



Southwest Marketing Network

Expanding Markets for Southwest
Small-Scale, Alternative, and Minority Producers

Promoting Local Agricultural Marketing in the Southwest

7th Annual Conference

Durango, Colorado • April 6, 7, and 8, 2009

As the Director of the Southwest Marketing Network, it is my pleasure to invite you to the seventh annual Southwest Marketing Network Conference. While this year's conference will continue to host its popular array of speakers and participants from the Southwest and beyond, it will also feature a new format. This year's theme, "Building a Good Food System in the Southwest" comes out of the growing desire to get "good food"—healthy, green, fair and affordable—to more people.

We will introduce this theme at the Opening, with presentations by *Marty Gerencer* of the National Good Food Network and a diverse panel of food system stakeholders who are building good food systems in their communities. For example, *Diana Endicott* of Good Natured Family Farms will explain how this association of over 100 family farmers has banded together to get their products—including produce, dairy and meat—into eight local supermarkets. *Rich Pirog* of Iowa State University's Leopold Center will introduce us to the idea of "value chains" and explain how diverse collaborators are working together to build local value chains in Iowa. *Paula Garcia*, of the New Mexico Acequia Association, will discuss the key role land and water play in building Southwestern good food systems.

From there you will participate in interactive workshops geared at helping you to identify and expand your role in developing the local food system. We will present four tracks for in-depth, interactive learning, translating to action beyond the day:

- 1. Scaling up to New Markets:** What you need to know to expand your farm or ranch business to sell to schools, restaurants, grocery stores and other institutions.
- 2. Growing your Organization's Capacity to Grow the Food System:** Focused on community groups, this track will provide presentations and small group consultation on key

organizational development issues such as grant-writing, project development, and developing collaborations.

3. Making your Farm/Ranch Business Work for YOU: This track will focus on making life easier as a farm/ranch business owner; including new business management and recordkeeping tools, information on alternative energy, and planning for the next generation.

4. Mooving More Livestock: How to make your ranch a marketing success story.

While participants are not required to stay in one track for the duration of the day, it is strongly encouraged as each session will build on the previous one.

Wednesday morning will offer a more traditional smorgasbord of workshops to choose from on climate change, community projects in the Native American Southwest, beginning farmer programs, and food and agriculture policy. In our closing plenary, we will ask participants to take what they've learned throughout the conference and tell us how they're going to take it home. We'll also ask for your help in letting the Southwest Marketing Network know what it can do to help you build your local and regional good food system.

We hope to see you in Durango!

Jim Dyer,
Director, Southwest Marketing Network

Featured pre- and post-conference events:

Durango-Area Farm Tour
Southwest Policy Roundtable
Farm to School Networking Session
SW Good Food Network Strategic Planning Meeting
Tour of Sunnyside Meats—Meat Processing Facility
Bonus! USDA Grant-writing Workshop

Conference Information

Our Goal

The goal of this project is to ensure that new, existing, and prospective Southwest producers—especially small-scale, alternative, and minority producers—have the connections with others, technical and financial assistance, marketing information, business and marketing skills, and peer examples needed to improve their marketing success as a means to improve their profitability, viability, and numbers.

Location

This year's conference will take place in Durango, Colorado. The DoubleTree Hotel overlooks the beautiful Animas River and is just a stone's throw away from the historic downtown area. Durango is nestled at the base of the San Juan mountains at the crossroads to Mesa Verde National Park, Pagosa Hot Springs, the Durango/Silverton Narrow Gauge Railroad and some of the most breathtaking peaks in the country.

Fees & Registration

The cost for the conference is \$150. Please note the additional fee of \$45 if you would like to join us for the farm tour on Monday. New this year, you will be able to go on-line at: www.regonline.com/swmn2009 to register and pay. If you are sending in your registration by mail, please include a check for the amount of your fees. To apply for any remaining scholarships, contact Tawnya Laveta at 505-473-1004 x13.

Meals

Your registration includes several meals during the conference—mid-morning and afternoon breaks; lunches on Tuesday and Wednesday; and the Southwest Reception on Monday night. At the Reception, you will sample the delicious food of the region. Lunches will also include as much locally produced food as possible.

