Linking Diverse Communities Through Healthy Food: Examples from the Southwest

An NGFN Webinar
Presenters

- Paula Garcia
  *Executive Director, New Mexico Acequia Association*

- Don Bustos
  *Program Director, American Friends Service Committee - New Mexico*

- Pam Roy
  *Co-director of Farm to Table in New Mexico and regional Farm to School lead*

- Janie Hipp
  *Senior Advisor to the Secretary of the USDA in the Office of Tribal Relations*
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Northern New Mexico Good Food Network: Comida Buena para la Gente

Don Bustos, Director, AFSC New Mexico and Owner, Santa Cruz Family Farm
Mission: To protect land and water rights and promote economic viability of sustainable agriculture.

We accomplish this mission through farmer to farmer training; providing technical assistance to marginalized farmers; and working on state and federal policies to address inequalities in the food system.
Steering Committee

• Don Bustos, American Friends Service Committee and Santa Cruz Farm
• Paula Garcia, NM Acequia Association
• Terrie Bad Hand, Taos County Economic Development Corp.
• Edmund Gomez, NMSU-Sustainable Agriculture Science Center at Alcalde
• Pati Martinson, Taos County Economic Development Corp.
• Carlos Salazar, Northern NM Stockman’s Association
• Robin Seydel, La Montañita Co-op
• Sarah Laeng-Gilliatt, consultant
• Sayrah Namaste, AFSC
Barriers Identified

Farmers & Ranchers:
• Labor
• Distribution & delivery
• Infrastructure
• Not knowing available resources
• Loss of state level livestock inspection

Buyers:
• Price
• Consistency
• Distribution & delivery
Solutions Identified by Farmers, Ranchers, Buyers, Service Providers

- Focus Groups on Livestock, Produce/Grains, and Service Providers met to strategize solutions.

- Work has begun to implement these strategies.
AGRI-CULTURA NETWORK

A collaboration of South Valley organizations farming para la comunidad
AGRI-CULTURA NETWORK

• AFSC partnered with three people of color led community organizations in a low income area to identify land and beginning farmers who wanted mentorship.

• VISION: create small organic farms which will create jobs and more healthy, local food in our communities.

• METHOD: comprehensive farmer to farmer training. All materials, tools, infrastructure, and organizational support are provided by AFSC.
Community Partners in the Agri-Cultura Network

- E-merging communities
  an indigenous people’s organization based on principles of sustainability and harmony

- La Plazita Institute
  a grassroots South Valley organization enabling youth to leave behind a destructive lifestyle by tapping into their own roots to express core traditional values of respect, honor, love, family, and community.

- Valle Encantado
  Serving the historic Atrisco neighborhood through community farming
Comprehensive Training

AFSC’s three year farmer-to-farmer training:

- Crop selection
- Soil health
- Planting
- Business planning
- Crop rotation and sequencing
- Harvest and post harvest handling
- Marketing
- Aggregation
- Season Extension
Sharing Labor and Aggregating Product
Farm to Table
Growing to meet the needs of local people through programs, partnerships and policy
Create a new $4M market for farmers.

Create opportunity for new, locally owned enterprises.

Increase capacity to provide fresh, healthy, culturally appropriate foods.

Help children and communities develop life long healthy eating habits and healthy purchasing options.

Farming and Ranching  ➔  Packing  ➔  Processing

Outlets:
- Grocery Store
- Convenience Store
- Farmers’ Market
- Institution
- Buying Club
- Restaurant

Distribution  ➔  Eaters
NM Farm to School activities

- **State:**
  - 2001: Farm to School Legislative Memorial
  - 2001: Started Farm to School in Santa Fe School District
  - 2006 passed School Nutrition Rules = no junk food in schools
  - State Legislation 2007: Now, a state investment in kids’ health brings $75K to the Valley Cluster each year for fresh F/V, NM-grown when available for 6000 kids, K-12, 12 schools
  - 2009: Ten school districts serving 160,000+ children provide NM Fresh fruits and vegetables = $400,000 farm income
NM Farm to School

- Federal:
  - 2008: Now Fresh Fruit a& Vegetable Snack Program $1.5 million and soon to be $2M per year. 66 schools this year.
  - 2008: Geographic Preference
  - 2010: Advocacy for Farm to School Act
Food Retail In Rural and Underserved Communities

- **Goal:** Invest in food hubs, packing, processing, and distribution infrastructure for fresh-food outlets

