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## SANTA FE FARMERS' MARKET INSTITUTE

### 2015 Program Report

**O**n behalf of the staff and the Board of Directors of the Santa Fe Farmers' Market Institute, we hope that your 2016 is off to a bountiful beginning!

Despite the winter weather, the Santa Fe Farmers' Market remains a bustling community hub where farmers continue to provide fresh, local food. Our microloan program has helped many growers build greenhouses, which enable them to provide delicious fresh greens, tomatoes, and other vegetables at the Market during the winter season. Thanks to Market vendors, our community remains healthier, in all sorts of ways! During the winter season. Thanks to Market vendors, our community remains healthier, in all sorts of ways!

We are very proud to report that 2015 was a banner year for the Double Up Food Bucks program at the Santa Fe Farmers' Market! Thanks to your generosity, the Institute was able to match nearly \$90,000 in SNAP dollars, up to \$50 per customer, per Market. The Double Up Food Bucks program has the unique benefit of providing fresh, local food to the neediest families in our community, while putting money directly into farmers' pockets.

In 2015, we continued our partnership with SITE Santa Fe and the Railyard Stewards to provide a day at the Railyard for Sweeney Elementary School students. During their visit they met their farmer neighbors, learned where the food at the Market comes from, and even got to purchase fresh, local food for their families! Thanks to the support of our incredible educator volunteers, this year's program was a great success.

Thanks to many of you for attending our 9th annual Fall Fiesta! We had a wonderful time celebrating the harvest with you. At this year's Fiesta, two family foundations joined forces to challenge guests to match up to \$10,000 to fund farmer training in 2016. Thanks to your generosity, we exceeded that goal, raising a total of \$28,975. We'd like to extend a very special thanks to the many volunteers who worked so tirelessly to make this year's Fall Fiesta a success.

In 2015, we made an acoustical improvement to the Market Pavilion. In an effort to improve the sound quality in the Market Hall, the Board of Directors approved a proposal to cover 25% of the ceiling with baffling. We have already noticed an improvement in the acoustical quality in the Pavilion, both on Market days, and at special events!

It has been a very busy year, and a great one! This year we bid a fond farewell to outgoing board members Gurujivan Khalsa (Khalsa Community Farms), Poki Piottin (Gaia Gardens), Barbara Reider, and Renee Villarreal. We wish them the very best, thank them for their incredible dedication to the Institute, and look forward to seeing them at the Market, and around town.

We are delighted to welcome new board members Christine McDonald, Phil Loomis (Jacona Farms), and Lisa Kantor, as well as new Office Manager and Events Manager, Syri Mongiello, and Mary Ann Maestas, our AmeriCorps intern. We couldn't be happier with these additions to our team.

As we look ahead to 2016, our very deepest gratitude goes to the indefatigable farmers who feed our families and nourish our community.

Thanks, as well, to all of you for joining us in our efforts to fulfill the mission of the Santa Fe Farmers' Market Institute!

We couldn't do it without you, and we look forward to working with you again in 2016!

With our very best to each of you,

*Kierstan Pickens*  
Executive Director

*Jenna Scanlan*  
Board Chair



# SANTA FE FARMERS' MARKET INSTITUTE

## 2015 Program Report

### Micro Loan Program

In 2015 we issued 20 loans totaling \$98,200

- 5 for season start-up costs (seeds & supplies)
- 8 for equipment (tractor, irrigation, chicken coops, baking, vehicle, planters)
- 4 for greenhouse builds, repairs, and expansion
- 3 for land lease, commercial property, and other

To strengthen their businesses, Market vendors often need support for capital projects or emergencies. Our Micro Loan Program gives low-interest flexible loans up to \$10,000. Since 2008 we've loaned \$591,906 for 172 projects!

Projects funded by the Micro Loan Program have had a huge impact on many of our vendors' businesses, as well as the quality and quantity of the products brought to the Market. For example, we have helped build or expand 36 greenhouses, which have extended the growing season, increased vendor incomes, and greatly enhanced the Winter Market.



### Training & Professional Development Program

2015: 7 Workshops & Conferences; 156 Participants

Since 2011: 20 Workshops & Conferences; 547 Participants

We collaborate with national experts and local organizations to provide a Training & Professional Development Program for Market vendors. We offer scholarships to outside trainings and organize workshops of our own to help our vendors improve their skills and strengthen their businesses.

### Soil Microbiology and Analysis Workshop

Led by soil expert Zach Wright from Living Soil Compost Lab (Iowa), this was a follow-up to a workshop presented in 2014 with renowned soil expert Dr. Elaine Ingham. In this workshop, 23 participants trained in the use of a microscope to learn about healthy soil ecosystems and to identify specific soil organisms necessary for healthy soil and plant growth.

### NM Organic Farming Conference

The annual New Mexico Organic Farming Conference is a two-day conference featuring workshops in several different tracks with speakers who are experts in many aspects of farming and ranching. It comes at a time of low cash flow for most farmers, and the registration fee and one-night stay in the conference hotel is prohibitive for many. In 2015, we awarded 33 scholarships.

