



SANTA FE  
FARMERS' MARKET  
INSTITUTE

2022  
*Annual Report*





# SANTA FE FARMERS' MARKET INSTITUTE

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Cover photo: A child is a fan of the Institute at the 20th Anniversary Celebration.  
Photo: Genevieve Russell, StoryPrint Media

Photo pages 2 and 3: Rick Gaudet's One Straw Farm has been a fixture at the Santa Fe Farmers' Market since 1996, and was named a Farmer All Star in 2017.  
Photo: Genevieve Russell, StoryPrint Media

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SANTA FE  
FARMERS' MARKET  
INSTITUTE

Sweet Marjoram



Aroma is similar  
oregano, but sweeter  
Tender perennial

Lamb's Ear  
"Double White"



Flowers  
\$4.00

Greek Oregano



## 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 nonprofit partner to the Santa Fe Farmers' Market.



# A Word from Our Board Chair & Executive Director

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Dear Friends,

We have a new logo for the Institute. We hope you like it! We believe that this new look represents both where we have come from and where we are planning to go in the future.

We celebrated our 20th Anniversary last June with more than 5,500 members of our community. This was an opportunity to recognize all the time and effort that resulted in a permanent, year-round home for the Santa Fe Farmers' Market. We remain eternally in gratitude to the leaders, partners, donors, and the community that made this happen.

We then launched Seed the Future. This illustrated the Institute's desire to create a stable foundation and to move forward into the next decade. Under the leadership of Andrea Fisher Maril, much was accomplished, much of it not seen externally. The impact was wide-ranging and included hiring and onboarding key staff, improved policies and procedures, new organizational structure, revised by-laws, and a more diverse board of directors.

The Institute focused on further enhancing our key relationship with the Santa Fe Farmers Market with much success. In addition, we continue to seek other like-minded partners to benefit our farmers and the communities we support. These include Presbyterian Community Health, Presbyterian Santa Fe Medical

Center, the Santa Fe Food Policy Council, New Mexico Farmers' Marketing Association, Santa Fe School of Cooking, Cooking with Kids, WIC, Remy's Good Day Fund, and others.

Establishing this foundation, combined with an experienced and dedicated staff, allowed us to make further investments in many areas. Our special thanks to James Gould, Anna Griswold, Janice Mayer, Syri Mongiello, and David Sundberg.

Programs are the lifeblood of the Institute and that will always be the case. In addition to Double Up Food Bucks, Fresh Rx, Microloans, support for the Santa Fe Farmers' Market's Del Sur Market, and investment in the building, we have added several new programs. These include branding and marketing workshops for farmers, funded solar projects, and in 2023, healthy soil education, and Women in Agriculture forums.

With Andrea's pending retirement, the Board embarked on a process to identify a new Executive Director with the leadership skills, knowledge, energy, and vision that would best serve the Institute in the next decade. Although the net was set wide, the candidate of choice was literally right outside the Pavilion's door. Trilogy Beef Community owner and Santa Fe Farmers' Market vendor Adan Manuel "Manny" Encinias Ph.D was selected as the Institute's

Adan Manuel (Manny) Encinias Ph.D is congratulated on his appointment as the Institute's Executive Director by Board Chair Michael Knight.  
Photo: Lisa Kantor Photography





sixth Executive Director. We were delighted that Manny accepted this position and he joined us in early April. (To read about his outstanding qualifications, please visit our website.) We thank you for all the support the community has shown him over the past few months.

**Michael Knight**  
*Board Chair*

Back to the new logo. The seeds were planted, nurtured, and now grow. The road ahead is exciting, and we hope that you will journey with us into the Institute's third decade. We have done much, with much more to do. More to come....

**Manny Encinias**  
*Executive Director*



## 20<sup>th</sup> Anniversary Celebration

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### **Institute's Public Anniversary Celebration at the Santa Fe Farmers' Market at the Railyard.**

The Santa Fe Farmers' Market Institute was founded in 2002 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. On June 25, 2022, exactly 20 years to the day when the Santa Fe Farmers' Market Institute's incorporation papers were signed, the community gathered to celebrate this significant milestone. The Institute's newly redesigned website was launched in conjunction with the occasion.

It was a time to look back on the history of the Institute, honor accomplishments, and plan for the future. In this spirit, Elder Kathy, representing the Saya'in Circle of Grandmothers of Tewa Women United, opened the commemoration with a blessing of the land. Tewa Women United have as their focus "nurturing and celebrating the collective power of beloved families, communities, and Nung Ochuui Quiyo (Earth Mother)." There was no better way to open a community gathering at the Santa Fe Farmers' Market Institute than with her words.

The celebration then took place amidst the bustle of the Saturday Santa Fe Farmers' Market at the

Railyard. Family friendly street entertainment such as Wise Fools New Mexico jugglers, stilt walkers and face painters spanned from the Paseo de Peralta entrance to the Water Tower, and spilled into the Market Pavilion.

Celebrants enjoyed musical genres ranging from evocative Native American music played by Marlon "Young Elk" Magdalena on his lovely hand-carved flutes to a reunion of Robby and Char Rothschild as the duo Round Mountain. Performing on guitars and the West African kora, the duo drew a crowd for their original songs at the very spot where they first began to play music 20 years ago.

