual conference in Albuquerque came up with a winning menu of fresh local food to feed its 245 participants. We started off with a reception on Sunday night and continued with breakfasts and lunches for the next two days. The chefs at the Sheraton skillfully wove in the local meats, cheeses and produce that we were able to provide from local producers into satisfying and abundant meals throughout the conference.

We would like to thank our providers:

Buffalo • Lamont's Wild West Buffalo, Peralta, NM

Lamb • Shepherd's Lamb, Tierra Amarilla, NM
New Mexico's first certified organic lamb producer.

Black Sheep Cheese & Ricotta Cheese • Sweetwoods Dairy, Pena Blanca, NM
Made by a local goat cheese maker who helps her Colorado sheep ranching neighbor by making sheep cheese while her goats are kidding.

Asiago Cheese & Feta Cheese • Tucumcari Cheese Factory, NM
The cow's milk feta recently won 4th place in a contest featuring over 1000 entries.

Eggs • Beneficial Farm, Rowe Mesa, NM

Salad Mix & Braising Mix • Monte Vista Organic Farm, La Mesilla, NM
A certified organic farm in the Espanola Valley.

Sprouts • Sungreen Living Foods, Santa Fe, NM
Four varieties of sprouts and wheatgrass keep this indoor-growing operation thriving.

Pinto Beans • Navajo Agricultural Project

Potatoes • Navajo Agricultural Project

Peanuts • Sunland Peanuts, Portales, NM
A cooperative packing shed used by many Portales area peanut farmers.

Pistachios • Pistachio Tree Ranch, Alamogordo, NM

Apples • Top of Texas Apples, Clovis, NM
Grown in eastern New Mexico.

Tangelos • McClendon's Select, Peoria, AZ.
Gourmet quality, tree-ripened and pesticide-free citrus fruit.

Root Beer • Red Foil Root Beer, Santa Fe, NM
Honey-sweetened root beer, crafted by Master Brewer Brad Kraus.

Le Adams
Farm to Table

Thanks to Our Funders and Friends!

Thanks to the USDA Risk Management Outreach Program, the W. K. Kellogg Foundation, and the USDA Community Food Projects Program for their incredible support of the Southwest Marketing Network Conference and our many programs. Their assistance enabled us to provide 70 scholarships to farmers, ranchers, and agriculture related organizations to attend the conference. Funding also helped to get our 70 speakers to the conference to offer their expertise. In addition, we are grateful for the collaborations of the Oklahoma Department of Agriculture for organizing and transporting 28 of our Oklahoman participants, the Community Food Security Coalition, First Nations Development Institute, the National Center for Appropriate Technology, The Western Rural Development Center, the University of Arizona, Colorado State University, New Mexico State University, and Mark Winne Associates for partnering on program development and implementation, providing scholarships and technical support, filming, and evaluation.

Pamela Roy, Farm to Table

We would also like to send much gratitude to Sarah Grant, independent produce broker and Craig Mapel, NM Department of Agriculture who helped to get local agricultural products to the conference. Despite that snowstorm and the standard fall harvest period, we can all do a lot to support our local farmers by eating as much local food every day as we can find. ¡Buen provecho!

Calendar of Events

The Arizona Farmers Direct Marketing Association will host its Summer Conference on July 18th in Prescott, Arizona. Some of the subjects are organic production and zoning in the rural/urban interface. Farm tours are included. Be in touch with Heather Houk at 928-350-1007 or the afdma.org website for more information.

Check out the SWMN website www.swmarketing.ncat.org for more calendar items.

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**



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



SOUTHWEST MARKETING NETWORK STEERING COMMITTEE

Jim Dyer, Project Director

NCAT, Four Corners Office
Hesperus, CO
970-588-2292
jadyer@frontier.net

Le Adams

Farm to Table, NM
505-473-1004
ladams@cybermesa.com

John Blueyes

*Navajo Nation Department
of Agriculture, Window Rock, AZ*
928-871-6605
john_b_87421@yahoo.com

Clayton Brascoupe

*Traditional Native American
Farmers Association, NM*
505-983-2172
cbrascoupe@yahoo.com

Kate Clancy

Consultant
klclancy@comcast.net

Dennis Lamm

*Colorado State University
College of Agricultural Sciences*
970-491-2074
Dennis.Lamm@colostate.edu

Teresa Maurer

*National Center for
Appropriate Technology*
479-442-9824
teresam@ncat.org

Lydia Oberholtzer

USDA, Economic Research Service
202-694-5486
loberholtzer@ers.usda.gov

Lynda Prim

The Farm Connection, NM
505-579-4386
lunalsfc@la-tierra.com

Pam Roy

Farm to Table, NM
505-473-1004
pamelaroy@aol.com

Russ Tronstad

*University of Arizona
Agricultural Resource Economics*
520-621-2425
tronstad@ag.arizona.edu

Evaluator

John Allen / James Goodwin

Western Rural Development Center
435-797-9732 / 435-797-7606
johna@ext.usu.edu

Newsletter Staff

Le Adams, *Farm to Table*
Pam Roy, *Farm to Table*
Calliope Shank, *Epic Muse Design*

