



# Southwest Marketing Network

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

*Promoting Local Agricultural Marketing in the Southwest*

January 2006

### 4th annual conference dates set

Save the date! Mark your calendars! The 4th Annual Southwest Marketing Network Conference is set for Grand Junction, Colorado on March 27-29, 2006. We have been busy organizing and making contacts with speakers to bring you the best conference yet! Do plan to come if you can make it.

There will be a keynote, 25 sessions, a half-day tour, as well as special networking and training meetings for two groups: folks working on or interested in Farm to Cafeteria activities and Extension agents and others signed up for specific professional development.

Some topics to be covered are: Planning a New Enterprise, Local Marketing, Farm to School, Guide to Certification, Nutrition Tools, Organizational Development, Value-Added Processing, the Farm Bill, Cattle ID Programs, Traditional Native Products, Marketing Identities, Assessing Risk, Policy Listening Session, Conservation Values, Rural Food Gap Projects, Co-ops, RAFT, Framing your Message, Agritourism, Regional Policy Organizing, Grants, and Budgeting & Setting Prices.

The tour will take place on the first day in the afternoon and will visit fruit production sites, a fruit packing business, and a winery. Keep posted on this one. After canceling the tour last year because of a Spring blizzard, we want to make this one really good!

Along with the two groups previously mentioned, this conference is open to all people in the Southwest

interested in agricultural marketing. A limited number of scholarships will be available. First priority will be given to those who send their request in early.

The program will be sent out in early February. If you don't see it, call 505-473-1004, email [ladams@cybermesa.com](mailto:ladams@cybermesa.com) or look up [www.swmarketing.ncat.org](http://www.swmarketing.ncat.org).

This issue of the newsletter is focusing on the many successes that have occurred in the Southwest in the recent past. Through the work of all of you, agricultural marketing, healthy eating and public awareness have all been strengthened. **Here's to the New Year!**

*Lē Adams  
Santa Fe, New Mexico*

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# The Southwest Marketing Network at four years

We just finished an assessment of our progress to date—almost four years now—and would like to share some accomplishments. We are very proud of these efforts, and thankful to all the funders, staff, and partners who made them possible, but we are also aware of all the work that we have yet to do. A few of the numerical totals reflecting our outreach over the last four years include:

- The Third Annual Conference was held in Albuquerque in March, 2005 with over 247 participants, representing a 46% increase over 2004. Attendees included an estimated 36% minorities and 73 scholarship recipients. Participants again reported high satisfaction with the networking and training opportunities that were made available. This represents a continual and significant increase in participation over the four project years which have seen 552 participants in total.
- A total of eleven SWMN Newsletter issues, each mailed out to roughly 3100 people, yielding a total

of 32,113 copies that were mailed over the last four years.

- Further improved SWMN website with additional marketing resources posted, new features to enhance user-friendliness, and about 2000 to 3000 visits each month at present—roughly twice last year's usage.
- A cumulative total of 4840 people involved in 123 training sessions over the four years.

Much more important than these numerical tallies, our surveys of conference participants have continued to show that you value the networking and training opportunities afforded, report increased understanding of local food systems, and indicate increased optimism about the future of your agricultural operations.

*Jim Dyer  
Hesperus, Colorado*



photo by Clay Ellis

# Roundup of Farm to School news in the region

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## Arizona

Flagstaff High School had a special pilot run of a snack program during their standardized testing period last Spring. The leadership of Tony Cullen, Principal, was the spark that got this short but well-received program off the ground. The pilot involved \$700 worth of Arizona carrots and apples and about 900 High School students.

Arizona has passed a ban on junk foods in school vending machines, but for grades K through 8th only. The Wellness Policy group is wrapping up a progressive policy that will be presented to the Flagstaff Unified School District Board on January 10th, with the input of Flagstaff Food Link (Johanna Divine.) Thanks to Paul Kulpinski, a school board member, it's looking positive for a vending machine junk food ban on all grades in that district, including high school.

David Schwake, Litchfield Park School District Food Service Director, continues to feed his schoolchildren well with good local food from four Arizona producers.

