



2021
SANTA FE FARMERS'
MARKET INSTITUTE
Annual Report



SANTA FE FARMERS' MARKET INSTITUTE

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Mission Statement

The Santa Fe Farmers' Market Institute's 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. The Institute is the partner non-profit to the Santa Fe Farmers' Market.

A Word from Our Board Chair & Executive Director

SEEDING THE FUTURE

Much like fields in winter, the pandemic meant that in 2020 our programming at the Santa Fe Farmers' Market Institute lay fallow as we dreamed of growth in the coming years. In 2021 we began to put our dreams for regeneration and growth into action, planting seeds and planning for the Institute's 20th anniversary.

Our collective efforts bore fruit. Our superb team members made this happen, and we are now above pre-COVID staff levels. The partnership with the Santa Fe Farmers Market has never been stronger. Special thanks to the leadership of our sister organization.

Our Board of Directors and committees now include more young members, more farmers, more diversity and more financial acumen. We have changed our structure to better pursue our mission.

The Program Committee assessed which programs made the most impact and concluded that Double Up Food Bucks, microloans, support for the Del Sur Market and relaunch of the branding and marketing program are our top priorities with the ability to add others as opportunity arises.

Our key programs thrived. For example, customers who turned to the SNAP/Double Up Food Bucks program during COVID kept coming back, along with many new shoppers. Expanded outreach and more favorable terms meant that farmers who had been reluctant to add risk began once more to consider microloans to expand their operations, supported by our partnership with Guadalupe Credit Union.

To support these efforts and in hopes of collaborating with other like-minded organizations, we reached out to community organizations including Presbyterian Health Services, the Santa Fe Food Policy Council, Cooking with Kids, WIC, Youthworks and others.

As a result the Del Sur Market, on the south side of town where need is great but access to fresh food is limited, grew from an average of five to twelve to fifteen vendors, attracting more customers and offering more services. The market brought us a windfall when farm to table advocate and Santa Fe Food Policy Council Co-Chair David Sundberg agreed to join our team as Director of Program Development, working with Market Programs Manager Anna Griswold.

We also escalated investment in the building and renewed planning for its long term preservation. Long-time Operations Director Syri Mongiello oversaw these efforts with the support of Building Manager

Executive Director Andrea Fisher Maril and Board Chair Michael Knight pictured at the *Seed The Future* Celebration.
Photo: Jane Phillips Photography



James Gould. Thanks to the Finance Committee and Board we established a \$200,000 building reserve fund to ensure that the building provides a top rate location for our farmers and community. We continue to host a plethora of events in the market pavilion, providing a key community service as well as revenue for the Institute.

Program growth and building progress were buttressed by Development and Communications Director Janice Mayer, who has done an excellent

Andrea Fisher Maril
Executive Director

job in fund raising, refreshing our donor database, and spearheading creation of a vibrant new website this year.

As these seeds come to fruition and as we mark the Institute's 20th anniversary with celebrations, we will challenge ourselves to enhanced advocacy, expanding services to farmers, contemplating new programming including an initiative focused on women in agriculture, and committing to remain an important partner in our community.

Michael Knight
Board Chair

History

The **Santa Fe Farmers' Market Institute** was founded in 2002 by a group of farmers and concerned citizens who hoped to create a permanent home for the **Farmers' Market**.

The Market originated in 1968 as a project of the agricultural program of the League of Women Voters, the farmers and the Santa Fe County Extension Office, with six vendors on a church parking lot. It changed locations often, and was cold in winter, so farmers and community members began to consider what it would take to find a permanent location, and ideally, a year-round venue.

In December 1995 the City purchased the 50-acre parcel now known as the Railyard. A community planning process ensued. Farmers' Market executive director Pam Roy and culinary writer Deborah Madison represented the market through the long February 1996 sessions. Public participation in the Community Plan was extraordinarily high. The final plan emerged with the Farmers' Market as one of the top uses for a portion of the Railyard.

Project director and farmer Stan Crawford worked with Market Executive Director Pam Roy to raise money from the USDA and Congress and a half dozen private foundations for the future Railyard Plaza and Alameda, obtaining a three year \$100K/year Ford Foundation grant to pay for the planning phase. They used Project for Public Spaces to bring in the UNM

Department of Architecture and Planning Program, as well as management from Vancouver's Granville Island, a successful industrial redevelopment site not unlike the Railyard, and worked with other Farmers' markets in various stages of developing permanent venues. The Market moved from the Sanbusco parking lot onto the Railyard in 1998.

The Santa Fe Farmers' Market Institute was formed when became apparent that it would be necessary to have a free-standing nonprofit to sign the Railyard lease and spearhead efforts to scale the \$5 million dollar mountain to pay for its new building. Under the leadership of executive director Sarah Noss and former board chairs John Strow, followed by Matt Romero and eventually Bob Ross, and with the generous support of a number of foundations, the New Mexico legislature (via the Local Economic Development Act), and countless donors, by 2008 it had accomplished the feat. Other major players in the development process were farmers Phil Loomis and Don Bustos.

In November 2005 the Santa Fe Farmers' Market Institute signed an 80-year lease for Lot H in the Railyard. In September 2006 a contract was signed with Cameron Construction, Santa Fe and Huitt Zollars Architects, Albuquerque to design and construct the building. They broke ground on Lot H of the Railyard in June 2007. The 25,321 square feet building was completed in 2008, at which

Photo: Sarah Noss



History (continued)

time several distinguished artists donated art for the building. In 2009 the building received LEED Gold Certification from the US Green Building Council.

The first Farmers' Market session in the Railyard was held Tuesday, September 2, 2008, largely inside the new 9,300 square foot market pavilion, as work was still being completed on the adjoining Alameda and Plaza areas. Saturday September 6th was the market's first full-blown day, to enthusiastic capacity crowds and happy farmers. Soon forgotten were all the temporary sites the Farmers' Market moved to during the ten years between the Sanbusco parking lot and the permanent site on the Railyard, including two different sites on the Railyard itself, the DeVargas Mall parking lot, a parking lot near the State Capitol, plus indoor winter markets at the Rodeo Grounds, in the Museo Cultural building on the Railyard, and inside the old Healy-Mathews building on Cerrillos Road, indoor spaces notable for being dark, noisy and crowded.

Institute programming launched in 2006 with a movie series that ran for seven years, screening 33 films to a combined audience of 2,000 people, plus in schools throughout the region.

