

# GROW LOCALLY



# THRIVE GLOBALLY

## 26<sup>TH</sup> ANNUAL LOCAL FOOD CONNECTS CONFERENCE

MARCH 6-8, 2024



# 2024: Full Speed Ahead!

What a year it's been. If this is the land of mañana, I must have gotten off at the wrong stop. I moved to New Mexico 30 years ago hoping the pace of the Southwest would be slower than city life in Chicago, and in many ways it is. But during my 19 years here at the NMFMA, it feels like the local food treadmill keeps speeding up.

Helping New Mexicans change their behavior (eat more locally grown food) and encouraging our government to change policies (provide more resources for local agriculture and nutrition access) takes time, energy, and creativity. At the NMFMA, we continually push the envelope to improve the economic viability for markets, farmers, ranchers, and food producers so that they can feed our communities. We also stay busy trying to make sure that local food is affordable and accessible for everyone, at our farmers' markets and farm stands, and for our schools, senior centers, preschools, and food banks.

We look across the food system for key opportunities to work collectively with our partners to benefit all New Mexicans. For example, we know that eating more fruits and vegetables lowers our risk of diet-related disease, but how do we help encourage more people to add more produce into their daily menus? We also know that purchasing food grown close to home supports the local economy and keeps our land and water in production, but how do we foster this behavior when we know it can be less convenient to go to a farmers' market or to purchase wholesale from a local food hub?

As we gather to consider how we can inspire more people in our communities to become active participants in local food and agriculture, some of the big questions I hope we will ponder over the next couple of days include:

- What motivates our communities to participate in the local food economy?
- How can we leverage social norms to change behavior?
- What can we do collectively to foster community engagement?

So much of what we all do comes back to what this group does better than anyone else I know – build community, nurture relationships, and connect people to where their food comes from.

Let's keep at it, and may the treadmill of public investment, great ideas, and people power continue full speed!



Denise Miller, NMFMA Executive Director

## NMFMA Board of Directors



**Contessa Archuleta, Secretary**  
Financial Advisor, The Rikoon Group;  
contessa.archuleta@rikoongroup.com



**Joshua Cunningham**  
Local Food Advocate, Taos;  
jkanizzle@me.com



**Jedrek Lamb, Board Chair**  
Farmer, Bosque Farms;  
jedrek.lamb@gmail.com



**Linda & Mario Rosales**  
Rosales Produce, Socorro;  
rosalesL5@aol.com



**Cindy Talamantes**  
Los Alamos Farmers' Market, El Rito;  
talacook@windstream.net



**Todd Taylor, Treasurer**  
Ranchline LLC, Roswell;  
todd@ranchline.com



**Carrie Theilen**  
Presbyterian Healthcare Services,  
Santa Fe; cthielen@phs.org



**Bryce Townsend**, Farmer at Black Mesa Farm, Pueblo of San Felipe;  
brycedt@hotmail.com



**Ralph Vigil, Vice Chair**  
Farmer, Molino de la Isla Organics, Pecos;  
molinodelaisla@gmail.com

# CONFERENCE AGENDA

## Wednesday, March 6

TIME	EVENT	LOCATION
11:00 am - 12:30 pm	<b>Promotional items pick up</b> for farmers' markets and farm stands Look for the big truck!	West wing parking lot
11:30 pm - 1:30 pm	<b>Registration.</b> Look for the bookstore and Jemez Rooms	Near the cafeteria
12:30 pm - 1:30 pm	<b>New Market Manager Bootcamp</b> Mandatory for new market managers! This session will give you all the tools you need to make your market successful and you will learn more about how the NMFMA staff can support you throughout the year.	Jemez Rooms
2:00 pm - 5:00 pm	<b>Double Up Food Bucks &amp; FreshRx Workshops:</b> Mandatory training for all participating outlets	Jemez Rooms
4:00 pm - 5:00 pm	<b>Promotional items pick up</b> for farmers' markets and farm stands Look for the big truck!	West wing parking lot
<b>Dinner on your own</b>		