## Utah

In October, at the statewide Food Service Directors meeting, Gina Cornia of Utahns Against Hunger, made a presentation about farm to cafeteria and shared the "Linking Farms With Schools" publication of the Community Food Security Coalition with about 30 districts to help introduce them to the concept. It sounds like the Salt Lake City School District is already taking its first steps in the direction of providing local produce in school cafeterias.

Utah is another recipient of monies for the federal Fruit and Vegetable Snack Program. And take a look at what Congressional Hunger Fellow Larisa is working on (in the Fellows article.)

## Colorado

In SW CO, a subset of the Sustainability Policy Council formed a Farm to School working group in

February which Jim Dyer is leading. The group has participation from two local school districts, Fort Lewis College, non-profits, and producers. By August, this group was able to provide local meat, eggs, flour, and produce for an orientation breakfast for 700 school district staff members. Work continues on snack programs, wellness policies, and food procurement. Folks in the San Luis Valley are working on efforts in the world of farm to cafeteria as well.

## New Mexico

Great news! New Mexico has gotten word that it will be the recipient of \$1 Million to administer the federal Fruit and Vegetable Snack Program in our state. The money is administered by the Public Education Department and will flow to 25 out of our 800 schools.

Lē Adams of Farm to Table is in the second year of administering snack programs, this time in two Albuquerque schools. We have had many Northern New Mexico apples as well as other local fruits. In January we will start serving non-local fruits. There will be a few more months of Southern New Mexico apples and some snacks of dried fruit and NM nuts. It would sure be great to have snack programs in the summer school session when the variety of local fruits is the greatest. So far this school year, this program has brought over \$3400 to producers of local fruit.

Jim Dyer, Lē Adams, and Pam Roy of the SWMN have been jointly named as the Regional Lead Agency for Farm to School organizing by the Community Food Security Coalition. This involves data collection and meetings, such as the one we are planning during the SWMN Conference in March.

Find notes about the Competitive Foods rules and the school commodities program in the policy article.

*Lē Adams  
Santa Fe, New Mexico*

# Resources for the New Year from ATTRA

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As you plan your 2006 season, here are a few free resources which you may access by calling 1-800-346-9140 from 6 am- 6 pm Mountain time, OR through the ATTRA website at [www.attra.ncat.org](http://www.attra.ncat.org). ATTRA is the free national sustainable agriculture information service operated by the National Center for Appropriate Technology with funding from USDA-RBS.

**Agricultural Business Planning Templates and Resources:** [http://www.attra.ncat.org/attra-pub/agriculture\\_planning.html](http://www.attra.ncat.org/attra-pub/agriculture_planning.html)

Business planning is crucial to success for both new and established enterprises. Going through the planning process increases the chances for success and helps avoid costly mistakes. There is a great deal of information and assistance available for writing and using business plans in your farm enterprise. Every state has Small Business Development Centers and Cooperative Extension offices that offer such assistance, as do many state departments of agriculture and/or economic development agencies. However, many producers would like to have business plan examples as well as other types of information that are specific to agriculture. This resource list does not tell you how to write a business plan, but refers you to sources of business planning information and assistance that are most relevant to the smaller-scale or alternative agricultural entrepreneur.

**A Bilingual Resource on Agricultural Risk Management (either English or Spanish).**

The following resources are part of an English and Spanish participants' workbook available online at [http://www.attra.ncat.org/risk\\_management/rmgateway.html](http://www.attra.ncat.org/risk_management/rmgateway.html) or by calling the toll free line.

