

THE
POWER OF STORY
TAKE 2



..... ⚡
28TH ANNUAL
LOCAL FOOD CONNECTS
CONFERENCE



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MARCH 4-6, 2026

Welcome!

Dear Local Food Champions,

Welcome to this year's annual conference! Whether you're managing a farmers' market, farming, coordinating a food hub, or strengthening our local food system in countless other ways, we're honored to have you here.

This year's theme, "The Power of Story," couldn't be more timely. Today's consumers—especially younger generations and buyers at many of our state agencies—are hungry for authenticity, connection, and value. They want to know *who* grew their food, *how* it was raised, and *why* it matters. They're turning toward food with a face, a name, and a narrative.

This shift represents a tremendous opportunity. When we share our stories—a farmer's transition to regenerative practices, a vendor's entrepreneurial journey, a food hub connecting schools to local farms—we're not just moving products. We're building trust, fostering community, and demonstrating that local food offers something industrial agriculture cannot: **connection**.

Every day we are collectively demonstrating that everyone deserves access to good food. These partnerships are transforming our local food system.

Your stories are powerful tools for change. They inspire people to choose local, attract new farmers, secure policy support, and remind us why this work matters.

Let's spend this conference sharpening our storytelling skills, sharing our successes and challenges, and celebrating the incredible work we're all doing. Together, we're cultivating a food system rooted in connection, transparency, and care.

Thank you for being here and for the work you do every day.

With gratitude,



Denise Miller, NMFMA Executive Director

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Owners, Bididi Baby Foods

In Memoriam: In recognition of the monumental loss of our dear friend and board member Ralph A. Vigil, who passed away unexpectedly May 16, 2025. We will always miss his wry wit, his open heart, and the many contributions he made to conservation, farming and his Pecos community. His love for La Tierra Madre, as he often spoke of her, will not be forgotten. Rest in peace, dear friend. We miss you.



CONFERENCE AGENDA

Wednesday, March 4

FOCUS 1: Market Operations & Double Up Food Bucks
FOCUS 2: Approved Supplier Program Stakeholders

TIME	EVENT	LOCATION
12:00 PM - 1:00 PM	Registration. Look for the bookstore and Jemez Rooms	Near the cafeteria
1:00 PM - 1:10 PM	Welcome and Introductions, Denise Miller, NMFMA Executive Director, and Sarah Thompson, Double Up Food Bucks Director	Jemez Rooms
1:15 PM - 2:00 PM	<p>FNS Deep Dive with Veteran Double Up Market Managers</p> <p>Market managers have encountered increasing complexities when applying and renewing authorization to accept SNAP at their markets. In this session, Sarah Thompson will offer background information and support to help you navigate the complex world of the USDA Food and Nutrition Service’s processes.</p> <p>Track A “Veteran” Market Managers</p>	Jemez Rooms
1:15 PM - 2:00 PM	<p>New Market Manager Orientation</p> <p>Let’s celebrate the work of our farmers’ market managers! Being a market manager takes skills, energy, and the ability to wear many hats. Join Community Health and Engagement Director Kirsten Hansen and Denise Miller in this session designed to help new managers and those who desire a short refresher course dig into some of the basics for planning for the upcoming season and navigating the NMFMA’s tools and resources. A primer on Double Up Food Bucks basics will also be covered to make sure you’re ready to hit the ground running.</p> <p>Track B New Market Managers</p>	Room #488
1:15 PM - 2:00 PM	<p>Our State Local Food Incentive Program Turns 10: Strengthening NM Grown for the Future (Invite Only)</p> <p>New Mexico Grown—the state’s local food purchasing program—celebrated its 10-year anniversary this past year. This milestone session invites stakeholders into a participatory planning conversation rooted in the program’s evolution, lessons learned, and collective vision for the future. Together we will examine current challenges and emerging opportunities related to NM Grown, the Approved Supplier Program, and the community-driven NM Food Safety Network. This session is designed to be interactive and forward-looking, centering stakeholder expertise to help shape the next decade of NM Grown.</p> <p>Track C Approved Supplier Program Stakeholders</p>	Board Room #223



TELL YOUR STORY! Find our team of content producers at a recording station near the registration table. Exercise your power as a storyteller working to strengthen food access and agriculture in your communities. What makes your community unique? What are your superpowers? How does your work make a difference? We would love to capture your story to be featured in future content put out by the NMFMA!