We were honored by the presence of Santa Fe Mayor Alan Webber and District 1 City Councilor Signe Lindell, who proclaimed June 25, 2022 Santa Fe Farmers' Market Institute Day in Santa Fe. A commendation from the New Mexico State Legislature was read by then Executive Director Andrea Fisher Maril, and Congresswoman Teresa Leger Fernández celebrated the Institute with an entry into the Congressional Record delivered by Institute Board Chair Michael Knight. Steven Robinson, founding President of the Santa Fe Railyard Community Corporation, offered a reflection on the early days of the Institute, as did Institute founding Executive Director Sarah Noss.

Wise Fool New Mexico's Stilt Walkers took the Celebration to New Heights; Musical performances included a Native Flute performance by Marlon "Young Elk" Magdalena of the Jemez Pueblo on his hand-carved flutes; Santa Fe District 1 Councilor Signe Lindell and Mayor Alan Webber declare June 25, 2022 Santa Fe Farmers' Market Institute Day.





Bottom right photo: Mother-Daughter Volunteers: Kody Kantor took advantage of free face painting and joins her photographer mother, Lisa Kantor, in a photo. It took a village of volunteers to carry out the day's activities!  
Photos: Genevieve Russell StoryPortrait Media



## 20<sup>th</sup> Anniversary Celebration (continued)

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A dozen neighborhood businesses supported the free public drawing by offering prizes. The Institute expresses its gratitude to: Bumble Bee's Baja Grill, Center for Contemporary Art (CCA), Cowgirl BBQ, FS2 Supply Company, Georgia O'Keeffe Museum, Opuntia Cafe Santa Fe, REI Co-Op, Santa Fe Chamber Music Festival, Santa Fe Children's Museum, Santa Fe Farmers' Market, SITE Santa Fe, and Violet Crown.

Most of all, our hats were off to the nearly 40 volunteers who welcomed guests, managed prize drawings, assisted entertainers, and made the day's activities run smoothly. We couldn't have provided such a vibrant celebration for the 5,500 attending members of the public without them!

### Foodie Film Night

On Wednesday, July 20, 2022 the Institute partnered with The Center for Contemporary Arts with the screening of *East Side Sushi*, winner of 11 Film Festival Awards, including Best Film and Direction (Anthony Lucero) from the Mexican Cinema Journalists.

An informative pre-screening presentation on Reunity Resources' Composting Program was given by Juliana Peterson Ciano, Program Director.

In the spirit of the film, Japanese and Mexican specialties from Executive Chef Randy Tapia's Poki Tako Food Truck were available for the nearly 70 ticket buyers.

### The Institute Celebrated National Farmers' Market Week with an Appreciation Luncheon for Vendors

On Saturday, August 13, 2022 the Santa Fe Farmers' Market Institute celebrated the farmers, vendors, and staff of the Santa Fe Farmers' Market in commemoration of National Farmers' Market Week. A crew of Institute Board members and volunteers transformed the Pavilion from the market to the luncheon in less than an hour – a remarkable feat!

More than 125 farmers and vendors gathered in the Market Pavilion to enjoy food and beverages catered by our South Guadalupe Street neighbor, Cowgirl BBQ. Lone Piñon, the popular New Mexican string band, or "orquesta típica" provided the music, and guests enjoyed nearly 100 cones of all-natural Taos Cow ice cream.

In her welcoming remarks, Institute Board Member Val Wilson of Lotus Farms, LLC expressed the Institute's appreciation of all of the hard work that the Santa Fe Farmers' Market staff, farmers, and

Trilogy Beef Owner Manny Encinias dances with his daughter Zia at the Farmer Luncheon. Photo: Adria Malcolm; Inset: Mabel and Annie Krah with Astrid Yankosky of The Vagabond Farmers at the National Farmers' Market Week Luncheon Hosted by the Institute. Photo: Adria Malcolm







## 20<sup>th</sup> Anniversary Celebration (continued)

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vendors do every day to assure that healthy, locally-grown food is easily accessible to the community of Northern New Mexico. She said, “The luncheon is a way for us to bring the community together and show our sincere appreciation.” In closing, Val commemorated the farmers who passed away in the past year with a heartfelt moment of silence.

### Seeding the Future Community Event

On Thursday, October 13, 2022 nearly 250 guests joined together for the culminating event of the Santa Fe Farmers’ Market Institute’s 20th Anniversary with a celebration in the Market Pavilion. The Bert Dalton Trio set the relaxed atmosphere for the evening, where guests mingled, enjoyed hors d’oeuvres served by YouthWorks, and toasted with Gruet Winery wines and Hidden Mountain Brewing Company beers. David Sundberg, the Institute’s Program Development Director and a chef, curated a menu that was sourced from the Santa Fe Farmers’ Market vendors.

A true community gathering, farmers and vendors celebrated with patrons and civic leaders. We were especially pleased to welcome Bobbie Ferrell, Constituent Services Representative for Teresa Leger Fernández Representative for New Mexico’s 3rd Congressional District; Signe I. Lindell, District 1 Councilor and Mayor Pro Tempore, City of Santa Fe; Reena Szczepanski, District 47 State Representative, State of New Mexico; and Renee Villarreal District 1 Councilor, City of Santa Fe.

Updates on programs were given by Institute leadership, including the announcement of a new Solar Microloan Program in partnership with Guadalupe Credit Union and Remy’s Good Day Fund. A successful paddle-raiser was led by Mark C. Johnson, Director of Sales and Business Development for New Mexico Fresh Foods assisted by a cadre of 25 dedicated volunteers.

The highlight of the evening was the presentation of the annual All Star Awards following heart-warming videos of each recipient. We congratulate Annie Krahel of Annie’s Herb Farm, Amy Fagan and Keegan Crumpacker of Crumpacker’s Bakery, Rosa Maria Alcantar of Rocio Produce, and Community All Star Sarah Grant, Co-Founder of the New Mexico Farmers’ Marketing Association on their selection.