- Marketing Channel Tip Sheet: Food Service Jobber / Mayorista de Servicio de Alimentos
- Marketing Channel Tip Sheet: Terminal Markets/ Terminal de Mercados
- Marketing Channel Tip Sheet: Farmer's Markets, Roadside Stands, and CSAs
- Marketing Channel Tip Sheet: Restaurants / Mercado Directo al Consumidor

- Marketing Channel Tip Sheet: Independent and Small Grocery Stores / Tiendas de Abarrotes Equines y Independientes
- Golden Rules of Marketing/ Expanded Golden Rules of Marketing / La Regla de Oro del Mercadeo
- Ten Questions to Ask Before Signing a Contract/ Diez preguntas para hacer (y contestar) antes de firmar un contrato
- Cashflow Budgeting Spreadsheet / Presupuestos de Entradas / Salidas de Fondos

**Enterprise Budgets and Production Costs for Organic Production:** <http://www.attra.ncat.org/attra-pub/enterprisebudgets.html>

This resource list contains Internet-based sources of enterprise budgets and production cost information for organic production of horticultural and agronomic crops and for organic livestock enterprises. If you do not have Internet access, call the toll free line and we can send you copies through the mail.

**Grazing Contracts for Livestock:** [http://www.attra.ncat.org/attra-pub/grazing\\_contracts.html](http://www.attra.ncat.org/attra-pub/grazing_contracts.html)

Grazing livestock for other farmers is a way to make a land investment return additional dollars to the land owner. It requires knowledge of livestock, but more importantly, knowledge of how to make money from grass, and do it economically. This publication discusses some of the issues involved with contract grazing, including various classes of livestock, equipment, sample contracts, some of the economics to consider, and other resources available on the subject.

**Organic Agricultural Products: Marketing and Trade Resources (mini-CD) Produced by the Alternative Farming Systems Information Center and available through ATTRA.**

This mini-CD packs a big punch in a small package! It aims to document the range and depth of issues involved in marketing and trading organic agricultural

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products, using references to published data and information resources. The author, Mary Gold, who works for AFSIC at the National Ag Library, has done a great survey of information resources - from direct marketing to commercial retail sales. She strives to provide businesses and entrepreneurs with optimal information options and access regardless of their marketing budget. On a practical level, this guide provides an informational starting place for entrepreneurs who are considering an organic enterprise, and for producers of organic commodities who are researching potential markets and marketing schemes for their products. It also points to

tools that answer specific questions about market suppliers and outlets, market research and regulatory programs. The references were located by searching bibliographic and research databases; organizational, agency and commercial catalogs and Web sites; journals, newsletters and listservers; commercial directories; and other sources. You can use the CD without an Internet hookup, but if you have Internet, Mary's links will take you where you need to be!

*Teresa Maurer  
Fayetteville, Arkansas*

## Regional organic producers' resource guide

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The Organic Producers' Resource Guide to the Four Corners States is a newly released regional resource guide designed to help provide organic producers, and those interested in transitioning to organic agriculture, with contacts and other resources relative to organic production in Arizona, Colorado, New Mexico, and Utah. Being an organic producer, handler, processor, or distributor requires adopting a new language and a new network in which to operate. It is the goal of this guide to introduce some of that language, the organizations that work within the sector, and the people who are available to answer questions, perform research, and are the leaders in the organic movement in the Four Corners states.

The guide includes the latest information on the USDA's National Organic Program (rules, regulations, & certification); how to get started in, or transition to organic production; links to regional organic producer organizations; the names and contact information for regional certifying agencies; a list of reasons to become certified organic; regional resources: those that are educational, relative to marketing and business, and research related; testimonials/stories from organic farmers and ranchers in the Southwest Marketing Network; listings of regional and national analytical labs and services; appropriate regional Extension and NGO publications; and contact information for land grant university faculty in each of the Four Corners states

with expertise and/or interest in the production and marketing of organic products.

This project represents a strong collaborative effort to generate an important regional resource. It was developed in the spring of 2005 by Katy Pepinsky as part of her Masters' work at Colorado State University (CSU) under the guidance of Dr. Dennis Lamm, Dr. Dawn Thilmany, and Jim Dyer. Regional organic producers, land grant university and extension personnel, non-profit directors, and organic certifying agencies reviewed it in order to ensure only the most pertinent and up to date information was included. The Southwest Marketing Network (SWMN), Farm To Table, and the USDA Risk Management Agency Outreach Program funded the production and dissemination of the guide.

It can be accessed on the web at: [http://www.swmarketing.ncat.org/regional\\_organic\\_guide.html](http://www.swmarketing.ncat.org/regional_organic_guide.html).

