### 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.

## STAFF

Andrea Fisher Maril, Interim Executive Director Syri Mongiello, Operations Director Janice Mayer, Development and Communications Director Anna Griswold, Market Programs Manager Carey Powers, Information Booth Representative Anna Belian, Event Supervisor and Token Counter James Gould, Building Manager Alec Mbassi, Junitorial Services

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Saturday Markets Open year-round 8am-1pm (early opening 7am, June - Sept)

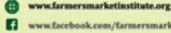
Tuesday Markets May 4 - Nov. 23 8am-1pm (early opening 7am, June - Sept)

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.facebook.com/farmersmarketinstitute



O www.instagram.com/santafefarmersmarket

#### 2020 Supporters

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

2020 **Program Report** 

# Past, Present, and Vision for the Future

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

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

LOOKING BACK

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.

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
- . 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?

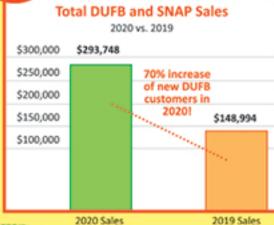
Michael Knight Board Chair

Andrea Fisher Maril Interim Executive Director

# 2020 Program Highlights



## **Double Up Food Bucks**



Last summer Sylvia (not her real name) nervously approached the Information Booth at the Farmers Market to withdraw funds from her SNAP EBT card. She had lost her job due to the pandemic, she said, and her kids all still lived at home, and she was about to become a grandma because her oldest was pregnant. She was overexplaining because she was embarrassed that things had gotten to this state.

USDA data from 2016-18 ranks New Mexico highest in the nation for food insecurity, with 16.8% of households unable to provide adequate food for one or more household members due to lack of resources. COVID-19 plunged thousands more into poverty, unemployment, and hunger. Many more families suddenly found themselves on SNAP (Supplemental Nutrition Assistance Program).

Thankfully SNAP benefits were increased to the maximum allowable amount nationwide. The Double Up Food Bucks program brought even more relief by doubling recipients' purchasing power. As a result, SNAP and Double Up Food Bucks transactions at the Santa Fe Farmers' Market increased by 97% in 2020, with a 70% increase in new DUFB customers.

Although she lives in Santa Fe, this was her first visit to

honey and bread-items that seemed like luxuries to her.

Sylvia came back to the Information Booth with tears in

her eyes to withdraw more from her EBT card and to say

thank you. Now she shops at the Farmers' Market every

two to three weeks, and still thanks us for helping her

give her kids healthy, affordable food,"

the Farmers Market. She was surprised that besides

vegetables, she was also able to purchase meat and

bounty of the Market.

We are honored to administer a program that helps so increase! many while also introducing shoppers to the quality and

Broad community support of local food and farming was a silver lining to a very difficult year, and we are deeply grateful for everyone-farmers, staff, donors, and customers-for helping the Market and the Institute to weather the storm.



# 🌉 Microloan Program

# SFFMI MICROLOAN PROGRAM IMPACT



The Institute's Microloan Program helps Santa Fe Farmers' Market vendors access working capital for projects such as defraying seasonal operating expenses, implementing conservation techniques including water catchment and soil improvement, and extending the growing season with hoop houses or high tunnels.

Access to funds became especially critical during the pandemic, when the future and income were very uncertain, and when borrowing from regular financial institutions was prohibitive for most small farmers. Microloans helped ensure that farmers and ranchers could provide a reliable food supply to Santa Fe and the region, contributing to the local economy and health of our community.

← The SFFMI micro loan drastically improved our sales and the capacity of our business."

~ Grant Wilson, Lotus Farms (2019 Loan Recipient)

# Farmers Markets' are ESSENTIAL!

At the beginning of the pandemic, Governor Michelle Lujan-Grisham officially confirmed farmers markets as an essential business. The Santa Fe Farmers' Market operated continuously and safely even at the height of the pandemic, a testament to our local farmers' resilience, the Market's ability to respond, and the Institute's stewardship of the building as a gathering place even in times of social distance.

When global and national supply chain delays led to empty grocery store shelves, local farmers delivered a steady and reliable supply of local produce. They innovated, creating collectives to aggregate and deliver available produce; farm pick up options and online ordering; and CSA subscriptions (Community Supported Agriculture) to reach more of the community in a time of great need.

The Santa Fe Farmers' Market CSA grew from 53 shares in summer/fall 2019 to nearly 1,000 shares in 2020-a 1,600%



## SAVE THE DATE

December 9 The Institute will hold a festive pre-holiday farm to table dinner at the Farmers' Market pavilion. No charge, limited seating.

#### MARKET TOURS KICK OFF AUGUST 17!

A great opportunity to learn more about the Market, meet farmers, and learn about the Institute and our programs. All tours will take place at Tuesday market at 9 am.

For more information about any of these events, please contact Andrea at andrea@farmersmarketinstitute.org or 505-670-3512 for tickets and information?

## Fresh Rx



Decades of research shows that increasing consumption of fruits and vegetables has positive health outcomes, especially for those with diet related issues. Through Fresh Rx, doctors give patients prescriptions to buy fruit and vegetables at farmers' markets.

The Fresh Rx program was piloted at the Santa Fe Farmers' Market in 2017 in partnership with La Familia Medical Center and Presbyterian Community Health, Unfortunately, the program had to be put on hold during the pandemic.

Thanks to the New Mexico Farmers' Marketing Association the program is back this year, offered in ten cities throughout the state including Santa Fe. New participants can tour the Market with a Fresh Rx program coordinator, asking questions and meeting farmers. Demystifying the Market experience helps new customers feel welcome and excited to return.

There's a lot to love about the FreshRx program! It's one of those projects where everyone wins. Farmers connect with new customers, and those who can benefit most from what our farmers have to offer get access to all the good stuff! Market managers see an increase in sales, and clinicians can do more than prescribe a pill. The entire community ends up in a better place, voucher by voucher, token by token."

~Kirsten Hansen, Fresh Rx Program Coordinator

## IN REMEMBRANCE

Mariel Margery Bobbs Johnson was a longtime and phenomenally generous supporter of the Institute. We will miss Mariel's warm presence, as well as her deep and abiding appreciation for local food.

Ron Ice of Ice's Organic Farm began vending at the Market in 1994 after retiring and committing to farming full time. The Ices were known for their tomatoes and the products they created in their commercial kitchen, as well as their quiet and kind demeanor.

RoseMary Crawford co-founded El Bosque Garlic Farm with her husband Stan. RoseMary and Stan's love story began in Greece and ended on an idyllic property in Dixon. They offered vegetables, garlic, and crafts over the years beginning in the

Roan Mulholland began volunteering with the Institute while in high school, but her reliability and devotion to her volunteer duties belied her young age. She did everything with a quiet dignity and kind smile. She was a freshman at the College at Lewis and Clark.



our community had access to healthy local food, even in the

distanced, to buy safe, local produce.

Heartfelt thanks to our Information Booth staff, Market and CSA managers, cafe and gift shop staff, janitors, and everyone else who showed up each week despite uncertainty to help keep the Farmers' Market and Institute operating smoothly.

Many thanks to our Board of Directors and committee members who guided the Institute safely through the storm, and to donors who stepped up to fill the pandemic gap when we couldn't hold events or fundraisers.

And thanks to the countless individuals and organizations, locally, nationally, and globally, that did the heavy lifting to ensure community members had food, shelter, and much-needed health care.