In 2007 the Institute Food Stamp program, now known as the Supplemental Nutrition Assistance Program (SNAP) began, growing to \$84,000 in food

stamp transactions in the first ten years, and to nearly one million in transactions by the end of 2021. In September 2010 the Institute received \$20,000 in Federal Stimulus money to double value incentive to the Food Stamp community, creating a program now known as Double Up Food Bucks.

Other health-related initiatives included the FreshRX program, where doctors issue their patients "prescriptions" for four \$25 vouchers for fresh fruits and vegetables from the Santa Fe Farmers' Market and facilitating market vouchers for Presbyterian Hospital staff, a children's nutrition Program, and Local Organic Meals on a Budget Classes: 30 cooking classes in 2011 and 2012. The Institute also administers vouchers for the WIC (Women, Infant and Children) and senior citizen programs.

In 2008 the Institute launched a microloan program to give vendors the opportunity to apply for low interest loans in increments of \$5,000 for a first loan and \$10,000 for subsequent loans. Since that time total of 373 loans have been granted to 99 borrowers for a total disbursement of \$802,590. In 2022 the Board approved offering loans of up to \$20,000 through Guadalupe Credit Union at 5 percent interest.

Professional development workshops for farmers began in winter 2011, with sessions on marketing and niche development, soil fertility and business

planning and record keeping. Over the years workshops expanded to greenhouse propagation, hoop house construction and soil fertility. The Institute Education Fund sent 24 vendors to the New Mexico Organic Farming Conference in 2012 and has continued to offer vendor scholarships to farming and food related conferences.

There was also an ongoing focus on children, including a public school children's nutrition program, implementation of the Farmers' Market Association the Power of Produce (POP) Club. Most recently the Institute has partnered with Cooking With Kids to provide workshops to kids and their parents.

Recognizing that the south side of Santa Fe had limited access to fresh, local food, there have been a series of efforts to launch a satellite market there beginning in 2010. The goals were to enhance the diversity of the customer base, and to reach a lower income population, offering WIC for children and seniors, SNAP and Double Up Food Bucks. Lacking a permanent location, the Del Sur Market moved often. In 2019 Presbyterian Hospital offered their parking lot. In 2021 the Institute, the Market and Presbyterian partnered to expand offerings, collaborating with vendors to bring more diverse products and with local nonprofits to provide more services. The combination of an ongoing location and more services brought in more shoppers and greater visibility.

In 2019 almost all programming was discontinued due to the COVID pandemic and staff departures. The Microloan program continued but slowed due

to vendors' concerns about assuming debut during this period of uncertainty. In contrast, the SNAP/Double Up Food Bucks program grew exponentially. In 2019 \$149,022 in fresh produce dollars were distributed through our token system; in 2020 it grew to \$294,126; and in 2021 the Santa Fe Farmers' Market Institute experienced a record-breaking \$375,424 distributed to qualifying families for fresh, local produce, increasing by 152% over three years.

One silver lining of the pandemic was the that it created an opportunity to do a thorough evaluation of past and potential future programming, envisioning what more could be done to accomplish the mission, including what board and staff structure, partners and funds would be needed. Identified priorities were as follows:

Continuing Priorities: SNAP/Double Up Food Bucks, Microloans, Market Tours, FreshRx and Presbyterian employee voucher support, Southside Market expansion, Branding and Marketing, in revised format and in partnership with Guadalupe Credit Union, Advocacy, though with three-to-five-year horizon. In the short term, advocate by supporting other organizations' initiatives and expanding calendar.

New programs: Expansion of support for CSA donations, partnering with Presbyterian to develop/expand hospital-focused CSA, development of Food Business Incubator in Market Hall kitchen, Co-branded partner events, Town hall.

Longer term: Explore ways to support and/or partner with organizations that support women in agriculture and support for solar initiatives.

Market Tours

Every Tuesday morning from September to Thanksgiving 2021, visitors and native New Mexicans gathered at 9:30am in the Market Pavilion. They enjoyed FREE Santa Fe Farmers Market Tours led by Santa Fe Farmers' Market Institute's knowledgeable guides: Green Tractor Farm's All Star Farmer Mary Dixon, agricultural writer and advocate Pam Walker, and Market Programs Manager Anna Griswold.

Participants joined Institute Executive Director Andrea Fisher Maril for a brief introduction to the history of both the Market and Institute while enjoying coffee and sweets from local favorite Whoo's Donuts.

A stroll through the Santa Fe Farmers' Market followed where tour members saw the wide variety of what was growing locally, and spoke with farmers' about their crops and experiences. The tours provide an exceptional opportunity to learn how the Santa Fe Farmers' Market Institute supports local small-scale farmers through impactful programs, while assisting shoppers by providing reliable access to affordable, nutritious food.

Author Priyanka Kumar toured the Market with Mary Dixon. She said, "I began going to the Santa Fe Farmers' Market over a decade back when it was still held in parking lots near the Capitol or DeVargas Mall. The Market has come a long way since!

I stopped going during the pandemic, but the 'Seed the Future Market Tour' pulled me back and clarified for me the gift of the Tuesday Market. I also enjoyed speaking with farmers about water and acequia-related issues that I am researching for my upcoming book, *The Light Between Apple Trees*.

The tours had 415 interested viewers, and over one hundred attendees. Three-quarters of the attendees (84 guests) were from out of the region.

The Market tours will continue in 2022 beginning at 9 am, on the first and third Tuesdays of the month during the Railyard Market, totaling 18 free, public tours of 20 participants each for a total of 360 guests.

Tour leader Mary Dixon (far left) introduces a recent tour to her farmers from Green Tractor Farm. Naturalist, birder, and award-winning writer and tour attendee Priyanka Kumar illuminates the gift of the land as she takes readers on journeys to "historic and wild fruit orchards, to ancient forests, and along pollinator corridors," in her forthcoming book.

