

SANTA FE FARMERS' MARKET INSTITUTE

Microloan Program

Market vendors often need support for capital projects or emergencies. Our Microloan Program awards low-interest flexible loans up to \$10,000. Since 2008, we've loaned \$622,793 for 187 projects!

In 2016, we issued 15 loans totaling \$65,540. Loans were used for season start-up costs (seeds & supplies), equipment upgrades and maintenance (tractors, irrigation, tillers, fence repairs), greenhouse construction, land revitalization, and crop expansion. Projects funded through the Microloan Program have had a huge impact on many of our vendors' businesses, as well as the quality and quantity of the products brought to the Market.

Greenhouses funded by microloans contribute to the increasing abundance of the winter markets!

Training & Professional Development Program

We collaborate with local and national experts to provide a Training & Professional Development Program for Market vendors. We offer scholarships to outside trainings and organize workshops of our own to help our vendors improve their skills, share knowledge, and strengthen their businesses.

Since 2011, we have sent 717 participants to 26 workshops and conferences. In 2016, 120 vendors and guests attended 6 workshops and conferences. We proudly awarded \$12,752 in scholarships in 2016.

Solar Workshop with Sunpower by Positive Energy Solar

Representatives from SunPower by Positive Energy Solar and the USDA Rural Development office presented to vendors about resources available to farmers who want to install a solar system. Discussions included how solar energy systems can reduce and eventually eliminate electricity costs, as well as the logistics of installing a solar system on a farm. Our friends at Positive Energy even offered to help write the grant to the USDA Rural Development's Rural Energy for America Program (REAP), which provides grants and loan guarantees for renewable energy systems and energy efficiency improvements for eligible agricultural producers and rural small businesses.

NM Organic Farming Conference

The annual New Mexico Organic Farming Conference is a two-day conference featuring workshops in several different tracks with speakers who are experts in many aspects of farming and ranching. In 2016, we awarded 33 scholarships. Several Certified Organic Market vendors received recognition at the conference! Mary and Tom Dixon (Green Tractor Farm) received the Farmer of the Year award, and Nery Martinez (Santa Cruz Farm & Greenhouses) was recognized as Young Farmer of the Year. Please join us in congratulating Mary, Tom, and Nery when you see them at the Market!

2016 Program Report

Seed Production and Seed Saving

Ken Greene, co-founder of the Hudson Valley Seed Library in New York, discussed regional seed saving and production practices. Vendors shared their expertise on raising seed for crop with one another. A selection of seeds was provided to vendors thanks to donations from Seed Savers Exchange, Seeds of Change, and High Mowing Organic Seeds. Market vendors from Zulu's Petals and J&L Gardens provided locally-adapted seeds as well!

Tree Grafting

In cooperation with the Northern New Mexico Young Farmers Alliance, we co-sponsored a hands-on workshop on tree grafting with Gordon Tooley (Tooley's Trees). This workshop focused on bench grafting techniques and included a tour of the Tooleys' orchard, as well as an introduction to holistic orchard management. Vendors practiced different tree grafting techniques and went home with freshly grafted rootstock.



Tree grafting

Biodynamic Conference

We provided scholarships for 7 vendors to attend the 2016 Biodynamic Conference in Santa Fe. Conference participants learned practical skills in biodynamic and regenerative practices while exploring biodynamic principles and philosophy.

DIY Cold Storage Tour

Mary and Tom of Green Tractor Farm and Nina Yozell-Epstein of Squash Blossom provided an up close look at their cold storage set ups. The half-day tour provided supply lists and the sharing of their hard won knowledge of what it takes to build and maintain a cold storage unit (whether stationary or mobile).



Daniel Quar Photography

Children's Nutrition Program

Since 2011, we have implemented a children's program in collaboration with local schools, serving approximately 1,800 elementary students. A variety of logistical challenges led us to shift our focus for this program in 2016. As we researched options for developing a more holistic program, we worked with Cochiti and Santo Domingo Pueblos, summer camps, and school groups to provide organized visits to the Market. We provided a brief history of the Market, scavenger hunts, and farmer talks to approximately 300 students. Students from our neighboring school, Tierra Encantada, also visited the Market multiple times, focusing their learning on northern New Mexico's agricultural practices, water and land access, climate change, and the balance each farmer must maintain amid ever-changing circumstances.

With the support, wisdom, and wealth of organizational history of our Program Committee, we are excited to launch a new approach to our children's program in 2017: *Local Food for Local Kids*. This program will be two-fold, incorporating the "on demand" field trips from local schools, summer camps, and after school programs as well as the implementation of the Farmers Market Coalition's POP (Power of Produce) Club. POP gives kids the Market experience while also engaging the whole family. We hope that POP will encourage families to return to the Market again and again to participate in hands-on activities, try new foods, and establish the foundation for a lifetime of healthy, locally-based eating habits. We hope you and your family will enjoy POP!

