



# Southwest Marketing Network

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

*Promoting Local Agricultural Marketing in the Southwest*

September 2006

### LIVESTOCK SPECIAL ISSUE

## Western grass—the staff of life

A 4-wheel drive tour of the 18,000-acre Ranney Ranch, just east of Corona, New Mexico, is an exercise in endurance and a reminder that it takes tough work to make a tender steak. At something under 110-pounds, Nancy Ranney is hardly the image of the hard riding cowboy, but she steers her pick up with gusto and grace over roads so rough they would give pack mules bunions.

Taking her eyes off the road a little longer than I'd prefer, Nancy tells me that her father bought the ranch in 1968 and ran it as a traditional cow-calf operation. With mild chagrin, she says that "my father sold his cows to a feedlot and I don't know where they went, probably McDonalds for all I know."

Deftly maneuvering our truck through a sea of Black Angus heifers and calves, we pass into a series of 700-acre pastures that checkerboard this beautiful valley. After about 25 days of grazing on one section, the cows are moved to the next pasture. This intensive form of rotational grazing allows Nancy to bring her cows to market size without outside inputs (e.g. feed) and to promote healthier pastures.

At about 600 pounds, Nancy's cows are turned into steaks, roasts, and hamburger at Fort Sumner Processing. A couple of weeks later, her customers arrive to pick up their frozen beef, cut and sized to order. And before the outdoor grilling season is over, one of the best New York strips you'll ever eat, tastefully accessorized by a good Zinfandel, is dazzling your palate.

To some, this way of acquiring beef sounds more complicated than picking up a plastic-wrapped styrofoam container at the supermarket. But consider the alternative. Most beef consumed in this country is produced in large feedlots that hold 35,000 cattle in 320 acres of pens. Here they are fed nothing but feed corn until their judgement day. It's fast, efficient, and because the feed is highly subsidized by you, the taxpayer, it is moderately profitable. By the time your hamburger has reached the meat case, it has not only consumed a great deal of federally subsidized corn (up to \$5 billion annually), but a tremendous amount of energy as well.

"Mother's milk and my grass, that's all my cows eat," Nancy fiercely proclaims. "I don't import feed or energy. I utilize what I have—land, sun, and water." Not only are grass-fed methods of fattening livestock bestowing

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benefits on animals and environment, they appear to be better for humans as well.

According to the recently published report by Kate Clancy of the Union of Concerned Scientists ([www.ucsusa.org](http://www.ucsusa.org)) grass-fed beef is lower in total fat, higher in alpha-linolenic acid (ALA), and has a lower omega-6/omega-3 ratio than grain-fed beef. These are all factors in reducing the risk of coronary heart disease and fatal heart attacks.

But these days the “better for you” claim often comes with a higher price tag. So last fall I bought one of Nancy’s full cows (according to the invoice “a black, white-faced angus”) that weighed 655 pounds at the time of slaughter. I paid her \$1.95 per pound (“on the hoof”) and paid Fort Sumner Processing \$243 for the final 360 pounds of meat (in spite of my girl friend’s wincing, I also took the tongue and liver). After deducting \$30 for gas, I figured that I had paid a little under \$4.50 per pound or about 50 cents more than super-market beef.

Even accounting for my bias, I still think I got a good deal. The meat tastes better (all our dinner guests agree), it used far less energy to reach my plate, never

harmed the environment, and 100% of my food dollar went to a local rancher and processor.

In fact I was feeling rather smug about my introduction to grass-fed beef. Standing at my outdoor grill tending my inch-thick rib steaks – flames shooting up, smoke filling my nostrils, beer in hand—and reflecting back on how I’d survived the rough ride across 18,000 acres of ranchland, I felt a sudden surge of manliness.

But after a few deep breaths of smoke-free air my testosterone count dropped to the point where I could see the whole picture more rationally. One thing that we have here in the West is grass. If we find the right balance between plants, animals, water, and humans, we’ll not only improve our environment, we’ll also enjoy our food more, support our ranching communities, and keep the West’s striking vistas open and pure. That’s what I call a good deal.

*Mark Winne* is a free lance writer living in Santa Fe, New Mexico. He can be reached by email at [win5m@aol.com](mailto:win5m@aol.com).



photo by Nancy Ranney



photo by Shane Faulkner



photo by Shane Faulkner



photo by Nancy Ranney

# Collaboration sponsors grassfed beef tasting in Santa Fe

On Friday, August 25<sup>th</sup>, a collaboration of organizations put on a successful beef-tasting event in Santa Fe, New Mexico. The Slow Food Santa Fe Convivium, The Quivira Coalition, and Southwest Grassfed Livestock Alliance all contributed to this event that drew 200+ from Central New Mexico.

