



SANTA FE
FARMERS' MARKET
INSTITUTE

ANNUAL REPORT 2023

farmersmarketinstitute.org

EXECUTIVE DIRECTOR MESSAGE

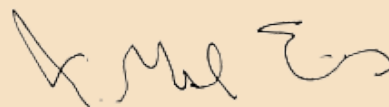
Manny Encinias

It is with honor and gratitude that our staff and board members present to you our year in review of the Institute with the publication of our 2023 Annual Report.

Since I took the reins of the Institute in April of 2023, we have diligently assessed our strengths, position, and experience. This effort has allowed us to establish a five-year working plan to lead the state-wide effort in building a resilient local food system accessible to all citizens.

A preview of these programs is highlighted in this annual report to bring attention to the significance of focused work the Institute is implementing in our communities of Northern New Mexico. In addition, we offer insight to our unique approach of engaging with the community and our respective community partners.

The work in our communities is a heavy lift for a single organization like the Institute. However, we know that collectively with like-minded community partners and the generous support of our donors, we can effectively make a meaningful impact on improving the sustainability of family-owned agriculture, building the economy in our rural communities and nourishing both the historically served and underserved in Northern New Mexico.



Manny Encinias, PhD
Executive Director

Organization Overview

The Santa Fe Farmers' Market Institute's (SFFMI) first goal was to provide and maintain an affordable year-round space for vendors to sell their goods. Since then, the Farmers' Market Pavilion, located in the heart of the Santa Fe Railyard, has grown into a community gathering location for locals and visitors alike.

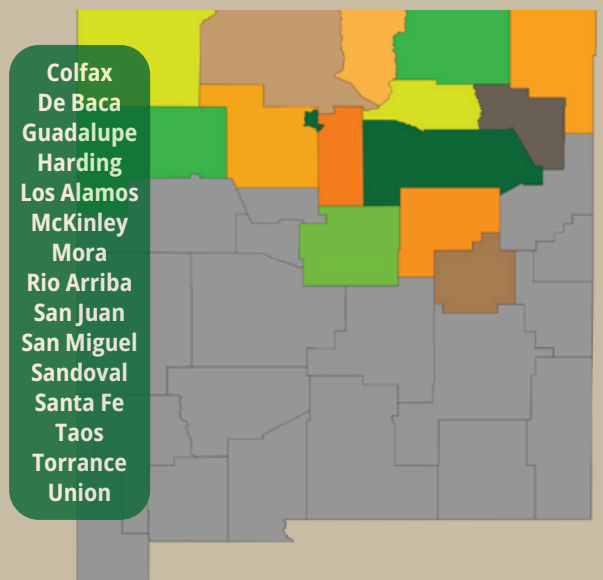
In the first 20 years the Institute expanded outreach to the local agricultural community by providing farmers with professional development and training programs, as well as offering low-interest loans and access to business consulting. The Institute continues to be New Mexico's largest redeemer of Double Up Food Bucks (DUFb), a federally sponsored program that doubles Electronic Benefits Transfer/Supplemental Nutrition Assistance Program (EBT/SNAP) transactions to increase shoppers' purchasing power of fresh food sold at farmers markets. In 2023, the Institute redeemed \$370,776 of DUFb.

Today, the Institute is leaning into a five year plan that will lead the way in applied skills programs to mentor the next generation of Northern New Mexico farmers and ranchers on methods and technologies to improve soil health and conserve water, as well as navigate strategies with community and statewide partners to create more equitable access to locally grown food.

MISSION

The mission of the Santa Fe Farmers' Market Institute 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.