Accommodations

A block of rooms has been reserved for conference participants at DoubleTree Hotel-Durango at 501 Camino del Rio in Durango at a rate of \$99 single, \$124 double (plus tax). **The last day to receive these special rates at the DoubleTree is March 30th.** To make hotel reservations, call The DoubleTree Hotel-Durango directly at 970-259-6580 or 1-800-222-TREE. Please tell them you are attending the Southwest Marketing Network Conference. Code: SMN.

Additional hotel accommodation will be the Best Western Rio Grande Inn at 400 East Second Avenue in Durango—about 4 blocks from the DoubleTree. The rates are \$85 single or double, \$95 for triple, and \$104 for a quad, breakfast included. **The deadline for reservations for the Best Western is April 1st.** For reservations and directions, call 1-800-245-4466. Code: SWMN Conference.

DIRECTIONS TO THE DOUBLETREE HOTEL-DURANGO

From Albuquerque: Drive I-25 north to Bernalillo. Exit I-25N at Bernalillo and follow US-550N towards Cuba, Bloomfield, Aztec & Durango. US-550N joins US-160W into Durango. Turn left at College Drive into the Hotel. (220 miles)

From Denver: Drive I-25 south towards Pueblo to Walsenburg. Turn onto US-160West toward Pagosa Springs. Stay on US-160W through Alamosa, Monte Vista, Pagosa Springs, and into Durango. Turn left at College Drive into the Hotel (382 miles)

From Phoenix: Drive I-17 north toward Flagstaff. At Flagstaff take I-40 to Gallup. At Gallup take US-666N past Shiprock where it joins US-160E. US-160E to Cortez, Mancos and Durango. In Durango turn left on US-550N. Left on College Drive into Hotel. (461 miles)

Pre-Conference Meetings, Tours and Reception

Southwest Policy Roundtable: 10:00–12noon

Individuals and organizations in the Southwest are getting more and more engaged in researching, educating on, and advocating about policies that affect farming, ranching, and our food system as a whole. This roundtable discussion will provide an opportunity for all of those interested in policy work to discuss current and future efforts at the state and national levels and to coordinate Southwest food and farming policy interests. *Pamela Roy*, Coordinator of the New Mexico Food and Agriculture Policy Council, and *Alan Hunt*, Senior Program Associate for the Wallace Center at Winrock International, will facilitate the discussion.

SWMN Farm Tour '09, Durango area: 10:30–4:00

The farm tour will visit **Turtle Lake Refuge** to experience their year round operation and mission to grow and prepare “local, wild, and living foods” (like greens for schools and restaurants). They excel at indoor and outdoor production; incorporate innovative equipment; and, educate the community about the value of wild food and wild lands. **Shared Harvest** is an organically managed one acre community vegetable garden that began in 2002. Since its inception, more than 60 members have worked together in teams to manage the garden and share in the harvest of the farm. **The James Ranch** will feature a hay ride to tour their inter-generational family enterprises found on 450 acres of high altitude irrigated pastures, with healthy grass-finished beef cattle, grazing milk cows, cheese making facility, tree nursery, organic vegetable and flower fields, and busy families working in the day-to-day operation of the ranch and their enterprises.

A locally produced lunch will be provided. Strongly recommended: Bring snacks and water, dress appropriately for rugged terrain, cool or wet weather and bring a hat.

Tour fee is \$45 to be paid in advance. The tour is limited to 44 people, first come, first served. Be sure to check the line for the tour on the Registration Form and include payment. Tour vans begin boarding at 10:00am and leave at 10:30 sharp from the Doubletree Hotel.

