



# Southwest Marketing Network

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

Promoting Local Agricultural Marketing in the Southwest

October 2007

### TRIBAL ISSUES SPECIAL EDITION

## Tribal farmers' markets in NM and AZ take root

Like many ideas that turn from dreams into reality, establishing farmers' markets on Tribal lands to serve the community were only kitchen table conversations just four years ago. This summer, community organizers in Taos and Jemez Pueblos and Shiprock in New Mexico and Tsaile, Arizona have all opened farmers' markets in their communities as part of the movement to reestablish agricultural traditions, community prosperity, and to make local and traditional foods available to Tribal and neighboring communities.

These four new markets join their established market counterparts in San Felipe, Pojoaque, Ramah, and Acoma, all which have faced challenges ranging from finding farmers in their area; to drought; floods and grasshopper infestations reducing crops to stubble; to securing funding or a permanent market site from month-to-month, let alone year-to-year. Still, the dreams are realities in these communities largely due to the dedication of volunteers, community organizers in the health and agricultural sectors, Tribal organizations from casinos to colleges, and, of course, the veteran farmers who never missed a growing season.

Tribal market organizers are finding that the health of their markets depends on the overall robustness of their farming communities. Felice Lucero of San Felipe's three-year-old market recognized early on that farmers in her community needed "farm support" in the form of upgraded irrigation systems and access to seed, equipment and "people power" in a timely manner. That is why she searched for grant money in conjunction with her pueblo to establish a "farm program" at San Felipe. She estimates that it may take five years to truly see the

results of having a farm program at San Felipe, but the day-to-day successes of getting water to the corn fields are paying off and making it possible for farmers to grow for ceremonial purposes as well as for selling traditional crops at the Wednesday farmers' market next to the casino.

Further north at Pojoaque Pueblo, Vicente Roybal received a multi-year USDA Community Food Projects grant that helped to fund the two-year-old farmers' market at Pojoaque's Poeh Center with a salaried market manager, shade structure for several booths, and advertising for their Wednesday and Saturday markets.

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Experienced market manager, Cindy Talamantes, has built a strong Wednesday market by recruiting committed farmers, mostly from the Española Valley, who offer a variety of fresh and prepared foods to a growing customer base. Cindy is experimenting with market raffles and promotional events to help increase vendor sales as well as increase customer attendance. Like Felice, Cindy has been a precious resource person for the new Tribal markets, assisting market organizers with her experience and ideas about how to organize a market, how to establish effective market rules, how to promote one's market on a shoestring budget, and how to keep your farmers and customers happy.

John Romero and Steve Blodgett of Jemez Pueblo's Natural Resources Department reported the grand opening of their market on Saturday, August 18. They were able to publish an announcement of opening day in a NM monthly, *localflavor*, for "foodies". Similar to San Felipe's farming program, Jemez Pueblo provided support to their farmers by offering to plow fields in the early season. Steve also secured a grant to construct shade structures for the new market and to partially fund the market manager position this year. The Saturday market attracts a local and visiting crowd with a strong showing of Jemez Valley farmers and their wide variety of traditional and contemporary crops.

Rex Salvador of Acoma Pueblo reports that their first market on Saturday, August 11th was okay, but perhaps he could have done more promoting before the first market. He and two other Acoma farmers brought chile, melons, squash and corn to sell. A few customers showed up, but the farmers ended up trading most of their products with one another. The market is set up on the road going to Acoma rather than at the Casino (a former site with more traffic). Rex says that Acoma farmers are limited by their lack of access to equipment. They either don't have (working) tractors or implements or they can't afford to pay someone to till their fields. In the past, Rex has voluntarily plowed neighbors' fields. This year, he could not afford to plow, given the price of diesel. Edmund Gomez of Alcalde Science Center will be able to provide technical assistance to Acoma and Laguna farmers through a USDA Risk Management Education grant he secured. Extension personnel can offer workshops to farmers ranging from soil testing and optimizing soil fertility to business planning and management for small farm enterprises.

Shirley Trujillo and Ryan Rose from Taos Pueblo Farmers' Market report that opening day was Sunday, September 2nd. Shirley's garden at home and at Red Willow Center has plenty of produce to sell, but they are having little luck with recruiting other pueblo farmers to sell at market. Ryan anticipates they will have 3 to 4 other pueblo farmers selling at the market in September which will hopefully increase over time as the market becomes known in the community. Both Shirley and Ryan speculate that the challenge of recruiting pueblo farmers could be related to pueblo farmers growing for traditional use only, providing food for relatives and crops for ceremonial purposes. The challenge also might be related to pueblo families letting fields lie fallow due to lack of time for farming and gardening compounded by the acequia system (ditch system) needing repair. Shirley and Ryan encouraged other farmers to visit the Red Willow Sustainable Agriculture and Education Center to see their state of the art greenhouses that are heated by a biomass-fired unit. Shirley is also a master at growing "vertically" in the greenhouses and is very willing to show others how to be successful.

