

SANTA FE  
FARMERS' MARKET  
INSTITUTE



SUPPORTING  
*the* PEOPLE

AT THE CENTER OF  
THE LOCAL FOOD SYSTEM

PLACE

PEOPLE

RESOURCES

IMPACT

# 2024 ANNUAL REPORT





# BOARD PRESIDENT MESSAGE

I write with pride and gratitude that Santa Fe Farmers' Market Institute has had a very successful 2024 fulfilling our mission to provide equitable access to fresh, locally grown food for all!

Our staff is small, but each colleague is blessed with capacity and genuine dedication to meeting the needs of our Northern New Mexico community.

The Board of Directors fills its oversight role with enthusiasm based on knowledge of the population we serve.

The following report presents a picture of our creative collaboration introducing new programs while, concurrently, building on those that have been successful in the past. Evidence of a new initiative is Tianguis Movil/Mobile Produce Market, which delivers food to those who are not able to access markets for a variety of reasons and live in underserved areas.

The activity level at the Pavilion continues to outpace past performance in terms of numbers of events, increased income and in building community as the hub of the Railyard. The Institute expanded support to farmers and ranchers and the land they tend through an online learning platform and social media.

None of the preceding would have been possible without support from donors, sponsors, foundations, partners and the farmers and ranchers themselves! We thank everyone!

Gratefully,

*Robert W. Jones*

Board President



# ORGANIZATION OVERVIEW

## PLACE. PEOPLE. RESOURCES. IMPACT.

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 its inception in 2008, 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 its first 17 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 (DUFBI), 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 2024, the Institute redeemed \$288,708 of Double Up Food Bucks.

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 & WHO WE SERVE

## PLACE

THE PHYSICAL SPACES AND LAND THAT SUSTAIN  
LOCAL AGRICULTURE AND FOOD ACCESS.

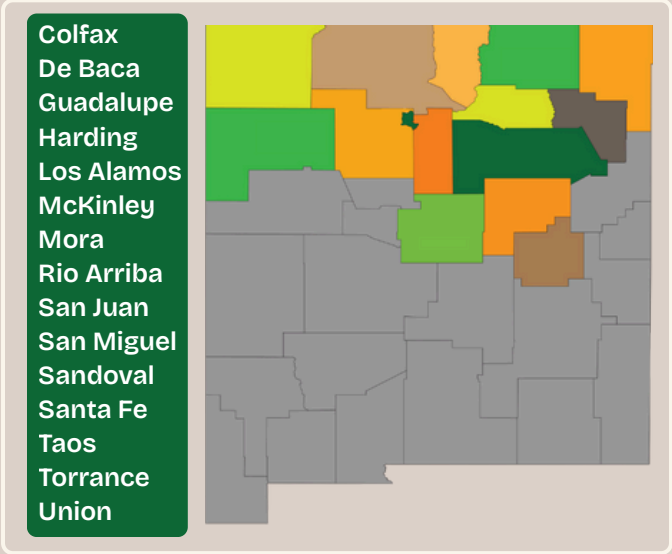
The foundation  
of our work

## PEOPLE

THE INDIVIDUALS AND TRADITIONS THAT  
DEFINE OUR REGIONAL FOOD CULTURE.