# Thursday, March 7

TIME	EVENT	LOCATION
8:00 am - 8:45 am	<b>Promotional items pick up</b> for farmers' markets and farm stands Look for the big truck!	West wing parking lot
8:00 am - 8:45 am	<b>Registration.</b> Look for the bookstore and Jemez Rooms Coffee/tea and morning snacks	Near the cafeteria
9:00 am - 9:15 am	<b>Welcome,</b> Denise Miller, NMFMA executive director <b>Land Acknowledgment,</b> Ralph Vigil, NMFMA board vice chair	Jemez Rooms
9:15 am - 9:45 am	<b>Opening Remarks:</b> Jason New, director of the Marketing and Development Division at the New Mexico Department of Agriculture	Jemez Rooms
9:45 am - 10:15 am	<b>State of the Plate,</b> Denise Miller, executive director New Mexico Farmers' Marketing Association	Jemez Rooms
10:15 am - 11:00 am	<b>Keynote:</b> "Building Climate Resilience Through Food Transition," Dr. Marygold Walsh-Dilley, University of New Mexico	Jemez Rooms
11:00 am - 11:15 am	<b>Break</b>	Jemez Rooms
11:15 am - 12:30 pm	<b>World Cafe:</b> Small table discussion facilitated by Dr. Walsh-Dilley	Jemez Rooms
12:30 pm - 1:45 pm	<b>Networking Lunch for Producers/Hubs</b>	Jemez Rooms
12:30 pm - 2:15 pm	<b>Networking Lunch for Market Managers</b>	Jemez Rooms
2:30 pm - 4:15 pm <b>Breakout #1</b>	<b>Market Manager Listening Session</b> Topics to include: <ul style="list-style-type: none"> <li>• Mobile WIC and Senior FMNP farmer training program</li> <li>• Discussion about webinars, tools, learning for the year</li> <li>• Homemade Food Act at farmers markets</li> <li>• Using NMFMA promotional funds</li> </ul>	Jemez Rooms





TIME	EVENT	LOCATION
2:00 pm - 4:15 pm <b>Breakout #2</b>	<p><b>New Mexico Grown Procurement</b> Farmers, ranchers, food producers, and food hubs: This three-part session will help you take advantage of all the Approved Supplier Program and NM Grown have to offer.</p> <p><b>I. Speed Dating for Producers and Buyers</b> Build relationships with NM Grown program buyer representatives, and get your specific questions answered during this speedy meet and greet.</p> <p><b>II. NM Grown Program Updates</b> Learn what's new and exciting for FY25 during this session hosted by Alena Paisano, the NMFMA's Approved Supplier Program director, along with agency and food bank personnel.</p> <p><b>III. Approved Supplier Program Annual Training</b> What do you need to know for FY25? Come discuss expanding market opportunities and operational specifics such as invoicing, transportation, and more. This session will be led by the NMFMA food safety training team.</p>	Room 414 B
4:30 pm - 5:00 pm	<p><b>Board Elections</b> This is your opportunity to vote for board members. One vote per member. Two board members are up for re-election, and there are two open seats. This year's incumbent candidates are:</p> <ul style="list-style-type: none"> <li>• Linda and Mario Rosales, Rosales Produce, Lemitar</li> <li>• Bryce Townsend, Black Mesa Farm, San Felipe Pueblo.</li> </ul> <p>Other candidates will be announced in person.</p>	Jemez Rooms
5:00 pm - 6:30 pm	<b>Reception</b> featuring local beverages, finger foods, and raffle prizes.	Dining Area
<b>Dinner on your own</b>		