Jeannie Benally from Shiprock Extension reports that their farmers' market opened on August 4 in its new "park" location near the intersection of highways 491 and 64 with nine vendors. Gilbert Yazzie graded the area for vendors to be able to set up in the park which is managed by the local Chapter House. The Shiprock market is a classic example of "many hands make light work." San Juan County Extension agent, Gary Hathorn received a USDA Risk Management Education grant to help launch the Shiprock market in partnership with Shiprock Extension, Dine Agriculture and the Chapter House. Jeannie has also been working closely with Denise Miller and the NM Farmers' Marketing Association with additional funding and resources for market promotion and organizational development since last year's trial run of 4 market days at the end of the growing season.

Also conducting a trial run this year with two market days scheduled on September 22 and October 13, 8am to noon, is Felix Nez from Diné College in Tsaile, AZ. He caught farmers' market fever after participating at Alcalde Field Day and Farm Tour with several students from Diné College. Colleagues from Shiprock and Crownpoint Extension and members from the NM Tribal Extension Task Force have been very supportive of this venture and look forward to this pilot market's

success. Contact Felix at 928-724-6947 for more information about the Tsaile farmers' market.

Project for Public Spaces (PPS) has funded a two year process for New Mexico's Tribal farmers' markets to become an association of tribal farmers markets. Sam Suina, steadfast supporter of Tribal farmers' markets and the establishment of Tribal Extension Centers in NM, along with Pam Roy of Farm to Table, secured the funding from PPS to work with market organizers and the NM Farmers' Marketing Association to create a solid foundation for the new association's debut and success. Planning for the new Tribal Farmers' Marketing Association of NM continues through informal market-to-market networking, technical assistance and mini-grants offered by Farm to Table and NMFMA and the pulling together of successful strategies and stories that will be published in a new Tribal Farmers' Market "How to" guide, slated for a January 2008 release.

The NM Farmers' Marketing Association will offer its annual conference for market organizers in January 2008 in Santa Fe with a special planning session for Tribal markets' development and sustainability. For more information about NMFMA's January conference or about the individual farmers' markets in New Mexico, visit [www.farmersmarketsnm.org](http://www.farmersmarketsnm.org) or call 1-888-983-4400.

*Tawnya Laveta, Farm to Table*

**“The dreams are realities in these communities largely due to the dedication of volunteers, community organizers in the health and agricultural sectors, Tribal organizations from casinos to colleges, and, of course, the veteran farmers who never missed a growing season.”**

## **Delegation from the Southwest attends the Risk Management Agency Conference in Milwaukee**

A number of people from the Southwest attended the USDA Risk Management Agency Conference in Milwaukee, Wisconsin with extra support through the Southwest Marketing Network. Twenty Tribal members and others made the journey from places as diverse as Chinle, Durango, Acoma, Fort Defiance, Boulder, Tuba City, and Crownpoint. They learned more about production and marketing and were a “voice” for small-scale indigenous farmers and ranchers from our area. Be listening in for more information from these delegates. We would like to thank the USDA Risk Management Agency Outreach Program for their assistance in providing this opportunity to bring voices from the Great Southwest to the upper Midwest.

# Tesuque Agricultural Initiative

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The goal of the Tesuque Agricultural Initiative (TAI) is to generate enough nutritious, diverse and organic food to feed its members within two years and to serve as a living laboratory, a model for sustainable agriculture, and as an educational and inspirational resource for other indigenous and non-indigenous peoples throughout the Greater Southwest.

To date, the TAI has established 65,000 transplants of medicinal, culinary and edible foods, including fruit trees, strawberries and asparagus as well as important traditional native foods such as corn, beans, squash and chile. Twelve active bee hives and four goats are managed, with chickens to be added this fall. The TAI Seed Bank provides a critical resource for future food security by harvesting, processing and storing heirloom seeds.

A key component of this project is the development of the pueblo's agricultural land. This includes growing a diverse collection of crops that are adaptable to arid lands: fruits, berries, vegetables, medicinal herbs and important traditional native foods such as corn, beans, squash and chile. It also includes the raising of various livestock for nutritional needs: goats for milk and cheese, chickens for meat and eggs and bees for honey. Seeds are harvested and processed and the pueblo is currently harvesting seeds for Seeds for Change, herbs

for Herbs Etcetera in Santa Fe, Vitality Works and Pueblo People.

The Pueblo of Tesuque has already begun its educational outreach, with a variety of workshops scheduled throughout the summer and the 2nd Annual Symposium for Food and Seed Sovereignty scheduled for October 12th and 13th. (See article on next page.)

The Tesuque Agricultural Initiative is important for three reasons. First, because it helps to reestablish ancient native traditions of agricultural sustainability and reconnects people with the earth, food and nutrition. Second, because it is important for communities throughout the world to live in a sustainable manner—growing and consuming food locally relies less on modern transportation and industry. Third, because the development of various agricultural microenterprises can generate financial benefits for both the pueblo and its members, they all may be inspired to implement their own systems. This is an important step toward financial independence. For additional information, contact Emigdio Ballon, Director of Agricultural Resources Department, Pueblo of Tesuque 505-699-6408.