Photo: Christa Dalian

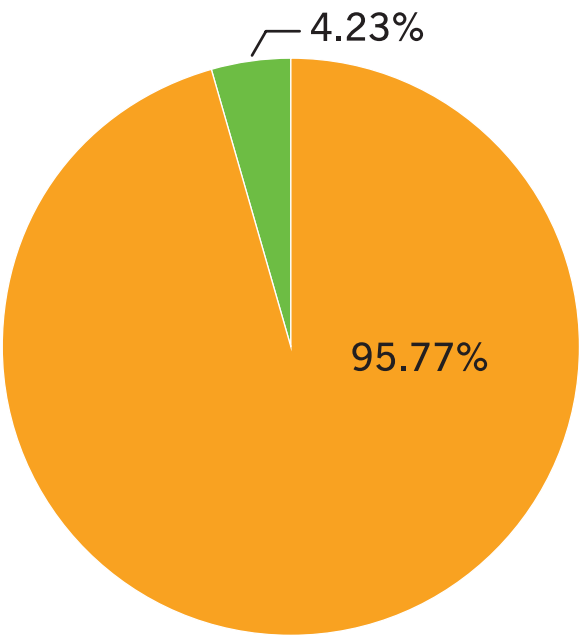


Financial Snapshot

The nonprofit Santa Fe Farmers' Market Institute is audited annually. The most recent audit was conducted, by SJT Group LLC Certified Public Accountants, located in Albuquerque, New Mexico.

In the firm's official opinion, the financial statements "present fairly, in all material respects, the financial position of the Institute as of December 31, 2021, and 2020 and the changes in assets and cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America."

Earned Income: \$307,263

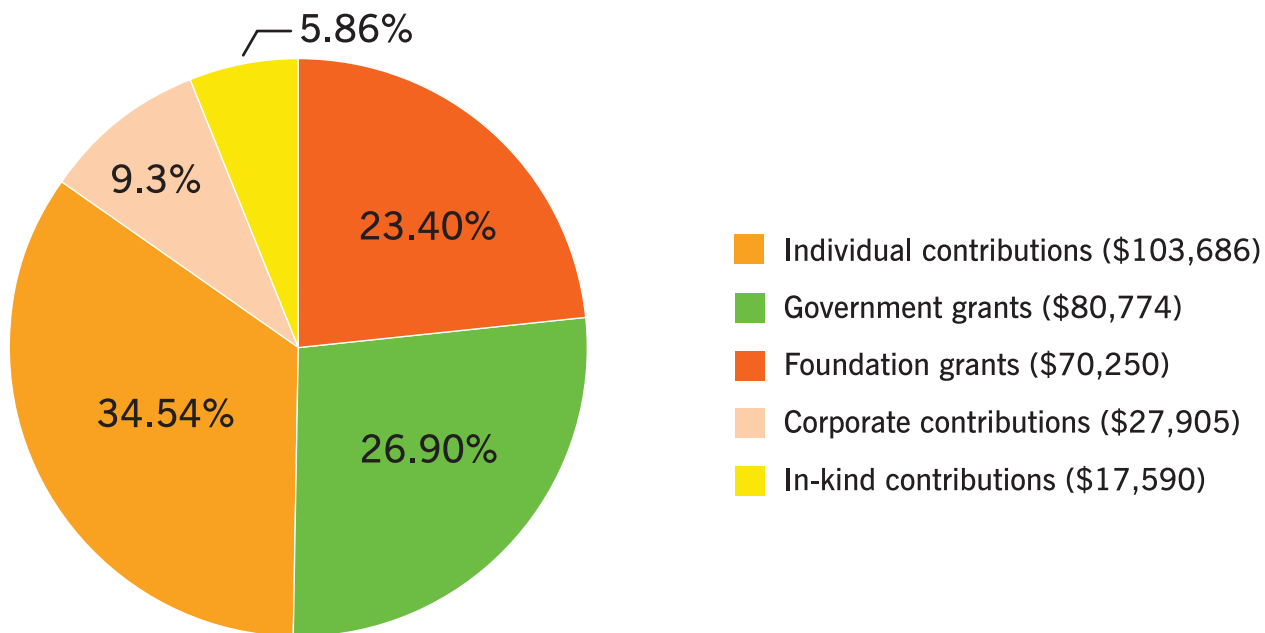


Financial Snapshot:

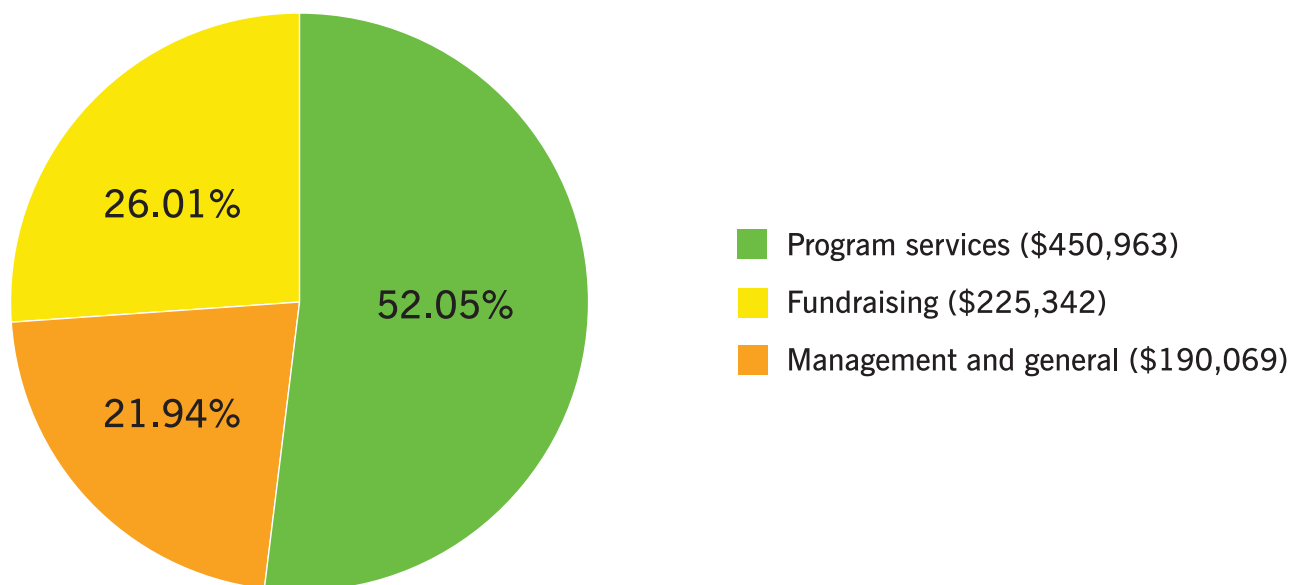
	2021	2020	Variance
Total liabilities and net assets:	\$3,917,555	\$4,005,576	(\$88,021)

Note: The difference between 2020 and 2021 is the result of a \$200,000 bequest received at the end of 2020.