- **Mechanisms:**
  - Provide technical assistance to and invest in infrastructure for rural and underserved urban store owners
  - Work with NM farmers to expand markets
  - With partners, improve NM fresh food distribution system to rural and underserved urban communities
  - Advocate for policies and funding to support increasing access to fresh, nutritious and culturally appropriate foods to underserved communities
Farmers expand operations from sales at farmers’ markets to schools

New Tribal Farmers’ Markets begin and build
And Connecting

Fox Fire Farm and School Children

Dine be iina Workshops

Farmer to Farmer…and College Students

Extension & FTS visit Red Willow Center
Southwest Marketing Network
www.swmarketingnetwork.org

A Project of Farm to Table
www.farmtotablenm.org

Presented by
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Farm to Table    505-473-1004
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  *Senior Advisor to the Secretary of the USDA in the Office of Tribal Relations*
Office of Tribal Relations

- Created in FY 2010
- Focus: to work across all USDA agencies and be central point of contact for Tribal governments, communities, and individuals
- Bring USDA programs and assistance to Tribal governments, communities and individuals
- Work with Office of Advocacy and Outreach

- Reports directly to Secretary Vilsack
GOOD FOOD

- Significant Initiatives of interest to Good Food audiences
  - Know Your Farmer
    - Led by Deputy Secretary Merrigan
    - Local Regional Food Systems
    - Farm to School
  - Healthy Food Financing Initiative
    - FY 2011 President’s Budget Requests
    - $400 Million effort across multiple Departments
    - Financial support to building infrastructure that will support more engagement in local regional food systems
  - Regional Rural Development
GOOD FOOD

- Strategic Focus Areas for Department
  - Revitalize Rural America
  - Access to Nutrition Foods for Children and Families
  - Sustainability in Production
  - Increasing Exports and Market Opportunities
  - Food Safety and Food Security
  - Global Climate Change and Alternative Energy
  - Beginning Farmers
  - Diversity and Creating a new Department – Every Day in Every Way
  - Conservation of working lands, forestlands, rangelands
GOOD FOOD

- Child Nutrition Reauthorization
  - Hearings beginning
  - Increasing percentages of children and families are receiving or are eligible for SNAP
  - Improvements already in place for food packages in the SNAP and FDPIR programs

- Standing Up new offices
  - Office of Tribal Relations
  - Office of Advocacy and Outreach
GOOD FOOD

- Work ongoing across the Department in identifying ways to ramp up Farm-to-School
- Ensuring all 17 agencies of the Department are engaged in the Secretary and President’s initiatives
- Remaining stimulus funds in Rural Development relating to community facility infrastructure
  - has been used to construct facilities relating to buildup in local, regional food system capacity
  - Must be expended by September 30, 2010
GOOD FOOD

- National Institute of Food and Agriculture (NIFA)
  - AFRI RFA release
  - Among the anticipated focus areas is nutrition
- Community Food Projects – national grantmaking (NIFA)
- 2501 – Outreach to Socially Disadvantaged Farmers and Ranchers – national grantmaking (OA0)
- Beginning Farmer and Rancher Development Program – national grantmaking (NIFA)
- Sustainable Agriculture Research and Education through regional grantmaking (NIFA)
GOOD FOOD

- Ag Marketing Service – national farmers market grantmaking (AMS)
- Risk Management Agency – national outreach and small sessions grantmaking (RMA)
- Risk Management Education - regional grantmaking (NIFA)
- Rural Development (RD) – focused on community facilities and infrastructure development; also focus on business development, including cooperatives
GOOD FOOD

- Tribal efforts and challenges
  + Addressing challenges related to land tenure status
  + Synchronization of relationships between USDA and BIA
  + Collateralization of loans
  + Availability of credit
  + Educational infrastructure
  + Institutional purchasing
  + Links to energy
  + Business structure
  + Transportation
GOOD FOOD

- Office of Tribal Relations, USDA
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NGFN Webinars

• 3rd Thursday of each month
  3:30p EST (12:30p PST)

• All webinars archived

→ http://ngfn.org/webinars
## Upcoming Webinars

### Building Regional Food Systems
- **April 15** - Part 1: Foundational Definitions and the Northeast
- **May 6** - Part 2: Measureable Impacts and the Midwest

### Upcoming CFSC Co-Sponsored Webinars
- **May 20** - Linking Diverse Communities Through Healthy Food: Examples from Metropolitan Areas
- **July 15** - Building Local Government Support for Good Food

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