When you use the guide, be sure to look over the listings for services in all four states to find those that might be closer to you geographically. Also, if you find information that is no longer current, if you want to be added as a resource, or if you have other feedback on the guide please e-mail Jim Dyer at [jadyer@frontier.net](mailto:jadyer@frontier.net).

*Katy Pepinsky  
Durango, Colorado*

# Congressional Hunger Fellows in the Southwest

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This year, four members of the Congressional Hunger Center's Bill Emerson National Hunger Fellowship Program have joined organizations in the Southwest to work on new and exciting food and nutrition projects. The Congressional Hunger Center is a national non-profit that works to fight hunger by developing leaders. In this fellowship program, twenty-four recent college graduates are placed throughout the country for six months at local and regional organizations. Starting in February, the fellows transition to Washington, DC, where they will work on national policy at organizations in our nation's capital for an additional six months. Here in the Southwest, Amanda Wagner is working at the Community Food Bank in Tucson, Arizona. Joseph Lee and Miles Patrie are working at Farm to Table in Santa Fe, New Mexico. Larisa Bowman and Cecilia Cardenas-Navia are working at Utahns Against Hunger in Salt Lake City, Utah.

**In Arizona,** Amanda is researching the feasibility and logistics of a subsidized CSA program for the Community Food Security Center at Tucson's Community Food Bank. The Community Harvest Program would be created in partnership with the Tucson CSA, and would aim to make CSA produce shares more affordable and accessible to seniors and those with disabilities living on a limited income while also supporting local, sustainable agriculture. This program would also be particularly beneficial to seniors given the probable loss of private funds in Arizona for the Senior Farmers Market Nutrition Program.

Amanda is also having conversations with community members about food needs, local foods and food security. These discussions will provide information on how community members currently think about food, access to good food and local food production. They are also a means of gaining feedback and ideas regarding food access and local food production from people who aren't usually included in the conversation. The themes, ideas and findings that result will be incorporated into the Community Food Security Center's strategic planning and long-term projects regarding food

security, food restoration and local food systems.

In addition to Amanda's work mentioned above, the Community Food Bank is co-sponsoring a photo exhibit with the Arizona Humanities Council entitled *Fields to Tables*. Through photos, historical and cultural stories, and contemporary interviews and literature, the exhibit honors and demonstrates how purchasing and preparing locally grown food can build community. In doing so, it creates a space for conversation and connection around local food production by many different members of the community. It is currently displayed at the Community Food Bank and will travel to various locations throughout Arizona in the coming year. For more information about the exhibit, contact Anita Fonte or Kelly Watters at the Community Food Bank, (520) 622-0525.

**In New Mexico,** Joseph and Miles are working on a Rural Food Gap Assessment for Farm to Table and the New Mexico Food and Agriculture Policy Council. Their project seeks to document and report on the difficulties rural communities in Northwestern New Mexico face in getting quality, affordable, and nutritious food. Specifically, the project is collecting data on the availability of transportation to sources of food, the comparative cost of food in rural areas, and the challenges faced by food and nutrition programs to deliver services to low-income New Mexicans. Research has indicated that access to affordable and nutritious food is linked to the health of those living in the community. For example, one recent national study found that higher produce prices are related to childhood obesity.

The project includes a price survey, interviews with community leaders, focus groups in four New Mexico counties, and a mapping project to map food sources throughout the region. The assessment will also include community-generated solutions, which will be used to promote coordination between service providers and to inform them regarding the development of new strategies to improve access to affordable and healthy food sources.

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**In Utah,** Larisa and Cecilia are working with Utahans Against Hunger on two projects.

Larisa is working with Salt Lake City schools to implement local wellness policies, as mandated by the 2004 Child Nutrition and WIC Reauthorization Act. As a wellness committee member in a low-income district, she is devising a comprehensive policy that addresses not only childhood obesity but also the high incidence of hunger and food insecurity. Her aim is to improve student access to healthy foods via regular school meals, a la carte lines, and vending machines. In addition, she is collaborating with an inner-city charter school to integrate wellness into its service learning-based curriculum through the development of a school garden and peer-mentoring program. Besides working directly with school districts, she recently authored a grant proposal on behalf of the Utah Action for Healthy Kids' Team. If awarded, the Utah Team will receive \$25,000 to assist school districts with the implementation of their wellness policies.