Unearned Income - Grants and contributions: \$300,205



Expenses: \$866,374



Market Pavilion

The Santa Fe Farmer's Market Institute owns and operates the Santa Fe Farmers' Market Pavilion, home to the Santa Fe Farmers' Market. Opened in 2008, the Market Pavilion was the first new construction in downtown Santa Fe that is Leadership in Energy and Environmental Design (LEED) Gold-certified, and the first newly constructed farmers' market building in the nation incorporating the most energy efficient and green standards.

As noted by a farmer who was in on the ground floor of building the Market Pavilion, "Although I am grateful for the creature comforts of shelter during inclement weather and restroom facilities, we had a much more comprehensive vision. We wanted a place where we could create economic growth, not only for the farmers directly, but also indirectly by creating jobs for professionals in marketing, management, and building maintenance that would support the farmers."

The Market Pavilion can accommodate 600 guests and is regularly rented by community groups and other nonprofits for conferences and workshops, and family celebrations including weddings and quinceañeras. One of only a handful of event venues in Santa Fe of its size (9,300 square feet), there are already 30 large scale gatherings planned in 2022.

Additionally, space is rented to Second Street Brewery which is located on the street level and provides hospitality for Market attendees. Descartes Labs leases office space on the second floor.

The Institute maintains and improves the Market space. In 2021, this included adding Edison-style lighting, replacing the parapet over the main entrance, installing a key fob lock system to enhance security, repairing the solar water heating system, refreshing paint, and addressing safety issues outside the building. In 2022 we will determine whether a partial or complete stucco is needed, at a cost of \$40,000 to \$70,000.



DOUBLE UP FOOD BUCKS

Double Up Food Bucks (DUFB)

What is the Need?

- New Mexico has the third highest poverty rate in America at 19.1%, per the 2019 US Census Bureau data. This means that one in five New Mexicans, including 26% of our children, live in poverty and with food insecurity.
- The Santa Fe Farmers' Market (SFFM) farmers hail from 15 northern New Mexico counties with an average of 28% poverty rate; 10% higher than the state average. Many of our hardworking farmers are SNAP recipients, as are their neighbors.
- Exacerbating the problem is access to sufficient, nutritious food; nearly one-third of New Mexicans live in food deserts – meaning one mile from fresh food sources in urban areas and at least 10 miles from fresh food in rural areas. This leads to 75% of residents replacing fresh food with overly-processed foods. Children experiencing food insecurity are at a higher risk of obesity, diabetes, and impaired development.

DUFB program participants are all beneficiaries of the Supplemental Nutrition Assistance Program (SNAP), previously known as the food stamp program.

- Today, the number of SNAP participants in New Mexico is higher than it has been in six years, with 28% of New Mexicans receiving SNAP benefits.

- Families with children make up 67% of SNAP participants in New Mexico. Households with disabled family members comprise 27% of SNAP participants in the state.
- More than half of New Mexico's SNAP participants are members of working families, including approximately 2,000 agricultural workers. (Income and American citizenship are verified before SNAP benefits are extended.)

What is DUFB?

Double Up Food Bucks is a program that doubles SNAP transactions to increase shoppers' purchasing power and feed the local economy by supporting its farmers. The Institute implemented Double Up Food Bucks (DUFB) in 2010 with private funds, and continues to administer the program today with support from the USDA and the State of New Mexico.

How does it work?

Individuals who are approved for benefits through the New Mexico Human Service Department, are issued a New Mexico Electronic Benefits Transfer Card (EBT). The EBT card is used like a bank debit card. Each month the participants' approved benefit amount is deposited into their EBT account. Recipients of SNAP benefits, use their card to purchase qualified food items at any of the Santa Fe Farmers' Markets. SNAP tokens issued at the

Double Up Food Bucks participant
at the Institute's Information Booth.
Photo: Lisa Kantor



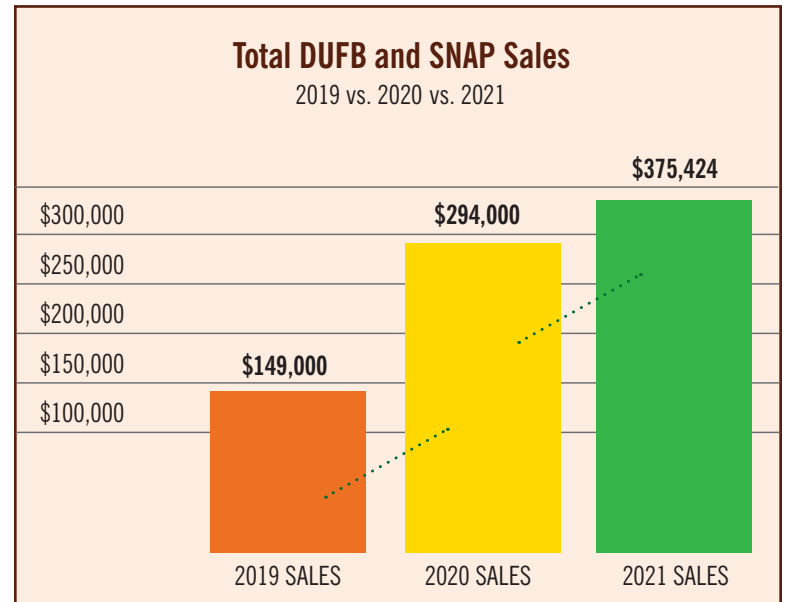
Information Booth may be used to purchase a wide range of fresh food items from produce to meat, poultry, eggs, and bread. Some of the eligible DUFB items are: fresh fruits and vegetables, beans, peas, chile, and herbs.

All EBT card draws are matched dollar for dollar through the Double Up Food Bucks Program, essentially doubling the participants purchase power for fresh, nutritious, local produce.

What is the Institute's Response?

Over the past three years, the amount distributed by the Santa Fe Farmers' Market Institute to support healthy purchasing power at the Santa Fe Farmers' Market has increased by 152%. In 2021 alone, 318 new participants were served through the Institute's Information Booth. Anecdotally, we have heard that some of the increased need can be attributed to the pandemic with the resulting loss of employment for many.

In 2019 \$149,022 fresh produce dollars were distributed through our token system; in 2020 it grew to \$294,126; and in 2021 the Santa Fe Farmers' Market Institute experienced a record-breaking \$375,424 distributed to qualifying families for fresh, local produce.