The Santa Fe Farmers’ Market was founded in 2002 as a nonprofit organization to raise the funds for a year-round permanent home for the Santa Fe Farmers’ Market. In 2008, the Market Pavilion was ceremoniously opened and changed the landscape of the Railyard District. That the joyous culminating event of the 20th anniversary took place in the Market Pavilion is a measure of a job well done by the Institute over its two-decade history. (For more information on the history of the Santa Fe Farmers’ Market Institute, please visit our website timeline.)





We were grateful for the interest and support of civic leaders in attendance at the 2022 Seed The Future Community Event.

Pictured (l-r) Institute Development Chair Robert W. Jones, J.D.; Development and Communications Director Janice L. Mayer; Renee Villarreal District 1 Councilor, City of Santa Fe; Bobbie Ferrell, Constituent Services Representative for Teresa Leger Fernández Representative for New Mexico's 3rd Congressional District; Signe I. Lindell, District 1 Councilor and Mayor Pro Tempore, City of Santa Fe; Reena Szczepanski, District 47 State Representative, State of New Mexico; and Michael Knight, Institute Board Chair. Photo: Vladimir Chaloupka Photography

Inset photo: Board Member Ami Caldwell Raises her Paddle at the 20th Anniversary Celebration. Photo: Vladimir Chaloupka Photography





## Market Tours

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Twice a month on Tuesday mornings from May to Thanksgiving, visitors and native New Mexicans gathered at 9:00am 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 Development and Communications Director, Janice Mayer, and Program Development Director, David Sundberg for a brief introduction to the history of both the Santa Fe Farmers' 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 provided 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.

In 2022, 21 tours took place between May 17th and November 15th. Participants represented several foreign countries, communities all across the United States, and local residents of New Mexico. They truly represented the broad demographic of Santa Fe Farmers' Market customers.

Market Tour participant Jackie Walker said, "The Santa Fe Farmer's Market Institute-sponsored tour of the Santa Fe Farmers' Market was eye-opening. I have visited the Market many times and am always impressed by the abundance and quality of the products, but touring the facility and learning more about the farmers and their products have made the experience of shopping there even more amazing! We are so fortunate to have this wonderful opportunity in our city."

The Market tours will continue in 2023 beginning on June 6th at 9 am, and continue on the first and third Tuesdays of the month through November 21st during the Santa Fe Farmers' Market at the Railyard hours (8am-1pm).

Green Tractor Farm's Mary Dixon introduces a Market Tour group to Brian McQuaid of El Bosque Garlic Farm. Photo: Crista Dalian





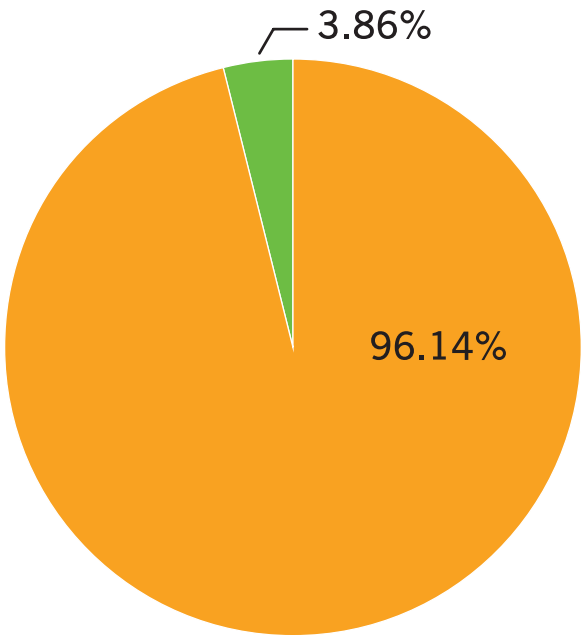


# Financial Snapshot

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 referred to on this page present fairly, in all material respects, the financial position of the Institute as of December 31, 2022 and 2021 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America

## Earned Income: \$469,068



## Financial Snapshot:

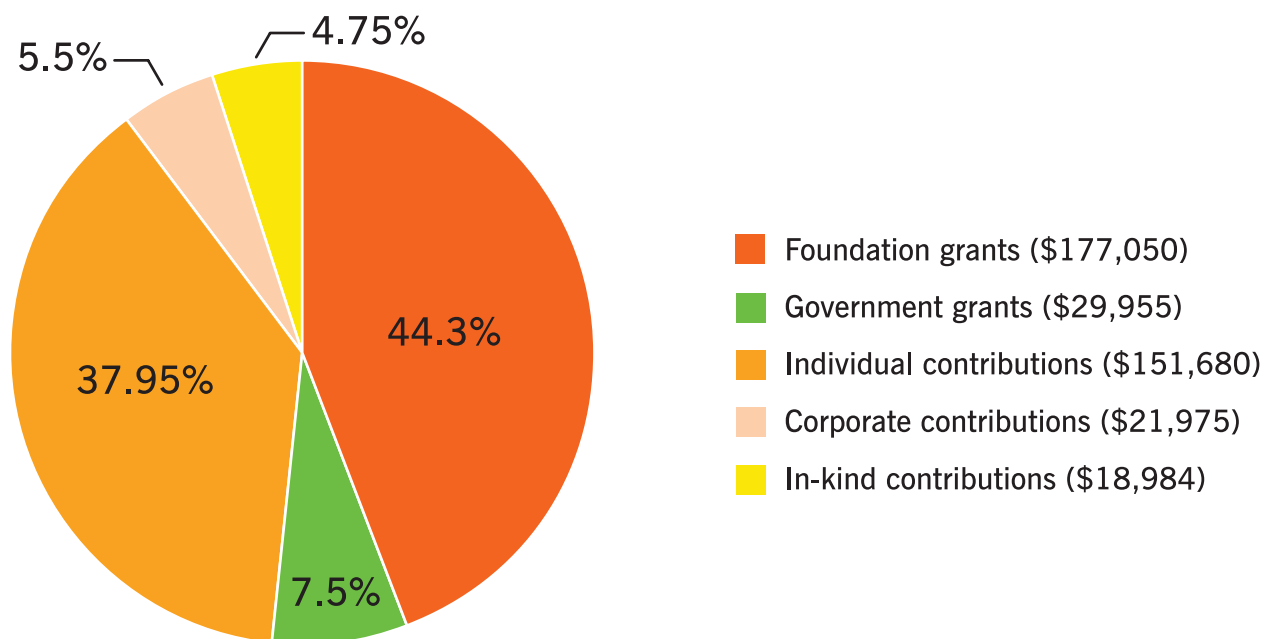
	2022	2021 (restated)	Variance
Total liabilities and net assets:	\$4,446,411	\$4,742,504	(\$296,093)