# Friday, March 8

TIME	EVENT	LOCATION
8:00 am - 8:45 am	<b>Promotional items pick up</b> for farmers' markets and farm stands Look for the big truck!	West wing parking lot
8:00 am - 8:45 am	<b>Registration</b> (if today is your first day) Look for the bookstore and Jemez Rooms	Near the cafeteria
9:00 am	<b>Welcome!</b>	Jemez Rooms
9:15 am - 10:45 am	<b>Marketing Strategies and Opportunities</b> <ul style="list-style-type: none"> <li>• Preview of promotional videos</li> <li>• Learn about "Shop &amp; Taste" market opportunities from Andrea Warner, the NMFMA's market manager liaison.</li> <li>• Albuquerque Street Food Institute's Tina Garcia-Shams and Julian Griego will provide best practice advice for how to make cooking demonstrations and food tastings a success at your market.</li> <li>• Making the most of your promotional funds: tips from the NMFMA's marketing/creative director, Mark Chamberlain</li> </ul>	Jemez Rooms
10:45 am - 11:00 am	<b>Break</b>	Jemez Rooms
11:00 am - 12:30 pm	<b>NMSU Research about NMFMA Programs</b> <ul style="list-style-type: none"> <li>• "New Mexico Farmers' Market Visitors and Shopping Habits." Presented by Chadelle "Chaddy" Robinson, Assistant Professor in the Department of Agricultural Economics and Agricultural Business at New Mexico State University.</li> <li>• "Does the Double-Up Food Bucks Program Strengthen the Local Food System?: A Case from New Mexico." Presented by Dr. Madhav Regmi and Dr. Alwin Dsouza, New Mexico State University.</li> </ul>	Jemez Rooms
12:30 pm - 1:30 pm	<b>Lunch</b>	Jemez Rooms
1:45 pm - 2:45 pm	<b>WIC Training for Market Managers, Market Farmers, and Farm Stands</b> Veronica Griego, NM Farmers Market Programs Manager FMNP SFMNP FMNEP at the NM Department of Health, conducts this annual training for market managers, farmers, and farm stand owners.	Jemez Rooms
2:45 pm - 3:00 pm	<b>Wrap Up</b> Final thoughts	Jemez Rooms





# Thursday Speakers

## Jason New

Director of the Marketing and Development Division  
at the New Mexico Department of Agriculture



Jason's objectives are to support agricultural producers/processors and their affiliate associations with domestic and international trade and marketing of New Mexico commodities and value-added products, while also providing leadership in shaping rural economic development policies and programs. Jason earned a bachelor's degree in agricultural business and agricultural economics and a master's in agricultural extension and education from NMSU. He has been in his current Division Director role since 2019. Home is on a small pecan orchard in the Mesilla Valley, north of Las Cruces, New Mexico, where he and his family continue their legacy in agriculture.

## Marygold Walsh-Dilley

Associate Professor in the Department of Geography  
and Environmental Studies at the University of  
New Mexico



Dr. Walsh-Dilley also teaches in the Sustainability Studies Program and the Honors College. She is also the Faculty Advisor for the Lobo Gardens, the student-run campus garden at UNM. Her research and teaching focus on climate change, agrarian change, rural development and the necessity of food system transformation for climate resilience.

## Ophelia Steppe

State Nutritionist for the New Mexico Aging &  
Long-Term Services Department



Ophelia has made it her life's work to aid others in enhancing individuals' health and wellbeing by advocating for healthy lifestyles and enhancing the wellness of under-served communities. Currently, Ophelia offers dietary assistance to senior centers that are both tribal and non-tribal. She studied at California State University Northridge and the University of California in L.A. For more than 15 years, she volunteered internationally and domestically in a range of nations and neglected neighborhoods. Ophelia has merged cultural interaction with community service to help build and renovate schools, homes, and shelters in remote towns through farming, social service, volunteer construction work, and orphanage assistance programs.

## Bonnie Murphy

Local Food Procurement Specialist, the Food Depot



Bonnie has spent 10 years as an organic produce farmer, 15 years in supporting resilient local food systems, and is currently connecting local, regional foods into the statewide emergency food network for the benefit of food insecure New Mexicans with the Regional Farm to Food Bank program. She is based in Santa Fe, and coordinates local food purchase for food banks around the state.

## 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, spending extensive time in South Africa in various levels of the food system, from fine dining restaurants to community-based food projects. 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.

## Anita Adalja

Approved Supplier Program Food Safety Trainer



Anita is a proud farm food safety nerd and has been facilitating food safety trainings and developing curriculum for farmers across the state of New Mexico since 2017. She is a Produce Safety Alliance lead trainer, a USDA HGAP+ auditor, and is the food safety specialist at La Semilla Food Center. She has worked as a farm worker across the country for 13 seasons and is the founder of Not Our Farm, a non-profit farm worker storytelling and support project that works to re-imagine the future of farming as one that is worker-centered. She is also a farmer at Ashokra Farm, a 2.5 acre farm in Albuquerque.



# Friday Speakers

## **Tina Garcia-Shams**

Executive Director, Albuquerque Street Food Institute



Tina is a native New Mexican who believes both personally and professionally that food has an amazing capacity to connect people...people of all cultures, professions and generations.