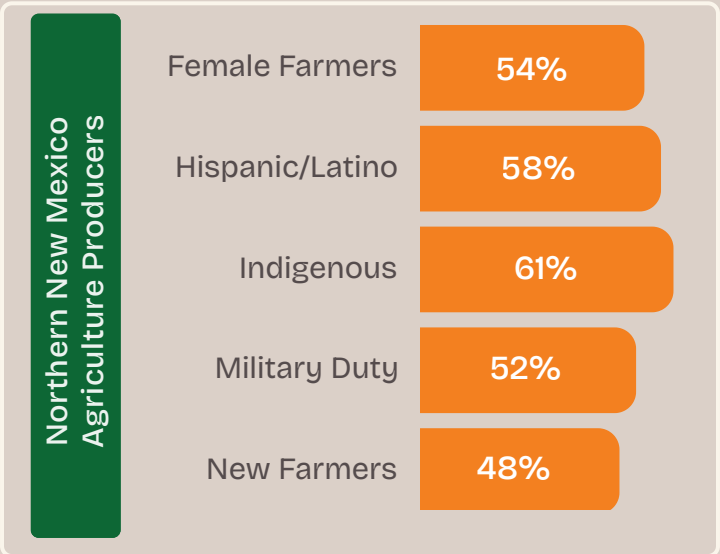
The heart of  
the community

## WHERE WE SERVE



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

## FARMERS & RANCHERS



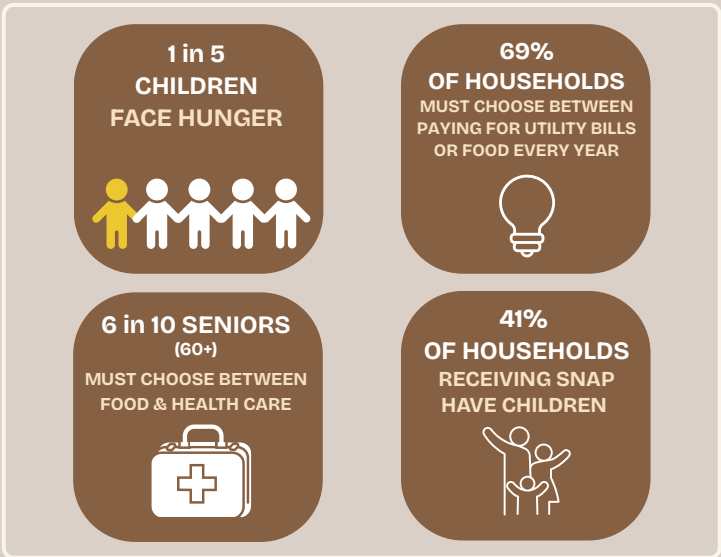
Approximately 50% of all farmers in the state reside in the 15 counties of Northern New Mexico

Source: 2022 Census of Agriculture  
USDA, National Agricultural Statistics Service

## CONSUMER COMMUNITY

At the heart of the Institute's mission is the goal of improving equitable access to fresh, locally grown food for everyone in our community. With food insecurity impacting over 90,000 people in Northern New Mexico, including many children and elders, this work continues to be an essential way we support under-resourced communities.

Source: 2024 feedingamerica.org

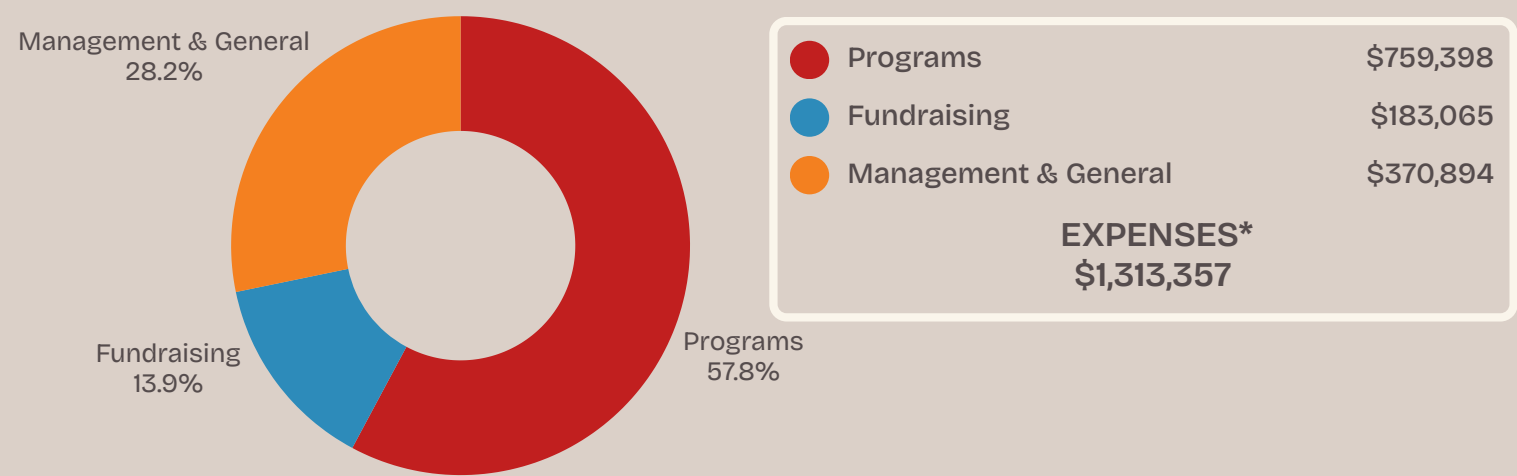
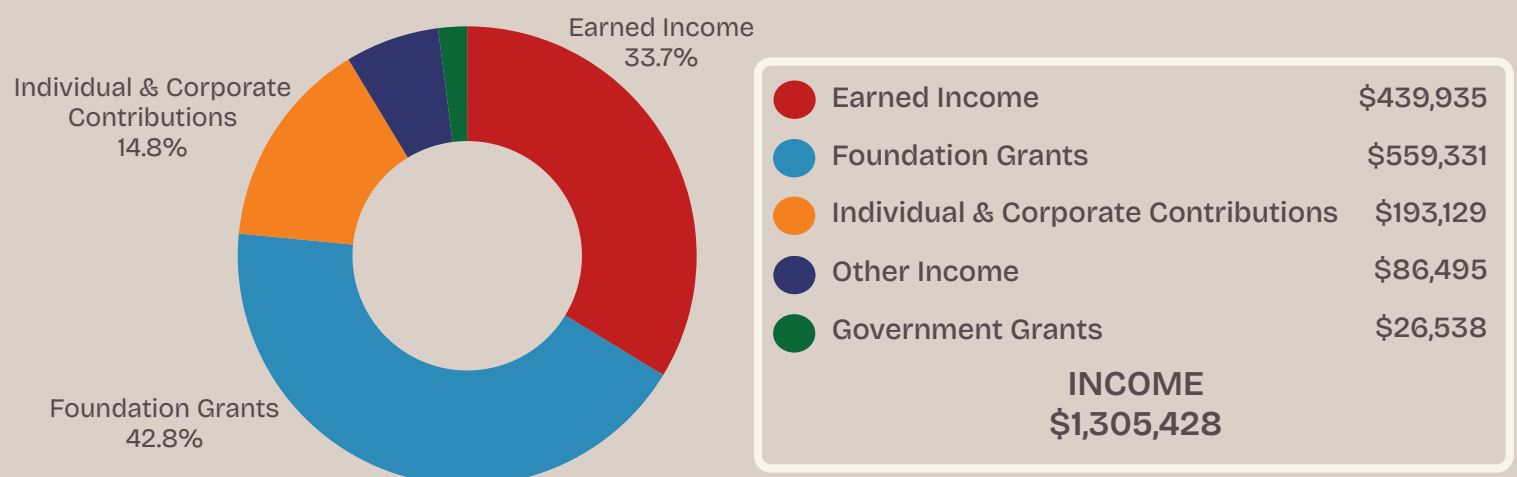