We had a statement from Santa Fe Mayor David Coss; history and information about the Slow Food movement from cookbook author, Deborah Madison; and, a brief talk on “Local Grassfed Beef, What it means and why it is important”, by the Director of SWGLA, Tawnya Laveta. Perhaps the highlight of the indoor entertainment was the panel discussion by representatives from 4 different ranches. The ranchers from Pecos Valley Beef, Ranney Ranch, Soaring Eagle Ranch, and Carrizo Valley Ranch had the opportunity to share their passions about the breeds they raise, how they sell their beef, the history of their home places and other stories from life on the ranch. They were generous and open with all



photo by Nancy Ranney



photo by Shane Faulkner

their information. City folks were impressed and enlightened by the ranchers’ discussion and learned that there was a whole lot more to raising cattle than Hollywood westerns have led us to believe.

This event was not just about sit-down education, however. The majority of the evening was spent sampling all the different flavors from various places in New Mexico. Besides the ranches mentioned above, we also had tastes from Six Bar Eight Ranch, The Weaver Ranch and Tafoya Grassfed Beef. Each ranch had a different cut and preparation of his or her beef, all tickling our tastebuds. Locally produced breads containing New Mexico organic wheat from Cloud Cliff Bakery were also available.

Written materials on Why Buy Local Grassfed Beef? and details such as finding a rancher, making contact, what will it look like, inspections, grades, processing, on-the-hoof pricing, aging, costs, freezer space, ordering, and cooking were included with the price of admission. If you would like a copy of these materials, contact me at 505-473-1004 or [ladams@cybermesa.com](mailto:ladams@cybermesa.com).

“I got a real boost from finding out that there are a lot of people out there who want the best quality meat and who appreciate its benefits and all the work that it takes,” said Willard Heck from Weaver Ranch. This event was reminiscent of a special one-day farmers’ market *just for ranchers*. The ranchers had the chance to “show off” and market their product to an array of people they normally do not connect with. In between cooking and talking up a storm with customers, the ranchers also had brief moments to catch up with one another—a rare opportunity to talk shop with other like-minded producers who may live 250 miles away from one another. As for the guests, they were finding answers to their search for new ways to connect with locally produced beef, learn some background, have tastes and meet the ranchers. It was truly an agricultural marketing networking experience. I encourage you to put a similar event together in your community.

*Lē Adams, Slow Food Santa Fe and Farm to Table*



# Should you re-stock after the drought?

The Rocky Mountain West experienced a severe drought in 2002 and again in 2006. Some areas, but not all, recovered somewhat in the interim period. For some locales, 2000 and 2001 were almost as dry.

Since there was little or no grass and hay was extremely expensive, many cattle producers sold a portion of their cow herd. Some even liquidated entire herds, while others had enough pasture and hay in reserve to hold onto their cows.

With good snowfall this winter and hopefully above average and timely rain this spring, producers will be thinking about restocking their herds. Producers will want to see cows and calves once again grazing their pastures and will have hopes of having cashflows.

A key factor to consider before restocking is the profitability of the cow herd. Can you make money by owning cows? Snowpack data, range conditions, etc. are irrelevant if owning cows is not profitable. Net cashflows should be positive.

Profitability of the cow herd is determined by 1) the purchase price of cows or other breeding animals, 2) items to be sold and market prices on future calf crops, and 3) production, or carrying, costs. Let's look at these three things in reverse order.

**Production costs:** What does it cost you to run your cows each year? Production costs include feed, medicines and veterinary services, supplies, marketing, machinery and equipment, labor, land, and finance. Non-cash costs, such as depreciation, are not included in operational expenses but should be included in long-term budgeting calculations.

Enterprise budgets developed by Colorado State University Cooperative Extension indicate that cash operating expenses for a herd of 250 cows was about \$398 per cow in 2000-2001. In a 2000 study of a few beef cattle operations in eastern Las Animas and western Baca Counties (Colorado), the Standardized Performance Analysis (SPA) data show the financial per cow cost to range from \$441 to \$807. Producers should estimate production costs for their own operations. The CSU enterprise budget can be used as a starting point for building individual herd budgets and is available on-line at [www.coopext.colostate.edu/ABM/](http://www.coopext.colostate.edu/ABM/).