*The "restated" balance results from the adoption of "lease accounting" mandated by FASB (Financial Accounting Standards Board) effective 12/31/2022 fiscal/calendar year. This new rule and calculation were not required in 2021. However, in order for the audited financial statements to be "comparable" between the two years, the auditors had to "adjust" or "restate" the 2021 balances as if the new rule was adopted in 2021. Not doing so would have left the 2022 and 2021 balances not to be consistent.*

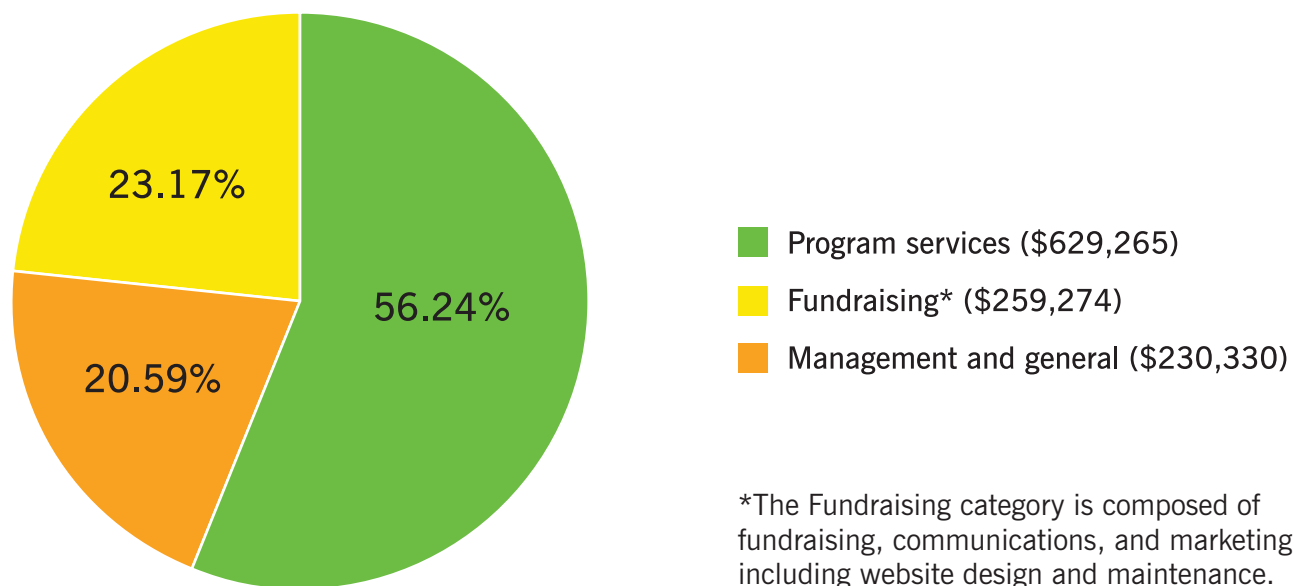
- Leasing income (\$450,950)
- Other income (\$18,118)



## Unearned Income - Grants and contributions: \$399,694



## Expenses: \$1,118,869





# Market Pavilion

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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 to receive Leadership in Energy and Environmental Design (LEED) Gold-certification 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, art exhibits and performances, school proms and graduations, 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), in 2022 there were 43 special event rental dates in the Market Pavilion. Located in the heart of Santa Fe, it is truly a community hub.

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

The Institute maintains and improves the Market space. In 2022, the Market Pavilion was evaluated by a professional building inspector. The report was used by the Building Task Force to create a comprehensive maintenance and building improvement plan with a corresponding budget for the next five years.

