The **Santa Fe Farmers' Market Institute** of Santa Fe, NM received $54,086 to further strengthen the Santa Fe Farmers' Market through professional development workshops, consumer education, and promotion of the existing EBT program for the purchase of healthy, local foods by low-income and WIC families.

Final Report FY10

December 27, 2012

Recipient Name: Santa Fe Farmers' Market Institute

Title of Project: Planning and Implementation of Farmer Professional Development and Consumer Education and Outreach for the Santa Fe Farmers' Market

Grant # NM-302-2010-G-1174

Location: Santa Fe, New Mexico

FINAL REPORT

Project Summary:
The Santa Fe Farmers' Market Institute (SFFMI) completed construction of a permanent home for the Santa Fe Farmers' Market (SFFM) in September 2008. With the completion of a permanent direct marketing facility, the next step, via this grant, was to ensure the sustainability of the new $5 million facility by providing professional development for SFFM vendors and educational information for consumers in the region. The project focused on providing:

- Professional Development targeting 150 SFFM vendors from 15 northern NM counties, to link technical assistance to capital in our existing micro-lending program.
- Consumer Outreach and Education for the community and the Market's 200,000 annual customers, including the acquisition of equipment to assist in the training, i.e. portable kitchen and promotion of film series.
- Promotion of its ongoing SNAP-EBT and WIC programs.

The goals of the project were to increase and enhance local farmer productivity through workshops, to enhance community-level understanding and appreciation of the local food system to increase sales at the SFFM through consumer outreach and education, and to continue to encourage participation by nutritionally underserved community members who use WIC and SNAP-EBT.

Need for the Project:
The SFFM is New Mexico's oldest and largest farmers' market. Founded in 1967, it is considered by *Sunset Magazine*, *USA Today* and other media to be one of the top ten farmers' markets in the nation. The SFFM provides a commercial vending site for over 150 agricultural producers from 15 northern New Mexico counties, and serves over 200,000 customers a year. For decades, the SFFM occupied a central location in downtown Santa Fe, which allowed the market to grow at a steady pace. But by the late 1990s, the SFFM started having problems securing a downtown location on a long-term basis because open space in the downtown area was being developed. The Market had to move almost every year over the last ten years, which negatively impacted the vendors' incomes and ability to plan. In 2002, the SFFM created the Santa Fe Farmer's Market Institute to assist in securing a permanent site in the downtown area. The last remaining downtown open space was in the old Railyard District. The Institute, in 2005, signed an 80-year lease on a lot in the Railyard. Almost $5 million was raised, construction followed and in September 2008 the Santa Fe Farmers' Market Building was completed and opened for business.

This new facility, which includes a 10,000 square foot Market Hall, affords the SFFM many new opportunities as well as responsibilities. On the opportunity side, farmers now have a *year-round* direct marketing venue that has inspired many to expand their production, infrastructure and cultivated acreage. Much of this growth has been accomplished by utilizing capital from SFFMI's micro-lending program. This growth does not come without responsibilities as well. Agricultural producers recognize the year-round opportunity for sales that the new facility offers, but professional

development is needed and desired. **Eight Vendor Workshops** were planned as part of the grant to address this situation.

The needs we wanted to satisfy via these workshops were: to show vendors how to diversify the offerings at the market, to increase customer satisfaction, ensure customer safety, and also to help vendors develop new markets for their products.

On the consumer side, currently SFFM products reach about 3% of the Santa Fe population. We want to continue to increase the number of patrons at the SFFM and their knowledge base about the merits of sustainable agriculture. **Six Consumer Workshops** were planned as part of the grant, and after this two-year start up period, we planned on hosting these types of workshops on an annual basis.

Finally, on EBT and WIC promotion, we, like many other farmers' markets nationwide, were trying to expand our customer base by serving the 13% of Santa Fe County residents using SNAP. (Since the grant was written, now 18% of the County's population is on food stamps.) We had an existing program when we wrote the grant. In its first full year—without promotion—the SFFM redeemed 109 EBT transactions totaling $2,493. By 2009, with promotion, EBT usage increased to 437 transactions totaling $9,835 for the year. Over the scope of the FMPP grant, we wanted to reach more of the nutritionally underserved, and we needed funding for promotions and the overhead cost of running the project.