WHERE WE SERVE



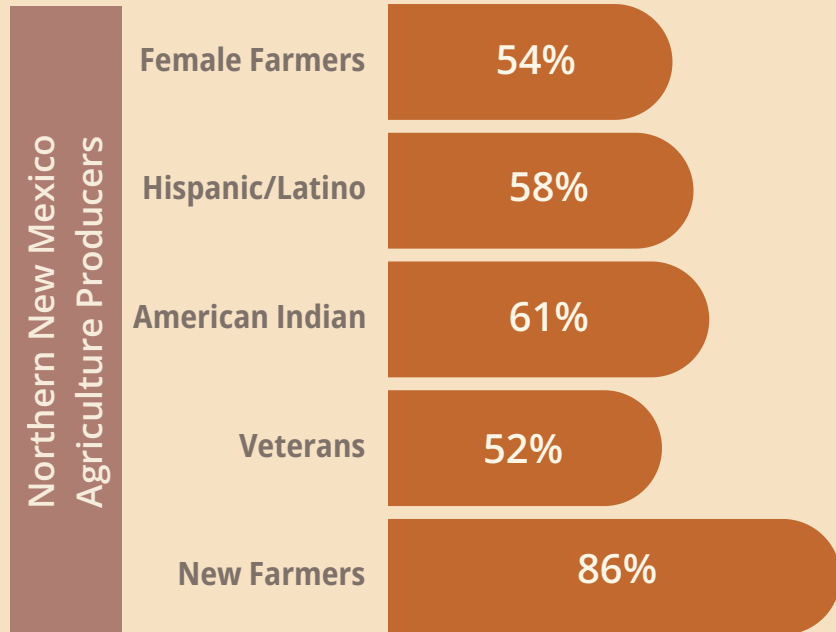
Who We Serve

FARMERS & RANCHERS

The Institute recognizes and serves the diversity of farmers, ranchers, and communities in the 15 counties of Northern New Mexico.

Approximately 50% of all farmers in the state reside in these counties.

Source: 2017 Census of Agriculture-National Ag Statistic Service



CONSUMER COMMUNITY

1 in 5
CHILDREN
FACE HUNGER



6 in 10 SENIORS (60+)
MUST CHOOSE BETWEEN
FOOD & HEALTH CARE



41% OF HOUSEHOLDS
RECEIVING SNAP
HAVE CHILDREN



The Institute's mission encompasses improving equitable access to fresh, locally grown food for all communities historically served and underserved. This part of the mission has never been more important to communities as food insecurity affects more than 90,000 community members in Northern New Mexico, many of whom are children and elderly.

Source: 2024 feedingamerica.org

2023 Financial Overview

Santa Fe Farmers' Market Institute is a 501(c)(3) non-profit organization.

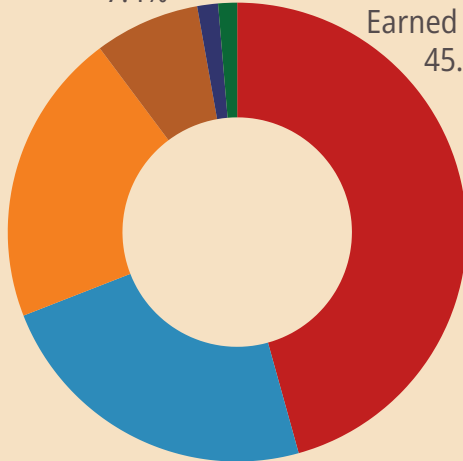
2022 Restricted Donations

7.4%

Earned Income
45.7%

Foundation Grants
20.7%

Individual & Corporate Contributions
23.4%

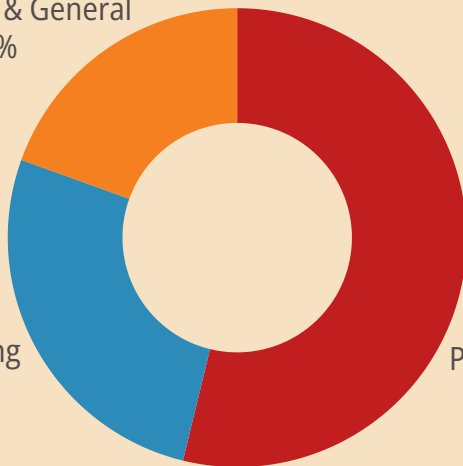


Earned Income	\$464,717
Foundation Grants	\$237,961
Individual & Corporate Contributions	\$210,719
2022 Restricted Donations	\$75,476
Other Income	\$14,923
Government Grants	\$13,538
Income	\$1,017,334

Management & General
19.5%

Fundraising
26.7%

Programs
53.8%



Programs	\$586,058
Fundraising	\$290,851
Management & General	\$212,419
Expenses*	\$1,089,328