*Emigdio Ballon and Laurie Bower*

**“The goal of the Tesuque Agricultural Initiative is to generate enough nutritious, diverse and organic food to feed its members within two years and to serve as a living laboratory, a model for sustainable agriculture, and as an educational and inspirational resource for other indigenous and non-indigenous peoples throughout the Greater Southwest.”**

# Second annual Symposium for Sustainable Food and Seed Sovereignty

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The Pueblo of Tesuque along with community food sovereignty advocates are hosting a **Symposium for Sustainable Food and Seed Sovereignty** at the Tesuque Pueblo Intergenerational Center on October 12th and 13th. The Symposium will feature internationally renowned speakers as well as local and regional experts in the areas of food security and sustainable ecology.

The symposium will also include blessings and an address by members of The International Council of Thirteen Indigenous Grandmothers as well as panels on youth issues in the 21st century, food and nutrition, water issues and traditional farming, applied goat herd management for land restoration, and medicinal herbs. An important theme will be the identification of proactive community and individual actions that can be implemented to support sustainable communities and ecologies, health and indigenous spiritual practices.

The public is invited to participate, beginning with the Sunrise Opening and Blessing at 7:00am on Friday, October 12th at the Labyrinth near the Tesuque Pueblo Intergenerational Center, located north of Santa Fe off of US 84/285. The Symposium will conclude at 6:00 pm

on Saturday evening and be followed by music, dancing and vendor's market at the Intergenerational Center.

The 2nd Annual Symposium for Sustainable Food & Seed Sovereignty is collaboratively organized and produced by the Tesuque Pueblo/Agricultural Resources Department and the Institute of Natural and Traditional Knowledge (INTK)/Native Earth Bioculture Council. The Symposium is made possible by generous donations from numerous community organizations and businesses, along with generous financial support from the Lannan Foundation, the Pond Foundation, the Christensen Fund, and the USDA through the Institute of American Indian Arts (IAIA).

This year's event is dedicated to the memory of John Mohawk for his tireless dedication to seed preservation and issues of sovereignty and independence for native peoples. Mr. Mohawk was a Turtle Clan Seneca farmer, writer and philosopher from the Cattaraugus Reservation (Iroquois).

See more information in the Calendar of Events.



# This season at Hopi

This season at Hopi has been fruitful and rewarding for many Hopi farmers. Strong winter moisture and a healthy procession of monsoon storms has resulted in an abundant harvest across the three mesas. Stands of tasseled corn mature, tucked away in washes and low lying areas, while each evening farmers bring home small truckloads of Hopi melons and squash to share with friends and relatives.

This season, local farming and outreach events continue. In May, the Natwani Coalition, the Hopi Cultural Preservation Office and the local extension office co-sponsored a local seed-saving workshop. Miguel Santestevan and Louie Hena from the Rio Grande pueblos spoke of threats to native seed stock and the need for a grassroots seed sovereignty movement. Donald Dawahongnewa presented on the Hopi understanding of the corn lifecycle while Suzanne Nelson from Native Seed Search gave a hands on workshop on seed cleaning and preservation. Community members who attended expressed an interest in establishing a community based seed library that would support a local *in situ* growout and preservation of endangered Hopi seed.

The local extension office has also been working on the republication of a Hopi cookbook that could be used by Hopi community members, in particular single-woman head of households, to stretch their food dollars.

In addition, efforts at restoring the local orchards have continued at a measured pace. In the spring, Natwani Coalition staff offered tree planting workshops at Hopi Mission School and Moencopi Day School. It is hoped that the local schools will work with the children to maintain and care for the fruit trees.

The Wepo Terrace Garden Youth Program, in partnership with the Tewa Village Youth Program, entered into its third year with over 20 youth and individuals farming and interning at the spring-fed garden site. Excited by the activities, First Mesa community members are showing growing interest in returning to the site and working the plots previously farmed by their parents and grandparents.



photo by Andrew Lewis

As part of its ongoing efforts at encouraging Hopi and Tewa youth to re-engage with traditional farming practices, the Natwani Coalition in partnership with Hopi Health Care Center and the Cultural Preservation Office is supporting the development of a pilot Hopi Farming curriculum. The curriculum will be culturally based following the Hopi Calendar and will be trialed in select schools and in village youth and elder programs.

Community events planned for this fall include Sumitnangwa (Harvest Festival) at First Mesa the third week of September; a photo exhibit of traditional Hopi farming sites, and a fall Food and Agriculture Symposium in October.

The Natwani Coalition will continue its work through the fall and winter, using the time to reorganize itself and work to build staff capacity and organizational structure.

For those who have questions or comments you may contact Dawa Taylor or Monica Nuvamsa at the Natwani Coalition office located at the Hopi Foundation offices in Kykotsmovi. 928-734-2390 or 928-734-2380 or [natwani@hotmail.com](mailto:natwani@hotmail.com).

*Andrew Lewis, Natwani Coalition*

# Collaboration is key: Two new Extension Centers coming to Navajo Nation

Reminiscent of the tale of villagers coming together to make stone soup during lean times, so we find a variety of New Mexico and Arizona institutions contributing time, money and in-kind donations to create the new Northern Navajo Nation Extension Center in Shiprock and the Eastern Navajo Nation Extension Center in Crownpoint.