# FINANCIAL OVERVIEW

## 2024

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



### End-of-Year Cash Balance

2023	2024	CHANGE
\$662,129	\$517,219	(\$144,910)

### Change in Cash

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

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

# HEALTHY SOILS PROGRAM

## RESOURCES

PROVIDING FARMERS AND THE COMMUNITY  
WITH WHAT THEY NEED TO THRIVE.

The tools  
for growth

### In 2024 we:

- Hosted a technical assistance workshop for 11 producers interested in the 2024 Healthy Soils Program grant.
- Hosted an Orchard Pruning Workshop to demonstrate and practice proper fruit tree pruning. Topics also included soil health, root and ground cover management, orchard safety, grafting, and tool maintenance.
- Hosted a biochar workshop and field day for over 40 attendees in partnership with the NM Healthy Soil Working Group. During this workshop, James and Joyce Skeet from Spirit Farm demonstrated how to make, process, inoculate, and utilize biochar. Demonstrations also offered historical context and cultural relevancy from an Indigenous perspective.
- Provided online fall and winter workshops to help producers prepare to for the 2025-2026 Healthy Soils Program.
- Shared Soil Health Principles via:
  - Social media
  - Community partners
  - Outreach at the Santa Fe Farmers' Market

### 2025 Goals

- Provide outreach in order to help more farmers understand why the Healthy Soils Program is important.
- Increase the overall number of applications for the Healthy Soils grant by educating farmers and ranchers who may benefit from applying.
- Provide additional resources such as workshops and future online learning content to help farmers with the technical aspects of applying for the Healthy Soils grant.
- Launch an online learning platform, making technical assistance workshops accessible anytime, anywhere.



In 2024, on-farm activities enhanced **soil carbon**, **soil structure**, **water retention**, and **species diversity** through the Healthy Soils Program.



# LOCAL FOOD FOR ALL

## COMIDA LOCAL PARA TODOS

IMPACT

OUR WORK SUSTAINS AGRICULTURE, STRENGTHENS  
THE ECONOMY, AND PROMOTES EQUITY.

Growing a  
stronger future



The Institute's **Local Food For All** (Comida Local Para Todos) initiative achieved a major milestone in 2024 with the successful launch of a year-round pop-up market model. This effort was designed to provide historically underserved communities with consistent access to fresh, locally produced food, directly addressing the long-standing demand on the southside, where food access barriers have been most pronounced.

