





# 25TH ANNUAL LOCAL FOOD CONNECTS CONFERENCE



**Cultivating a Unified Food System** 

March 8-10, 2023 Santa Fe Community College







# Ritual, Community, and You!

Welcome to the NMFMA's 25th anniversary Local Food Connects conference. On behalf of the full NMFMA team—now 18 strong—we are thrilled to once again be meeting in person to celebrate our community's milestones of the past year while looking ahead to new opportunities.



Christina Keibler

**Colleen Davis** 

Last time we were together in this space in February 2020, the world was on the brink of a pandemic that we didn't see coming. To those who lost loved ones during this time, as the NMFMA family did with our dear Christina Keibler, may their memory be a blessing. We think of Christina often, especially when we're pondering new recipes or the best way to approach a new research project. And while it wasn't the pandemic that took another friend from us this year, I would like to also take a moment to remember Colleen Davis from T or C who ran the farmers' market in Ralph Edwards Park with grace and kindness for many years. I will miss our long talks and knowing that not even Cowboys for Trump could mess with Colleen or her market.

Covid is still with us, but thankfully much diminished. Our local food system still feels the reverberations from those years when supply chains were disrupted and everyone had to figure out how to "pivot." Farmers' markets and vendors adapted, and suddenly the world remembered why short, local supply chains are so important. New federal funding was released to shore up local food systems across the country, and last year in New Mexico, \$24.7 million was passed by the legislature to support Food, Farm and Hunger. This investment included about \$2 million for the New Mexico Grown program, \$1.5 million for Double Up Food Bucks, and additional funding for produce prescriptions, healthy soils, senior nutrition, agriculture work force development, and more.

Which bring us back to today and our annual conference. We all know that this conference is about so much more than dollars and cents. It's about this roomful of people—as well as those who aren't here today but who live and breathe this work. For 25 years, the NMFMA has been bringing together friends of local food and agriculture in this ritual that helps us carve out time in community. It is a ritual that signals spring and the growing season ahead. And it is a ritual that reminds us of the optimism that is farming — as if by coming together we emerge stronger in the face of fire, drought, hail, and squash bugs.

Food itself is often at the center of ritual, and when we connect with one another, we build trust and expand our hearts and minds. Ritual also helps transform everyday actions into something more, helps us handle the stresses of the modern world, and enriches our work.

So, as we gather this week to learn from one another let's also be sure to enjoy the magic of this ritual that is our annual Local Food Connects conference.

Thank you all for being part of this community.



Denise Miller, NMFMA Executive Director

Deurce D. hull

# **Conference Agenda**

## Wednesday, March 8

| TIME               | EVENT   | <b>LOCATION</b>  |
|--------------------|---|--|
| 11:30 am - 1:00 pm | Promotional bag pick up for farmers' markets and outlets.<br>Look for the big truck!  | West wing parking lot  |
| 12:00 pm - 1:00 pm | Registration. Look for the bookstore and Jemez Rooms.   | Near the cafeteria   |
| 1:00 pm - 5:00 pm  | <b>Double Up Food Bucks &amp; FreshRx Workshops:</b> Mandatory training for all participating outlets.  | Jemez Rooms  |
|                    | Breakout: Introduction to New Reporting Projects Training on the new Double Up Food Bucks and FreshRx reporting portal by our partners from the Gus Schumacher Nutrition Incentive Program Training Technical Assistance, Evaluation, and Information Center (GusNIP/NTAE). | Room 221   |
| 4:45 pm - 5:30 pm  | Promotional bag pick up for farmers' markets and outlets.<br>Look for the big truck!  | West wing parking lot  |
| 5:30 pm            | Dinner at Tortilla Flats (pay on your own)  | Tortilla Flats,<br>3139 Cerrillos<br>Road, Santa Fe,<br>NM 87507 |