Cecilia is designing and implementing a community food security assessment in Ogden, Utah whose aim is to identify barriers to food access among low-income residents. This multilevel project consists of mapping both the resources and limitations of the community while building partnerships with community leaders and residents alike. In addition, Cecilia has devised a bilingual survey tool to collect quantitative data on local food purchasing, people's perceptions of their food system, and larger patterns of food insecurity within

Ogden. She has disseminated this survey to residents through local organizations (health and resource providers) and Head Start programs. Her objective is to generate interest and collaboration among residents and to ultimately offer policy recommendations for integration into future community food security projects and possible statewide legislation. By developing culturally sensitive and comprehensive assessment strategies, Cecilia is working to create meaningful community profiles that will address long-term goals while outlining practical solutions to more immediate food concerns.

Both Cecilia and Larisa are redesigning the website of Utahns Against Hunger and creating the non-profit's first quarterly e-newsletter. They are also hoping to write, design, and publish a "state of the state" booklet, describing anti-hunger and community food security work being done in Utah. This booklet will discuss the way that school wellness policies can contribute to a decrease in food insecurity and build stronger, healthier communities. Cecilia will address the utility of the community food security movement and include her assessment tools.

More information about the Congressional Hunger Fellowship is available from <http://www.hungercenter.org/>.

*Larisa Bowman, Cecilia Cardenas-Navia,  
Joseph Lee, Miles Patrie, and Amanda Wagner*  
**Congressional Hunger Fellows**



photo by Clay Ellis

# Food and agriculture policy in the Southwest

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Food and agriculture policy councils are popping up all across the country. Each unique to their region or state, they are mostly broad based groups of people from both the public and private sectors partnering to work on “food system” issues—all of the things that affect our food—production, transportation, marketing, hunger, environment and the list goes on. Here in the Southwest, organizations and agencies in Arizona, New Mexico, Utah, and Colorado have been working together to develop food and agriculture policy councils to more effectively work on policy issues that affect the Southwest such as the federal Farm Bill. Here are recent highlights:

## **The Colorado Food and Agriculture Policy**

**Council** held its first statewide meeting in August with close to 70 attendees, including representatives from federal and state food and nutrition agencies, the state Departments of Agriculture, Education and others, signifying a considerable increase in food and nutrition-related participation. A planning meeting of the advisory group is scheduled for February.

Colorado also has several regional food policy groups. The Sustainability Alliance of Southwest Colorado, SASCO, has selected a Board of Directors, is drafting bylaws, and plans to become a project of a local community non-profit which will serve as its fiscal agent. This group is looking at several aspects of sustainability, including food and agriculture and has started a Farm to School program as its first project.

The San Luis Valley Food and Agriculture Policy Council Forum is comprised of a diverse array of farmers, ranchers, policy makers, government workers, consumers and interested citizens. They are focused on the federal Farm Bill and want to encourage an incentive-based approach to assist farmers in conservation and the promotion of long-term farm sustainability and reliable and renewable energy.

**The Utah Food Council** is focusing on three priorities: 1) state legislation that will clarify current code giving

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Utah produced agricultural products priority in the state bidding process; 2) working with Utahns Against Hunger initiating legislation that would appropriate funds to purchase dairy products and eggs for emergency food pantries statewide; and, 3) the initiation of “farm to cafeteria”—connecting Utah farmers’ fresh fruits, vegetables and products to local schools, providing children with healthy local choices.

**The Arizona Food Policy Council** (AFPC) is a statewide collaborative effort that serves as a central unifying entity for the purposes of planning and evaluating programs and policies that affect hungry people and food security in the state. Most recently the AFPC conducted a survey of Food Policy Councils across the country to determine how Councils are best approaching barriers and solutions to food system issues. The results of the survey demonstrate two themes: 1) though the structure, mission, and visions of Councils may differ, all are dedicated to the ultimate goal of long-term food security and 2) all are dedicated to opening up lines of communication between agencies, decision makers, business, non-profits and educational institutions in order to achieve the end goal.