3:00 PM - 3:15 PM	Break with coffee, tea, and light snacks	Jemez Rooms
3:15 - 5:00 PM	<p>Double Up Food Bucks in 2026 (Mandatory)</p> <p>Your Double Up Food Bucks team—Sarah Thompson, Corey Mansfield, and Sonora Rodriguez—will provide important information about the upcoming Double Up season to everyone who offers Double Up Food Bucks at their outlet. There is critical new information this season:</p> <ul style="list-style-type: none"> • New strategies for spending down (temporary) increased Double Up funds (Bonus Bucks!) • Regional pilot adaptations for grocery stores and rural markets • and, the addition of incentives for meat and nuts launching in September! 	Jemez Rooms
5:00 PM	<p>Dinner on Your Own or With Friends</p> <p>Check in to your hotel, if needed, and enjoy one of Santa Fe’s many dinner options.</p>	

Thursday, March 5

FOCUS: Engaging New Mexico’s Local Food System Partners

TIME	EVENT	LOCATION
8:00 AM - 9:00 AM	<p>Registration, Coffee, and Light Morning Snacks:</p> <p>Near the cafeteria and bookstore</p>	Jemez Rooms
9:00 AM - 9:15 AM	<p>Welcome: Denise Miller, NMFMA Executive Director</p> <p>Land Acknowledgement: Bryce Townsend, Black Mesa Farm & NMFMA Board Member</p>	Jemez Rooms
9:15 AM - 9:45 AM	<p>Opening Remarks and 2026 Policy Highlights:</p> <p>Jeff Witte, Secretary of the New Mexico Department of Agriculture, and Pam Roy, Policy Director of Farm to Table, will provide insights on the food and agriculture wins at the 2026 legislative session, updates on the federal Farm Bill, and other observations from their unique and important policy perspectives.</p>	Jemez Rooms
9:45 AM - 10:45 AM	<p>State of the Plate: Denise Miller</p> <p>Food system work is complicated, and the NMFMA’s programs and partnerships span the food value chain. It’s always worth pausing for a few minutes to consider the big picture, to acknowledge highlights from the previous year, and to look ahead to what we see coming in 2026.</p>	Jemez Rooms
10:45 AM - 11:00 AM	Break - Coffee and light snacks are available.	Jemez Rooms



Table Talk: NM Grown Approved Supplier Program Technical Assistance
Open from 12:30 pm - 5:30 pm

Are you a current or prospective NM Grown Approved Supplier? Do you need help completing your application for FY27 (sales starting in July '26)? Drop by our table in the hallway and we will provide you one-on-one technical assistance to get your application completed. **For more information, please visit NewMexicoGrown.org/apply**

11:00 AM - 12:30 PM	<p>Stories from the Field: Videos and Q&A</p> <p>During 2025, our dynamic duo film team, Andrew Yates and Josh Cunningham (board member), set out across the state to film some rural market locations and Double Up Food Bucks outlets. While we can't preview all the new videos here, in spring be sure to watch for (and share with your customers!) the release of the new videos that highlight the beauty of our farmers, food, and communities.</p> <p>Today we'll take a look at the local food system through the lens of those working in a variety of roles from farmers' markets, to food hubs, to farmers, and an independent grocery co-op. Josh will open this session with some stories and there will be time for Q&A with the speakers.</p> <ul style="list-style-type: none"> • Tesoros del Valle Farmers' Market, Villanueva, Jason Gonzales, farmer and market founders • The Approved Supplier Program, Chase Sturdevant, Frontier Food Hub Manager • The Dixon Co-op Market, Corey Mansfield, on behalf of the Village Greengrocer, Madrid • FreshRx, Bryce Townsend, Black Mesa Farm 	Jemez Rooms
12:30 PM - 1:45 PM	Lunch	Jemez Rooms
1:45 PM - 2:00 PM	<p>Policy in Action, Building Relationships</p> <p>Take a few minutes to thank your local legislators for their support of local food and farming initiatives this legislative session.</p>	Jemez Rooms
2:00 PM - 2:15 PM	<p>Department of Health, Civil Rights Training for WIC and SFMNP, with Tanya Matson, Program Coordinator, NM Dept. of Health</p> <p>Required annual training for all outlets that offer WIC and Senior programs to their communities</p>	Jemez Rooms
2:15 PM - 3:30 PM	<p>Aligning Farmer Programs to Strengthen Community Food Systems</p> <p>The NMFMA Approved Supplier Program (ASP) offers a pathway to wholesale market access for small farmers across the state. Join Alena Paisano, Approved Supplier Program Director, and Veronica Griego, New Mexico Department of Health Farmers Market Programs Manager, to learn more about how the ASP program has become a valuable strategy for leveraging state-funded programs, such as the Farmers Market Nutrition Program (DOH). We will explore the vital role farmers' market leaders are playing and share strategies for how your market can benefit from the New Mexico Grown movement.</p>	Jemez Rooms
3:30 PM - 3:45 PM	<p>Break for market managers</p> <hr/> <p>ASP Stakeholders, please go to the Board Room (Room #223)</p>	