# Thursday, March 9

| TIME                                    | <u>EVENT</u>  | <b>LOCATION</b>       |
|---|---|-----------------------|
| 8:00 am - 9:30 am                       | <b>Promotional bag pick up</b> for farmers' markets and outlets.<br>Look for the big truck!   | West wing parking lot |
| 8:00 am - 9:00 am                       | Registration. Look for the bookstore and Jemez Rooms  | Near the cafeteria    |
| 9:00 am – 9:10 am                       | Welcome & Land Acknowledgement  | Jemez Rooms           |
| 9:10 am - 9:30 am                       | Opening Remarks: NM Dept. of Agriculture Secretary Jeff Witte   | Jemez Rooms           |
| 9:30 am – 10:30 am                      | State of the Plate, NMFMA Executive Director Denise Miller  | Jemez Rooms           |
| 10:30 am - 12:00 pm                     | Keynote Panel: Cultivating a Unified Food System Learn about New Mexico's expanding local food system from the perspectives of Danielle Schlobohm (Executive Director of DowntownABQ MainStreet and Arts & Cultural District), Alena Paisano (NM Public Education Department), and Casey Holland (Farm Director at Chispas Farm). Moderated by Juan Abeyta, the panelists will discuss how community plays a critical role in their collaborations, how these connections contribute to the growing local food system, and how everyone has a special role to play in this complex ecosystem. | Jemez Rooms           |
| 11:30 am - 1:30 pm                      | <b>Promotional bag pick up</b> for farmers' markets and outlets.<br>Look for the big truck!   | West wing parking lot |
| 12:00 am - 1:30 pm                      | Lunch   | Jemez Rooms           |
| 1:30 pm – 2:30 pm<br><b>Breakout #1</b> | WIC Training for Market Managers Veronica Griego, NM Farmers Market Programs Manager FMNP SFMNP FMNEP at the NM Department of Health, conducts this annual training for market managers and farm stand owners.  | Jemez Rooms           |
| 1:30 pm - 2:30 pm<br>Breakout #2        | New Mexico Grown Procurement  Come learn about and discuss the expanding market opportunities for farmers and ranchers available through the New Mexico Grown program. Buyers from three state agencies, plus the food banks will be on hand. Bryan Crawford-Garrett, the NMFMA's Director of Food Systems Initiatives, will facilitate the conversation.   | Room 412              |
| 2:35 pm - 3:45 pm<br><b>Breakout #1</b> | WIC Mobile Tech Roundtable #1 (for Market Managers) Bring your questions to this solutions-focused discussion on the new mobile technology for the WIC and Senior Farmers' Market Nutrition Programs. There will be another WIC Roundtable on Friday from 10:00 am to 12:45 pm. Facilitated by Kirsten Hansen, the NMFMA's FreshRxManager, Veronica Griego of the NM Department of Health, and SoliSystems (developer of the mobile app).   | Jemez Rooms           |

| 2:35 pm - 3:45 pm<br>Breakout #2 | Regenerative Ag: Maintaining Healthy Soils and How to Fund Soil Improvements on Your Farm  First, hear from Mary Lucero, PhD, who will cover soil health principles and how to ensure sustainable production under routine conditions, and what to do when disasters strike, such as extreme weather, exposure to environmental contaminants, or unplanned disturbances like an herbicide drift. Next, Robb Hirsch, co-founder of the Healthy Soil Working Group, will explain how to fund regenerative practices on your farm or ranch that can help with water retention, soil microbiology, and profitability by applying for a grant from the NMDA Soil Program.  | Room 412              |
|----------------------------------|---|-----------------------|
| 4:00 pm - 5:00 pm<br>Breakout #1 | <ul> <li>Special Topic Tables: Get questions answered and network with colleagues about a variety of special topics. See the table topics below and representatives who will be ready to speak with you.</li> <li>Meat and the Approved Supplier Program: Nick Frazinni (NMDA) &amp; Bryan Crawford-Garrett (NMFMA)</li> <li>Food Safety for Market Managers &amp; New Farmers: Mike Venticinque (NMFMA), Carole Palmer (Gallup Farmers' Market), Valerie Smith (Contractor)</li> <li>GoodFoodNM: Ally Jacobs (NMFMA).</li> <li>Food Hubs, with posters (various)</li> <li>Farm Worker Rights, Anita Adalja (Not Our Farm)</li> <li>NM Grown - Senior Centers, Ophelia Steppe (NM Aging &amp; Long-Term Services Dept.)</li> <li>NM Grown - Preschools, Alena Paisano (NM Public Education Dept.)</li> <li>NM Grown - Preschools, Franceska Alexander (ECECD)</li> <li>Farm to Food Bank, Meredith Lorencz and Bonnie Murphy (The Food Depot)</li> <li>Healthy Soil, Robb Hirsch (Healthy Soil Working Group)</li> <li>Policy, Pam Roy (Farm to Table)</li> <li>Social Media, Jena Marquez (NMFMA)</li> </ul> | Jemez Rooms           |
| 4:00 pm - 5:00 pm<br>Breakout #2 | New Market Manager Meeting Mandatory for new market managers! This session will give you all the tools you need to make your market successful and it will help detail how the NMFMA staff can support you throughout the year.   | Room 412              |
| 4:45 pm - 5:30 pm                | Promotional bag pick up for farmers' markets and outlets.<br>Look for the big truck!  | West wing parking lot |
| 5:00 pm – 5:30 pm                | Board Elections Four board members are up for re-election and you can vote during this time. This year's incumbent candidates are Ralph Vigil, Cindy Talamantes, Jedrek Lamb, and Todd Taylor.  | Jemez Rooms           |