Project Approach:
The grant sought funding for
1) Eight Vendor Workshops
2) Six Consumer Workshops
3) Equipment necessary to accomplish workshops: portable kitchen unit, informational kiosk, and tables and chairs.
4) Advertising funds to continue to promote SNAP/EBT and WIC programs at the SFFM.

Through the eight vendor workshops, we wanted to foster a more knowledgeable Santa Fe Farmers' Market vendor who will have the tools to accomplish the following: 1) growing higher quality and safer products thanks to training in Good Agricultural Practices, organic growing and certification and other propagation instruction; 2) creating a better and more diverse marketing niche for themselves both inside and outside of the Market thanks to better understanding of season extension techniques, having the skills to grow a more diverse crop, displaying it better at the Market, and developing other markets outside the SFFM; 3) becoming more business savvy through business planning assistance. These efforts will assist them in identifying new and better farming techniques, provide them access to capital through our micro loan fund, expand to newer markets and promote their operation in a more professional way. Long-term evaluation of the success of the workshops will be demonstrated by increases in farm and farmer productivity and increased sales. Overall impact on local/regional farm economy: farmers who have access to capital and knowledge can grow their businesses and make farming a more viable lifestyle for future generations.

Our approach through the consumer workshops was to increase consumer knowledge and thereby increase customer satisfaction and our sales the Market. Currently our customer base represents about 3% of the Santa Fe community. Consumer education, therefore, represents enormous unrealized potential for increased sales and consumption of local foods.

To make the grant more sustainable long term, we wanted to purchase equipment to help us promote and present outreach and education to both the vendors and community. While we did complete the building in a $5 million effort, as of 2012, we still have not procured the resources to purchase some of the needed infrastructure for programs, such as a portable kitchen unit, informational kiosk or even very many tables and chairs. Having these items in hand would facilitate growing both the vendor and community programs.

This project also wanted to expand the Market's WIC/EBT/SNAP program, which was started in 2007 but was experiencing difficulties in getting more SNAP participants to come to the Market. WIC and Food Stamp participants are the most underserved segment of our society. As we encourage more WIC and Food Stamp participants to shop at the Market we not only increase sales for our farmers, but more importantly we make nutritious, fresh food available to a much wider segment of our community. In 2009, Santa Fe County saw a rise of 36% in food stamp cases, with 11,925 food stamp recipients, making up 8.3% of Santa Fe County's population. More of these citizens should be Farmers' Market customers, and increased promotion to this population will help increase their participation and health, due to an increase in consumption of healthier foods.

Goals and Outcomes Achieved

Workshops Offered in 2010 and 2011:

How to Stand Out at the Market, a guide to effectively marketing yourself and your products at the Market, took place on place on February 22nd at the Santa Fe Farmers' Market Hall. There were three facilitators including Deborah Madison, a well-known and respected chef and supporter of farmers markets, T.C. Grit, a marketer from Whole Foods, Daven Lee a vendor from the Market. The workshop was attended by 15 vendor/farmers and the evaluations indicate that it was informative and well received.

This photo is by Deborah Madison and was presented at the workshop to show vendors how labeling their products builds consumer knowledge so that customers can ask for products by name. Naming products helps vendors establish a marketing niche, helps customers develop more product literacy and knowledge about the qualities of various products, and helps to ensure more biodiversity. If customers don't know the names of fruit, for example, the many varieties will disappear over time.

Business Planning and Record Keeping Workshop was held on March 10th. Our facilitators were John Garlisch, from the Bernalillo Ag. Extension Agency and Joan Quinn from the New Mexico Organic Commodities Commission. Because of having to reschedule due to a snow storm, there were 10 farmers in attendance.

Making Your Soil Do What You Want It To Do was offered on April 5th at the Market Hall. This workshop was made available not only to our vendor/farmers but our consumer/patrons as well. Our facilitator was Dr. Ron Godin, Area Agronomist from Colorado State University Extension Service. He was an excellent educator and speaker. This workshop was attended by 59 people indicating to us that this is an important subject.