Thursday, March 5 (continued)

TIME	EVENT	LOCATION
3:30 PM - 4:30 PM	<p>New Mexico Grown Producer Listening Session</p> <p>As New Mexico Grown enters its second decade, this session is designed as a dedicated listening space for producers. The NMFMA's Approved Supplier Team will share updates on program developments and evolving participation requirements within NM Grown and the Approved Supplier Program, and most importantly, hear directly from producers about their experiences. In a changing political and funding landscape, strengthening NM Grown and supporting stable markets depends on producer-informed solutions. This facilitated conversation will focus on how program processes impact day-to-day operations, examine where additional support or clarity is needed, and explore opportunities to improve access and inclusion as the program evolves.</p>	Board Room #223
3:45 PM - 4:30 PM	<p>Track A Approved Supplier Stakeholders</p> <p>Using Market Data to Tell Stories</p> <p>During this brief session with Bryan Crawford-Garrett, the NMFMA's Monitoring, Evaluation, Research & Learning Lead, you will explore the ways in which market data can be used to tell your individual market story as well as the collective story of markets across the state. We will also touch on a few tips for how to track market data needs!</p>	Jemez Rooms
4:30 PM - 5:00 PM	<p>Track B Market Managers</p> <p>Board Elections</p> <p>Join us to help elect the next term of board members. There are a total of three open seats this year, including two board members who would like to continue their service. We will also take a few minutes to honor Cindy Talamantes, Los Alamos market manager who is retiring from the board after many years of service, and new board member Bill Stimmel, Vice President, Indian Pueblo Cultural Center.</p> <p>Running this year are:</p> <ul style="list-style-type: none"> • Jedrek Lamb, current Board Chair • Todd Taylor, current Treasurer • Susan Tarver, Eldorado Farmers' Market 	Jemez Rooms
Dinner 6:00 PM	<p>Thursday – Dinner with Colleagues at Capital Coal, Small Plates and More! Downtown Santa Fe</p> <p>Check in at the hotel, if needed. Head to the restaurant for an informal gathering of friends and colleagues. Appetizers will be provided, and check your badge for a beverage ticket. Dinner will be ordered/paid on your own.</p>	Capital Coal Neighborhood Eatery



Check your name badge for a drink ticket and make plans to join us at Capital Coal! Learn more at CapitalCoalNeighborhoodEatery.com (Located at 326 S. Guadalupe Street)

Friday, March 6

FOCUS: Marketing Your Farmers' Market & Other Outlets

TIME	EVENT	LOCATION
8:30 AM - 9:00 AM	Registration and Coffee, Light Morning Snacks Near the cafeteria and bookstore	Jemez Rooms
9:00 AM - 11:15 AM	Telling the Story of Your Market: How to Bring Your Market to Life and Bring in Customers Kicking off this vibrant morning will be special guest Douglas Meriam, an award-winning photographer who is no stranger to farmers' markets. His cookbook, "Farm Fresh Journey," highlights the food and farmers of the Santa Fe Farmers' Market. Doug will share inspiring photos that bring to life the joy of local food and farmers. He'll help us understand how a little creativity can go a long way to tell your story. Next, the NMFMA's marketing team will take a deeper dive into some how-to's for storytelling in a variety of marketing channels. Count on us all year for further support. <ul style="list-style-type: none">• Making the most of your phone's camera at market: Mark Chamberlain, the NMFMA's Content & Creative Director• Newsletters & social media: Danielle Scholbohm, the NMFMA's newsletter writer and former Downtown Growers' Market social media maven• Social media & PR: Lealia Nelson, Lea will be picking up the NMFMA's social media mantle and PR efforts.	Jemez Rooms
11:15 AM - 12:30 PM	Special Projects 2026 First 30 minutes - Expeditionary Learning Put your new photo skills to work! Take a quick 15-minute walk around the campus and take a few good photos. Then come back and share your photos with a small group and explain what "technique" you explored to get a good photo. During the last 45 minutes of this session we will cover 2026 marketing opportunities including: <ul style="list-style-type: none">• NM Fresh Local Month• GoodFoodNM with Erica Villegas, our GoodFoodNM Coordinator• Shop & Taste events - This is the last year for this \$500 offer.	Jemez Rooms
12:30 PM - 1:45 PM	Wrap Up & Lunch	Jemez Rooms
¡Adios!	Thank you for joining us. It's our favorite time of year because we get to see all of you in one place. Stay in touch and let us know how we can be of service. We wish you all a great season, and sincerely thank you for all you do to help keep your community well fed, happy and healthy.	