5:00 pm - 8:00 pm **Dinner with Colleagues** 

Jemez Rooms

## Friday, March 10

| TIME                                     | EVENT  | <b>LOCATION</b>       |
|--|--|-----------------------|
| 8:00 am - 9:30 am                        | <b>Promotional bag pick up</b> for farmers' markets and outlets.<br>Look for the big truck!  | West wing parking lot |
| 8:00 pm - 9:00 am                        | Registration. Look for the bookstore and Jemez Rooms   | Near the cafeteria    |
| 9:00 am - 10:30 am<br><b>Breakout #1</b> | Turn Up the Volume! Marketing Your Outlet in 2023 Meet the NMFMA's Marketing Team and learn about the variety of materials and tools that are available to help you bring new customers to your market, farm stand, or vendor table. New print materials, improved social media, targeted newsletters, and GoodFoodNM are just a few of the resources you will learn about.        | Jemez Rooms           |
| 9:00 am - 10:30 am<br>Breakout #2        | Speed Dating for Producers and Buyers Funding for institutions and food banks to purchase New Mexicogrown food at fair prices has never been better, but at the end of the day, it's relationships that make these programs work. Join us for this informal session that will help producers, buyers, food hubs, and producers get to know each other and build key relationships. | Room 412              |

10:45 am - 12:00 pm **Breakout #1** 

#### 10:45 am – 12:00 pm Governance Forum for Farmers' Markets:

This open forum led by Andrea Warner and Pauline Pao will be an opportunity for farmers' markets to share and exchange information regarding best practices for governance structures, market rules, and financial procedures at their markets. Whether your market is small or large, urban or rural, every market faces an ever-evolving landscape of management challenges. Your colleagues just may have the answers that you need!





