



**Local Food
CONNECTS**

2021 NMFMA ANNUAL CONFERENCE: LOCAL FOOD CONNECTS **Monday, March 22 through Thursday, March 25**

The 2021 Annual Conference will take place via Zoom, FREE for all. (*You do not need a Zoom account to join the conference.*)

Sign up for conference texts by texting **CONF2021 to 21333**. You will receive conference-related updates via email after you register.

Visit NewMexicoFMA.org > Resources > Annual Conference to find the registration link.

For questions about the conference, including registration, contact NMFMA Membership Coordinator Catherine Baca at catbaca@farmersmarketsnm.org.

CONFERENCE AGENDA

Monday, March 22

9:30 - 10:30 AM: Conference Welcome and Opening Remarks

- *Executive Director Denise Miller, NMFMA*
- *Secretary of Agriculture Jeff Witte*
- *Division Director Marketing and Development Jason New*

10:30 - 11:30 AM: State of the Plate

- *Join the NMFMA's Executive Director Denise Miller as she reviews the wild ride that was 2020 and looks ahead to 2021.*

1:00 - 2:00 PM: COVID-19 at Farmers' Markets: What We've Learned and How to Move Forward (Open Forum)

- *Join this discussion about how COVID-19 impacted your farmers' markets, and what the market year ahead may hold. Come ready to share your stories and learnings. This session will be facilitated by Sarah Grant.*

2:00 - 2:30 PM: Meet the Staff of the NMFMA

- *The NMFMA is up to 10 full- and part-time staff and contractors. Come meet them and hear a bit about their jobs!*

5:00 - 6:00 PM: Virtual Happy Hour (Something in Common: We'll get to know each other better!)



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Tuesday, March 23

9:30 - 11:30 AM: **Double Up Food Bucks and Fresh Rx Workshop: Beginners**

- *Program Managers Sarah Thompson, and Kirsten Hansen, NMFMA*

1:00 - 2:00 PM: **WIC & Senior Farmers' Market Nutrition Program (FMNP)**

- *WIC and Senior Farmers' Market Nutrition Program Director Sarah Flores-Sievers, NM Department of Health*

2:00 - 3:00 PM: **Diversity, Equity, and Inclusion Forum**

- *Sunshine Muse from Black Health New Mexico, Julieta Saucedo from Las Semillas, and Nathaniel Jones and Tia Suazo from Red Willow center at Taos Pueblo will lead an open forum discussion about diversity in the local food system.*

Wednesday, March 24

9:30 - 10:00 AM: **Meet the Board**

- *NMFMA Board President Jedrek Lamb*

10:00 - 10:30 AM: **Board Elections** (*Elections will open at the end of this presentation and close at midnight, Thursday, March 25*)

11:00 AM - Noon: **NM Legislative Session 2021 Wrap-Up: How Did Agriculture Fare?**

- *Join NMFMA Board Treasurer Todd Taylor and a team of panelists as they review the recent legislative session. Panelists will include: Pam Roy, Farm to Table; Eric Chavez, Field Rep. Office of Senator Ben Ray Luján; Helga Garza, NM Food and Agriculture Policy Council; Lilly Irvin-Vitella, NM First; Christina Allday-Bondy, Healthy Soils Working Group; Zoey Fink, National Young Farmers' Coalition; Krysten Augillar, La Semilla Food Center; Denise Miller, NMFMA.*

1:00 - 2:30 PM: **Food Box Programs: Building Community Capacity**

- *Local food box programs were some of the most inspiring examples of community collaboration that emerged from the pandemic. Join three dedicated experts who pulled off small miracles: Gaea McGahee of the Questa Farmers' Market, Eileen Shendo of Seeded Sisters, and Juliana Ciano of Reunity Farm and learn how they harnessed community capacity. Denise Miller will be the moderator.*

4:00 - 5:00 PM: **How to Make Grocery Store Sales Work for the Smaller Farmer**

- *What are the advantages of selling your produce to local grocery stores and what can the market farmer expect from this experience? Please join three industrious farmers who do it all: Alex Pino, Revolution Farm; Alma Maquitico, Anthony Youth Farm; and Eddie Velarde, Rancho de Santa Fe, as they describe their experiences and answer your questions. Michael Venticinque, the NMFMA's value chain coordinator, will be the moderator.*

5:00 - 6:00 PM: **Virtual Happy Hour (Cuddles & Cocktails: Bring your pet and a beverage!)**



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Thursday, March 25

9:30 - 11:30 AM: **Double Up Food Bucks and Fresh Rx Workshop: Existing**

- *Program Managers Sarah Thompson and Kirsten Hansen, NMFMA*

11:45 AM – 12:45 PM: **New Farmers' Markets: What can the NMFMA do for you?**

- *If you are a new market or feel like you are still getting your feet on the ground, join Sarah Grant of the NMFMA to learn what resources are available to you for marketing and more. Bring your questions!*

1:00 – 2:00 PM: **Rural Farmers' Market Open Forum**

- *Managers who operate farmers' market in rural areas are invited to join this open forum to share your experiences from the 2020 market season, and your ideas for 2021. Christina Keibler will facilitate the Rural Farmers' Market Open Forum.*

2:00 - 3:00 PM: **Urban Farmers' Market Open Forum**

- *Managers who operate farmers' market in urban areas are invited to join this open forum to share your experiences from the 2020 market season, and your ideas for 2021. Sarah Grant will facilitate the Urban Farmers' Market Open Forum.*

4:00 - 5:00 PM: **Food Safety Training on the Farm and Food Hubs: How Both Can Help Grow Your Business**

- *If you're contemplating wholesale sales, food safety and local food hubs are important to know about. Whether you plan to sell to schools, early childhood sites, senior centers, or grocery stores, food safety training is imperative. And, if you happen to live near one of the eight food hubs across the state, it's good to know the services they can provide to help you get your crops to market. The NMFMA's Local Food and Farming Program Coordinator Ashley Taylor, and Produce & Distribution Manager Anita Adalja, Agri-Cultura Cooperative Network, will walk you through these important topics.*

5:00 - 6:00 PM: **Virtual Happy Hour (Free Gab...no structure!)**