

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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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

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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~ Staff

> Deceased

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SANTA FE FARMERS' MARKET INSTITUTE

Past, Present, and Vision for the Future

LOOKING BACK

The

2020 Program Highlights

Double Up Food Bucks

Total DUF and SNAP Sales

2020 vs. 2019



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 DUF customers.

We are honored to administer a program that helps so many while also introducing shoppers to the quality and bounty of the Market.

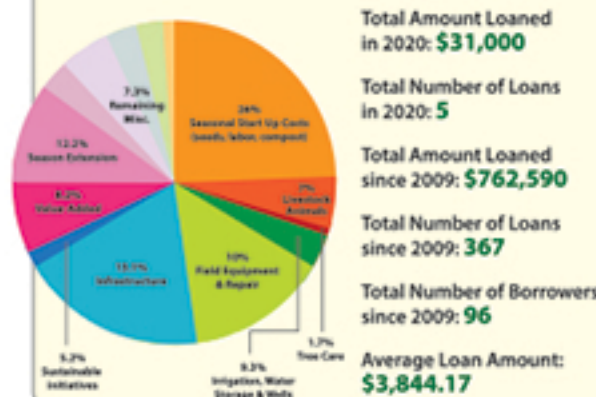
Although she lives in Santa Fe, this was her first visit to the Farmers Market. She was surprised that besides vegetables, she was also able to purchase meat and honey and bread—items that seemed like luxuries to her.

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."



Microloan Program

SFFMI MICROLOAN PROGRAM IMPACT Through the Years



Total Amount Loaned in 2020: **\$31,000**

Total Number of Loans in 2020: **5**

Total Amount Loaned since 2009: **\$762,590**

Total Number of Loans since 2009: **367**

Total Number of Borrowers since 2009: **96**

Average Loan Amount: **\$3,844.17**

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% increase!

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.



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

Marcel Margery Bobbs Johnson was a longtime and phenomenally generous supporter of the Institute. We will miss Marcel'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 early 1970s.

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.



In Gratitude

Thanks to the farmers, ranchers and other vendors who showed up at the Santa Fe Farmers' Market every week—and to New Mexico farmers in general—to be sure our community had access to healthy local food, even in the depths of the pandemic!

Thanks to the customers who faithfully came to the Farmers' Market week after week, masked and socially 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.