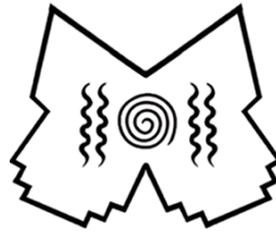


Tribal Farmers Market Promotion/Disadvantaged Producer Outreach

Pueblo of Pojoaque Poeh Cultural Center of Santa Fe, NM received \$49,060 to implement a training program for vendors at the Pueblo of Pojoaque Tribal Farmers Market, to develop an outreach program for disadvantaged producers, and to strengthen the farmers market through market infrastructure improvements. Funds were used to: train growers in marketing; reach out to Tribal producers through advertising and brochures; purchase supplies and equipment for food preparation.

Final Report

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August 25, 2011

Mr. Karl Hacker
Agriculture Marketing Specialist
1400 Independence Avenue, SW
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Mr. Hacker,

First let me apologize for our Final Report being very late. Due to health problems, I have been unable to finish this report. I would like to express my gratitude to you for being so patient and understanding of my situation.

1. Project Summary

- A. Farmers Market-Our Farmers Market was a total success. We started with 2-3 vendors and our last count of vendors was well over 30. The biggest problem was getting information to the rural farmers about the Farmers Market and any workshops we sponsored for them. We used local newspapers and flyers to get the information out. We also went directly to the farms and gave the information and offered any help the farmers might need that we could help out with. The signs and flyers were also a great help. The signs were posted on main highways and the flyers were posted in all business and offices. The workshops focused on information that the farmers requested and also helped with any problems they might have. Also, they were introduced to new farming techniques, easier ways of farming and suggestions for organic farming.

2. Project Approach

- A. The biggest problem we were faced with for the Farmers Market was getting information to the rural farmers. To solve this problem, we in some cases went directly to the farmers homes and gave them the information. With others, our billboards on the main highways, newspaper advertising and flyers was sufficient. All the workshops offered were focused on information requested by the farmers and information we felt would benefit the local farmers. Word of mouth also was encouraged to all the farmers participating in the farmers market, to let any other farmers know about our program.

3. Goals, Outputs, and Outcomes Achieved

- A. Goals-The goals of the farmers market was to help all rural and local farmers bring in income by selling their produce, fruit, and any other market items such as honey, cheeses, arts and crafts, baked goods, etc. To give all local farmers good information on organic farming, new farming techniques, and easier ways of farming. To make the farmers market known to all of the northern New Mexico population surrounding the Pueblo of Pojoaque. To expose as many people as possible to fresh and healthy fruits and produce. To teach people to cook healthy and eat healthy. To expose people to the idea of bringing in income by selling at the farmers market. And our biggest goal is to expose children to healthy food and healthy eating. Obesity amongst our children in rural communities is very high.
- B. Outputs- To try and create jobs, provide Healthy Cooking Classes, provide workshops for local and rural farmers, provide information beneficial to farmers, bring farmers together to share information and knowledge about farming, and get people involved in selling at the farmers market to bring in income for their families.
- C. Outcomes- Our goal with rural and local farmers is to give them information and any help we can to make farming easier and more productive. To give farmers an avenue to bring in income by selling at the farmers market.
- D. Accomplishments – A full-time Farmers Market Manager position, partial income for the Coordinator and income for Local Farmers willing to provide workshops for all growers. To get the Farmers Market up and running. Going from three vendors to over thirty vendors. Getting farmers to share knowledge with each other and help each other out. Everyone sharing information on Healthy Foods and Healthy Eating. Having different State and Federal programs participate at the Farmers Market in giving valuable information to everyone on cooking ideas, organic farming, herb uses, canning, processing, or information on starting a small business selling salsa, herbal teas, jellies, honey, etc. The Farmers Market has opened doors not only for the farming community but also for all the population by giving information on many ways of bringing in an income. It is also teaching us to help each other out any way we can and to share any knowledge we may have with our youth so that they can carry on any traditions in farming, cooking, herbal remedies, etc.

4. Beneficiaries – The benefits of starting the Farmers Market has been to the farmers of this area. We had vendors coming to sell from over a hundred miles away. The Poverty level in northern New Mexico is very high. As stated before, this gives families an avenue to bring in income and also gives them good information to help them with their farming and ideas for ways to bring in income. The most valuable aspect of the Farmers Market is getting the farmers together to share their knowledge with each other and getting information from the presenters at workshops held, whether it be flyers, verbal information, books and a lot of hands on information. It is a form of uniting the farmers of the area.

5. Lessons Learned – The biggest lesson learned by starting the Farmers Market is how willing people are to help each other in any way they can. Giving each other ideas of making farming easier, ideas on harvesting, helping the Market Manager set up for the Market, whether it be putting up signs or telling people where to park. It was like one big happy family being there for each other. Some farmers were car pooling to the market to save money on gas. It's one of the greatest programs in the area that everyone can benefit from. Everyone looks forward to the Farmers Market being in operation because its money coming in and time to visit with friends.

6. Contact person – Market Manager : Cindy Talamantes
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Mr. Hacker,

I have emailed you the final report. If I have to send it to anyone else, please let me know.

Thank you again,

Frances D. Quintana