Microloan Program

Farmers often have limited resources or lack access to capital, which can impact the sustainability of their business or their capacity to grow. Our Microloan Program awards low-interest flexible loans, which fund projects that have a significant, positive impact on many of our vendors' businesses, as well as the quality and quantity of the products brought to the Market. The Microloan Program helps vendors defray seasonal operating expenses, improve infrastructure, extend the growing season, and much more. Access to capital ensures that farmers and ranchers can provide a constant and growing food supply to Santa Fe and the region.

Access to credit can be a stumbling block for many small businesses, and farmers are no exception. Working in partnership with Guadalupe Credit Union for the past five years, the Institute's Microloan Program facilitates low interest loans for farmers who might otherwise have difficulty accessing credit.

The Institute wants the loan experience to be successful for our farmers and ranchers. Through the partnership with Guadalupe Credit Union, now in its fifth year, borrowers receive financial coaching and assistance with the application. This customer service is available in English and in Spanish. All Market vendors have equal access to the Microloan Program regardless of gender, age (provided that the applicant is 18 years or older), ethnicity, or citizenship status.

The impact:

One farmer shared that “the main reason I got a microloan was to build credit, and that has been very helpful. If you pay on time, you can build your credit.”

Another recent participant explained that he had “heard of a program through the USDA which provides some funding to farmers for infrastructure improvement, but what makes it tricky for some farmers is it is a reimbursement grant, so they don't give you the money up front. Utilizing the Institute's Microloan Program enabled us to get started on these projects and get reimbursed later.”

Female farmers and producers comprise more than 50% of the vendors at the Santa Fe Farmers' Market. Research shows that women farmers face gender discrimination when trying to access Federal agricultural funding programs and traditional bank loans. The Institute is pleased to report that 50% of approved loans went to women farmers. One farmer said that when she faced a “crippling” business expense, she was grateful for the microloan which was at an interest rate three times lower than if she would have had to finance the repair on credit cards.

Asher Singer owner of Reyah Sunshine Farm, LLC pictured in his hoop house built with funding from the Institute's Microloan Program.

Photo: Jesse Fisher, Cut Print Video Production

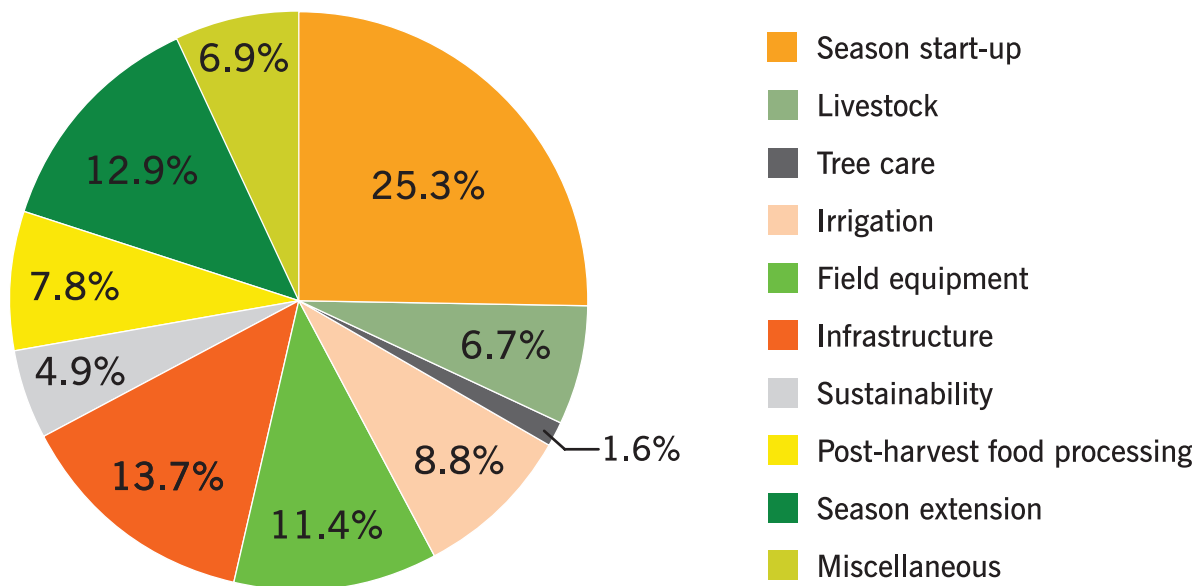


Microloan Program (continued)

Success by the Numbers:

- In 2021, six loans were extended representing a 20% increase over 2020.
- Microloans totaling \$40,000 were granted; a 29% increase over the previous year.
- Since 2008, 373 loans were granted to 99 borrowers for a total disbursement of \$802,590.

Over the years, microloans have been used for a variety of projects:



2021 Farmer All Star Susan Higgins of Sungreen Living Foods LLC benefitted from a low-interest microloan when her cooling system failed on her.
Photo: Adria Malcolm, Cut Print Video Production



Training & Development Program

The Training & Professional Development Program offers scholarships to outside trainings. We also collaborate with national experts and local organizations to lead hands-on experiential workshops.

Annual topics are chosen based on suggestions from vendors, and may include greenhouse construction, solar power, business plan development, and marketing. We also pay stipends to vendors who lead workshops and who provide translation services.



Photos: Left page - Greenhouse Construction Workshop. Courtesy of Santa Fe Farmers' Institute archives.

Right page - Example of successful marketing and branding. Courtesy of Lotus Farms, LLC



Lotus Farms, LLC

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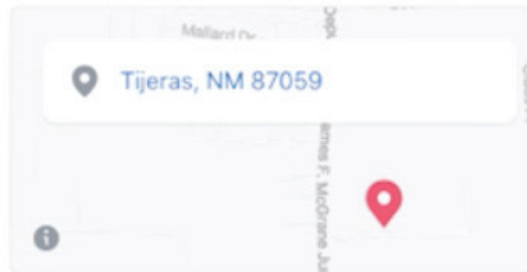
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...

We've had Big Red for a little over a month now... naturally we've become best friends and I couldn't be happier. [#inlove](#) [#bestfriends](#) [#forestedpork](#) [#oldspot](#)



DEL SUR MARKET

Del Sur Market and Partnership With Presbyterian Santa Fe Medical Center

Growth of the Del Sur Market

Santa Fe County grew 10% (from 138,704 to 152,149 residents) over the past 18 years, and one third of the population is based in zip code 87507. Recognizing the growth in the neighborhoods on the south side of Santa Fe, the Santa Fe Farmers' Market began to develop a market for fresh produce in the area in 2004.