Three years of meetings and hard work for the NM Tribal Extension Task Force is paying off as NM state legislators Representative Begaye and Senator Lovejoy brought home funding this year to their San Juan and McKinley counties to launch the new centers. Dr. Paul Gutierrez, Associate Director of Cooperative Extension Service at NM State University reports that the Memoranda of Understanding are being reviewed by the five participating institutions and the community hiring committees are being finalized to begin interviewing applicants.

Diné College and Navajo Technical College (NTC) will be providing office space for the three new Extension Agent positions for Agriculture and Family, Health and Wellness. Both institutions are planning to fund two additional positions to assist with youth programs. John Blue Eyes, Director of the Navajo Nation Department of Agriculture, announced that NNDA Extension and University of Arizona will supply the computers for Shiprock and Crownpoint. San Juan County Extension Agent Gary Hathorn and NNDA Extension Agent Gerald Moore compiled a list of books and periodicals to procure for the new resource libraries at each site and will receive \$2,000 to begin purchases.

Other key partners include Shiprock Extension, headed by Jeannie Benally, NTC Extension, coordinated by Shirley Tolth and Anthony Howard and Diné Agriculture. These organizations have been providing programs and services to their communities in the areas of livestock and grazing management programs, traditional foods preparation, women in agriculture, equipment rental, farmers market development, youth leadership, model farmer program, natural resource management and culturally significant ways of teaching and sharing.

Dr. Gutierrez will be reporting to the Indian Affairs Interim Committee in September, about the progress that has been made to create the foundation for the two new centers to run smoothly and to effectively serve the Navajo communities. Patricia Quintana, Director of Special Projects at NMSU Cooperative Extension, will also be updating the Task Force and NM legislators about the northern pueblos' interest and need for establishing a Tribal Extension Center between Santa Fe and Taos. In hopes to expand the Tribal Extension program to pueblo communities in NM, the Tribal Extension Task Force has been conducting "Farm, Ranch & Community" surveys at the northern pueblos' feast days and informal gatherings to assess community interest.

The NM Tribal Extension Task Force will continue to advocate for the establishment and sustainability of Tribal Extension Centers in Native American communities who are requesting these valuable community services. To become involved with the Task Force, please contact Tawnya Laveta, 505-473-1004, or [tlaveta@yahoo.com](mailto:tlaveta@yahoo.com) to receive information about upcoming meetings and regional planning.

*Tawnya Laveta, Farm to Table*



photo by Valencia Herder

DINÉ, Inc. has been working with Rose Williams to create packaging and labeling to improve her marketing. (See story next page.)

# DINÉ, Inc.—making a difference

DINÉ (Developing Innovations in Navajo Education), Inc. is a non-profit corporation formed in the mid 1990s to focus on and engage local community needs and concerns. The result of the corporation's efforts are new educational facilities and opportunities, and innovative approaches to traditional Navajo dryland agriculture on the Navajo Nation. Consequently, DINÉ, Inc. has developed a national and international network of interest and support and attained extensive experience in working with rural Navajo communities in education, agricultural support, and a variety of community service functions.

This year's activities included: establishing four Chapter gardens, continued training of 50 rural Navajo farmers/ranchers in computer technology, plowing services, assisting local USDA programs in outreach services, and vendor value-added outreach service.

## Chapter gardens

In collaboration with local community Chapters, and Senior Centers, four Chapter Gardens were established in the following communities: Birdsprings, Hardrock, Tolani Lake, and Teesto. The gardens were established to nurture local community members' interest in farming, and rejuvenate local youth's interest in passed-down traditions of food cultivation. The Chapters' gardens blossomed with the support of community elders, Chapter leaders, and other organizations (Northern Arizona University Diabetes Prevention & Healing Gardens Program and non-profit organization Native Movement's Artist Network). Each garden was equipped with drip irrigation to increase crop yield, and reduce the physical labor of watering with five gallon buckets. Chapter Summer Youth employees set up fencing, installed drip irrigation, and were encouraged to plant along with the elders. The youth enjoyed their summer experience in the garden, and jokingly requested staff to sign a waiver, giving them permission to take some of the harvest. Another important component of the gardens was creating a mural to be displayed. Cy Wagoner, who serves as Native Movement's Artist Network organizer, captured the core essence of Navajo traditions through vibrant colors by creating astonishing murals to be displayed in the Gardens. The murals were created to carry a message of using graffiti art as a positive form of expression, bridging modern youth culture to Native traditions. As harvest time is

approaching soon, several of the Chapter gardens will be hosting Harvest Festivals to honor the precipitation and rejuvenation of traditional foods.

## Technology

Currently DINÉ, Inc. has over fifty Navajo farmers/ranchers who are participating in the technology outreach program. The 50+ clients have each received a wireless laptop, in which they can access the internet at their local Chapter. The purpose of the technology outreach program is to increase agriculture information access, farm management capacity, use of culturally relevant traditional farming techniques, expand channels for marketing Navajo agriculture products, and re-invigorate the use of the Navajo language as a medium of instruction.

## Direct farm service & value added products

The direct service component of the Navajo Nation Traditional Agricultural Outreach program is to provide direct agriculture support services for traditional Navajo farmers such as plowing, planting, marketing, pest control, irrigation, surface water management, farm financial management, farm development projections, seed provision, and corn grinding. The farm value-added products project supports Navajo value-added food vendors with services: nutrition education, traditional food preparation, financial management and accounting support, printing of signage and menus.