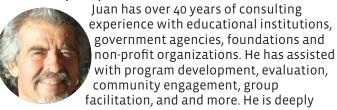
Jemez Rooms

| 10:45 am - 12:00 pm<br>Breakout #2 | WIC Mobile Tech Roundtable #2 (for Producers) Here is a second opportunity to bring your questions to this solutions-focused discussion on the new mobile technology for the WIC and Senior Farmers' Market Nutrition Programs. This session is targeted to producers who may have missed the Thursday session, but everyone is welcome to attend whichever session fits your schedule best! Facilitated by Kirsten Hansen, the NMFMA's FreshRxManager, Veronica Griego of the NM Department of Health, and SoliSystems (developer of the mobile app). | Room 221   |
|------------------------------------|--|--|
| 10:45 am - 12:00 pm<br>Breakout #3 | Food Hub Resource Sharing: Focus on SOPs Join your food hub colleagues to discuss standard operating procedures and other topics. This session will be moderated by the NMFMA's Food Systems Initiative Director Bryan Crawford-Garrett and Value Chain Coordinator Michael Venticinque.   | Room 412   |
| 12:00 pm – 1:15 pm                 | Lunch - Box Lunches by YouthWorks  | Main Area near<br>Jemez Rooms                      |
| 1:15 pm – 2:15 pm                  | Last chance to pick up promotional bags at truck!  | West wing<br>parking<br>lot                        |
|                                    | Take your pick of which excellent tour you would like to take before we all depart.  |  |
| 1:30 pm – 2:30 pm                  | Greenhouse Tour at the Santa Fe Community College  | SFCC Green-<br>house                               |
| 1:30 pm – 2:30 pm                  | Farm Tour at Reunity Resources Farm and Soil Yard  | 1829 San Ysidro<br>Crossing, Santa<br>Fe, NM 87507 |





## Juan Abeyta Collective Impact Specialist



committed to social justice and is an advocate for community empowerment.

#### <u>Franceska Alexander</u> Food Security Coordinator, Early Childhood Education & Care Department

Franceska works closely with preschools and other childhood education facilities on the NM the Farm to Preschool program. She also supports other programs within the NM Early Childhood Education & Care Department. Originally from a farm in Cleveland, NM, Franceska

admires getting to work with and support local farmers and ranchers in New Mexico.

#### Kelli Wilson Begay, MS, MBA, RDN GusNIP NTAE Consultant



Kelli Wilson Begay (Kickapoo/Seminole/ Muscogee Creek) has served Tribal communities as a dietitian and public health professional for nearly 20 years. She strives to honor her ancestors by grounding her work in cultural values and leverages personal lived experience when it comes to food and health.

⋈ kbegay@centerfornutrition.org

#### Alena Paisano

Farm to School Coordinator, New Mexico Public Education Department, Student Success and Wellness Bureau, NM Public Education Department

Alena Paisano is an experienced practitioner of farm to school and is dedicated to the development of just and local food systems serving our youth, families and communities. She partners with nutrition professionals, community advocates and food producers to increase

access to local foods in meal programs serving our littlest eaters through elders.

⊠ Alena.Paisano@ped.nm.gov

**505-469-2061** 

#### Veronica Griego

New Mexico Farmers' Market Programs Manager overseeing FMNP, SFMNP, FMNEP, NM Department of Health



Veronica started her career in 2014 with the New Mexico state government in the Family Health Bureau- Title X Program as an auditor, and worked as the Deputy Finance Director for the New Mexico Behavioral Health Institute located in Las Vegas, NM for 7 years. She comes from a small northern

New Mexico rural town, where she grew up with farmers' and old cattle ranchers.

∨ Veronica.Griego3@doh.nm.gov

505-476-8816 (office) or 505-469-0548 (c)

#### **Robb Hirsch**

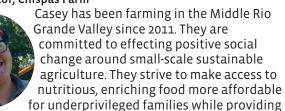
#### Co-Founder, New Mexico Healthy Soil Working Group



Robb is the co-founder of the Healthy Soil Working Group and the Executive Director of the Climate Change Leadership Institute. He is a graduate of Harvard University and a Fulbright Scholar with a Master's Degree in Sustainability. His professional focus has been on renewable energy and regenerative.

□ robb@takeresponsibility.us

### Casey Holland Farm Director, Chispas Farm



opportunities for their community to reconnect to the region's agricultural roots and culture. Casey plans on farming for the rest of their life.

□ chollandnm@gmail.com

#### Meredith Lorencz

#### Local Food Procurement Specialist, The Food Depot



Meredith grew up on a crop farm in rural Michigan. As a trained chef, she's worked in the hospitality sector for 10 years. She most recently pivoted from working for chef and humanitarian Jose Andres at his renowned Minibar in Washington, DC to connecting with the emergency food

network in New Mexico during the COVID-19

pandemic. She is based in Gallup.

mlorencz@thefooddepot.org

#### **Farm Hosts:**

**505-695-1005** 

Charlie Shultz, Lead Faculty at Controlled Environment Agriculture, School of Trades, Technology, Sustainability, and Professional Studies, Santa Fe Community College

Richard.Shultz@sfcc.edu

**505-428-1205** 

#### Mary Lucero, PhD

Systems Biologist and Farmer, End-O-Fite Enterprises, LLC and JAL Farms



Mary's experience includes agricultural, environmental, and remediation research through USDA, at NMSU, and as an independent contractor. She has published research in natural product chemistry, essential oils, land restoration, phytoremediation, and plant and soil

microbiology. Mary shares ownership of two food and farming companies with her husband David.