Southwest Good Food Network Planning Meeting: 12:00– 4:00

The Southwest Marketing Network has been named a Regional Lead Team for the National Good Food Network, sponsored by the Wallace Center. Facilitated by the Wallace Center and the Southwest Marketing Network, this meeting will bring together representatives from all the sectors involved in getting food from farm to table in the Southwest to discuss how collaborative efforts can build the local and regional food system. The meeting will include a brief introduction to the Good Food Network and the “value chain” approach, through which producers, processors, distributors, retailers and other stakeholders engage in mutually beneficial relationships to meet the needs of the end buyer. This meeting is primarily for Regional Steering Committee members. If you are interested in participating please contact Ilana Blankman at Farm to Table at 505-473-1004 or info@farmtotablenm.org

Farm to School Regional Meeting: 4:00– 5:30

A must-attend event for anyone interested in getting healthy, local foods into school cafeterias and food and agricultural education into classrooms. This informal get-together will allow groups and individuals engaged in Farm to School efforts to share their current work, successes and challenges. It will also provide the opportunity for you to tell state leaders in the National Farm to School Network the kinds of resources and assistance you need to make your efforts easier and more effective.

Southwest Reception: 5:30–7:00

Everyone's invited to come taste the flavors of our enchanting region. Come to enjoy delicious food and fascinating conversations from throughout the Southwest.

Tales of 2008, Sharing your Successes, Planting the 2009 Season: 6:30–7:30

Anthony Howard of Navajo Technical Institute and *Tawnya Laveta* of Farm to Table will facilitate a talking circle for participants to share your successes and learnings from the last year and set your intentions for the year to come.

Opening Plenary: 8:30 to 10:00

Building a “Good Food” System in the Southwest

The convening of the National Good Food Network in November 2008 in Chicago wasn't the first time people came together to discuss how to get sustainably produced, fairly priced, and healthy food from farms to mouths. The Southwest Marketing Network has been doing it for years! Taking this movement to the next level, this plenary will bring speakers from the Southwest and beyond to share experience in building good food networks. They will also discuss an important tool that is increasingly being used across the country to help facilitate relationships among farmers, ranchers, enterprises and other stakeholders in the food system, called “value chain” development.

The panel will be opened and moderated by Southwest Marketing Network Director, *Jim Dyer*.

Invited speakers include:

- *Marty Gerencer*, Manager of the National Good Food Network at the Wallace Center, will discuss the creation and goals of the Network.
- *Rich Pirog*, Associate Director of the Leopold Center for Sustainable Agriculture at the University of Iowa, will provide an explanation of the term value chain.
- *Diana Endicott*, Farm to Market Coordinator of Good Natured Family Farms (Kansas), will discuss their unique model for bringing together and distributing products from over 100 family farmers in a 250 mile radius.
- *Paula Garcia*, Executive Director of the New Mexico Acequia Association, will talk about their role as a Regional Lead Team for the Good Food Network and the importance of land and water in developing the local and regional food system.

Tuesday Tracks

Scaling Up to New Markets Track

Facilitated by *Lē Adams* of Farm to Table and *Julie Hudak* of Healthy Community Food Systems, this track will focus on ways that farmers and ranchers can grow and diversify their businesses to get their products to different consumers and new marketing avenues. The farm to cafeteria market will be illustrated by *Krista Garand*, Durango Public Schools, and two producers, *Brent Walter* and *Jason Cole*. Learn how beef and other local products are feeding children here. Incorporated

into this section will be a discussion of policies that help and hinder local sales to schools.

After lunch, we'll learn about and discuss how product aggregation and distribution can make wholesale markets accessible to small and medium-sized producers. *Steve Warshawer*, of La Montanita Food Co-op, a New Mexico member-owned food retailer, will talk about their innovative distribution system, focused on local products. *Diana Endicott* of Good Natured Family Farms (Kansas) will explain how more than 100 producers bring their diverse products together for sale to a large supermarket chain. And *Ben Rainbolt* of the Rocky Mountain Farmers' Union will provide some strategies for developing formal and informal cooperation among producers.

The day will end with some great case studies on how to profit from diversifying both products and marketing venues. *Julie Hudak* will talk about “buy local” campaigns and online marketing, followed by presentations from three Durango-area farmers—*Jennifer Wheeling*, *Dave Banga*, and *Rosie Carter*—about their experiences with selling cheese, meat, produce and other products to restaurants, CSAs, farmers' markets, and stores.