This past year, DINÉ, Inc. has provided plowing service for family farms throughout Western and Southwestern Navajo. To keep local farmers motivated in traditional



Planting day at Tolani Lake

photo by Valencia Herder



food production, DINÉ, Inc. provides plowing/tilling service for farmers who do not have access to a tractor. Plowing services are free of charge in exchange for participating in agricultural workshops and harvest activities. The tractor travels over 300 miles of bumpy roads to get from one farm plot to the next. Farmers are much appreciative of the free tractor service.

Currently DINÉ, Inc. is working with four food vendors and producers to adequately market their value added products. Rose Williams, with the help of her children and husband Dan, operate Dan-Rose Farms. Rose and her family cultivate passed-down-for-generations traditions and every year, market and sell their produce directly to the local population. Dan-Rose Farms sell a variety of corn, melons, watermelons, and value added products such as corn pollen, corn husk (for traditional tobacco), and dried corn cob (for ceremonial use). Rose has become very popular among her local community by providing the best local produce and ceremonial products. DINÉ, Inc. has been working with Rose to create packaging and labeling to improve her marketing. The Agricultural Outreach staff is very enthused by the



photo by Valencia Herder

Raymond Yellowman plowing a single family plot in Moanave



photo by Valencia Herder

Tolani Lake garden

hard work of Rose Williams and we extend our gratitude to her active participation in the Navajo Nation Traditional Agricultural Outreach Program.

In collaboration with the NAU Diabetes Prevention and Healing Gardens program, and the Navajo Nation New Dawn projects, planting and nutrition education have effectively been delivered to various communities in Western and Southwestern Navajo. The NAU Healing Gardens programs have reinvigorated local traditional farmers' spirits in hosting Harvest celebrations. DINÉ, Inc. has since then collaborated with the Healing Gardens program in cost sharing for these events. The Tuba City New Dawn project, under the coordination of Daniel DeJolie, has been very active in providing fruit trees, seedlings, and seeds for planting. Also, Mr. DeJolie had provided some technical assistance to the module gardens.

### USDA connections

Navajo and agriculture are intertwined in deep-rooted traditions of cultural survival. Navajos do not look at agriculture as a form of business, but as a way of life. Therefore, many farmers/ranchers do not know or understand what kind of services USDA has to offer. For those Navajo farmers/ranchers who are aware of USDA services, they find it very complicated to complete the paperwork process. Therefore DINÉ, Inc. Agricultural Outreach staff communicates directly with the local USDA Farm Service Agency (FSA) and Natural Resource Conservation Service (NRCS) programs to assist with adequate communication with local Navajo people. Agricultural Outreach staff has participated in assisting FSA staff with the Wool and Mohair reimbursement programs and signing up individuals at local Chapters throughout Western Navajo. DINÉ, Inc. has invited USDA agency representatives to workshops, where they provide information on the services each agency provides. USDA online is also linked into the DINÉ, Inc.'s Agricultural Outreach website ([www.navajofarms.org](http://www.navajofarms.org)).

Currently DINÉ, Inc. and NRCS are developing plans to efficiently deliver Environmental Quality Incentive Program (EQIP) contracts to Navajo clients, and get the Navajo public informed of NRCS's services. DINÉ, Inc.'s Agriculture Outreach Services serves as an important liaison between the agencies and local grassroots people.

*Valencia Herder, DINÉ, Inc.*

# Out in the field: Alcalde Field Day & Farm Tour, farmers network across the divide

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As the sun rose over the Truchas peaks warming the orchards and fields of Alcalde Agricultural Science Center in the Española Valley (NM), over 25 farmers, students and farm service providers were arriving from Navajo Nation, Jemez, Acoma, Pojoaque, Okay Owingeh, and Taos Pueblos. Thanks to grants from Project for Public Spaces and the USDA Risk Management Agency Outreach Program, Farm to Table was able to support participants interested in sustainable agriculture from as far away as Tsailé, AZ.

The annual Alcalde Field Day event at the Science Center draws around 280 seasoned and beginning farmers to share New Mexico State University's Extension research on sustainable agricultural orchard and berry production, medicinal and culinary herb production, pasture management, drip irrigation systems, tractors and implements, hoop houses, and weed management.

Not only was this event the first time that participants from Navajo Nation and the Pueblos visited Alcalde and tasted freshly-picked apples and berries from the demonstration plots, it was also the first time that most participants met one another and learned about their respective farms, projects and farmers' markets in other parts of "Indian Country" in the southwest.

Between scheduled field tours, participants dropped by the shaded table area to cool off, and inevitably ended up talking about farming and farm programs in their areas over cups of lemonade. Shirley Trujillo of Taos Pueblo and Red Willow Center shared her greenhouse successes with Felix Nez and Leona Tracey of Diné College, who will be starting a youth program and demonstration garden on campus. Latha Yatabe of Chinle, Arizona's Wellness Center, Indian Health Services, shared her photo album and stories of their collaborative project to grow traditional crops this year at the hospital; offer classes on nutrition; share the abundance of corn and other crops with the community; and, work with traditional farmers in Canyon de Chelly to revitalize agriculture while planning to start a local farmers' market and get fresh farm product into area schools.