**Marketing:** How many steers and heifers will you sell each year? What will they weigh? You will need to estimate weaning percentage, the average weights of steers and heifers to be sold, and how many heifers you will retain for replacements. Weaning percentage is most accurate if it is calculated on the number of females that were in the herd at the beginning of the breeding season. For example if you turned the bulls in with 250 cows and heifers, had two cows die, culled 28 females, and weaned 200 calves, your weaning percent would be 80%.

A second important marketing question is—What can you reasonably expect to receive for your calves each year? While no one can accurately predict the future, historical data can show what prices one might reasonably expect to receive. Historically high cattle prices in the past several months have caused people to be very optimistic about future calf prices.

Market data is available from many sources. A multi-year (1987 – present) average of cash prices received for feeder cattle sold in La Junta, Colorado indicates that steers weighing between 501 and 550 pounds ranged from a low of \$88.49 per hundredweight in the second half of September to well over \$125 per hundredweight. Producer organizations, land grant universities, and private firms have much price data and forecasts available. I would suggest caution in forecasting future prices and returns. It is very probable that current high prices will not hold for an extended period into the future.

**Cow purchase price:** What will it cost you to buy breeding females to restock your ranch? Maybe a better way to think about cow purchase price is what can you afford to pay for cows? You must first calculate production costs and estimate marketing information in order to answer this question.

Let's assume you will have a herd of 250 cows, 90% weaned calf crop, steers with an average weight of 555 pounds and heifers sold at 535 pounds, and do not keep any heifers for replacements. You use market prices of \$95.00 for steers and \$88.00 for heifers. Furthermore, your annual cash operating expenses will be \$300 per cow.

In this case, your annual revenues will be \$112,045 or \$448 per cow. With cash operating expenses of \$300 per cow, you estimate that there will be \$148.18 per cow to pay for cows and meet non-cash expenses.

Generally, the terms you might have when borrowing money to buy cows would be 7.5 percent for a period of five years. If you were to use the entire \$148.18 for principal and interest, you could pay about \$600 per cow. For every \$5.00 change in cash operating expenses, there is about \$20 change in the price you can pay for cows.

**So the question is:** Can you afford to buy cows to restock your pastures? The answer lies foremost in your cash operating expenses for the cows. It may not matter if you really want cattle, if cattle will greatly benefit the range, or anything else. If the cows are not profitable, they should not be purchased.

I suggest anyone thinking about restocking their herds with beef cows do some budgeting before visiting with their lender. It is important to know what you would like to do and have the financial data to support your plan. As my third grade teacher always said “Look before you leap.”

*Jeffrey E. Tranel* is an Agricultural and Business Management Economist with Colorado State University Cooperative Extension. More information is available at: [www.coopext.colostate.edu/tranel](http://www.coopext.colostate.edu/tranel). Jeffrey may be contacted at [jtranel@colostate.edu](mailto:jtranel@colostate.edu).

### Estimated Profits for A Sample Herd of 250 Cows with a 90% Weaning Rate

	Per Herd	Per Cow
Steers (113 head @ 555 lbs @ \$95/cwt)	\$ 59,316	237.26
Heifers (112 head @ 535 lbs @ \$88/cwt)	<u>52,730</u>	<u>210.92</u>
<b>Total Revenues</b>	<b>\$112,045</b>	<b>\$448.18</b>
Total cash operating expenses (250 cows @ \$300)	74,500	300
Profits available for debt repayment and non cash operating expenses and family living	\$ 37,045	\$148.18

## National SARE conference highlights producers—including home-based processors

Producers have been the focus of the SARE program throughout its 18 years. One of the best models of a regionally administered USDA grant-making program, SARE, the Sustainable Agriculture and Research and Education program, maintains this focus by including grant programs specifically for producers, making sure they are included in the planning and implementation of all successful proposals, and including them in the selection of projects to be funded. To find out how to apply for SARE grants in our region, see <http://wsare.usu.edu/grants/>

The recent National SARE Conference held true to this tradition with a heavy emphasis on on-farm research and producer presenters. SARE was wise to post the PowerPoint presentations from the conference workshops on their website at: [www.sare2006.org/presentations1.html](http://www.sare2006.org/presentations1.html) for all to review. I was fortunate to attend several sessions, but the following is especially

relevant to our work to uncover new alternative marketing opportunities.