Growing your Organization's Capacity to Grow the Food System Track

This track, facilitated by *Jenny Wrenn* of Healthy Community Food Systems, is ideal for community groups who want to increase their ability to develop collaborations, obtain resources, and manage projects. A host of experienced community organizers, grant writers, legal advisors, and funders will give brief presentations. Come with your projects and questions to share with experts who will be available for small group discussions on how to address challenges you are facing and how to take advantage of funding and technical assistance opportunities available. Invited consultants include:

- *Rudy Perez*, USDA Risk Management Agency, an expert on RMA grant opportunities and risk management tools and technical assistance.
- *USDA Community Food Projects* will provide specifics on community projects that fit this program—farm to school, farm to market, and community development work.
- *USDA Agriculture Marketing Service* will focus on farm direct market, and farmers' markets opportunities.

continued on page 7

Conference Schedule

Tuesday, April 7, 2009

7:00-8:30 am	Networking and Resource Room			
7:00-8:30	Registration			
8:30 - 10:00	Plenary • opening by Jim Dyer • plenary panel on Good Food Network			
10:00-10:30	Networking and Resource Room			
Workshops, Part One				
10:30-11:45	Scaling up to new markets The ABCs of farm fresh foods in the schools	Your organization's capacity Preparing your organization for success: planning, relationships, finding funding	Making your farm business work for YOU Harvesting the value of specialty crops and alternative energy sources	Mooving your livestock from gate to plate What works? Relationships for direct marketing, core producers and cooperatives.
12:15-1:15	Lunch • Need some resources to make your agricultural project happen? While you eat, a panel of USDA funders will present their programs and discuss what you need to do to take advantage of the financial and technical resources available through the USDA.			
Workshops, Part Two				
1:45-3:00	Scaling up to new markets Growing cooperative & core producer relations for success	Your organization's capacity Pursuing funding, project planning and long-term sustainability	Making your farm business work for YOU Developing a business plan that benefits you, the family and the farm	Mooving your livestock from gate to plate Do you know your customer? How to build success by meeting customer needs.
3:00-3:30	Networking and Resource Room			
Workshops, Part Three				
3:30-5:00	Scaling up to new markets Selling to restaurants, farmers' markets, CSAs and more.	Your organization's capacity Pursuing funding, project planning and long-term sustainability	Making your farm business work for YOU Keeping the younger generation in the community and on the farm	Mooving your livestock from gate to plate "Meat and Veggies?" Cooperative opportunities that work.
Dinner on your own.				

Details for Tuesday can be found on pages 4 and 7.

Conference Schedule

Wednesday, April 8, 2009

7:00-8:30 am	Networking and Resource Room			
Workshops				
8:30-10:00	Policy integration	Growing new farmers How to start a beginning farmer program from A-Z	Community initiatives in rural and Native American SW Roundtable sharing	Climate change and agriculture
10:00-10:30	Networking and Resource Room			
10:30-11:45	Plenary Discussion Session • Good Food Network Panel			
12:15-2:00	Lunch • Presentation wrap-up			
2:00-5:00	USDA Grant Writing workshop			
3:00	Processing plant tour			

Details for Wednesday can be found on page 8.

Southwest Marketing Network is a collaboration of

Farm to Table • The National Center for Appropriate Technology (ATTRA) • The Farm Connection • Traditional Native American Farmers Association • Navajo Nation Department of Agriculture • Colorado State University • University of Arizona • Western Rural Development Center

Resource Room

We want to encourage the sharing of information and projects. If you are interested in a booth space or a smaller amount of table space to present your project with a “poster session” or other means, please indicate by checking the box on the Registration Form.

You will be provided with a 6-foot-long table. Space is limited; we will give priority to displays of regional projects and to the most appropriate marketing resources for the region. Please call us to discuss your Resource Room needs. [505-473-1004](tel:505-473-1004)

• *JoAnn Warner* and *John Nelson*, USDA Risk Management Education, experts on RME grant opportunities and results-based project development. • *James Hill*, Sustainable Agriculture Research and Education (SARE), expert on SARE's grant opportunities and project development. • *Clark de Schweinitz*, attorney and expert on obtaining 501(c)3 status, writing bylaws, and policy council development. • *Suzanne Jamison*, expert on grant writing and organizational development with a special focus on tribal communities. • *Morgan Yazzie*, Dine Community Gardens, successful Community Food Projects grant recipient. • *Alan Hunt*, Wallace Center, expert on federal agriculture and nutrition policy and funding opportunities. • *Don Bustos*, Santa Cruz Farms and American Friends Service Committee, has served on numerous grant review panels. • *Pamela Roy*, Farm to Table, expert on project development, reporting, and grant writing.