Rex Salvador of Acoma Pueblo shared his good news about a bumper crop of chiles and opening day of the Acoma Farmers' Market. In contrast to last year's floods that wiped out corn fields and washed bales of alfalfa down the arroyo, Rex is counting his blessings this year together with two other farmers who anchor their roadside market with bushels of corn, beans and melons on Saturdays. He exchanged "start up" stories with market organizers from Taos Pueblo and Shiprock.

As the Field Day wound down after lunch, over half of the group traveled north to begin the farm tour at Gene Lopez' orchard, garden, and packing and grading facility for apples. Gene is a successful grower and member of the NM Apple Council. This year, his farm represents the mixed blessings of a great fruit year in contrast to the utter destruction of his cucumber and squash crop from springtime's thirty-second hail storms that hit many valley growers this year. Gene shared advice about selling produce to the schools and what customers look for at farmers' markets. "Only sell the best of what you have, because customers never forget a wormy apple." To prove his point, Gene mentioned customers who have been loyal to him and his apples for over 25 years.

The group proceeded south to La Mesilla where Dave and Loretta Fresquez run Monte Vista Organic Farm. Participants learned about the production methods and marketability of diverse specialty crops, heirloom varieties, how to cure alliums, setting up your drip irrigation system, hoop house planting systems, and integrating perennials into your crop planning and poultry into your operations. Most participants had never seen the varieties of potatoes, onions, garlic, leeks, melons, berries, carrots, beans, tomatoes that Dave talked about. He generously pulled up plants for show and tell and explained the different plant parts and traits that reflected "health," "time to harvest," and evidence of grasshoppers and gophers visiting certain rows.

Dave also talked about the high quality of product needed for farmers' market sales and advised that you should never disguise blemished or damaged produce when selling to customers. "Eat your mistakes," he advised, "but don't worry about making mistakes."

That's how you learn how to become a good farmer. You just keep learning every single year." Participants and Dave exchanged contact information so that he could direct them to seed sources, farm supplies, and offer planning advice for their demonstration farm and garden at Diné College.

Overall, participants marveled at how green and abundant the Science Center and farms were, in contrast to their landscapes and growing conditions. Rainfall and irrigation are the major challenges in Taos, Acoma and the Navajo Nation. Gilbert Yazzie from Diné Agriculture in Shiprock talked about the "muddyness" of the river and ditches this year that wreaked havoc on surface and piped irrigation systems. Leona added, "That's if you are lucky to be near water. Most Navajo, like my family, have to haul in water for their gardens and livestock." With pictures to illustrate her point,

Leona showed the stark contrast of red cliffs, sparse vegetation, and determined "knee-high" corn soaking up water from drip tape attached to a tank loaded in a pick up truck.

The rest of us 'Rio Grande corridor dwellers' had an "ah-ha" moment while standing next to Dave and Loretta's six-foot-tall brandywine tomato plants which have seemingly limitless access to water in a plentiful drip irrigation system at the twist of a valve. The diversity of growing conditions and weather patterns fueled conversation into late afternoon. Participants left by sunset on their long drives home with some new ideas and confirmed traditions thanks to a day full of sharing from extension agents, researchers and wise peers in the field.

*Tarunya Laveta, Farm to Table*

**“Eat your mistakes, but don’t worry about making mistakes. That’s how you learn how to become a good farmer. You just keep learning every single year.”**

**Dave Fresquez**



Monte Vista Organic Farm

photo by Le Adams

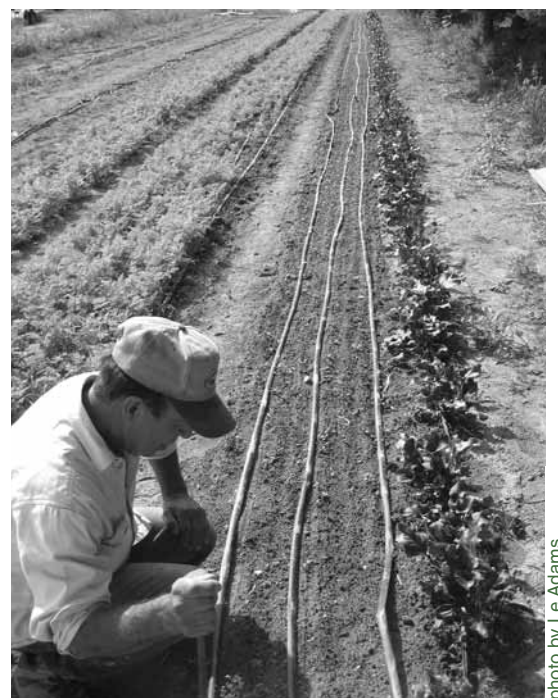


photo by Le Adams

Dave Fresquez

# Farm to School update: Serving the southwest region in the National Farm to School Program

*Farm to School* includes the exciting world of school gardens, nutrition education, cooking in the classroom, horticultural based learning, learning about commerce at a farmers' market, AND forming the direct connection between farmers and school cafeterias which brings fresh local fruits and vegetables and other farm products to more and more young people. The states in our region all have a different level of involvement in FTS and school districts differ in their ability to try something new. There are at least 1,035 farm to school projects in 35 states in our country. There is definitely a movement afoot!