End-of-Year Cash Balance

2022	2023	CHANGE
\$662,129	\$517,219	(\$144,910)

Change in Cash

Net Loss	(\$71,993)
Repayment of Mortgage Principal	(\$24,156)
2022 Restricted Donations	(\$75,476)
Changes in Working Capital	\$26,715
	(\$144,910)

*Based on allocation in 2023 Audit
Unaudited 2023 Financials, cash basis

Federal Tax ID: 30-0124953

Healthy Soils Program

In 2023, the Institute conducted a pilot program to assist four farmers and one rancher in applying for the New Mexico Healthy Soil Program (NMHSP). This program, funded by legislative action, allows producers to apply for funding on a reimbursement basis to support conservation practices. The process to assist these producers began in the winter of 2022 with outreach and education about the program and engagement to identify participants for an Institute-led pilot program.

The Institute assisted Rocio and Estella Alcantar, two sisters who farm on co-owned and co-leased property, as well as Reynel and Tony Orozco, brothers who farm on co-owned property, and Andrew Geer, a rancher actively grazing 40 acres, in applying for and receiving funding from NMHSP. By the end of the NMHSP cycle, the three applications will have supported \$33,849 worth of approved soil improvement and conservation activities.

As part of the process, the Institute hosted one compost and healthy soil workshop, three field days, helped apply 190 yards of soil amendment compost, and drilled nearly 700 pounds of seeds that were inoculated with a biologically active compost called Johnson-Su. An additional 160 pounds of seed will be drilled as a warm-season pasture crop in 2024 as a result of successfully applying for New Mexico Healthy Soils Program funding.

2024 Goals

- Assist producers in applying for the 2024-25 Healthy Soils Program.
- Host and partner in Soil Health Field Days throughout Northern New Mexico to demonstrate practices and activities which support living soils.
- Create and share informational handouts, videos and other materials to educate more people about Soil Health Principles.
- Host workshops in the fall and winter to promote more applications for the 2025-26 New Mexico Healthy Soil Program.
- Provide training and technical assistance to break down and simplify the grant-writing process and assist producers in applying for support and funding.
- Collaborate with soil health and conservation organizations and individuals to engage at Santa Fe Farmers' Markets, sharing valuable resources with producers and market customers.

Community Partners

- New Mexico Healthy Soil Working Group
- Seeding Regenerative Agriculture
- New Mexico Soil Enthusiasts
- Master Gardeners
- Compost Action Team
- Mother Nature Center
- Reunity Resources
- Spirit Farm
- Individual Producers

In 2023, **on-farm activities** enhanced **soil carbon**, **soil structure**, **water retention**, and **species diversity** in under **six months** through the Healthy Soils Program.

Local Food for All

In August of 2023 the Institute launched Local Food for All (LF4A)/Comida Local para Todos. Three promotoras (community outreach members) were hired to engage at community events and activities, focusing on areas of Santa Fe with the least access to fresh, locally grown food. Since promotoras are representative of the community at large and are native Spanish speakers and bilingual, we believed the message would be more readily received.

In the first two months, the promotoras attended large events of 100+ people, which allowed them to engage with a lot of people at once, but only for a brief moment. They shifted to smaller activities of less than 50 people, in order to have more time with each individual.

The promotoras distributed information about nutrition access programs such as SNAP/DUFB and Women, Infants & Children (WIC), shopping at Farmers' Markets, along with fresh, local produce and a LF4A bag. The idea behind this is to encourage people through personal communication to shop locally and eat healthy, fresh food.

Comida Local para Todos



2024 Goals

- Develop a year-round model for historically underserved communities to access locally produced fresh food through pop-up markets
- Purchase a refrigerated van and trailer
- Increase cold storage capacity for farmers and ranchers
- Hire two staff members to manage fresh food pop-up markets
- Provide nutrition education and cooking demonstrations for the community

In 2023 over **1,400** individuals signed up for more information with over **2,000 LF4A bags distributed.**

Community Partners

- Presbyterian Health Services
- Christus St. Vincent
- La Familia Medical Center
- EarthCare
- Southwest Santa Fe Advocates
- WIC Department of Health
- Chainbreakers
- Growing Up New Mexico
- Many Mothers
- Public Libraries
- The Food Depot
- Local Churches
- Community Businesses
- New Mexico Farmers' Marketing Association
- La Feria
(Santa Fe Economic Development & Chamber)