In 2019, the Del Sur Market moved to the Presbyterian Santa Fe Medical Center parking lot at 4801 Beckner Road conveniently located just off of the main thoroughfare of Cerrillos Road. The Santa Fe Farmers' Market, Santa Fe Farmers' Market Institute, and Presbyterian Santa Fe Medical Center are working collaboratively to assure that Santa Fe's highest population center has access to fresh, local foods.

Not only has the number of vendors grown, but the offerings include fresh produce, meat, honey, chili, bread, eggs, and much more at this convenient location. The Double Up Food Bucks Program for SNAP recipients (see page 16), Fresh Rx (see page 26), and Presbyterian Employee Wellness Vouchers are accepted at the Information Booth administered by the Institute. Participants in the WIC Farmers Market Nutrition Program and the Senior Farmers Market Nutrition Program may also redeem their vouchers at the Market.

In addition, many community partners came together in 2021 to offer informational sessions, workshops, and family-friendly activities. The Institute expresses its gratitude to the Santa Fe Food Policy Council, YouthWorks, Cooking with Kids, and Big Brothers Big Sisters for raising the awareness of this neighborhood resource.

Watch for continued program expansion in 2022 during the DelSur Market which is held Tuesday afternoons from 3 to 6pm beginning on July 5, 2022 and ending on September 27, 2022.

Presbyterian Santa Fe Medical Center Employee Wellness Program

As stated on the Presbyterian Santa Fe Medical Center's website, "Presbyterian's purpose is to improve the health of the patients, members, and communities we serve - and one of our most important communities is our own employees. Our employees have access to fun, engaging, and unique wellness benefits to support an active, healthy, and mindful lifestyle."

One of the planks in its wellness platform is providing Employee Wellness Vouchers for the Del Sur Market. In 2021, 214 Presbyterian Employee Vouchers were redeemed for a total of \$2,140 of fresh produce, meat, and bread.



Fresh Rx

Fresh Rx

Parents have admonished their children to eat more fruits and vegetables since the dawn of time. Now the Harvard T. H. Chan School of Public Health has confirmed that, “A diet rich in vegetables and fruits can lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, lower risk of eye and digestive problems, and have a positive effect upon blood sugar, which can help keep appetite in check.”

Locally, the University of New Mexico Hospital has reported that “one in nine New Mexicans has diabetes, and one in three are on their way to having the disease.” “Diabetes and prediabetes are conditions on a continuum marked by blood glucose (blood sugar) levels that are higher than normal due to defects in insulin production, insulin action, or both,” according to NM-IBIS. In addition to the incalculable human suffering, “In New Mexico, treating complications from diabetes in the state reportedly costs \$2 billion per year.”

Fresh Rx addresses the issue of diet-related illnesses for those experiencing food insecurity.

Patients present prescriptions issued by a participating medical provider at Santa Fe Farmers’ Market Information Booth locations and receive tokens to purchase fresh produce.

Fresh Rx providers include: La Familia Medical Center in Santa Fe, Presbyterian Española Hospital, and El Centro Family Health (Española).

The Fresh Rx program was piloted at the Santa Fe Farmers’ Market in 2017. After a pandemic hiatus, in 2021, 356 Fresh Rx prescriptions were redeemed for \$7,085, which represents 1,771 bunches of fresh-picked carrots or 1,181 pounds of Anasazi beans.



Rx

PATIENTE NAME _____

ADDRESS _____

Prescription:

fruit
Vegetables

SIGNATURE _____

DATE _____

Farmer All Stars

The 2021 Farmer All Stars were honored at the sold-out *Seed The Future* celebration on Thursday, December 9, 2021 in the Market Pavilion. Mary Dixon, Santa Fe Farmers' Market Institute Board Secretary and 2013 All Star Farmer Award recipient for her Green Tractor Farm, presented the award certificates, along with Santa Fe banker Kenneth E. Romero.

Videos created by Jesse Fisher and Adria Malcolm of Cut Print Video Production profiled each outstanding farmer and their farms. We congratulate the following 2021 Farmer All Stars and are pleased to continue to share their stories on the Institute's website.

Eloy and Frances Trujillo of EFT Farms,
Chamita, NM

Maria Carter of El Jardin De Flores,
Chimayó, NM

Grant and Val Wilson of Lotus Farms, LLC,
Tijeras, NM

Trinidad and Victor Mendez of Mendez Produce,
El Guique, NM

Reynaldo and Diego Romero of Romero Farm,
La Cienega, NM

Susan Higgins of Sungreen Living Foods LLC,
Santa Fe, NM

The tradition of honoring Farmer All Stars began in 2008. Each year three farms are recognized by the Institute at a community gathering. The annual event was canceled in 2020 due to the COVID-19 pandemic. Six farms were recognized in 2021 to compensate for the canceled awards presentation in 2020. To date, 42 farms and four community members have been acknowledged as All Stars. For a full list of recipients, please visit the Institute's website.

Nominated to serve by Andrea Fisher Maril, Executive Director of the Santa Fe Farmers' Market Institute and Debbie Burns, CEO of the Santa Fe Farmers' Market, the 2021 Farmer All Star Selection Committee was comprised of: Jennifer Fresquez, Market Board President; Pam Walker, Institute Board Vice Chair; Mary Dixon 2013 Farmer All Star representing Green Tractor Farm and Secretary of the Institute Board; and Nery Martinez, Market Manager. The process was facilitated by Janice L. Mayer, Santa Fe Farmers' Market Institute's Development and Communications Director.

Santa Fe Banker Kenneth Romero and 2013 Farmer All Star and Secretary of the Institute's Board of Directors Mary Dixon watch the 2021 Farmer All Star Video Profiling Trinidad and Victor Mendez of Mendez Produce.
Photo: Jane Phillips Photography



WE PLANT POTATOES, ONIONS, AND TO

2021 Special Events

Harvest Brunch

On Sunday, September 26th, the Santa Fe Farmers' Market Institute hosted its first in-person fundraising event in two years. Forty guests traveled by Santa Fe Valet to the KitFox site in the Galisteo Basin. Upon arrival, guests listened to guitarist Roberto Capocchi while toasting with Gruet's award-winning Brut NV. Surrounded by extraordinary vistas, Dig & Serve caterers served a delicious farm-to-table brunch with produce sourced from the Santa Fe Farmers' Market in the Railyard the day before. Farmers Susan Higgins (Sungreen Living Foods, LLC) and Pilar Abadia (Anna Maria's Farm) offered heartfelt words about the impact of two Institute programs: the Microloan Program and Double Up Food Bucks.