Market Pavilion exterior.  
Photo: Vladimir Chaloupka Photography

2022 Girls Inc. Gala. Photo: Insight Foto Inc.,  
courtesy of Girls Inc. of Santa Fe







# DOUBLE UP FOOD BUCKS

## Double Up Food Bucks (DUFB)

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### 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 our 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 receive SNAP 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. Recipients use their EBT card to purchase SNAP tokens at the Information Booth at any of the Santa Fe Farmers' Markets. They also receive a matching amount of DUFB tokens. SNAP tokens may be used to purchase a wide range of fresh food items from produce to

Information Booth Volunteer Sharon Potter Explains the Double Up Food Bucks Program to a Customer.  
Photo: Adria Malcolm





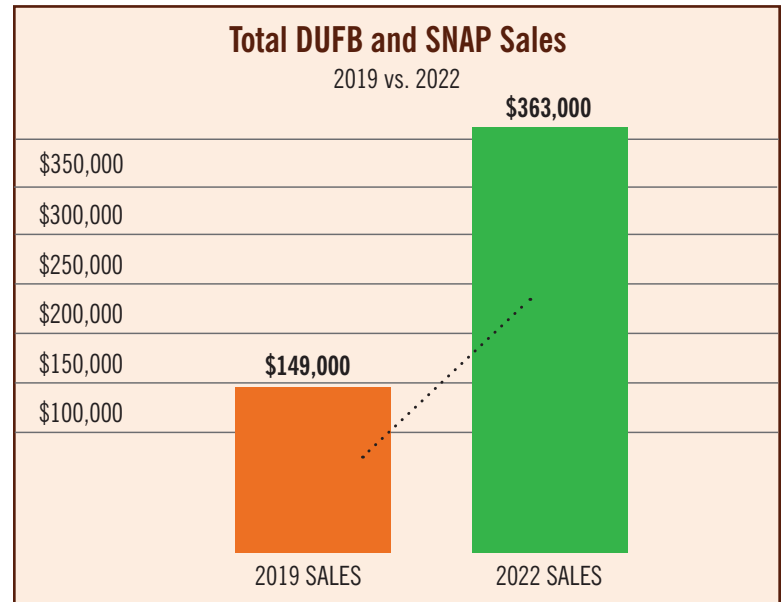
meat, poultry, eggs, and bread. Some of the eligible DUFB items are fresh fruits and vegetables, beans, peas, chile, and herbs. All EBT card draws are matched dollar for dollar through the Double Up Food Bucks Program, essentially doubling the participants purchase power for fresh, nutritious, local produce.

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 four 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 144%.

In 2019 \$149,022 fresh produce dollars were distributed through our token system; in 2022 \$363,000 was distributed through 4,600 transactions to qualifying families for fresh, local produce.



# Microloan Program

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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.

In 2022, a solar initiative was added to the Microloan Program in conjunction with Remy's Good Day Fund. The Microloan Program provides a bridge loan for the installation of solar on farms and ranches, and Remy's Good Day Fund then pays off the loan. Lisa Kantor, Institute Board Member and Chair of the Microloan Committee, explained the rationale, "farmers generally tend to work on very small margins, so if we can save them their electric cost every month it is meaningful to the farmers' prosperity and the prosperity of their families."

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 six years, the Institute's Microloan

Program facilitates low interest loans for farmers and ranchers who might otherwise have difficulty accessing credit.

Through the partnership with Guadalupe Credit Union, 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 Institute's loan experience is designed to be successful for our farmers and ranchers. And it is, the Microloan Program has a zero default rate.

## 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."

Microloan Committee Chair Lisa Kantor, Board Member and Chief Financial Empowerment at Guadalupe Credit Union Diane Sandoval-Griego, and Maureen B. Vosburgh Executive Director of Remy's Good Day Fund.  
Photo: Adria Malcolm





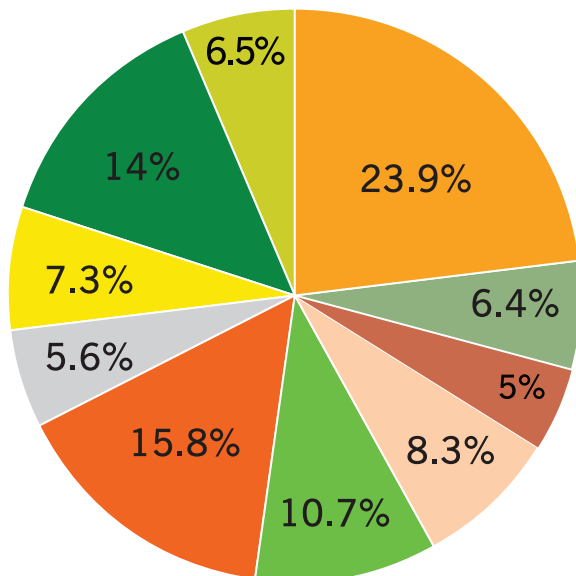
## Microloan Program (continued)

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.

### Success by the Numbers:

- In 2022, six loans were extended keeping in pace with 2021.
- Microloans totaling \$69,170 were granted; a 73% increase over the previous year.
- Since 2008, 379 loans were granted to 105 borrowers for a total disbursement of \$871,760.
- Over the course of the program, the maximum loan amount has increased from \$3,500 to \$20,000.

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



- Season start-up
- Livestock
- Tree care
- Irrigation
- Field equipment
- Infrastructure
- Sustainability
- Post-harvest food processing
- Season extension
- Miscellaneous

Installers pictured with solar panels at Stanley Crawford's El Bosque Garlic Farm. The Solar project was accomplished with funding from the Institute's Microloan Program in cooperation with Remy's Good Day Fund. Photo: Adria Malcolm







# Training & Professional Development Program

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In a 2022 interview, Santa Fe Farmers' Market Board President Jennifer Fresquez referred to the aphorism that "a rising tide lifts all boats." While this tenet guides Jennifer's leadership, the Santa Fe Farmers' Market Institute invests in this ideal through the Professional Development and Training program.