Additional Programming 2023

GROWER & PRODUCER PROGRAMS

- Branding & Marketing Workshops
- Selling Outside the Market Workshop
- Microloans
- Value-added Food Production
- On-farm Solar Power Program



COMMUNITY CONSUMER PROGRAMS

- SNAP/DUFB
- Fresh Rx
- Senior Farmers Market Nutrition Program (SFMNP)
- Del Sur Market Activities



Farmer and Community ALL-STARS

Farmers preserve the rich agricultural heritage of New Mexico, contribute to our robust and vibrant market, and invest in the health of our land and community. The Farmer All-Star Awards are one way the Institute acknowledges the hard work of the vendors who are the driving force behind the Santa Fe Farmers' Market. The tradition of honoring Farmer All-Stars dates back to 2008. To date, 48 farms and six community members have been acknowledged as All-Stars.

In 2023, Stephanie Dukette, owner of Southwest Mushroom Cultivators, Augustin and Maria Orozco, owners of El Guique Farm, and Ted Salazar, owner of Maria's Farm, were honored as the 2023 Farmer All-Stars at the 2023 Cultivating Community celebration. Susan Tarver, Executive Director of Bienvenidos Outreach Inc., was honored as the Community All-Star.



youtube.com/@SFFarmersMarketInstitute

YouTube



SUBSCRIBE

WATCH NOW



Stephanie Dukette

Southwest Mushroom Cultivators

WATCH NOW



Augustin & Maria Orozco

El Guique Farm

WATCH NOW



Ted Salazar

Maria's Farm

WATCH NOW



Susan Tarver

Bienvenidos Outreach Inc.

2023 Donor Roll

RAINMAKERS

Keith Anderson and Barbara Lenssen
Ann Griffith Ash
Jennifer Brook and Adam Bloomston
Christus Community Impact Fund
Kay Duke Ingalls
The Edward F. Zimmer Community Fund
Enterprise Bank & Trust
Eugene and Jane Petchesky Fund,
Santa Fe Community Foundation
The Hayes Foundation
The John C. Griswold Family Foundation
The Jonathan & Kathleen Altman Foundation

David Loeb and D. R. Ransdell
M. Gale & Associates
McCune Charitable Foundation
N3B -Newport News Nuclear BWXT
Newman's Own Foundation
Linda Osborne
Presbyterian Healthcare Services
The Seattle Foundation
State of New Mexico
Tourism Santa Fe
United Way of North Central New Mexico
Pam Walker
Wallace Genetic Foundation
Whole Cities Foundation

HARVESTERS

Sallie Bingham
Kyle and Tabitha Burns
Guadalupe Credit Union
Eun Hong
Robert and Marsha Jones
Joel and Lisa Kantor
Michael and Lea Ann Knight
Michael McGeary and Sherry Snyder
Nancy Ann Mellen Foundation
Charles Richison
Wilson and Jenna Scanlan
Paul and Patricia Winkler

CULTIVATORS

Anonymous
Ark Foundation
David and Elise Barker
Michael Batte and Wanda Kile
Bienvenidos Outreach Board of Directors
Christine Castro
Century Bank
Maureen Crawford
KC Crosswell and Norma Avery
Margo Cutler
Robbin Dawson
Marlene De Bode and Marc Olivie
The Dennis A. O'Toole Family Foundation
Margo Dichtelmiller
Tom and Mary Dixon
Estevan, LLC
Greg Hiner and Kim Kurian Hiner
Russ and Jennifer Howard
Insight CPA Group

Elisabeth Johnson
Kaitlyn Kimzey
Joseph and Robyn Miller
Peter Nast and Maud Sejourant
Palace Prime
Payne's Nurseries & Greenhouses, Inc.
Bruce and Susie Peden
Phoenix Security
James Porter, Jr.
Monica Martinez-Pringle and Greg Pringle
The Rikoon Group
George and Karan Ruhlen
Myron and Sonya Salamon
Santacafe
Bob and Maureen Shearer
Stryder and Phoenix Simms
Thornburg Investment Management
The Young Boozier Family Foundation
Andrew Wallerstein and Mary Sloane