### Greenhouse and Hydroponics Workshop

Led by Santa Fe Farmers' Market vendor and Winter Market regular, Brian DeSpain of Bodhi Farms, this hands-on workshop allowed 20 vendors to learn about affordably building and managing greenhouses, high tunnels, and hydroponic growing systems.

Brian has built five greenhouses using materials available at most hardware stores. He also developed and built an effective low tech hydroponic system. He has done all this at a fraction of the cost of most commercially available kits.

### Compost and Compost Tea Workshop

Zach Wright came back for a hands-on training hosted at the farm of one of our most experienced organic farmers, Dave Fresquez of Monte Vista Organics. Zach demonstrated the principles and ingredients of good composting by building an actual compost pile, and also did a demonstration of brewing compost tea extract. Over 35 people attended the day-long training.

### Organic Certification Workshop

Conducted in partnership with the New Mexico State University's Organic Transition team and the Rio Arriba County Extension Office, this workshop covered organic certification in detail. It was held at the Rural Events Center in Abiquiu and attended by 15 people.

This workshop was repeated later in the year to allow more vendors to take advantage of the course. It was held after the end of the growing season at Northern New Mexico College in Española. It also included a presentation on marketing and was attended by 15 people.

### Cover Crops and Crop Rotation Workshop

15 participants gathered at New Mexico College to hear organic farming pioneer Don Bustos (Santa Cruz Farms) and trainees from his American Friends Service Committee discuss cover cropping. This workshop featured a PowerPoint presentation from Thomas Gonzales of the Natural Resources Conservation Service and was followed by a hands-on training at the Sostenga Program fields and greenhouses behind the college.

### Children's Nutrition Program

2015: 400 students

Since 2011: 1,500 students

Does a purple carrot taste different than an orange carrot? What's the difference in taste between Golden Delicious and Macintosh apples? How do vegetables help your body and your brain? How do apples become apple cider? How do farms get their water?

Children need first-hand experiences to learn the value of healthy food. Every fall, we conduct the Children's Nutrition Program at the Tuesday Market. We select a different public elementary school each year, concentrating on schools with low-income populations. This year we worked with students from Sweeney Elementary. Each week, two classes heard a brief presentation by a farmer, and volunteer teachers helped describe the different foods they tasted. After class, each student was given \$2 worth of tokens to spend in the Market to buy food samples to take home to their families. After class, each student was given \$2 worth of tokens to spend in the Market to buy food samples to take home to their families.

### Double Up Food Bucks

2014: 2,444 Transactions Totaling \$94,121 (\$49,021 SNAP and \$45,100 Doubling Funds)

2015: 3,858 Transactions Totaling \$179,821 (\$91,186 SNAP and \$88,635 Doubling Funds)

Since 2007: 11,888 Transactions Totaling \$456,100 (\$269,401 SNAP and \$186,699 Doubling Funds)

Double Up Food Bucks matches food stamp dollars (SNAP/EBT) spent at the Market. This program is especially important in neighborhoods that lack access to grocery stores, like Santa Fe's fast growing Southside. Customers at both of the Santa Fe Farmers' Market locations receive up to \$50 in matching funds, per Market day. Not only does this improve the health and nutrition of low income families, it increases farmer revenue because more money is spent at the Market, thereby improving our local economy. It's a win-win-win for everyone!

In 2015 we worked closely with the New Mexico Farmers Marketing Association to promote House Bill 93 in the State Legislature. The bill passed and the Legislature appropriated \$400,000 for Double up Food Bucks statewide at all 32 markets accepting SNAP. Our staff provided testimony at several legislative hearings. The success of the Santa Fe program was an important factor in convincing legislators on the merits of the bill.

We work closely with the agencies where SNAP benefits are issued. We also partner with other non-profit agencies serving low income families to help get the word out about this great opportunity for their clients.



### Market Pavilion

2015: 46 events (non-profit events, quinceañeras, weddings, and other)

The Market Pavilion is a unique space that is not only used for the Santa Fe Farmers' Market. We also rent out the space for a variety of events throughout the year, which allows us to cover a portion of our operating expenses. The Market Pavilion is ideal for both large and small events and is well suited to custom lighting and sound. Recent acoustical upgrades to the Pavilion have improved the overall sound quality and clarity in the space. 25% of the ceiling was covered with a sound absorption material to reduce the mid-frequency sounds which can run rampant in a large space. We have already noticed an improvement in the acoustical quality in the Pavilion, both on Market days, and at special events!

Interested in renting the space? Contact Syri at 505-983-7726 or syri@farmersmarketinstitute.org.

“ I really appreciate the [Double Up Food Bucks] program so much and I believe it has greatly improved my diet and overall health. Also, I feel really good about giving my EBT money to growers instead of large grocery chains. Thank you so very much! ” - EBT Customer



### Mission

The Santa Fe Farmers' Market Institute advocates for farmers, ranchers and other land-based producers; provides equitable access to fresh, local food; owns and operates a year-round venue for the Santa Fe Farmers' Market; and manages programs to help sustain a profitable, locally-based agricultural community.

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505-983-7726

www.farmersmarketinstitute.com  
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### STAFF

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