At the Institute we collaborate with local and national experts to provide a Professional Development and Training Program for Santa Fe Farmers' Market vendors. We offer scholarships for outside training and organize workshops of our own to help our vendors improve their skills, share knowledge, and strengthen their businesses. When everyone's skills increase, we believe that the Santa Fe Farmers Market is more successful overall.

In the past, the Institute has hosted workshops on food safety, marketing and branding, social media, rainwater harvesting, value added products, and writing a business plan. In 2022, thanks to underwriting from The Harry Chapin Foundation, a series of Marketing and Branding workshops took place. The sessions were created by Programming Development Director David Sundberg in response to demand from farmers and vendors. David described his goal for the sessions as "enabling farmers and ranchers to gain a deeper understanding of how branding and marketing strategies, specifically online and through social media, may help them to increase their sales. The workshops are also intended

to introduce vendors to sales potential outside the Farmers' Market Pavilion, especially for those with potential for more production capacity."

Wendy Forbes, owner of Wendy92 LLC, conducted a branding and social media workshop for farmers and vendors. Wendy's website accurately describes her as a "sought-after navigator of the increasingly complex seas of social media marketing in the tourism and hospitality industry." Forbes works with organizations throughout New Mexico. She has consulted at the State and City levels of government, and assists nonprofit and for-profit organizations with planning and executing their outreach efforts. A gifted trainer, she is able to work with clients new to social media as well as those fine-tuning campaigns already in place.

Santa Cruz Farm and Greenhouse Farmer Nery Martinez said he was new to the concepts and best practices of social media. "While some of the theories and structures were new to me, when we worked on assignments and talked through exercises together, the value became clear to me. I look forward to learning more."

Following an introductory session on the importance of logos as the foundation for branding a business, one-on-one sessions with consultant Kyle Malone, formerly of New Mexico Harvest, took place with 12 individual vendors.





Large photo: Head of table on right Wendy Forbes listens to a question at the Marketing and Social Media Workshop. Pictured left side of table from top, SCORE Santa Fe volunteer Lisa Madison, a social media/marketing specialist at Chamisa Media; Pat Preib of Petal Pushers; Astrid Yankosky and Osiris Nasnan of The Vagabond Farmers.

Inset photo: (far right) Nery Martinez, former Santa Fe Farmers' Market Manager and farmer representing Santa Cruz Farm & Greenhouses, poses a question as Stephanie Dukette of Southwest Mushroom Cultivators, Institute Program Development Director David Sundberg, and Osiris Nasnan and Atrid Yankosky of The Vagabond Farmers listen.



An additional presentation by Michael Venticinque, Value Chain Coordinator at New Mexico Farmers' Marketing Association, focused on farm food safety practices and certification. Roundtables followed with Bonnie Murphy of NM Association of Food Banks/The Food Depot, Supreet Gill of La Montañita Co-op, Thomas Swendson of NM Harvest, Nina Ladegaard of Squash Blossom Local Food, Alena Paisano of the Public Education Department (PED), Francesca Alexander of Early Childhood Education

and Care Department (ECECD), Ophelia Steppe of NM Aging and Long term Services (NMALTS), and Latrell Kaye of Agri-Cultura Network.

In 2023, Marketing and Branding trainings will continue, along with Healthy Soils workshops funded by N3B Los Alamos, and Value Added certification sessions facilitated by LANL Community Partnerships Office on behalf of Triad National Security, LLC.

# Del Sur Market and Partnership with Presbyterian Santa Fe Medical Center

## Growth of the Del Sur Market

Santa Fe County grew 10.77% (from 138,704 to 153,652 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, honey, chile, bread, and much more at this convenient location. The Double Up Food Bucks Program for SNAP recipients (see page 18), Fresh Rx (see page 28), 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. While arts programming was incorporated from the inception of the Santa Fe Farmers' Market's Del Sur Market, it was composed primarily of hands-on arts programming for youth led by local freelance artists. After a pandemic pause, the Institute engaged a fulltime Program Development Director who has enriched the Del Sur Market by collaborating with other nonprofit organizations to create a cultural hub at the Del Sur Market, in addition to providing access to locally-produced nutritious food and social services. Beginning in 2022, Los Niños de Santa Fe, the Santa Fe Public Library, the Santa Fe Symphony and Chorus, the Santa Fe Youth Symphony, the Santa Fe Children's Museum, Big Brothers Big Sisters, among others, provided interactive fine art programming and performances.

Collaborations with healthy-eating organization included Cooking with Kids and YouthWorks. Social service agencies were also present to register eligible participants for WIC and SNAP benefits. The goal of this expanded programming is to create a welcoming and enriching family hub on the southside of Santa Fe.

Watch for continued program expansion in 2023 during the Santa Fe Farmer's Market's Del Sur Market which is held Tuesday afternoons from 3 to 6pm beginning on July 4, 2023 and ending on September 26, 2023.





## **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 \$10 Employee Wellness Vouchers for the Santa Fe Farmer's Market's Del Sur Market. In 2022, 226 Presbyterian Employee Vouchers were redeemed for a total of \$2,260 of fresh produce, chile, honey, and bread.

# Fresh Rx

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## Fresh Rx

The recent CHRISTUS St. Vincent Health Needs Assessment documents the striking level of food insecurity in Santa Fe households. Many must make trade-offs between necessities of housing, medicines, utilities, and nutritious food, leading to higher levels of chronic disease. Specifically, it states that: obesity impacts both mental and physical health. Adolescents affected by obesity are at an increased risk for impaired glucose tolerance which can lead to Type 2 diabetes, cardiovascular disease in adulthood, hypertension, high blood pressure, among other complications. Females who are obese during adolescence face increased reproductive and gynecological health risks. Psychological challenges of obesity include low self-esteem, distorted body image, and strained peer relationships.