Farm to Table and the Southwest Marketing Network have been selected to serve as "Regional Lead Agency" for the National Farm to School Network in the Southwestern states. These states are the four included in the SWMN—NM, AZ, CO and UT as well as the addition of Wyoming. We are honored to have been selected to perform the duties associated with strengthening networks in farm to school in our region.

The National Farm to School Network seeks to build community-based food systems, strengthen family farms, and improve student health by reducing childhood overweight. Working under the leadership of the Center for Food and Justice at Occidental College and the Community Food Security Coalition, the network

plans to create a viable and sustainable network to coordinate, promote, and expand the farm to school movement at the state, regional, and national levels. The development of regional lead agencies helps further the implementation of the farm to school movement across the country.

We have identified some of the 'state leads' who will spearhead this work. They are Jim Dyer, CO, 970-588-2292; Cindy Gentry, AZ, 602-493-5231; and Lē Adams, NM, 505-473-1004. We are in the process of identifying leads in Wyoming and Utah. Pam Roy will focus on policy issues throughout the region as they relate to student health. A regional steering committee is being formed. The group will be gathering information about FTS activities; will be working with the National FTS group in the areas of policy, information needs, media and marketing; and, will create networking opportunities and provide training and technical assistance for individuals and groups working on farm to school issues.

Please contact any of the people listed above and stay in touch about farm to school activity in your "neck of the woods."

*Lē Adams, Farm to Table*



photo by Le Adams

Children are introduced to farm life at Fat Duck Farm.

# Much to do about the Farm Bill

There are certainly plenty of Farm Bill priorities that would help farmers, ranchers and service organizations currently in debate in the Farm Bill. One of the programs that we have kept a close eye on is the USDA Community Food Project Grant Program. In the past 10 years more than 25 grants have been awarded to organizations in the Four Corners states. This is a \$5 million grant program that is in great demand. The hope is to see an increase to \$30 million annually of mandatory funding. Additionally, there has been a real push to increase the Senior Farmers' Market Nutrition Program beyond its annual \$15 million program. Only two Tribal communities and one farmers' market each in New Mexico and Colorado have received funds from this program. The hope is to increase the program to \$75 million over the next five years. This would give the two hundred plus farmers' markets in our region and several hundred thousand seniors in the Southwest the opportunity to benefit from this program. Due to lack

of federal funding for this program, states such as Arizona and New Mexico have sought state funding from their legislatures to make the program available.

The Farmers' Market Promotion Program and Fresh Fruit and Vegetable Snack Program for schools have also garnered attention from Senators and Congressmen. A new program that would assist farmers and ranchers called the Healthy Enterprise Program is also gaining attention.

If you are interested in any of these priorities please contact your Senators and Congressmen. For more up-to-date information go to the Food and Farm Policy Project website at [www.farmandfoodproject.org](http://www.farmandfoodproject.org).

*Pamela Roy, Farm to Table*

## SOUTHWEST MARKETING NETWORK STEERING COMMITTEE

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### **Newsletter Staff**

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



# Calendar of Events

## **October 12-13, 2007 • 2nd Annual Symposium for Food and Seed Sovereignty**

Tesuque Pueblo, Tesuque, NM. Internationally renowned speakers, indigenous grandmothers and local panelists to speak on issues surrounding food security, sustainable agriculture and indigenous sovereignty. Includes ceremonies, traditional food, dancing and music. Friday, 7am-6:30pm and Saturday, 7:30am-6pm. There is a suggested donation of \$100 for the two-day event or \$50 for native/family farmers. Contact: Roseanna Perea at 505-955-7723, email at [rperea@pueblooftesuque.org](mailto:rperea@pueblooftesuque.org). For a vendor's application, call Katy Blanchard at 505-638-0306 or email [katy@urbaneagle.com](mailto:katy@urbaneagle.com).

## **October 19-21, 2007 • Bioneers Conference • Main conference in San Rafael, CA and beamed to 20 cities in the US, including Logan, UT, Santa Fe, NM, Boulder, CO, Houston, TX, and Salt Lake City, UT. All local community conferences will include beaming from the main conference and a full program, highlighting local solutions. The Bioneers Conference is one of the world's largest annual gatherings of visionaries and activists applying practical environmental solutions and innovative social strategies to restore the Earth and communities.**

Contact: [www.bioneers.org](http://www.bioneers.org) or 1-877-246-6337

## **October 23-December 11, 2007 • Boulder County New Farmer Program, Market Farm Track 2007**

Longmont, CO at the Boulder County Parks and Open Space Building. CSU Extension is excited to offer this series of 8 evening classes designed to help new farmers explore farming as a business and intermediate and experienced farmers refine their business, production, and marketing skills.