John Adams
Jimmy and Jan Allen
Julie Baher and Robert Murphy
Sarah Bienvenu
Patrick Carr
Collected Works Bookstore & Coffee House
Susan Cossman and Tom Marking
Joa Dattilo and Janie Oakes
Manny and Corina Encinas
Sam Haas
Will Halm and Marcellin Simard
Gloria Holloway
Maria Hondros
Susana Howard and Vince Pigott
Dale and Judy Keedy
Mary Anne and Bruce Larsen
Ann Lavine and Kevin Possin
Edwina Lieb
Alasdair Lindsay
Alex and Karen LoRusso
Jill Markstein
Nancy Meem Wirth

Dan Merians, UBS Financial Services
Ralph and Winona Nava
Network For Good
New Mexico Bank & Trust
New Mexico Gas Company
Flo Perkins
Sandra Place
Jonni Lu Pool
Rembe Enterprises
David Rieken
Mary Kate Rittmann
Al and Mary Anne Sanborn
Steve Dayton's Cabin Fund,
Santa Fe Community Foundation
Paula Sass Donnelly
Louis and Barbara Sklar
Sidera Steiff
Amy Steinbinder
Jefferson and Debbie Taylor
Jennipher Trujillo
Truel and Joan West
Tim Wilmoth and Heather Lundine

GARDENERS

POLLINATORS

315 Restaurant & Wine Bar
Abandoned Fabric Designs
Peggy Abbott
Ann Aceves
Bob Alei and Sharon Gonzalez-Alei
Amazon Smile
Anonymous
Contessa and David Archuleta
Richard and Patricia Arens
Edward Ashmead
Debra Ayers
Jean and John Berghoff
JoAnn Bethel
Stephen and Adrienne Bing
Ted and Joanne Bolleter
Robert and Jean Bowley
Mary E. Bracken
Lori Brody and Fabrizio Giovannini
Jeanne Brown
Debbie Burns
C & C Distributors
Kay Carlson
Barbara Chatterjee
Kendal Chavez
Bonnie Coe
Elaine Coleman
The Compound Restaurant
Dennis Cooper and Adelaide Collins
Cowgirl BBQ & Western Grill
Janet Desforges
Nancy G. Dickenson
Rachel Dixon
The Douglass Family Foundation
Angelica Duran
Sharon and William Eklund
James Faris
Paul and Anna Farrier
Fat Cow Press
Margaret and William Feldman

Barbara Ann Fix
Kelley Fletcher
Harlan and Christine Flint
David Forbes
Laura Ford
Cheryl Fossum Graham
Brenda Fresquez
Jennifer Fresquez and Gilbert Morales
Deborah Fritz
Sarah Fritz
Anne Gallagher
Cynthia and Billy Garrett
Barbara Goede
Anna Griswold
Bradley Gummarsall and Oneida Brooks
Judi Hadfield
Peter Hagen and Lindsay Faulkner Hagen
Eleanor Hellman
Hotel Santa Fe
Ken Hughes and Ellen Kemper
J. Stuart and Brenda F. Brand
Fund of the Dallas Jewish Community Foundation
Joe's Dining
Brian Johnson and Marsha Hunter
Sherry Johnson
Chris and Sara Julsrud
Kitty Kaupp
Asenath Kepler and Demetra Mazria
Joan Kessler
Jesusita Kimberlin
Kitchen Angels
Sam and Elise Konigsberg
Demi Kostouros-Poskonka
Blanche Kraai
Dr. Leslie Lakind
Ray Landy
Bill Leeson and Heather Karlson
Berit Leonard
Douglas Loesch and Renee Tanner