### Home-based processing

Kentucky Cooperative Extension explained a new “farm friendly” state law that allows growers to process certain low-risk foods in their homes for sale direct to consumers. The safest foods—such as mixed greens, jams, and breads—can be home processed with no application fee and minimal paperwork. Certain higher-risk foods such as salsa and pickled vegetables, require a training workshop, modest fees, approval of standardized recipes, etc., but still reflect a common sense approach. In both cases, processors can only work with products they grow predominately themselves and only at specified outlets—approved farmers markets, certified farm stands, and on their own farm. See more at [www.ca.uky.edu/agc/micro](http://www.ca.uky.edu/agc/micro)

*Jim Dyer, Southwest Marketing Network*

# Bioneers Conference, October 20-22, 2006

## Attend a local satellite venue in CO, AZ, UT, or NM

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The Bioneers Annual Conference in San Rafael, CA will once again be sold out as over 3,400 people converge on the Marin Center October 20-22. BUT you can enjoy the plenary speakers as they are beamed, via satellite, to local venues in our Four Corners states.

“Bioneers?” you ask, “What’s that?”

Bioneers, “biological pioneers,” founded in 1990 here in New Mexico, strives to promote practical environmental solutions and innovative social strategies for restoring the Earth and communities. This year’s keynotes include Clayton Thomas-Muller (Indigenous Environmental Network), Michael Pollan (*Omnivore’s Dilemma*), Amy Goodman (*Democracy Now*), Paul Hawken (*The Ecology of Commerce*), and mushroom celebrity, Paul Stamets...to name just a few. Bioneers conferences feature farming and food tracks and panels along with many other “sustainability” topics such as green building, green business, environmental health, ecological medicine, renewable energy, biofuels and more.

Since 2002, Bioneers has “beamed” their conference to several satellite cities across the nation, not only to provide access to their national and international inspirational speakers, but to also encourage local communities to network and organize around pressing issues facing their respective regions. There are 17 of these locations across America, with representation in the four states of our region.

To find out what is planned for your region, visit the main website: [www.bioneers.org](http://www.bioneers.org) and click on the “2006 Satellites” or contact one of the following satellite locations:

### Boulder, CO

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- ◆ Water ◆ Food and farming ◆ Renewable energy
- ◆ Green business + entrepreneurship
- ◆ Ecological medicine ◆ Sustainable living and more

#### Organizers:

University of Colorado, Boulder  
CU Environmental Center  
[ecenter.colorado.edu/bioneers](http://ecenter.colorado.edu/bioneers)  
[ecenter@colorado.edu](mailto:ecenter@colorado.edu)  
(303) 492-8308

### Flagstaff, AZ

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- ◆ Off-grid home building ◆ Biofuels ◆ Herbs
- ◆ Organic ◆ Non-GMO Farms
- ◆ Restaurant sales and more

#### Organizers:

Northern Arizona University  
[www.bsolr.com/Flag\\_Bioneers.htm](http://www.bsolr.com/Flag_Bioneers.htm)  
Heather Houk  
[hhouk@prescott.edu](mailto:hhouk@prescott.edu)  
(928) 350-1007

### Logan, UT Brigham City, UT Vernal, UT

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- ◆ Clean water and air ◆ Healthy families
- ◆ Sustainable communities ◆ Sustainable agriculture
- ◆ Critical lands protection ◆ Celebrating diversity
- ◆ Food security ◆ Global warming and more

#### Organizers:

A collaboration of organizations  
[extension.usu.edu/bioneers](http://extension.usu.edu/bioneers)  
James Goodwin  
[jgoodwin@ext.usu.edu](mailto:jgoodwin@ext.usu.edu)  
(435) 757-2352

### Taos, NM

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- ◆ Healthy food for our children
- ◆ Human footprint and climate impact
- ◆ Reducing toxics in the Rio Grande watershed
- ◆ Impact of trees on ecological health
- ◆ Women farmers talking circle ◆ Healing workshop

#### Organizers:

Sustain Taos  
[www.sustaintaos.org](http://www.sustaintaos.org)  
Sharon Leach  
[sharonl@sustaintaos.org](mailto:sharonl@sustaintaos.org)  
(505) 758-2103

Get involved! There is so much to learn from each other.