These workshops will conclude with *Rich Pirog*, of the Leopold Center, on best practices for developing collaborations among diverse partners to achieve success on community food and agriculture projects.

Making your Farm Business Work for YOU Track

A great track for anyone interested in farm and ranch business management, this session will provide hands-on work on business planning, alternative energy, marketing, and the next generation. Beginning with increasing profitability through alternative energy and specialty crops, *Ben Rainbolt*, Rocky Mountain Farmers' Union, will help you evaluate the costs and returns associated with alternative energy production (i.e. geothermal, solar, wind) and energy conservation measures in the context of overall farm production-marketing operations. *Darrin Parmenter*, Colorado State University Extension, will follow with how to maximize specialty and horticulture crop value to Southwest farm operations.

After lunch, *Trent Teegerstrom*, University of Arizona, and *Tammy Hinman*, National Center for Appropriate Technology, will provide an interactive session on developing a business plan. They will walk participants through AgPlan, an online business planning tool, developing or improving ledger recordkeeping and addressing Schedule F considerations.

The last part of the session will focus on ways to keep the younger generation in the community and on the farm. Track facilitator, *Russ Tronstad*, University of AZ, will also present ways to increase farm profitability as a way to keep young folks interested in the family farm business, including a discussion of how online marketing and tracking resources can enhance market coordination, efficiency, and value. Additionally, *Jim Link*, attorney, will address farm succession and estate planning for small agricultural producers.

Mooving More Livestock: Marketing and Distribution for Ranchers Track

This interactive session will inspire you with success stories of several different models of moving livestock from gate to plate and then provide an opportunity for you to discuss with peers and colleagues how to make your own operation into the next success story.

Track facilitators, *Dennis Lamm*, CO State University, and *Laurie Bower*, SWGLA, will start with *Steve Warshawer*, La Montanita Food Coop, providing an overview of value chain methodology and how it can be used to develop customer-centric, mutually beneficial relationships among the stakeholders in the meat industry, using the example of the NM Beef Initiative. *Holly Napier*, Napier Family Farms, will discuss her successful business model as a diversified producer of eggs, meat and fiber. *Diana Endicott*, Good Natured Family Farms, will discuss their alliance of over 100 Kansas farmers and ranchers who have joined up to sell to two large super-market chains. Diana raises cattle and poultry and owns and operates a processing plant.

The session will continue with "How to build success by meeting customer needs." *Dawn Thilmany-McFadden*, CO State University, will present her research on what customers want in natural, grassfed, local and organic meats. *Dale Dexter* will discuss how Homestead Meats, a coop of livestock producers, meets customer needs through sales at farmers' markets, online, and at its retail store in Paonia, CO. *Jerry Zink* of Sunnyside Meats will follow with "How to work with a processor to tailor your product."

Ben Rainbolt, Rocky Mountain Farmers' Union, will open the last session, discussing how to develop collaboration among livestock producers.

Morning Sessions: 8:30 - 10:00**Southwest Policy Roundtable—Next Steps**

This session will provide an opportunity for participants to discuss the policy issues that emerged throughout the conference and identify priorities for future policy research, development and advocacy.

Growing New Farmers: How to start a beginning farmer program from A-Z

This session will feature project examples and tips on how to start a beginning farmer program in your community. *Tammy Hinman, Darrin Parmenter, and Adrian Card* will discuss how to work with the community in determining the need, developing a curriculum, mentoring, and funding your program. We will also feature highlights from other successful projects throughout the country.

Native American Community Initiatives

This roundtable discussion will provide an opportunity for groups and individuals working in Native American communities to share success stories, discuss challenges and develop new connections. *Shirlene Jim, Felix Nez, Latha Yatabe, and Majel Brown* will share their experiences with getting local produce into schools and gardening projects as a way to prevent and heal diabetes and obesity, and producing and marketing traditional foods, and you are invited to share yours!