Ron Godin, CSU Extension Service Area Agronomist

Workshops Offered in 2012:

Hands-on Hoop House Construction Workshop
On March 22, we organized a free workshop on how to build a relatively inexpensive hoop house. These simple structures can extend farmers' growing seasons by several months, increasing their income as well as fresh offerings at the Market year round. The workshop consisted of the actual construction of a 17' X 32 hoop house at Noel and Gloria Trujillo's farm in Chimayo, NM. Del Jimenez, Agriculture Specialist with the NMSU Cooperative Extension Service, who designed the hoop house, conducted the day-long workshop. The total cost of the materials was $1,100, which the owners were able to purchase with a loan from the SFFMI Micro Loan Program. We opened up the training to the public in order to make this knowledge available to more people in the community, and a total of 20 people attended. The hoop house was completed on that day and will be a wonderful addition to the Trujillo's farm. One of the farmers who attended the workshop has already received a loan from the Institute's Loan Fund and built a hoop house on her farm.

Soil Fertility Workshop
Dr. Elaine Ingham, Chief Scientist for the Rodale Institute and world-renowned expert on soil presented at this year's Carbon Economy Series in Santa Fe. Dr Ingham teaches farmers practical techniques for healing soil and plants by altering the biology of the soil instead of using expensive chemical additives. Many vendors asked the Institute to add

this to our training programs for the year. So this year, we cosponsored that portion of the Carbon Economy Series on April 13-15. In exchange for our sponsorship, all interested SFFM vendors could attend the two-day workshop, which normally cost $300, for free. Participants used microscopes to analyze soil samples from their own farms, and learned techniques for creating disease-suppressive, soil-building, and nutrient-retaining composts. Over 50 of our vendors took advantage of this great opportunity.

Greenhouse Propagation Workshop

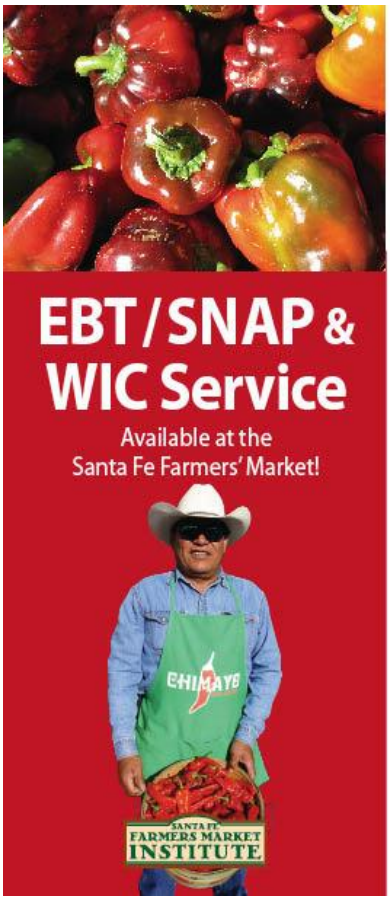
On April 22, a training was offered on greenhouse propagation to all interested SFFM vendors at Don Bustos' farm in Santa Cruz, NM. Don, a nationally recognized expert farmer and long time vendor at the Market led the workshop and demonstrated techniques for growing vegetables in a greenhouse/hoop house setting. In an informal format, Don conducted a walking tour of his entire farm and answered many participants' questions about general farming practices. About 20 of our vendors attended the workshop.

Local Organic Meals on a Budget Cooking Classes

In 2011 and now in 2012, the Institute, along with two other nonprofits called Kitchen Angels and Homegrown NM, sponsored a total of 28 cooking classes (24 within the scope of the FMPP grant), featuring local chefs showing participants how to cook a meal for four for under $20 using local and organic products. Each class cost $18 and we used FMPP funds to rent the kitchen for the classes and buy a monitor so that participants could see what was happening on the counter tops. In 2011, we had 420 participants, and 409 in 2012, and class proceeds also allowed us to videotape some of the classes in 2012 so we can post them online and offer them for sale to reach a larger audience. The website for the class, www.localorganicmeals.com, is becoming a valuable resource, full of cooking tips, great recipes and a blog. FMPP funding helped the Institute to educate consumers about the many products available at the Market, empower consumers to cook local food, and educate them about why they should buy locally.

SNAP Promotion

The FMPP grant included $1000 for promotional materials for the SNAP program. We produced a brochure and a flier. Both were used at food pantries, low cost health clinics, at the Santa Fe Farmers' Market and at the State's Human Services Division Income Support Division, where the SNAP program is administered. The brochure was in English on one side and Spanish on the other.