2025 Market Data

Total Sales Hit \$26.5 Million!

During 2025, total (gross) sales of products sold at New Mexico's farmers' markets, farm stands, CSAs, and other local outlets were more than \$26 million. This represents a 26% increase over 2024. This year's record high was seen in both agricultural and non-agricultural sales. The NMFMA has been collecting this information since at least 2003 when total sales were \$3.2 million at the state's 34 farmers' markets.

Agricultural Sales Are Up

Nearly \$15 million of total sales went to New Mexico's agricultural producers.

Local Food Access = Number of Vendors and Days Open

Farmers' markets, farm stands, and CSAs were open a combined total of 3,347 days and included nearly 3,000 individual vendors.

Nutrition Access Delivers Sales

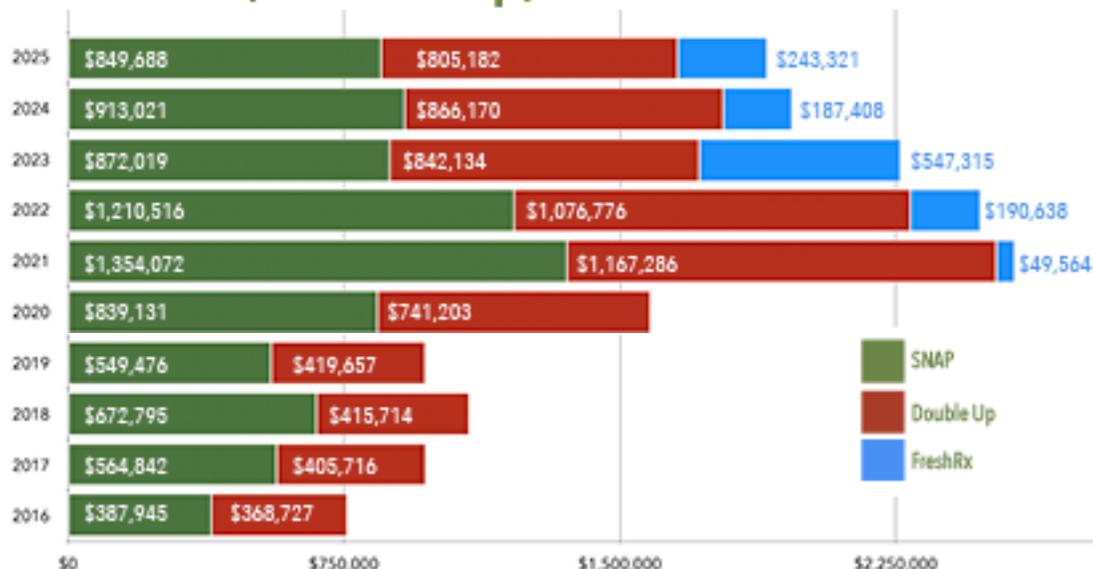
Nutrition incentive programs added nearly \$2 million to the local food economy during 2025. This is despite a 7% reduction in Double Up sales during 2024 which was largely due to the decreased benefits received by SNAP participants.

Paid Staff Holds Steady

66% of markets reported that their market managers and/or other staff were paid for their work during 2025. 75% of markets relied on some level of volunteer support to help with the market.



SNAP, Double Up, and FreshRx Sales





Estimated 2025 Sales

This table shows reported total (gross) sales and reported agricultural sales for each member outlet that provided sales information. SNAP, Double Up, and FreshRx sales are included in the Gross Agricultural Sales for each outlet.



2025 Farm Stands, CSAs, & Food Box Providers:

Big Jim Farms, Black Mesa Farm, Bluffs Farm, Bustamente Farms, Chispas Farm, Elder's Greenhouse & Garden, Frisco Farm Stand, Frontier Food Hub, good dirt farm, Graves Farm & Garden, La Cosecha CSA, La Semilla Food Center Farm Fresh, New Mexico Harvest, Polk's Folly Farm Butcher Shop and Farm Stand, Reunity Resources Farm Stand, Rosales Produce (Isleta, Albuquerque, & Socorro), Santa Fe Farmers Market, San Juan College Harvest Food Hub, The Community Pantry Hope Garden, The Fruit Basket, The Veggie Shack, Townsend Farms.