Tina has 27 years of experience in private, public and non-profit sectors, and has been with the Street Food Institute since 2013. She holds a Bachelors Degree in Political Science from UNM and an alternative teaching license in Social Studies from Santa Fe Community College.

## **Alwin Dsouza**

Assistant Professor, Department of Agricultural Economics and Agricultural Business, NMSU



Dr. Dsouza's research interests primarily lie in identifying mechanisms that lead to efficient production and marketing of perishable foods in the supply chain. His research focuses on Production Economics, Risk Management, Contract Farming, Food Security, Supply Chain Management, and Food Loss and Waste.

## **Madhav Regmi**

Assistant Professor, Department of Agricultural Economics and Agricultural Business, NMSU



Dr. Regmi studies topics in applied economics, with a particular focus on agribusiness finance, risk management, production economics, and public policy. His research priority is in developing appropriate strategies and public policies to ensure unintended financial consequences from production, marketing, and policy risks for agricultural lenders, agricultural cooperatives, agribusiness firms, and farm households are minimized.

## **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 seven years. She comes from a small northern New Mexico rural town, where she grew up with farmers' and old cattle ranchers. She enjoys spending time on her ranch camping, traveling the countryside with her husband on their Harley, and traveling with her husband's country band around the U.S.

## **Julian Griego**

Chef and Instructor, Albuquerque Street Food Institute



Program Coordinator/Chef, Street Food Institute. Julian's passion for culinary arts began in childhood learning to cook traditional New Mexican cuisine with his grandparents. He is a graduate of Le Cordon Bleu College of Culinary Arts,

Las Vegas in 2005 and has worked as a cook and chef in Las Vegas among many places around Albuquerque. He believes strongly in the power of food to build communities, well being, and support families.

## **Chadelle "Chaddy" Robinson**

Assistant Professor in the Department of Agricultural Economics and Agricultural Business at New Mexico State University



Chaddy earned her Ph.D. at New Mexico State University in the College of Business. Her research interest aims to improve agricultural producers' incomes by providing a better understanding of consumer behavior, market research

and general business research. She is an active member of the National Agri-Marketing Association (NAMA), Western Agricultural Economics Association (WAEA) and International Food and Agricultural Marketing Association (IFAMA).

# NMFMA Staff

## NUTRITION INCENTIVES 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 Coordinator	sonora@farmersmarketsnm.org	505-228-5726
Corey Mansfield	Nutrition Incentives Programs Administrator	corey@farmersmarketsnm.org	505-983-4010

## APPROVED SUPPLIER PROGRAM & VALUE CHAIN COORDINATION TEAM

Alena Paisano	Approved Supplier Program Director	alena@farmersmarketsnm.org	505-819-8277
Michael Venticini	Value Chain Coordinator	vcc@FarmersMarketsNM.org	505-448-2891
Sheena Tallis-Tallman	Approved Supplier Coordinator	sheena@farmersmarketsnm.org	505-983-4010

## MARKETING TEAM

Mark Chamberlain	Marketing/Creative Director	mchamberlain@farmersmarketsnm.org	303-898-0858
Denise Miller	Executive Director	dmiller@farmersmarketsnm.org	505-699-2064
Alison Penn	Communications Administrator	alison@farmersmarketsnm.org	575-910-2125
Jena Marquez	Digital Marketing Specialist	jena@farmersmarketsnm.org	505-983-4010
Scott Knauer	Marketing Technology Specialist	scott@farmersmarketsnm.org	575-693-1957
Andrea Warner	Market Manager Liaison & Double Up Food Bucks Outreach Coordinator	andrea@farmersmarketsnm.org	505-433-1164