Our commitment to expanding food access in 2024 yielded a year of significant progress. A major accomplishment was the successful customization and deployment of our **Tianguis Móvil/Mobile Produce Market**, a 16-foot trailer equipped with a CoolBot-powered refrigeration system, which officially launched in August.

From August through December, our team operated **44 markets** across **12 different locations**, distributing over **3,000 pounds of local food**. To enhance our outreach and ensure market accessibility, we established a text notification service **reaching 800+ individuals**, providing real-time updates on market schedules and locations. To help manage the program's rapid expansion, we welcomed an AmeriCorps VISTA member to our team who was instrumental in coordinating our efforts.



We also partnered with the New Mexico Department of Health's WIC-Farmers' Market Nutrition Program to pack over **600 food bags for seniors** living in areas without easy access to local food sources. These efforts show our dedication to making fresh, local food available and ensuring it reaches our most underserved communities.

By launching this new model, we not only met a critical need but also established a framework for continued growth and partnership within the community.

## 2025 GOALS

Double the  
number of  
communities  
served

Double the  
number of  
weekly markets

Hire staff to  
operate the  
market

Increase the  
variety of foods  
to include  
value-added  
and proteins

Double the  
number of  
individuals  
signed up for  
text service

# TIANGUIS MÓVIL

## MOBILE PRODUCE MARKET

## RESOURCES

PROVIDING FARMERS AND THE COMMUNITY  
WITH WHAT THEY NEED TO THRIVE.

The tools  
for growth

The Tianguis Móvil / Mobile Produce Market is part of the Local Food for All program which aims to support the Santa Fe Farmers' Market Institute's mission to make local food accessible to local families.

The Tianguis Móvil is a 16' refrigerated, mobile trailer that brings fresh, locally-grown fruits and vegetables to various neighborhoods around Santa Fe, delivering affordable, nutritious food to everyone. Mobile market customers can purchase healthy, farm-fresh produce affordably, using their nutrition access program benefits.

Crafted with care by David Sundberg, SFFMI Program Development Director, Tianguis (or La Tianguera) is more than a mobile market- it's a symbol of community and resilience. Since hitting the road, our Tianguis Mobile Market has brought 3000+ pounds of fresh, local produce directly to underserved neighborhoods, transforming access to healthy food and fostering stronger connections with our community.



What we're trying to accomplish is for communities to find the solutions to their own problems and enact them.

-Valerie Ingram, United Way

There are pockets of our community where people don't have access to fresh food sources. [Tianguis Móvil] is a brilliant idea to bring the farmers' market to the people on the mobile truck.

-Valerie Ingram, United Way





# CELEBRATING LEADERSHIP

## CULTIVATING COMMUNITY LUNCHEON

Each year, the Santa Fe Farmers' Market Institute honors individuals and organizations whose leadership, generosity, and shared vision strengthen Northern New Mexico's local food system. In 2024, we proudly recognized two exceptional partners whose support has helped advance food access, agricultural sustainability, and economic resilience in our region.



Sallie Bingham was honored with the **2024 Rainmaker Philanthropy Award** for her visionary leadership and steadfast commitment to sustainable agriculture and equitable food systems. A longtime advocate for environmental and social justice, Sallie's generosity has fueled the Institute's work to expand food access, uplift local farmers, and invest in a resilient regional food economy. Her support embodies the spirit of a true rainmaker—planting seeds of change that continue to grow across Northern New Mexico.



Guadalupe Credit Union received the **2024 Corporate Sponsorship Award** in recognition of its strong, ongoing partnership with the Institute. As the primary financial partner of the Santa Fe Farmers' Market Micro-Loan Program, Guadalupe Credit Union (GCU) expands access to capital for local growers and food entrepreneurs—supporting investment in infrastructure, equipment, and growth. In addition to backing financial literacy and food access programs such as Double Up Food Bucks, GCU has become an indispensable ally in building a stronger, more inclusive local food economy.

These honorees exemplify what is possible when philanthropy and partnership are grounded in shared values and a commitment to community. Their leadership continues to shape a healthier, more equitable future for farmers, families, and food systems throughout Northern New Mexico.



# FIELD OF STARS

## A TRIBUTE TO FARMERS

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, 51 farms and seven community members have been acknowledged as All-Stars.

In 2024, Cañada Farm, Khalsa Farms and Vagabond Farmers were honored as the 2024 Farmer All-Stars at the Field of Stars: A Tribute to Farmers celebration. Reunity Resources was honored as the Community All-Star.





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