2025 Grocery Stores:

Bomvida Farms, Cid's Food Market, Dixon Cooperative Market, La Montañita Food Co-op (Albuquerque, Gallup, & Santa Fe), Los Alamos Cooperative Market, Los de Mora Local Growers Co-op, Silver City Food Cooperative, Tiny Grocer ABQ, Village Greengrocer.

Market	Total Gross Sales	Gross Agriculture Sales	SNAP Sales (+)	Double Up Sales (+)	FreshRx Sales
Abiquia*	\$5,178	\$5,178	\$2,610	\$2,548	\$20
ABQ Rail Yards	\$3,677,051	\$648,383	\$46,337	\$46,096	-
Alamogordo	\$4,500	\$3,000	\$631	\$532	-
Albuquerque Downtown	\$3,550,993	\$1,391,362	\$105,440	\$101,969	\$235
Ardevino's Desert Crossing	\$232,279	\$41,122	-	-	-
Artec	\$50,882	\$41,447	\$4,566	\$4,612	-
Bernalillo	\$15,774	\$3,943	\$1,224	\$814	-
Bloomfield	\$23,218	\$12,469	\$846	\$806	-
Boothel Farmers and Makers Market	\$125	\$0	-	-	-
Bosque Farms	\$46,314	\$34,522	\$2,602	\$2,420	-
Carlsbad	\$154,174	\$25,344	-	-	-
Cedar Crest	\$166,900	\$87,462	\$2,536	\$1,722	-
Clovis	\$155,000	\$150,000	\$2,705	\$2,753	\$1,725
Conales	\$1,566,112	\$1,530,022	-	-	-
Eldorado	\$174,343	\$102,815	\$853	\$1,132	-
Española	\$130,405	\$72,447	\$9,174	\$10,110	\$1,710
Farmington	\$300,973	\$182,566	\$12,148	\$11,146	-
Gallup	\$11,740	\$9,500	-	-	-
Gila	\$50,000	\$30,000	\$870	\$1,064	-
Grants	\$73,430	\$7,357	\$274	\$142	-
Hubbs	\$74,175	\$48,925	-	-	-
Jemez Valley	\$43,890	\$18,820	-	-	-
Kirtland	\$1,920	\$1,440	\$139	\$136	-
Las Cruces	\$4,360,000	\$610,000	\$43,734	\$38,272	-
Las Vegas Tri-County	\$441,000	\$224,000	\$33,362	\$40,486	\$410
Los Alamos	\$313,549	\$175,974	\$1,959	\$1,586	\$129
Los Lunas	\$82,704	\$46,919	-	-	-
Los Ranchos	\$1,179,122	\$1,084,811	-	-	-
Mimbres Valley	\$5,189	\$4,455	\$30	\$38	-
Pecos Farmers Market	\$12,242	\$5,242	-	-	-
Portales	\$31,000	\$30,000	\$928	\$962	-
Quemado	\$26,583	\$8,220	-	-	-
Questa	\$74,166	\$32,420	\$1,242	\$1,360	-
Santa Fe (both markets)	\$3,127,000	\$2,570,000	\$154,362	\$148,217	\$2,592
Santa Rosa	\$5,300	\$5,000	\$143	\$102	-
Shiprock*	\$1,266	\$1,266	\$592	\$674	-
Siena County	\$63,938	\$39,283	\$8,050	\$6,866	-
Silver City	\$254,836	\$178,385	\$31,150	\$28,271	\$205
Socorro	\$100,011	\$31,189	\$2,093	\$1,644	-
South Valley	\$11,188	\$7,785	\$1,163	\$1,402	-
Taos	\$1,000,000	\$750,000	\$60,470	\$61,036	-
Tesoros del Valle	\$3,800	\$2,700	\$31	\$108	-
Tiempo Encantada	\$4,800	\$3,700	-	-	-
Tucumanari	\$36,003	\$29,408	\$950	\$442	-
TOTAL MARKETS	\$21,643,073	\$10,288,881	\$533,214	\$519,468	\$7,026
CSAs, Farm Stands, Food Boxes, & Other	\$2,516,014	\$2,166,525	\$274,333	\$253,721	\$236,295
Double Up Participating Grocery Stores	\$63,987	\$63,987	\$31,994	\$31,994	-
Senior Farmers Market Nutrition Program (SRMNP) & WIC FMNP Food Boxes	\$2,334,664	\$2,334,664	-	-	-
Grand Totals	\$26,557,739	\$14,854,057	\$839,541	\$805,182	\$243,321