Contact: Boulder County Extension Office, 303-678-6238

## **November 2, 3 & 4, 2007 • New Mexico Small Farm Conference • Moriarty, NM.**

Contact: Del Jimenez, 505-852-2668 or [djimenez@nmsu.edu](mailto:djimenez@nmsu.edu)

## **November 15, 2007 • 22nd Annual Arizona Agribusiness Forum**

Harrah's Ak-Chin Casino Resort, Maricopa, AZ

Contact: Russ Tronstad at 520-621-2425 or [tronstad@ag.arizona.edu](mailto:tronstad@ag.arizona.edu)

## **January 17-19, 2008 • 7th Annual Quivira Coalition Conference • Marriott Pyramid, Albuquerque, NM**

Contact: Sheryl Russell, 505-820-2544, [srussell@quiviracoalition.org](mailto:srussell@quiviracoalition.org)

## **February 21-23, 2008 • Colorado Agriculture Big and Small Conference • Greeley, CO**

Contact: Adrian Card, [acard@co.boulder.co.us](mailto:acard@co.boulder.co.us)

## **February 29-March 1, 2008 • New Mexico Organic Farming Conference • Marriott Pyramid, Albuquerque, NM**

Contact: Joan Quinn, [joan.quinn@state.nm.us](mailto:joan.quinn@state.nm.us)

## **May 5, 6 & 7, 2008 • SAVE THE DATE!! Southwest Marketing Network 6th Annual Conference.**

Santa Fe, NM

Go to [www.swmarketingnetwork.org](http://www.swmarketingnetwork.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/calendar/index.php](http://www.attra.ncat.org/calendar/index.php)

# Resources for organic and sustainable production and marketing

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## Production information

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### Traditional Native American Farmers Association

TNAFA's mission is to "revitalize traditional agriculture for spiritual and human needs." Its membership feels that a sound agriculture base is needed to build healthy communities, including both physical and spiritual health. TNAFA addresses social, economic and health problems in its members' communities.

Contact: Clayton Brascoupe, 505-983-4047, cbrascoupe@yahoo.com

### Navajo Nation Department of Agriculture

Contact: John Blueyes, Window Rock, AZ 928-871-6605, john\_b\_87421@yahoo.com

### ATTRA the Sustainable Agriculture Information Service

Free resources on organic production of fruits, vegetables, field crops and marketing:  
www.attra.org/organic.html or call 1-800-346-9140

### Native Seed Search

Dedicated to preserving cultural and native foods in the southwest. The NS/S Seedbank is at the core of their conservation efforts. It serves as a repository for seeds, guarded in a safe environment for the proverbial "rainy day".

520-622-5561 or toll-free 866-622-5561, www.nativeseeds.org/

### Indian Country Extension

(Federally-Recognized Tribal Extension Programs, FRTEP, formerly Extension Indian Reservation Program)

For general information on the Indian Country Extension Program visit or call the numbers for your specific state below:

www.indiancountryextension.org/index.php

New Mexico contact: 505-646-3016

Arizona contact: Joseph G. Hiller, American Indian Programs, 520-621-7621

### Your nearest Cooperative Extension Office

### American Indian/Alaska Native Employees Organization for NRCS

Contact: Felix Nez Jr., West Regional Rep, USDA Natural Resources Conservation Service  
HCR 63 Box 6087, Winslow, AZ 86047  
928-657-3251, felix.nez@az.usda.gov

### An Organic Producers' Resource Guide to The Four Corners States, by Katy Pepinsky

*An effective, user friendly guide on organic production in the 4-corners states.*

Available online at:

www.swmarketingnetwork.org/SWMN\_Publications.htm

## Marketing resources

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### Intertribal Agricultural Council

IAC was founded in 1987 to pursue and promote the conservation, development and use of our agricultural resources for the betterment of our people. Land-based agricultural resources are vital to the economic and social welfare of many Native American and Alaskan Tribes. They have developed some unique markets for tribal agricultural products.

Contact: 100 North 27th Street, Suite 500, Billings, MT 59101, 406-259-3525

## Funding/ financial assistance

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### WSARE

Professional Development grants for Federally-Recognized Tribal Extension Programs (FRTEP) who have an established partnership with tribal agriculture. Contact: 307-837-2674 or freeburn@uwyo.edu

The **Farm Service Agency (FSA)** can make and guarantee loans to socially disadvantaged applicants to buy and operate family-size farms and ranches. Direct farm ownership loans (FO) and farm operating loans (OL) are made by FSA to approved applicants through state offices.

Find contacts for state offices through Office of External Affairs: Richard Jefferson: 202-720-3865

### USDA Rural Development Business Programs

They offer business development grants and low-interest loans for people in rural areas.  
www.rurdev.usda.gov/rbs/buspbpdir.htm  
or call: Hanna Schwartz, 520-887-4505, ext. 113, hanna.schwartz@az.usda.gov

*Tammy Hinman, NCAT / ATTRA*

**Save the date!**

**Southwest Marketing Network  
6th Annual Conference**

**La Fonda Hotel  
Santa Fe, NM  
May 5, 6 & 7, 2008**

**Farm to Table**  
3900 Paseo del Sol  
Santa Fe, NM 87507

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Major funders of this project are  
USDA, Risk Management Agency  
and USDA, Farm Service Agency