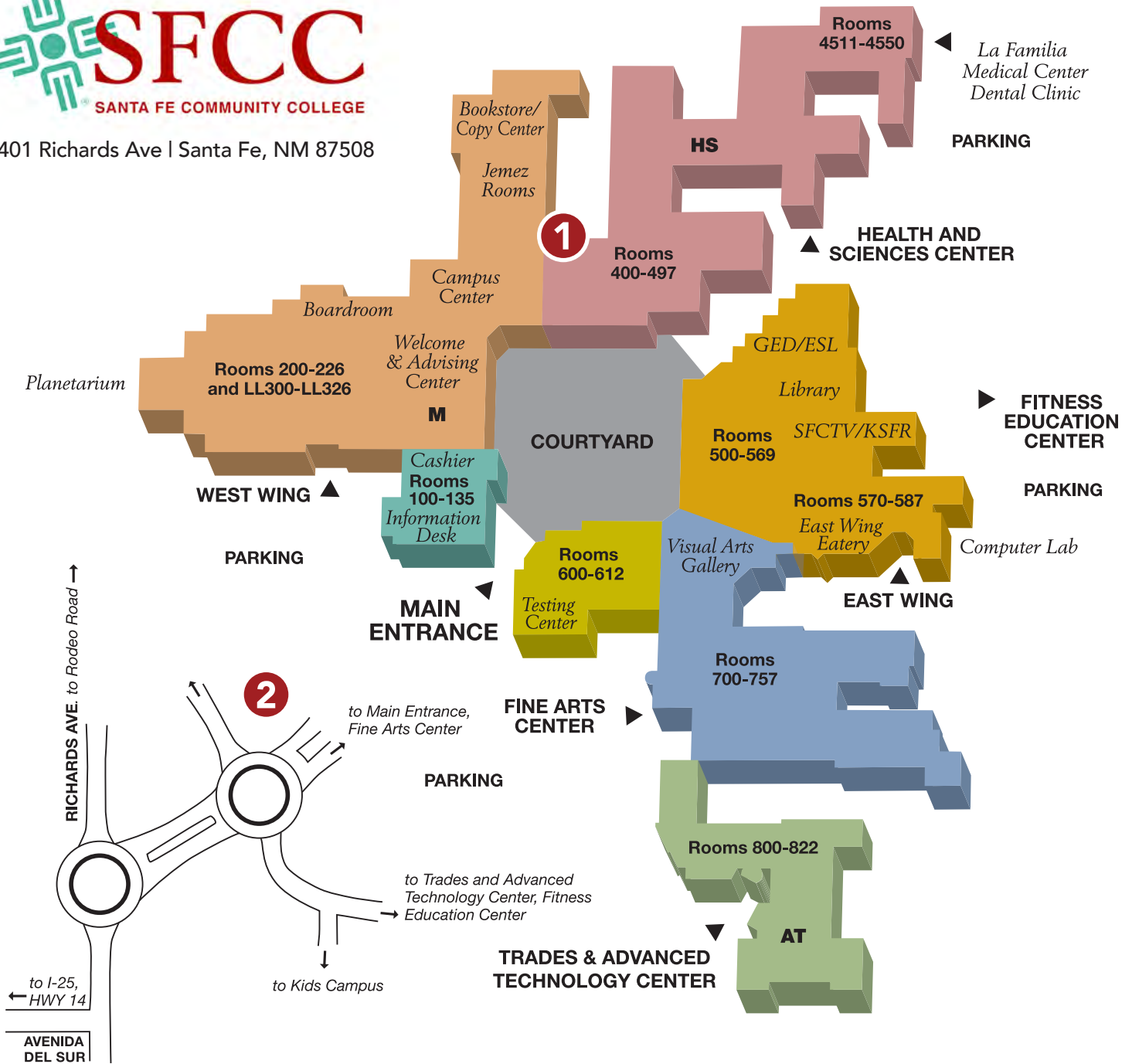
## OPERATIONS TEAM

Denise Miller	Executive Director	dmiller@farmersmarketsnm.org	505-699-2064
Catherine Baca	Membership and Conference Coordinator	catbaca@farmersmarketsnm.org	505-983-4010
Charise Gonzales	Director of Finance and HR	chgonzales@farmersmarketsnm.org	505-983-4010
Amy Lucker	Data Entry and Administrative Assistant	accounting@farmersmarketsnm.org	505-983-4010





6401 Richards Ave | Santa Fe, NM 87508



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





[NewMexicoFMA.org](http://NewMexicoFMA.org)



[NewMexicoGrown.org](http://NewMexicoGrown.org)



[FarmersMarketsNM.org](http://FarmersMarketsNM.org)



### What do you think?

Scan the QR code to give us fast feedback on any of the sessions you attend during the conference!



[DoubleUpNM.org](http://DoubleUpNM.org)



Follow us on social media!