In the adult population, the leading cause of death in Santa Fe County in 2020 was heart disease with a disproportionate rate of heart disease occurring in the Hispanic population. The same report states that: the primary risks for heart disease include obesity, high blood pressure, high cholesterol, and unhealthy diet. Obesity has been rising in Santa Fe County. In 2011, 17.7% of residents were obese. In 2019, 29% of residents were obese.

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 one’s appetite in check.”

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 Santa Fe Medical Center, Presbyterian Española Hospital, and El Centro Family Health (Española).

Fresh Rx is a produce prescription program run by the New Mexico Farmers’ Marketing Association. The Fresh Rx program was piloted at the Santa Fe Farmers’ Market in 2017. In 2021, 356 Fresh Rx and Presbyterian Medical Center Employee Vouchers were redeemed for a value of \$7,085. In 2022 the number of Fresh Rx Vouchers totaled 1,148 (mostly from La Familia and Presbyterian) and were redeemed for a total value of \$22,960 in purchasing dollars, which is an increase of 241% in just one year.





R<sub>x</sub>

PATIENTE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

Prescription:

fruit and  
vegetables

SIGNATURE \_\_\_\_\_

# FARMER ALL STARS

## Farmer All Stars

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The 2022 Farmer All Stars were honored at the sold-out Seed The Future Celebration on Thursday, October 13, 2022 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 and Robert W. Jones J.D. Chair of the Development Committee of the Board of Directors presented the award certificates.

Videos created by Jesse Fisher and Adria Malcolm of Cut Print Video Production profiled each outstanding farmer and their farms. We congratulate the following 2022 Farmer All Stars and the 2022 Community All Star. The institute is pleased to continue to share their stories on the Institute's website.

### 2022 FARMER ALL STAR AWARD RECIPIENTS:

**Rosa Maria Alcantar, Rocio Produce,**  
*Chamita, NM*

**Amy Fagan and Keegan Crumpacker,**  
*Crumpackers Bakery, Santa Fe, NM*

**Annie Krahl,**  
*Annie's Herb Farm, Española, NM*

### COMMUNITY ALL STAR AWARD RECIPIENT:

**Sarah Grant**  
*Co-Founder of New Mexico Farmers'  
Marketing Association*

The tradition of honoring Farmer All Stars began in 2008. Each year three farms are recognized by the Institute at a community gathering. From time-to-time meritorious Community All Stars are also recognized. To date, 45 farms and five 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 2022 Farmer All Star Selection Committee was comprised of: Jennifer Fresquez, Santa Fe Farmers' 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; Nery Martinez, 2022 Santa Fe Farmers' Market Manager and Former Santa Fe Farmers' Market Board Member and Docent Jonni Lu Pool. The process was facilitated by Janice L. Mayer, Santa Fe Farmers' Market Institute's Development and Communications Director.





2022 Santa Fe Farmers' Market Institute All Star Award Recipients:  
Amy Fagan of Crumpacker's Bakery, Sarah Grant Co-Founder of New Mexico  
Farmers' Marketing Association, Rosa Maria Alcantar of Rocio Produce, and  
Annie Kahl of Annie's Herb Farm (L-R).  
Photo: Vladimir Chaloupka Photography

Inset photo: Rosa Maria Alcantar of Rocio Produce pictured at the Santa Fe  
Farmers' Market booth where she sells her produce and flowers.  
Photo: Genevieve Russell StoryPortrait Media





# 2022 Board of Directors, Staff, & Committees

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 (retirement April 30, 2023)

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 (effective April 1, 2023)

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Board of Directors - Top photo: front row (l-r)

Michael Knight, Chair; Pam Walker, Vice Chair and Program Committee Chair; Manny Encinias Ph.D., Executive Director (Ex Officio); Chris Castro, Board Member.

Second Row (l-r) David Loeb, Board Member; Gail Wadsworth, Board Member; Ami Caldwell, Board Member.

Back Row (l-r): Kyle Burns, Treasurer; Nathaniel Earls, Board Member and Building Committee Chair; Diane Sandoval-Griego, Board Member

Not pictured: Mary Dixon, Secretary; Robert W. Jones, J.D., Board Member and Development Chair; Lisa Kantor, Board Member and Microloan Chair; Kaitlyn Kimzey, Board Member; Val Wilson, Board Member. Photo: Lisa Kantor Photography

Staff (fulltime) - Bottom photo: pictured (l-r):

Janice L. Mayer CFRE, Development and Communications Director; David Sundberg, Program Development Director, Syri Mongiello, Operations Director; Manny Encinias Ph.D (effective 4/1/2023); Anna Griswold, Market Program Manager. Photo: Lisa Kantor 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 2022, the Institute benefited from 1,418 volunteer hours which added the equivalent of \$38,215 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:

Raquel Aguirra  
Anna Belian  
Beth Bell  
Sandy Brice  
Chris Castro  
Sue Cosman  
Mary Dixon  
Tom Dixon  
Nathaniel Earls  
Sharon Eklund  
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Pam Walker  
Marina Yabarra

Volunteer Ann MacVicar suits up to assist at the 20th Anniversary Celebration.  
Photo: Genevieve Russell, StoryPortrait Media





## Heirloom Circle

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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, CFRE,  
Development and Communications Director by  
telephone at (505)983-7726 ext. 2, or via e-mail  
[Janice@farmersmarketinstitute.org](mailto:Janice@farmersmarketinstitute.org).