Lynne Loucks Buchen
Molley and Richard Lowry
Paul and Donna Luehrmann
Carl and Gloria Luff
Alston C. Lundgren
William Lynn and Russell Coffield
Eileen Mandel
Ron and Joy Mandelbaum
Patricia Mann
Andrea Maril
Janice Mayer
Alexandre Mbassi
Wendy McEahern
Linda Medina
Marjorie Miller-Engel
Gilbert Mireles
Syri Mongiello
Ann Morgan
Todd and Peggy Myers
Dee Nelson
New Mexico Foundation
Deanne K. Newman
NOSA Restaurant & Inn
Sarah Noss and Tamara Prochorhick
Ojo Caliente Mineral Springs Resort and Spa
& Sunrise Springs Spa Resort
Marisa Ornelas
Duncan and Elizabeth Osborne
Richard and Jane Padberg
Paper Dosa
Dave and Katie Parish
Scott Paulson
Joyce Peat
Kierstan Pickens
Rancho de Chimayo
Deborah Redmond
Remy's Good Day Fund
Luis Rigales
Veronica Rigales

Patricia Roach
Heather Robertson
Rosemary Romero
Rosewood Inn of the Anasazi
Pam Roy
Erma Ruth
Taiyoko and Nao Sadewic
Sage Bakehouse
Marilyn Salman
Ricardo Z. Sanchez
Santa Fe Farmers Market
Allayne Scott
Shirley B. Scott
Susan Sheldon
David Sherman
Sharlene Shoemaker
Genie Shuller
John and Gloria Silver
State Employees Credit Union
Jane Steele
Nicholas Stinson
David Sundberg
Michael and Reena Szczepanski
The Golden Eye
Rebecca Tobey
David M. and Lynda Underwood
David and Liz Vlamming
Maureen Vosburgh
Gail Wadsworth
Doug and Carol Waldman
Mark Wallace and Gretchen Elsner
Nicholas Weingarten
Nicolina Weisenbach
Paul and Jane Wilken
Christine Winfield
Christina Zavattaro
Nancy Zeckendorf
Ellen Zieselma

2024 PRIORITIES

NATURAL RESOURCE MANAGEMENT

Provide applied learning, systems-based **educational programs using evolving technologies** that are both practical and cost-effective to mentor agricultural land users to **responsibly harvest, manage, and improve existing natural resources on agricultural landscapes** of Northern New Mexico.



FOOD PRODUCTION & PROCESSING

Embrace the opportunity to lead the effort to develop a robust, **year-round local food economy in communities across Northern New Mexico** by mentoring the implementation of regional and site specific food growing systems that **allow growers to grow food more days per year and improve the efficiency of growing food.**

BUSINESS MANAGEMENT

Partnering with public and private financial experts and organizations, **develop and lead a series of financial literacy and business management modules to strengthen the financial skill set** and business position of small food-producing farms in Northern New Mexico.



2024 PRIORITIES

FOOD ACCESS

Collaborate with government agencies, like-minded organizations, and supportive private donors to continue **developing equitable access venues for local food in isolated rural communities, including Indigenous communities**, and in socio-economically isolated urban communities.



EDUCATION

Develop a **comprehensive education clearinghouse for all ages and experience levels**, with the assistance of other organized culinary and food nutrition experts, **focused on sourcing, preparing, and cooking with fresh ingredients**.



POLICY

Use the Market Pavilion as a venue to **showcase the strides made across the state to build a more resilient food system and develop a farm-to-table leadership and advocacy program** made up of local farmers, contributors in aggregation and distribution, and consumers who actively support the local food supply chain.



Board of Directors

Michael Knight
Chairman

Robert W. Jones, JD
Vice-Chairman

Mary Dixon
Secretary

David Loeb
Treasurer

Board Members

Christine Castro

Ned Conwell

Nathanial Earls

Kaitlyn Kimzey

Annie Krah

Diane Sandoval-Griego

Institute Staff

Manny Encinias, PhD
Executive Director

Syri Mongiello
Operations Director

David Sundberg
Program Development Director

Anna Griswold
Market Programs Manager

James Gould
Building Manager

Carey Powers
Information Booth Representative



505-983-7726



1607 Paseo de Peralta, Suite A, Santa Fe, NM 87501



info@farmersmarketinstitute.org



www.farmersmarketinstitute.org



SANTA FE
FARMERS' MARKET
INSTITUTE

INVEST IN OUR JOURNEY

There are many options to contribute to our journey. Your investment helps us grow local agricultural businesses and improve equitable access of fresh food to communities across Northern New Mexico.

Ways to Give



DONATE

farmersmarketinstitute.org/you-can-help/donate/