**The New Mexico Food and Agriculture Policy Council** (NMFAPC) is a broad based group of agencies and organizations currently focused on school nutrition,



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food security, expanding “farm to cafeteria” in the state, farmers’ market development, Tribal initiatives, soil and water conservation legislation, and enacting the “surface owners’ protection act”.

The NMFAPC played a lead role in the passage of a “competitive foods in the schools rule making” bill that provided a way for the public to have input on junk food sales in public schools. As many states are realizing this issue is politically and financially ‘hot’. Final rules will be made in January. In addition the NMFAPC encouraged the NM Association of Food Banks to partner with the School Food Service Commodities program in the purchase and transportation of New Mexico produce and products for school meals and for food banks to provide for low-income families and children. Through this private/public sector initiative they are requesting \$600,000 in state legislative funds.

On the federal level Utah and New Mexico were selected as new states to receive funding for the Fresh Fruit and Vegetable Program, each providing \$1 million worth of fresh fruits and vegetables for snacks to a minimum of

25 schools in each state in addition to the regular school meals. The Policy Councils in both states advocated for this program and hope to see its expansion in neighboring states next year.

Collectively all four states are working together on federal issues including increasing funding for the WIC and Senior Farmers’ Market Nutrition Programs, the Fresh Fruit and Vegetable Program, the Specialty Crop Act, and the Farmers’ Market Promotion Program.

*Pam Roy  
Santa Fe, New Mexico*

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### State Policy Council contacts:

**Arizona:** Cindy Gentry, 602-493-5231

**Colorado:** Jim Dyer, 970-588-2292

**New Mexico:** Pam Roy, 505-473-1004

**Utah:** Richard Sparks, 801-538-4913  
and Gina Cornia, 801-328-2561

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photo by Clay Ellis

## Organic supply and market analysis in the Four Corners

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Currently, there is no clear understanding of certified organic product supply in the Four Corners region, or of the opportunities for specific certified organic product market development within the region or beyond. A team of us from the states of Arizona (Russ Tronstad), Colorado (Jim Dyer, Katy Pepinsky and me), New Mexico (Pam Roy and Lē Adams) and Utah (Seth Winterton and Robert Newhall) along with some external experts (Nessa Richman and Lydia Oberholtzer) are leading a new research project funded by the Western Sustainable Agriculture Research & Education (WSARE) program. The project, titled “Supply and Market Analysis for Organic Producers in the Four Corner States,” is focused on developing a better understanding of the regionally-grown certified organic product market in the Four Corners states.

Specifically, the project hopes to evaluate the market potential for certified organic products from the region through a survey of certified organic producers in the region and a targeted series of expert interviews. We hope to answer supply-side questions including: What is being grown? How are products being marketed?

and What value-added and collective initiatives hold the most potential? On the demand side, we want to find answers to questions like: What regional products do regional consumers wish to buy? What premiums are they willing to pay? and Where do consumers prefer to make their certified organic product purchases?

The information we find will be widely disseminated to farmers, ranchers, non-profit leaders, and regional policymakers.

If you are the recipient of our survey, we hope you will take the time to complete and return it in the postage paid envelope. The more data we collect, the more valuable our results will be to producers and consumers.

Thanks in advance for your cooperation, and please do not hesitate to contact me if you have questions or need further clarification.

*Dennis Lamm, Ph.D., Project PI  
Fort Collins, Colorado*

970-491-2074 • [Dennis.Lamm@colostate.edu](mailto:Dennis.Lamm@colostate.edu)

## Certification considerations for agricultural producers

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Many agricultural producers are looking for ways to differentiate their product so that they can receive higher prices, obtain better market access, and experience less volatile price swings. In addition, consumers are demanding food products with attributes that cannot be observed by inspection or even verified after consumption. All of these factors have given rise to numerous labels, brands, and third-party certification strategies. But given the numerous certification and labeling programs available, how does one decide whether such a strategy should be pursued, and if so which one?