Climate Change and Agriculture

This session will feature *Jim Dyer*, of the Southwest Marketing Network, and *Kristin Averyt*, climate scientist with NOAA, Western Water Assessment, discussing what the changing climate has in store for our area and how farmers and ranchers can proactively plan to deal with the impacts of climate change.

Plenary: 10:30**What are YOU doing to build the Good Food System?**

Your experiences and insights are the expertise needed in this session. What's your role and what's your goal for building the local and regional food system? What can the Southwest Marketing Network do to help you reach those goals? What actions can all of us take at home?

Lunch and Closing Remarks: 12:15–2:00**USDA Grant Writing Workshop: 2:00–5:00**

This FREE grant writing workshop is for those working with community based organizations and institutions that serve the agricultural community. If you are interested in becoming more successful in developing winning proposals, please plan to participate in this interactive grant writing workshop. You will have the opportunity to meet USDA staff from grant funding agencies such as the Cooperative State Research, Education & Extension Service, Agricultural Marketing Service, Rural Development, Risk Management Agency, Natural Resources Conservation Service, Farm Service Agency, Office of Outreach, and the SARE Program. Get the answers to your grant writing questions and much more at this interactive, participatory workshop session. Don't miss this unique opportunity!

Meat Processing Plant Tour: 3:00**Complimentary Tour of Sunnyside Meats thanks to owner Jerry Zink.**

Processing cattle, sheep, hogs, goats, and buffalo, Sunnyside Meats offers customers both USDA inspected and custom processing. Drive your own vehicle or carpool to Sunnyside Meats for a guided tour beginning at 3pm. Maps will be available at the SWMN registration table.

The tour is limited to 20 people. Please check the box on the Registration Form if you want to go on this tour.

The conference organizers encourage you to carpool. Call 505-473-1004 before March 25 for information to help you connect with fellow registrants.

Registration Form

Make copies of this form for additional registrants.

NEW! If you wish to pay by credit card, you may register online at www.regonline.com/swmn2009

Name _____

Organization Name _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

Fax _____ Email _____

Website _____

Registration Fee: \$150. (There are additional fees for the tour.)

Please call the hotel for your room reservation before **March 30**. See page 2 for details.

Please check the parts of the conference and special events that you plan to attend: please notice the differing days, time slots and fees.

- Registration for the Conference (\$150)
- Farm Tour • Monday 10:30–4:00 (\$45)
(Sign up early for the tour, it's open to the first 44 participants)
- Southwest Policy Round Table • Monday 10:00–12:00 (no additional cost)
- Farm to School Regional Meeting • Monday 4:00–5:30 (no additional cost)
- Southwest Local Food Reception • Monday 5:30–7 (no additional cost)
- Sunnyside Meats Processing Plant Tour • Wednesday 3:00 (no additional cost)
- USDA Grant Writing Workshop • Wednesday 2:00–5:00 (no additional cost)

Tuesday sessions: Please choose only one track below:

- Scaling up to new markets
- Growing your organization's capacity to grow the food system
- Making your farm/ranch business work for YOU
- Moving more livestock - marketing and distribution for ranchers

Fees Due:	Registration \$150	_____
	Monday Tour \$45	_____
	Total enclosed	_____

Please mail your registration fee and registration form to:
Farm to Table, 3900 Paseo del Sol, Santa Fe, NM 87507

Check any of the following that apply to you

- I would like to have vegetarian meals.
- I would like to reserve display space in the Resource Room. (See page 6).
Call 505-473-1004 to discuss your requirements.

If you have questions about the conference, registration, or a scholarship, please call 505-473-1004 or email ladams@cybermesa.com.

To find more information about the Southwest Marketing Network, please visit the website at swmarketingnetwork.org

Farm to Table
3900 Paseo del Sol
Santa Fe, NM 87507

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Major funders of this project are
USDA Risk Management Agency
and USDA Farm Service Agency



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Sponsors • *Thank you!*

USDA Risk Management Agency Outreach Program

USDA Risk Management Education

USDA Farm Service Agency

USDA Community Food Projects Program

Wallace Center at Winrock International