Introduced by Board Chair Michael Knight, and led by Executive Director Andrea Maril, guests generously responded to the paddle raise with \$20,000 in contributions. That coupled with the underwriting from Corporate Sponsors Descartes Labs, Elsner Law & Policy LLC, Enterprise Bank & Trust, Guadalupe Credit Union, Hutton Broadcasting, New Mexico Bank & Trust, Payne's Nurseries & Greenhouses, Inc. and Thornburg Investment Management made the return from the pandemic a rousing success. Thank you to all who participated and supported the Harvest Brunch and the Santa Fe Farmer's Market Institute's mission.

Michael McGeary and Finance Committee Member
David Loeb Participate in the Paddle Raiser.
Photo: Gabriella Marks



2021 Special Events (continued)

Seed The Future

The Santa Fe Farmers' Market Institute welcomed the local farming community to the Market Pavilion on Thursday evening, December 9th for a celebration titled *Seed The Future*. The friend-raiser drew a sold-out crowd of 200 guests.

Institute Board Chair Michael Knight and Executive Director Andrea Fisher Maril reflected on the Institute's past, profiled the organization's programs including a presentation by microloan recipient Asher Singer of Reyah Sunshine Farm, LLC. and moving Double Up Food Bucks testimonials shared by Market Programs Manager Anna Griswold, and planted seeds for the future.

Six outstanding farmers and farms were recognized with awards presented by Santa Fe Banker Kenneth E. Romero and Mary Dixon, Secretary, Board of Directors Santa Fe Farmers' Market Institute, who was a 2013 Farmer All Star for her Green Tractor Farm. Videos of the deserving farms created by Cut Print Video Production were also shown to the delight of the audience. All are invited to view the videos on our website.

Jacqueline "Jackie" Gibbs, Culinary Program Director for YouthWorks!, oversaw the catering of the event. YouthWorks! is a cutting-edge, innovative organization

offering a continuum of services designed to reconnect "at-risk" and disadvantaged youth with our community through education, employment training, and job placement. David Sundberg curated the farm-fresh bohemian menu, and subsequently joined the Santa Fe Farmers' Market Institute Team as Program Development Director in January. Menu ingredients were sourced from the Santa Fe Farmers' Market thereby supporting local agriculture. Second Street Brewery, Gruet Winery, and La Mesa Farms were the generous beverage sponsors.

In addition to delicious food, beer, and wine guests enjoyed the "earthy jazz" of the Rhombus Quartet led by guitarist Ross Hamlin.

A successful paddle-raiser led by auctioneer Mark C. Johnson, Director of Sales and Business Development for New Mexico Fresh Foods, raised \$22,250 for the Institute's programs. Combined with ticket sales and business sponsorships, the community celebration was a financial success.

Board Vice Chair Pam Walker closed the evening with words of gratitude for those who gathered and contributed to the success of the evening. Of particular note were the 22 volunteers who gave of their time and talent, and the 17 business sponsors who supported the event.

Green Tractor farmers Rose O'Connell-Marion and Dan Bohnhorst dance to the Rhombus Quartet at the 2021 *Seed the Future* Celebration.

Photo: Jane Phillips Photography



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2009 Farmer All Star Stan Crawford, owner of El Bosque Garlic Farm in Dixon and all-around Renaissance Man; Board Vice Chair, author and advocate Pam Walker, and Greg Sellers loyal Santa Fe farmers' Market patron.

Photo: Jane Phillips Photography



Thank You Volunteers

“Simply said, we couldn’t do the work that we do, without you!”

Volunteer contributions are appreciated in a number of areas of the Institute’s work: office support and special event production are just two. At the Market on Tuesday’s and Saturdays, specially-trained volunteers help serve our customers at the fast-paced Information Booth and assisting farmers as Docents.

Market Programs Manager, Anna Griswold, is mindful of our volunteers’ talents and interests, and conscientiously schedules volunteers to use their time wisely.

In 2021, the Institute benefited from 1,050 volunteer hours which added the equivalent of \$29,925 in labor to the organization.

In addition to our dedicated Board of Directors and Committee Members, we express our appreciation to the following individuals who gave generously of their time and talent to support the Santa Fe Farmers’ Market Institute.

THANK YOU:

Sophie Addison
Raquel Aguirra
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Market Programs Manager Anna Griswold and dedicated volunteers Sue Cosman, Debbie Taylor, Ann Lavine, Cheryl Johnson, and Emily Pacheco pause for a moment in front of the Railyard Water Tower.

Photo: Lisa Kantor



Heirloom Circle

Annual donations to the Santa Fe Farmers' Market Institute are essential to the success of our programs, and we always appreciate them. In addition to annual donations, the Institute also invites you to consider becoming a member of the Heirloom Circle by making a legacy gift. Legacy gifts deliver a direct and lasting impact on the effectiveness of Institute programs, making it possible for us to help our farmers and our community for generations to come.

A Legacy Gift may be personalized and flexible as well as very satisfying. Legacy gifts may be made using various formats, including:

- Beneficiary designations on an insurance policy, employee benefit plan, or other "transfer on death" accounts
- Bequests made in your estate planning documents – your will, or your Revocable or Irrevocable Trusts
- Charitable Remainder or Lead Trusts
- Charitable Gift Annuities
- Gifts of Real Property

Some of these techniques allow you to make a current, more substantial gift, be honored as a donor (or honor others) and still benefit from an income stream, throughout your lifetime. No matter how or what you give, you will be supporting a cause close to your heart and will be helping New Mexicans now and into the future.

There may be tax benefits which result from your Legacy Gift. The Institute welcomes the opportunity to work with donors like you, as well as your attorneys, financial planners, and other professionals to design a gift that is appropriate and meets your goals. We suggest you consult your professional advisors. We are happy to respond to any inquiries, and always maintain the confidentiality of our donors.

Please contact: Janice L. Mayer, Development and Communications Director by telephone at (505)983-7726 ext. 2, or via e-mail Janice@farmersmarketinstitute.org.