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Patrons Marsha Jones and Linda Osborne  
 pictured at the Spring Patron Luncheon.

Photo: Genevieve Russell StoryPortrait Media



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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



# Thank You to Our 2022 Corporate Sponsors

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# 2023 Calendar of Events

## Saturday, January 28, 2023 11:30am – 12:30pm

The Santa Fe Farmers' Market Institute held a series of parent and toddler readings in collaboration with the Santa Fe Public Library. Three FREE sessions took place at the Southside Library Branch (6599 Jaguar Drive Santa Fe, New Mexico 87507).

The series opened with former preschool teacher Mary Dixon of Green Tractor Farm reading from a selection of farm-related books such as *Everyone Eats!* (written and illustrated by Julia Kuo), *Farmyard Beat* (by Lindsey Craig and illustrated by Marc Brown), and *Apple Farmer Annie* (written and illustrated by Monica Wellington). The series continued on Saturday, February 25, at 11:30 am with Santa Fe Farmers' Market Institute Operations Director Syri Mongiello reading (in Spanish and English) with her four year old son, Luca. The last session was scheduled for Saturday, March 25, 2023, at 11:30am with Annie Krahle of Annie's Herb Farm invited to read with her young daughter Mabel.

Healthy eating snacks were served and related arts and crafts projects were supplied by the Library's volunteers.

## Saturday, May 13, 2023 9am – 1pm

The Santa Fe Farmers' Market Institute hosted its third blood drive in cooperation with Vilatant. Institute Board Member Diane Sandoval-Griego personally kicked off the campaign at 9am. Asked why she donated, Sandoval-Griego said, "I have been a blood donor since 2000. I choose the Power Red donations that are especially helpful to trauma victims and newborn babies. When I donate, I pray that my gift reaches those who need it most and promotes their healing potential."

The Institute expresses its gratitude to all of the donors who stopped by on Saturday and helped us exceed our goal. Thank you!

*(continued)*



Operations Director Syri Mongiello reads to preschoolers at the Santa Fe Public Library's southside branch on Jaguar as son Luca looks on. Photo: Janice Mayer





Mary Dixon, Green Tractor Farm and Institute Board Secretary, Patron Sallie Bingham, and Development and Communications Director Janice L. Mayer enjoy a conversation at the 2022 Spring Patron Luncheon.  
Photo: Genevieve Russell StoryPortrait Media

# 2023 Calendar of Events

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## **Saturday, June 24, 2023 9am – 2pm**

Santa Fe Farmers' Market Institute's Annual Spring Patron Luncheon. This year the luncheon is being held in collaboration with the Santa Fe School of Cooking. Chef MaryDawn Wright has curated a lovely Mediterranean menu highlighting ingredients sourced from Santa Fe Farmers' Market vendors in a 'Shopping with the Chef' tour of the Santa Fe Farmers' Market that morning.

A cooking demonstration and reception with selections from the American Songbook performed by pianist Bert Dalton round out the event. With Cultivating Community as its theme, the Institute will celebrate our family of supporters and honor Linda Osborne with its inaugural Rainmaker Philanthropy Award and Presbyterian Santa Fe Medical Center and Presbyterian Community Health with its first Corporate Partnership Award. Tickets are \$300 and are on sale through the website.

## **Saturday, August 12, 2022, 2pm – 4pm**

We celebrate the culmination of National Farmers Market Week with a private luncheon event featuring Frito Pies for our farmers and vendors!

## **September 12, 13, and 14, 2023**

Santa Fe's first Local Harvest to Restaurant Celebration, curated by the Santa Fe Farmers' Market Institute. Santa Fe diners will enjoy menus that boast the best in farm-to-table cuisine sourced

from the Santa Fe Farmers' Market farmers and vendors, designed by Santa Fe's outstanding chefs and served in our finest restaurant settings. The celebration will showcase small-scale, locally produced food and benefit the nonprofit Santa Fe Farmers' Market Institute.

## **Thursday, October 12, 2022 5:30pm – 8:30pm**

Cultivating Community Celebration and Fundraiser in the Market Pavilion. The highlight of the evening will be the video introductions and the presentation of the Farmer and Community All Star Awards. Impactful statements on Institute programs will be shared. Dinner featuring farm-fresh, locally produced foods prepared by Adobo Catering will be served. Mark C. Johnson, Director of Sales and Business Development for New Mexico Fresh Foods, will lead a paddle raiser to support Institute Programs. Tickets priced at \$150 for the public and \$50 for Santa Fe Farmers' Market members will go on sale August 15, 2022. Celebrate National Farmers' Day with the Santa Fe Farmers' Market Institute.

Edible Flowers, a featured item at Annie's Herb Farm's booth.  
Photo: Photo: Genevieve Russell, StoryPortrait Media

Back cover: Child with bear investigating herbs during the Institute's 20th Anniversary Celebration.  
Photo: Genevieve Russell, StoryPrint Media



A close-up photograph of a bouquet of various edible flowers, including daisies, purple and orange blooms, and small white flowers, arranged in a rustic metal bucket. The bouquet is held together by several wooden clothespins. In the foreground, a black chalkboard sign with a scalloped edge is propped up by a wooden clothespin. The sign features white chalk text and two small flower icons. The background is softly blurred, showing green foliage and a hint of a blue object.

Edible Flower  
✿ Bouquets ✿  
\$6.00/ea





SANTA FE  
FARMERS' MARKET  
INSTITUTE

1607 Paseo de Peralta, Suite A  
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