#### **Bonnie Murphy**

Local Food Procurement Project Specialist, The Food Depot



Bonnie has spent 10 years as an organic production farmer, 15 years in supporting resilient local food systems, and is currently connecting regional foods into the statewide emergency food network for the benefit of all New Mexicans.

 bmurphy@thefooddepot.org 505-510-7492 (mobile) or 505-471-1633 ext. 118

#### Danielle Schlobohm

Executive Director of DowntownABQ MainStreet and **Arts & Cultural District** 



Danielle has been with her current organization since 2019 and started as the assistant manager for the Downtown Growers' Market. She has an undergraduate degree from Concordia University in General Design with minors in photography and art history. Downtown

Albuquerque has been Danielle's home since 2017 and she loves working on anything to make the Albuquerque community thrive.

□ danielle@abqmainstreet.org

#### Ophelia Steppe

State Nutritionist, New Mexico Aging and Long-Term Services Department



Ophelia has made it her life's work to enhance individuals' health and wellbeing by advocating for healthy lifestyles and enhancing the wellness of underserved communities. In her current role, Ophelia offers dietary assistance to senior centers that are both tribal and non-tribal. Ophelia

has merged cultural interaction with community service to help build and renovate schools, homes, shelters and more.

□ Ophelia.Steppe@altsd.nm.gov

#### Morgan Szczepaniak, MS, RDN

Senior Research Associate at the Gretchen Swanson **Center for Nutrition** 

> Morgan is a Registered Dietitian and Senior Research Associate at the Gretchen Swanson Center for Nutrition. She serves as a reporting advisor to grantees within the GusNIP family of funding to support them in meeting their reporting requirements.

#### Secretary Jeff Witte

New Mexico Department of Agriculture



Jeff comes from a ranching family in northern New Mexico. He graduated from New Mexico State University (NMSU) with a bachelor's degree in agricultural business management and a master's degree in agricultural economics and economics. Jeff was named the director/

secretary of the New Mexico Department of Agriculture (NMDA) in 2011. He has served as past president and led several agriculture associations and committees. 