The Santa Fe Farmers' Market is New Mexico's oldest and largest farmers market. More than 150 agricultural producers bring fresh local food to Santa Fe from 15 northern New Mexico counties. The main focus of the Santa Fe Farmers' Market is fresh produce, including New Mexican classics like chile, beans, squash and chicos. You can also find eggs, chicken, beef, buffalo, lamb, cheese, honey, jams, salsas, baked goods, nursery plants, juices and more. The fresher the food, the more nutritious it is for you and your family! You can use your EBT card or WIC checks at any of our markets!

Santa Fe Farmers' Market Days and Hours

Saturdays (year round)
At the Santa Fe Farmers' Market Building
1607 Paseo de Peralta

- Winter Hours: November to May: 8 am to 1 pm
- Summer Hours: May to the end of October: 7 am to noon

Tuesdays in the Morning
At the Santa Fe Farmers' Market Building
1607 Paseo de Peralta

- May to November: 7 am to noon

Tuesdays in the Afternoon—Southside Market
In San Isidro Plaza, Zafarano Dr. & Cerrillos Roads in the Lowes Hardware and Regal Cinema parking lot.

- June 26th to end of September: 3 pm to 6 pm.

How to Use Your EBT Card at the Santa Fe Farmers' Market

Bring your EBT card to the Market's Information Booth, have your EBT card scanned for whatever amount you choose, and we'll give you $1 tokens to purchase groceries from the vendors. If your purchase doesn't quite add up to the number of tokens you have, you can use your own money to fill in. If you don't use all your tokens, you can use them at subsequent Markets, or you can have them credited back onto your EBT card, but credits must be done the same day you purchased your tokens. No cash or change will be given in exchange for the EBT tokens. Lost or stolen tokens cannot be reissued or refunded.

SANTA FE FARMERS MARKET INSTITUTE
1607 Paseo de Peralta Suite A
Santa Fe, NM 87501
(505) 983-7726
www.farmersmarketinstitute.org
info@farmersmarketinstitute.org

El SFFM es el mercado que vende productos agrícolas de la localidad y es el más grande y el más histórico del estado de Nuevo México. El SFFM representa más de 150 granjeros, rancheros, y proveedores quienes ofrecen una gran variedad de productos: frutas—incluso manzanas, ciruelas, duraznos, melones y cerezas—así también una gran selección de verduras—calabazas, cebollas, elotes, lechugas, tomates, pepinos, y muchas mas. Se ofrecen también huevos, aves y carnes de granja, panes hechos con trigo cultivado aquí en Nuevo México, igualmente jugos, jaleas y otros condimentos, todos hechos con productos frescos y locales. Puede usar su tarjeta de EBT o sus cheques del WIC en todos los mercados del SFFM.

Los días y las horas de negocio del Santa Fe Farmers Market:

Los sábados en la mañana (todo el año)
En el edificio del Santa Fe Farmers Market
1607 Paseo de Peralta en el Railyard.

- Invierno: noviembre hasta mayo de las 8 de la mañana a la 1 de la tarde
- Verano: mayo hasta el fin de octubre de las 7 de la mañana a las 12 de la tarde.

Los martes en la mañana
En el edificio del Santa Fe Farmers Market, 1607 Paseo de Peralta en el Railyard.

- el primero de mayo hasta noviembre de las 7 de la mañana a las 12 de la tarde.

Los martes en la tarde:
El Mercado del Sur
En San Isidro Plaza, Calles Zafarano y Cerrillos, cerca Lowes Hardware y el Cine "Regal"

- Desde el 26 de junio hasta el fin de septiembre de las 3 a las 6 de la tarde

¿Como se usan los "Food Stamps" en el SFFM?