*Tawnya Laveta*, Southwest Grassfed Livestock Alliance  
and Farm to Table

## Will you be counted in the up-coming census?

The U.S. Census of Agriculture is the only source of uniform agricultural data for every county in the United States and provides a complete statistical picture of U.S. farms and ranches every five years. To get an accurate count for 2007, the National Agricultural Statistics Service must receive a completed report for every farm and ranch in the United States. It is especially important that all Hispanic and Native American operators are counted in the 2007 Census of Agriculture to show their contribution to the entire U S agricultural industry.

Data supplied through the census of agriculture by all farmers and ranchers will help the agricultural community make informed decision concerning farm economics, services, transportation, environmental issues, farming trends, new technologies, and more.

Information you provide is kept **confidential by law**, Title 7, U.S. Code and **will not be disclosed** to any other government or private entity.

### How Will I Benefit from Responding to the Census of Agriculture?

**Producers** can negotiate for more competitive market prices because they have the same facts as the buyer.

**Farm organizations** use the data to evaluate and propose policies and programs that help you, the agricultural producer.

**Colleges and universities** use census data in research programs to develop new and improved methods to increase agricultural production and profitability.

**State departments of agriculture** use census data to better serve farmers and ranchers during drought and emergency outbreaks of diseases or infestation of pests as well as education and granting programs.

**Rural electric companies** use census data to forecast future energy needs for you, the agricultural producer, and you communities.

**USDA** uses census data to help evaluate participation of Hispanic and Native American farmers and ranchers

in its programs and promote US agriculture. This can lead to additional programs specific to underserved farmers and ranchers.

**Elected representatives** use the data to develop farm policies and programs to protect and promote US agriculture.

**Public and private analysts** make extensive use of census data in projecting and evaluating results of agricultural programs and events.

### To ensure you are on the mailing list to receive a Census of Agriculture report form

- **Call toll free: 1-800-892-1660**, ask to sign up for the census mailing list.
- **Or**, provide the information through the Web site: [www.nass.usda.gov/counts](http://www.nass.usda.gov/counts)



photo by Le Adams



photo by Pam Dyer



# Healthy livestock and healthy food resource list

## Interesting websites

www.sare.org • Sustainable Agriculture Network  
www.activefarming.org • Active Farming News  
www.farmland.org • American Farmland Trust  
www.westernsawg.org • Western Sustainable Agriculture Working Group  
www.cornucopia.org • Cornucopia Institute  
www.swgla.org • Southwest Grassfed Livestock Alliance  
www.quiviracoalition.org • The Quivira Coalition  
www.slowfoodsantafe.org • Slow Food Santa Fe  
www.eatwild.com • Eat Wild  
www.eatingfresh.com • Eating Fresh  
www.americangrassfed.org • American Grassfed Association  
www.organicconsumers.org • Organic Consumers Association  
www.localharvest.org • Local Harvest  
www.westonaprice.org • The Weston A. Price Foundation for Wise Traditions  
www.attra.ncat.org • National Sustainable Agriculture Info Service

## Interesting books

*The Omnivore's Dilemma* • Michael Pollan  
*Fast Food Nation: The Dark Side of the All-American Meal* • Eric Schlosser  
*The Grassfed Gourmet Cookbook: Healthy Cooking and Good Living with Pasture-raised Foods* • Shannon Hayes  
*Why Grassfed is Best* • Jo Robinson  
*Greener Pastures, How grass-fed and milk contribute to healthy eating* • The Union of Concerned Scientists, Kate Clancy  
*Great Possessions, An Amish Farmer's Journal* • David Kline  
*Eat Here, Reclaiming Homegrown Pleasures in a Global Supermarket* • Brian Halweil  
*The Last Ranch, A Colorado Community and the Coming Desert* • Sam Bingham  
*Enduring Seeds, Native American Agriculture and Wild Plant Conservation* • Gary Paul Nabhan  
*Fat Land, How Americans Became the Fattest People in the World* • Greg Critser  
*Second Nature, A Gardener's Education* • Michael Pollan

