

## MISSION

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.

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 Syri Mongiello, *Operations Director*  
 Janice Mayer, *Development and Communications Director*  
 Anna Griswold, *Market Programs Manager*  
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**Saturday Markets** Open year-round  
 8am-1pm (early opening 7am, June - Sept)

**Tuesday Markets** May 4 - Nov 23  
 8am-1pm (early opening 7am, June - Sept)

**Tuesday del Sur Market** July 6 - Sept. 28  
 3-6pm (4801 Beckner Rd., Presbyterian Santa Fe Medical Center)

**Railyard Artisan Market** Open year-round  
 Sundays, 10am-4pm



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

www.farmersmarketinstitute.org  
 www.facebook.com/farmersmarketinstitute  
 www.instagram.com/santafefarmersmarket

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Each year, contributions from individuals, businesses, and foundations help the Institute to achieve our mission of connecting the community with local produce and offering valuable resources to local farmers. This was especially true in 2020, when our supporters helped us to survive a very challenging year. We are so grateful for your investment in New Mexico agriculture. We could not do this work without you. Thank you!

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# SANTA FE FARMERS' MARKET INSTITUTE

## Past, Present, and Vision for the Future

### LOOKING BACK

The Santa Fe Farmers' Market began in the late 1960s when a group of local farmers began to sell produce from the back of their trucks. The location moved often, and winter and weather were rough for vendors.

Twenty years ago, a group of ardent local food advocates came together to create a permanent location for the market, providing year-round access to fresh, local food. They formed the nonprofit Santa Fe Farmers' Market Institute to receive donations to build the structure.

Completed in 2008, the LEED certified pavilion and office building serves as home to the Santa Fe Farmers Market—consistently rated among the best farmers' markets in the country—as well as the Railyard Artisan Market, the Institute, and its tenants.

Once the building was completed, the Institute's focus expanded to include advocacy for farmers, ranchers, and other land-based producers; equitable access to fresh, local food; and programs to help sustain a profitable, locally based agricultural community. This mission remains an aspiration for the Institute and donors alike.

Over the next decade several high-impact programs were launched, including Microloans for farmer/vendors, plus the Double Up Food Bucks and Fresh Rx programs to benefit low-income shoppers. The Institute also hosted workshops including branding and marketing for vendors as well as community outreach promoting local food awareness.

### PANDEMIC HIATUS

Then the pandemic hit. Deemed an essential service, the Farmers' Market and Institute kept operating, following all state and federal protocols. Demand for Double Up Food Bucks and the CSA program skyrocketed as jobs were lost, hitting low-income shoppers especially hard.

This period proved to be a mixed blessing for the Institute. On one hand we couldn't hold in-person fund raisers or rent the market hall, and we faced challenges with cash flow. On the other, we had the opportunity to limit expenses, cut back on all but critical activities, and participate in government loan and grant programs.

The Board of Directors had to make hard decisions to stabilize the Institute, but they also had the time to reflect on what comes next for the organization. As the pandemic subsides, the Institute is now in a much stronger position, both financially and strategically.

## 2020 Program Report

We have used this opportunity to restructure oversight and governance of the organization, and to bring on key staff, board, and committee members with the expertise and talent we need. We are evaluating and refreshing programs including Microloans, Double Up Food Bucks, Fresh Rx and the southside Del Sur Market. We're assessing long-term building needs, as well as ways to ensure that funds are available to address them. Finally, and critically, we have expanded discussions with the Farmers' Market to see how we can better support each other's efforts.

### FACING FORWARD

What's next? Here's what's already in progress:

- A vibrant website which includes a calendar of events and links to our partners, enhancing producer and customer resources.
- Market tours to educate community members on the importance of local food while expanding the donor community.
- Renewed partnerships for market-day events to provide nutritional education, cooking demonstrations, composting tips and more.
- Partnering with the Farmers' Market, Presbyterian Health Services, the Santa Fe Food Policy Council, Cooking with Kids, WIC, Youthworks and others to enliven and expand the Tuesday Del Sur market.

Next year is the twentieth anniversary of the Santa Fe Farmers' Market Institute. It's a given that the Institute will keep providing the Market with a subsidized first-rate location to showcase and sell their products. Accomplishing that means maintaining and improving the building. That requires raising money through donations as well as rental and lease income. The need is perpetual.

The next question is whether the Institute should make an even bigger impact in the field of local food in years to come. And if so, what should the areas of focus be? Who should lead those efforts? Who should we partner with to further our mission? What resources are needed to achieve this?

And finally, how about finishing our twentieth year as a debt free organization with a first class building and the financial resources to secure that for the next generation?

Michael Knight  
 Board Chair

Andrea Fisher Maril  
 Interim Executive Director