Double Up Food Bucks

Double Up Food Bucks matches food stamp dollars (SNAP/EBT) spent at the Market. Due to increased State funding, we lifted the \$50 matching limit at our Markets. And, the NM Farmers Marketing Association was able to bring the program to over 70 farmers' markets and grocery stores across the state. This ever-growing program has a broad and far-reaching impact. Double Up Food Bucks helps improve the health and nutrition of low-income families while increasing farmer revenue. The majority of DUFB dollars remain in our community, which strengthens our local economy. It's a win-win-win for everyone!

In order for this program to continue its annual growth, we work closely with the agencies where SNAP benefits are issued. We also partner with other non-profit agencies serving low-income families to help spread the word about this great opportunity.

We're so proud to announce that since 2007, our SNAP/EBT matching program has processed 15,764 transactions totaling \$669,241 (\$376,071 SNAP and \$293,170 Doubling Funds.) In 2016, we had 4,096 transactions, which totaled \$224,487 (\$112,343 SNAP and \$112,144 Doubling Funds.)

Farms Films Food

In 2016, our movie series grew into an amazing new partnership with the Center for Contemporary Arts and the Street Food Institute. Thanks in part to funding from the Simon Charitable Foundation, we held three free events at the CCA. Each event offered affordable meals (\$5) from the Street Food Institute and other food trucks, as well as free food samples and cooking demonstrations by local chefs and Market vendors. In addition, visitors enjoyed tours of the Waxman Gallery, presentations from community partners, and two film screenings selected especially for locavores and their families.

The films screened were *Seeds: The Untold Story*, *Seasons / Le Saisons*, *Landfill Harmonic*, *The Real Dirt of Farmer John*, *Boy and the World*, and *Symphony of Soil*. Please join us for more Farms Films Food in 2017!

2017 Dates
May 17
July 19
September 20

Market Pavilion

In addition to providing a year-round home for the Farmers' Market, the Market Hall Pavilion is also rented out as an event venue throughout the year. Income from these rentals helps cover a portion of our building operation expenses. The Pavilion is customizable to fit the needs of different types of events ranging from small, private parties and meetings, to large public festivals and celebrations. The Institute has recently received an economic development grant through the State of New Mexico to upgrade the kitchen in the Pavilion. The improvements are scheduled to take place in Spring 2017 and will greatly increase the functionality of the kitchen space for the Market Café and catered events in the Pavilion. In 2016, we hosted 38 events, including weddings, quinceañeras, nonprofit fundraisers, and public festivals (including Winter Brew and the Santa Fe Reporter's Best of Santa Fe celebration.)

Interested in renting the space? Contact Syri at 505-983-7726 or syri@farmersmarketinstitute.org

2016 News

Last year, with the help of Gabriella Marks, the Institute and Market built two new websites that work together to promote each organization and all of the Market vendors. This includes an active blog with posts ranging from recipes featuring local, seasonal produce to vendor profiles to details on activities at the Market and Institute. We are proud of this collaboration with the Market. We hope you enjoy navigating our new sites!

The esteemed Sam Baca retired as Program Director. Our new Program Director, Melissa Willis, brings over a decade of experience working in non-profits as well as a deep passion for local food systems and supporting our community. Born and raised in Santa Fe, she possesses the unique perspective of what it takes to foster and maintain engaging, meaningful relationships in our local community.

At our tenth Fall Fiesta in October, we proudly awarded Farmer All Star awards to Don Bustos and Nery Martinez (Santa Cruz Farms,) Joel Daeschel and Family (Cedar Grove Nursery,) and Alex Pino (Revolution Farm.) We also recognized Pamela Roy, Executive Director and co-founder of Farm To Table, for her outstanding work promoting local agriculture.



This year, we are revising the format of our signature event, Fall Fiesta, and adding two pop up dinners, so that we can engage with an even broader segment of our community in celebration of local food, culture and community.

- **Fall Fiesta**
September 9
- **Pop Up Dinners**
August 11 (during National Farmers Market Week)
November 11



Mission

The Santa Fe Farmers' Market Institute is the non-profit sister organization to the Santa Fe Farmers' Market. Our mission is to advocate for farmers, ranchers and other land-based producers; provide equitable access to fresh, local food; own and operate a year-round venue for the Santa Fe Farmers' Market; and manage programs to help sustain a profitable, locally-based agricultural community.ally-based agricultural community.

1607 Paseo de Peralta, Santa Fe NM 87501
505-983-7726

www.farmersmarketinstitute.com

www.facebook.com/farmersmarketinstitute

STAFF

Kierstan Pickens, Executive Director

Anna Belian, Event Supervisor

Alexis Brown, Director of Development & Communications

Christa Dalien, Info Booth Staff & Event Supervisor

James Gould, Building Manager

Rose Griego-Kiel, Finance Manager

Mary Ann Maestas, AmeriCorps Intern

Alex Mbassi, Janitorial Services

Syri Mongiello, Office & Events Manager

Melissa Willis, Program Director

BOARD OF DIRECTORS

Mike McGeary, Chair

Stan Crawford
(El Bosque Garlic Farm), Vice Chair

Brenda Fresquez, Treasurer

Mary Dixon
(Green Tractor Farm), Secretary

Kyle Burns

Kathy Holian

Lisa Kantor

Phil Loomis (Jacona Farm)

Christine McDonald

Jenna Scanlan, Immediate Past Chair