*Epitaph for a Peach, Four Seasons on my Family Farm* • David Mas Masumoto  
*Eating Mindfully, How to end mindless eating and enjoy a balanced relationship with food* • Susan Albers  
*Underage and Overweight, Our childhood obesity crisis, What every family needs to know* • Frances Berg  
*Fatal Harvest, the Tragedy of Industrial Agricultural* • ed. Andrew Kimbrell  
*This Organic Life, Confessions of a Suburban Homesteader* • Joan Dye Gussow  
*Saving the Ranch, Conservation Easement Design in the American West* • Anthony Anella and John B. Wright  
*The Way of Ignorance* • Wendell Berry  
*Beyond the Rangeland Conflict: Toward a West That Works, The Book That's Changing the West* • Dan Dagget  
*Gardeners of Eden, Rediscovering our Importance to Nature* • Dan Dagget  
*The Story Handbook Conservationists, A Primer on Language and Storytelling for Land Conservationists* • Helen Whybrow  
*Moving 'Em, A Guide to Low Stress Animal Handling* • Burt Smith  
*Coming Home to Eat, The Pleasures and Politics of Local Foods* • Gary Paul Nabhan  
*Farm Fresh, Direct Marketing Meats and Milk* • Allan Nation  
*Knowledge Rich Ranching* • Allan Nation  
*Pasture Perfect, The Far-Reaching Benefits of Choosing Meat, Eggs, and Dairy Products from Grass-Fed Animals* • Jo Robinson  
*The Land We Share, Private Property and the Common Good* • Eric Freyfogle  
*Farming with the Wild, Enhancing Biodiversity on Farms and Ranches* • Dan Imhoff and Roberto Carra  
*Community and the Politics of Place* • Daniel Kemmis  
*This Sovereign Land: A New Vision for Governing the West* • Daniel Kemmis  
*Ranching West of the 100<sup>th</sup> Meridian, Culture, Ecology, and Economics* • eds. Richard L. Knight, Wendell C. Gilgert, Ed Marston  
*Stewardship Across Boundaries* • eds. Richard L. Knight, Peter B. Landres  
*Last Child in the Woods, Saving Our Children from Nature-Deficit Disorder* • Richard Louv



# Calendar of Events

- October 1, 2006** • Harvest Moon Dinner, celebrating Rocky Mountain Farmers Union's 100th Anniversary. A fresh, local foods dinner. • Manitou Springs, CO, Briarhurst Historic Manor and Orchard.  
**Contact:** Susann Mikkelson, 303-283-3541, susann.mikkelson@rmfu.org
- October 6-7, 2006** • Agriculture Sovereignty Conference, Our Land, Our Food, Our Health—Our Choice. Featured speakers: Winona LaDuke, Ohki Simine Forest, John Mohawk, and Vandana Shiva. Topics include dry farming, water management, seed saving, medicinal herbs, and alternative plant uses. Seed blessing and exchange. • Tesuque Pueblo, NM, Inter-Generational Center.  
**Contact:** 505-983-2667, msanchez@pueblooftesuque.org
- October 12, 2006** • Ranching in a Changing Environment. Coping with changing grazing, educational, rural and business environments, and our changing climate. • Ruidoso Downs, NM.  
**Contact:** Janis Rowe at 505-378-4142
- October 20-22, 2006** • Bioneers Conference. Held in San Rafael, California and beamed into 17 other communities throughout the country, including Taos, NM; Boulder, CO; Flagstaff, AZ; and Logan, UT. See our story on Page 6. **Contact:** www.bioneers.org
- November 10-12, 2006** • Best of the Southwest Fiber Arts Festival. Workshops, competitions, auctions. Farmington, NM. **Contact:** information@woolfestivalsw.meridian1.net
- December 4, 2006** • Sustainable Ag and Direct Farm Marketing Conference. Topics include Direct Farm Marketing and Tourism Portal (entering calendars and events, managing accounts), Organic Durum Wheat, Drip Irrigation, Organic Vegetables in Yuma, Sustainable Ag, and SARE Program. Coolidge, AZ. **Contact:** Rick Gibson, gibsonrd@cals.arizona.edu, 520-836-5221, x 227
- November 14, 2006** • 2006 Women in Agriculture Conference. Hereford, TX  
**Contact:** Dawn Watson, 806-364-3573, dwatson@ag.tamu.edu, www.twidenim.org.
- January 18-20, 2007** • Quivira Coalition 6th Annual Conference. Fresh Eyes on the Land: Innovation and the Next Generation. • Albuquerque, NM.  
**Contact:** 505-820-2544, admin@quiviracoalition.org
- February 16-17, 2007** • New Mexico Organic Farming Conference. Keynotes, demos, workshops, trade show. Albuquerque, NM. **Contact:** 505-473-1004, ladams@cybermesa.com
- March 26-28, 2007** • 5th Annual Southwest Marketing Network Conference. Mark your calendars now and don't miss it! • Flagstaff, AZ.  
**Contact:** 505-473-1004, www.swmarketing.ncat.org

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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