*Market data not submitted; therefore gross and ag sales reflect a total of SNAP, Double Up, and FreshRx sales (+) Redeemed dollars

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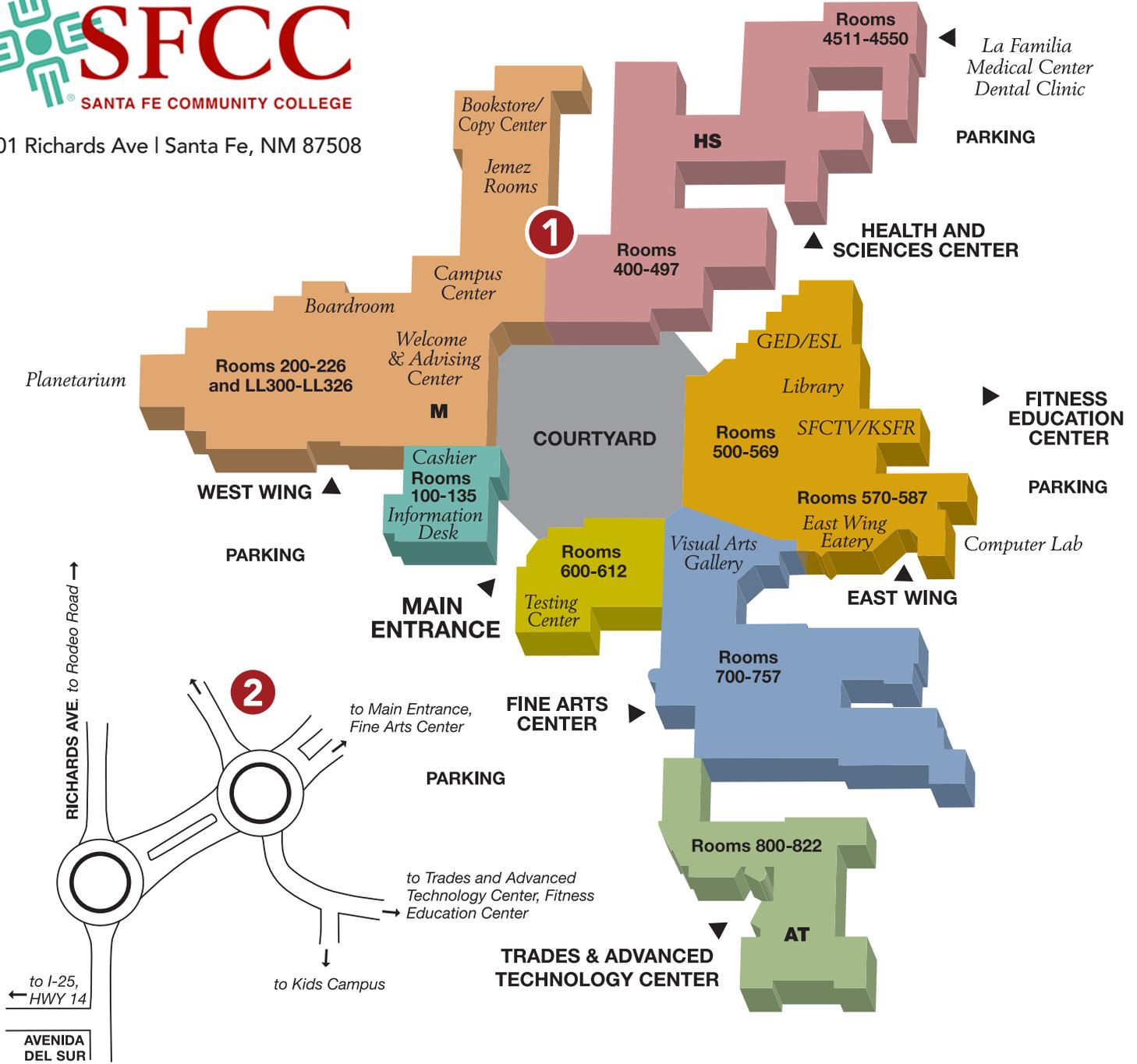
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We'd like to give a big thank you to Santa Fe Community College for hosting our annual conference!

