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**SANTA FE FARMERS' MARKET INSTITUTE (THE INSTITUTE)
ANNOUNCES APPOINTMENT OF
ADAN MANUEL (MANNY) ENCINIAS, Ph.D AS NEW EXECUTIVE DIRECTOR**

FOR IMMEDIATE RELEASE SANTA FE, N.M. March 20, 2023 -- The Board of Directors of the Santa Fe Farmers' Market Institute (the Institute) today announced the appointment of a new Executive Director, Adan Manuel (Manny) Encinias, Ph.D, effective April 1, 2023.

In his role, Encinias will be responsible for overseeing all of the operations of the Institute, including programs such as Double Up Food Bucks, microloans, and farmer educational support. He will be leading a strategic planning exercise focusing on goals for the longer term.

"We are thrilled to welcome Manny to the Institute," said Board Chairman Michael Knight. "Our organization and its community of local ranchers and farmers will benefit from his experience in program management and fundraising, including his deep connections to local food systems, as well as multi-state agricultural organizations. We have full confidence he will provide the leadership, vision and strategy to achieve the Institute's mission and position us for long term success."

Encinias, whose family has lived in Northern New Mexico for more than five generations, has spent much of his professional life advocating for farmers and ranchers. He noted that he is very aware of the mounting challenges that both tenured and the next generation of agricultural producers in Northern New Mexico face.

"Since 2002, I have worked for numerous Northern New Mexico and Native American ranchers, where I have vowed to protect the traditions and secure the future of family-owned agriculture. Through my non-profit partnerships, today I work in a leadership, mentoring, and advisory capacity with individual farmers and ranchers in the development of consumer-direct, value-added marketing channels for local and sovereign food systems.

"In addition to my practical experiences and understanding of Northern New Mexico agriculture, I have been blessed to represent New Mexico on regional and national local food initiative teams focused on building more robust local food systems in the Western United States. I can see these relationships to be mutually beneficial to support the goals of the Santa Fe Farmers Market Institute. I am inspired by the mission driven work of the Institute, and honored to accept the position of Executive Director," said Encinias.

Adan Manuel (Manny) Encinias is the owner of Trilogy Beef Community, LLC and has been a vendor at the Santa Fe Farmers' Market since 2021. He is also the co-owner of the award-winning Buffalo Creek Ranch – La Gloria Cattle Company, the recipient of the 2022 Sustainability Commitment to Excellence Award presented by Certified Angus Beef. As a consultant, he has developed English-Spanish training programs through Now We're Ranching Cattle Management Services.

His nonprofit leadership includes service on the Board of Directors of the Santa Fe Farmers' Market, the national Niche Meat Processors Assistance Network, and as Board Vice Chair of the Estancia Basin Water Planning Committee. He also founded Feeding the Future, a nonprofit organization focused on strengthening the protein supply chain in Indigenous communities of the Southwest to achieve food sovereignty.

Since 2019, Encinias has served as the Discipline Chair, Professor and Director of Workforce at Mesalands Community College. From 2002-2014, he was the Extension Natural Resource and Livestock Specialist at New Mexico State University. Dr. Encinias holds a Ph.D from North Dakota State University (Ruminant Nutrition), a Master of Science degree from New Mexico State University (Animal Science), and a Bachelor of Science degree from New Mexico State University (Animal Science). The Moriarty native and his wife, Corina, have seven children ranging in age from college to preschool.

“As we welcome Manny to the Institute, we also want to acknowledge the contributions of **Andrea Fisher Maril** in leading our organization over the past few years. Andrea came out of retirement to help the Institute instill necessary organizational and financial infrastructure. We would not be where we are today without her commitment to the Institute and Board of Directors,” said Knight.

Founded in 2002, 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. For more information, please visit www.farmersmarketinstitute.org.

Press Contact:

Janice L. Mayer, Development and Communications Director

E-mail: Janice@farmersmarketinstitute.org

Office: (505)983-7726, ext. 2

Mobile: (646)250-2847