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Nathaniel Earls, Institute Board Member and 4th generation trustee of The John C. Griswold Family Foundation, says that "I particularly love the Santa Fe Farmers' Market because it is such a gathering place for the community." He is pictured here with his young daughter at the Santa Fe Farmers' Market.

Photo: Courtesy of Nathaniel Earls

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In memory of Matt Kubarski
Joan Sokolowski

In memory of Kelly Cowan
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Mark C. Johnson Director of Sales and Business Development of New Mexico Fresh Foods served as master of ceremonies at the *Seed The Future* Celebration.

Photo: Jane Phillips Photography

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Looking Forward to Our 20th Anniversary

CALENDAR OF EVENTS

Tuesday, May 3, 2022, at 9:30am

A brass fanfare performed by a New Mexico School for the Arts septet heralds the opening of the Tuesday morning Railyard Santa Fe Farmers' Market. Enjoy this free pop-up concert under the water tower.

Saturday, May 7, 2022, 9am to 1pm

Santa Fe Farmers' Market Institute hosts a Vitalant Blood Drive. Responding to a critical shortage of available blood supply, the Institute is hosting a blood drive during the Railyard Saturday morning market in cooperation with Vitalant, one of the nation's network of nonprofit blood banks. To schedule an appointment click [here](#), or call Laura at (505)246-1490. Walk-ups at the blood mobile, which will be located in the loading zone on Chili Line Lane, are encouraged and can be accommodated on a space-available basis. Masks required.

Sunday, May 15, 2022, Noon to 3pm

Seed The Future Spring Luncheon at Ground Stone Farm and Squash Blossom Food located at 13 Callejon de Atanacio, Nambé, New Mexico. Mathew and Nina Ladegaard open their farm for this exclusive event, followed by an optional farm tour. Luncheon menu of farm-fresh, locally sourced food curated by Chef Brian Rood of Adobo Catering. Select wine provided by Gruet Winery. Music by Jeffrey Smith, violin and Katie Rietman, cello. Complimentary continuous shuttle service provided by Santa Fe Valet

from Cities of Gold Casino Park and Ride. Proof of vaccination required. Tickets: \$300 per person (\$150 tax-deductible). Contact Janice Mayer for information and reservations: Janice@farmersmarketinstitute.org.

Tuesday, May 17, 2022, 9 to 10am

Free Market tours resume, and will be held the first and third Tuesday of each month through November 15, 2022. Start your day with coffee and breakfast sweets in the Market Pavilion. Then join a Tour Host and Guide on a Tuesday morning stroll through the Santa Fe Farmers' Market. See the wide variety of what's growing locally, and talk with farmers' about their crops and experiences. Register through Eventbrite.

Saturday, June 25, 2022, 8am to 1pm

20th Anniversary Festivities take place throughout the Railyard Saturday Market – all free to the public. Welcome the day with a Native American Blessing of the Land, and a Native Flute performance by Marlon "Young Elk" Magdalena of the Jemez Pueblo. Mayor Alan Webber and Councilor Signe Lindell will make a commemorative proclamation. Free family-friendly activities include face painting by Facepainterina, and Wise Fools stilt walkers and jugglers. Music by local recording artist Robby Rothschild, with a special guest appearance by Round Mountain. The duo started their performing career at the Market in 2002. Free raffles and eco-friendly, seasonal giveaways add to the fun.

Photo: Board Member Kathy Holian's Guests
Toast with Gruet Brut NV at the Harvest Brunch.

Photo: Gabriella Marks



Looking Forward to Our 20th Anniversary (continued)

Tuesday, July 5, 2020 at 3pm

Santa Fe Chamber of Commerce Cuts the Ribbon to officially open the 2022 Del Sur Market Season in the Presbyterian Santa Fe Medical Center parking lot on Beckner Road (just off of Cerrillos Road in Santa Fe). Free raffle for prizes. Del Sur Market is open every Tuesday afternoon from July through September from 3-6pm, offering access to fresh local produce, meats, eggs, and bread to the south side of Santa Fe.

Wednesday, July 20, 2022, 5 to 8pm

Foodie Film Night in partnership with The Center for Contemporary Arts (1050 Old Pecos Trail, Santa Fe, NM). Enjoy a screening of Indie Foodie Film, *East Side Sushi*, winner of 11 Film Festival Awards including Best Actress (Diana Elizabeth Torres) and Best Film and Direction (Anthony Lucero) from the Mexican Cinema Journalists. A pre-screening presentation on Reunity Resources' Composting Program will be given by Juliana Peterson Ciano, Program Director. In the spirit of the film, come at 5pm and purchase Japanese and Mexican specialties from Poki Tako Food Truck. Launched in 2001 by Executive Chef/Owner Randy Tapia, Poki Tako is fully-licensed by the City of Santa Fe, check out Chef Randy's menu. All tickets are \$10, and are available through the CCA Box Office beginning on June 1, 2022.

Saturday, August 13, 2022, 2 to 4pm

We celebrate National Farmers Market Week with a private event for our Farmers and Vendors! "Pecos Picnic" lunch incorporating farm-fresh vegetables and New Mexico beer catered by Cowgirl Santa Fe will be available in the Market Pavilion. Entertainment will be provided by Lone Piñon, the popular New Mexican *orquesta típica* (string band). Information available on farmer programs such as the Microloan Program, Double Up Food Bucks, and Training and Development. By invitation only.


Thursday, October 13, 2022, 6 to 8:30pm

Seed The Future 20th Anniversary Community Celebration and Fundraiser in the Market Pavilion. The highlight of the evening will be the video introduction of the three Farmer All Stars, and the presentation of the Farmer and Community All Star awards with a framed certificate and a gift card for dinner for two to *estevan restaurante* provided by Executive Chef Estevan Garcia for each recipient. Impactful statements on Institute programs will be shared. Dinner featuring farm-fresh, locally produced foods prepared in cooperation with YouthWorks culinary program. The Bert Dalton Trio will provide a jazz soundscape for the evening. Mark C. Johnson, Director of Sales and Business Development for New Mexico Fresh Foods, will lead a paddle raiser to support Institute Programs. Tickets \$100 for the public and \$50 for the farming community will go on sale August 15, 2022.

Photo: Courtesy of Lotus Farms, LLC

20TH
ANNIVERSARY
SANTA FE
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