#### **Special Topic Table Hosts:**

Anita Adalja, Not Our Farm; anitaadalja@gmail.com

Nick Frazinni, NM Dept. of Agriculture nfrazzini@nmda.nmsu.edu; 575-339-5046

Carole Palmer, Gallup Farmers' Market Manager, carole@copeprogram.org

Pam Roy, Farm to Table and NM Food & Ag. Policy Council; pam@farmtotablenm.org

Valerie Smith, NMFMA Food Safety Trainer, foodsafety@swcp.com

#### **Local Food Hubs:**

Vanessa Brady, Desert Spoon Food Hub

Shelby Danilowicz, Mogro, shelby@mogro.net

Stephen Farmer, Casa Verde, ganjawellness@gmail.com

Supreet Gill, La Montañita Co-op, supreet.gill@ lamontanita.coop

Sean Humphrey, Delicious New Mexico, seanh@deliciousnm.org

**Latrell Kaye**, Agri-Cultura Cooperative Network & La Cosecha CSA, latrell@agri-cultura.org

Johannes Lencer, Frontier Food Hub, Silver City ilencer@frontierus.org

**Kyle Malone**, New Mexico Harvest, Albuquerque newmexicoharvestmarketing@gmail.com

Jaqueline Montoya, San Juan College Harvest Food montoyajr@sanjuancollege.edu

Mercedes Rodriguez, Taos County Economic Development Corp., mercedes@tcedc.org

Patsy Terrazas-Stallworth, Desert Spoon Food Hub, Luzpstall@aol.com

# **NMFMA Staff**

|   | NUTRITION INCENT  | IVES TEAM                         |                 |
|---|---|-----------------------------------|-----------------|
| Sarah Thompson  | Nutrition Incentives Programs Director                                  | sthompson@farmersmarketsnm.org    | 410-402-0363    |
| Kirsten Hansen  | FreshRx Program Manager   | kirsten@farmersmarketsnm.org      | 505-690-1529    |
| Sonora Rodríguez  | ABQ. Double Up Food Bucks Outreach<br>Coordinator                       | sonora@farmersmarketsnm.org       | 505-228-5726    |
| Andrea Warner   | Market Manager Liaison and Double Up<br>Food Bucks Outreach Coordinator | andrea@farmersmarketsnm.org       | 505-433-1164    |
| Corey Mansfield   | Nutrition Incentives Programs<br>Administrator                          | corey@farmersmarketsnm.org        | 505-983-4010    |
| APPROVED SUPPLIER PROGRAM & VALUE CHAIN COORDINATION TEAM |   |                                   |                 |
| Bryan Crawford-Garrett                                    | Food Systems Initiatives Director                                       | bryan@farmersmarketsnm.org        | 202-557-1451    |
| Michael Venticinque                                       | Value Chain Coordinator   | VCC@FarmersMarketsNM.org          | 505-448-2891    |
| Sheena Tallis-Tallman                                     | New Mexico Approved Supplier<br>Coordinator                             | sheena@farmersmarketsnm.org       | 505-983-4010    |
|   | MARKETING 1   | EAM                               |                 |
| Mark Chamberlain  | Marketing/Creative Director   | mchamberlain@farmersmarketsnm.org | 303-898-0858    |
| Alison Penn   | Communications Administrator  | alison@farmersmarketsnm.org       | 575-910-2125    |
| Jena Marquez  | Digital Marketing Specialist  | jena@farmersmarketsnm.org         | 415-710-9490    |
| Scott Knauer  | Marketing Technology Specialist   | scott@farmersmarketsnm.org        | 575-693-1957    |
| Ally Jacobs   | GoodFoodNM Coordinator  | ally@farmersmarketsnm.org         | 505-983-4010    |
| OPERATIONS TEAM   |   |                                   |                 |
| Denise Miller   | Executive Director  | dmiller@farmersmarketsnm.org      | 505-699-2064    |
| Catherine Baca  | Membership and Conference Coordinator                                   | CatBaca@farmersmarketsnm.org      | 505-983-4010 x3 |
| Charise Gonzales  | Director of Finance and HR  | chgonzales@farmersmarketsnm.org   | 505-983-4010    |
| Joann Jarvis-Olivas                                       | Data Entry and Administrative Assistant                                 | accounting@farmersmarketsnm.org   | 505-983-4010    |

#### NMFMA Board of Directors

- Jedrek Lamb, Board Chair, Farmer, Bosque Farms, jedrek.lamb@gmail.com
- Ralph Vigil, Vice Chair, Farmer, Molino de la Isla Organics, Pecos, molinodelaisla@gmail.com
  - Todd Taylor, Treasurer, Ranchline LLC, Roswell, todd@ranchline.com
- Contessa Archuleta, Secretary, Financial Advisor, The Rikoon Group, contessa.archuleta@rikoongroup.com
  - Joshua Cunningham, former Marketing Director at Cids, jkanizzle@me.com
    - Linda & Mario Rosales, Rosales Produce, Socorro, rosalesL5@aol.com
  - Stephanie Sanchez, Roadrunner Food Bank, Albuquerque, stephanie.sanchez@rrfb.org
    - · Cindy Talamantes, Los Alamos Farmers' Market, talacook@windstream.net
    - Carrie Theilen, Presbyterian Healthcare Services, Santa Fe, cthielen@phs.org
  - Bryce Townsend, Farmer, Black Mesa Farm, Pueblo of San Felipe, brycedt@hotmail.com