A new book entitled *Certification and Labeling Considerations for Agricultural Producers* (56 pp., full color, ISBN 0-9748669-1-1) by the Western Extension Marketing Committee is available that addresses these

questions. The book addresses these questions by providing general guidelines to producers on third-party certification programs in the context of current food industry trends, the number of widespread labels available, and the experiences of several enterprises.

The book may be ordered in printed form (\$5 + shipping for a single copy) or downloaded as a pdf document. A copy of *Western Profiles of Innovative Agricultural Marketing* may be bundled with this publication so that both can be purchased for \$10 + shipping (\$5 savings). Please phone 1-877-763-5315 toll free to receive this special pricing or visit <http://ag.arizona.edu/arec/wemc/> for more information on these publications.

*Russ Tronstad  
Tucson, Arizona*

# Calendar of Events

**January 12-14, 2006** • The Quivira Coalition's 5th Annual Conference, Bridging the Urban–Rural Divide.  
• Albuquerque, New Mexico  
Contact: 505-820-2544 or [www.quiviracoalition.org](http://www.quiviracoalition.org)

**January 15, 2006** • Workshop on Marketing to Retail, sponsored by the NM Organic Commodity Commission and La Montanita Food Co-op. • Albuquerque, New Mexico  
Contact: 505-841-9067

**January 25-28, 2006** • Ecological Farming Conference 2006 • Asilomar, Pacific Grove, California  
Contact: 831-763-2111 or [info@eco-farm.org](mailto:info@eco-farm.org) or [www.eco-farm.org](http://www.eco-farm.org)

**January 26-28, 2006** • 5th Annual New Partners for Smart Growth Conference, Building Safe, Healthy, and Livable Communities. At least one session on access to healthy foods. • Denver, Colorado  
Contact: 916-448-1198 or [www.lgc.org](http://www.lgc.org)

**February 24-25, 2006** • New Mexico Organic Farming Conference, the Southwest's Premier Conference for Organic Agriculture • Albuquerque, New Mexico  
Contact: 505-473-1004 or [ladams@cybermesa.com](mailto:ladams@cybermesa.com) or [www.farmtotable.info/organicconferenceprogram2006.pdf](http://www.farmtotable.info/organicconferenceprogram2006.pdf)

**March 2-4, 2006** • Colorado Agriculture "Big and Small". Produce, organic, and small acreage issues.  
• Greeley, Colorado.  
Contact: Tom McBride, 303-637-8110 or [tom.mcbride@colostate.edu](mailto:tom.mcbride@colostate.edu).

**March 3-6, 2006** • National Farmers Union 10th Annual Convention • Denver, Colorado  
Contact: Sue Arends at 303-338-2518 or [sue.arends@nfu.org](mailto:sue.arends@nfu.org)

**March 27-29, 2006** • Southwest Marketing Network 4th Annual Conference • Grand Junction, Colorado  
Contact: 505-473-1004 or [ladams@cybermesa.com](mailto:ladams@cybermesa.com) or [www.swmarketing.ncat.org](http://www.swmarketing.ncat.org)

**May 16-19, 2006** • Better Process Control School, NMSU, better food processing training.  
• Las Cruces, New Mexico. Contact: 505-646-2198 or [naflores@nmsu.edu](mailto:naflores@nmsu.edu)

**May 24-25, 2006** • Western Community Vitality Initiative, Foundations of Practice: Community Development Training for Extension Professionals • Salt Lake City, Utah  
Contact: 435-797-9732 or [wrdc@ext.usu.edu](mailto:wrdc@ext.usu.edu) or <http://extension.usu.edu/wrdc>

Go to [www.swmarketing.ncat.org](http://www.swmarketing.ncat.org) to find updated information on the Southwest Marketing Network and other activities in our region.  
For more events outside our region, visit the ATTRA calendar at [www.attra.ncat.org/cgi-bin/event/calendar.cgi](http://www.attra.ncat.org/cgi-bin/event/calendar.cgi).

**Farm to Table**  
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Santa Fe, NM 87507

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



## **SOUTHWEST MARKETING NETWORK STEERING COMMITTEE**

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