Busquen la pancarta en el mercado que anuncia "INFORMATION/SNAP/EBT" y pidan aquí las fichas que se usan como dinero. Los empleados les ayudan. Las fichas son rojas y cada ficha tiene el valor de $1 (U.S.). Ud. puede comprar la cantidad de fichas que desee. Si resulta que usted no gasta todas las fichas compradas, puede pedir el crédito a su tarjeta "EBT" o puede guardar las fichas y usarlas en el SFFM otro día. Si prefiere el crédito, favor de notar que es necesario pedirlo el mismo día en que usted compra las fichas. No se les permite a los vendedores del Mercado darle cambio por las fichas ni volver a comprarle las fichas no usadas. Pero sí se le permite a usted agregar productos agrícolas al valor completo de las fichas, o usted puede pagar cualquier diferencia de valor con su propio dinero. En cuanto a la pérdida de las fichas ya compradas: Éstas representan el mismo dinero en efectivo, y por esto no se le pueden reembolsar ni reemplazar.

SANTA FE FARMERS MARKET INSTITUTE
1607 Paseo de Peralta Suite A
Santa Fe, NM 87501
(505) 983-7726
www.farmersmarketinstitute.org
info@farmersmarketinstitute.org

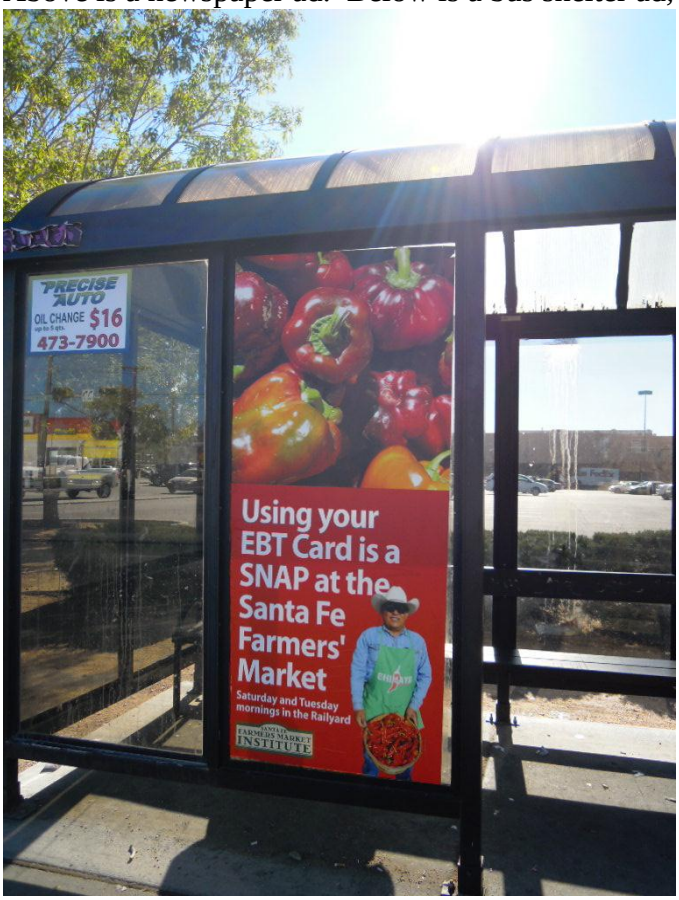
*estampilla gubernamental que sirve como dinero para comprar alimentos

SNAP Advertisements

The grant included $5164 in advertising funding. We leveraged it 2:1 with the local media, including newspapers, buses, and radio stations to get us a total of over $10,000 in advertising for the Market's SNAP program.

Bus ads were seen all over town, but primarily on routes on the City's south side where more SNAP participants live.

Above is a newspaper ad. Below is a bus shelter ad, which was up for three months.



Beneficiaries
The FMPP sponsored workshops benefited close to 300 of Santa Fe Farmers' Market vendors. They come from 15 northern NM counties, but primarily from Santa Fe and Rio Arriba Counties where the tributaries and streams feed into the Rio Grande creating nice farmland. The gross annual sales at the Market have grown from $2 million per year in 2008 to now more than $3.7 million per year at the end of 2011. By being successful at the Santa Fe Farmers' Market, farmers are also able to participate in other smaller regional markets, bringing food to communities throughout northern NM. The success of the Santa Fe Farmers' Market has a direct positive impact on the well being of the other regional markets in Pojoaque, Espanola, Los Alamos, Taos, Dixon, etc. Their success benefits Northern NM culture through the use of ancestral seeds and by cultivating traditional crops grown here for centuries. They keep agricultural traditions alive through the use of acequias and participation in acequia associations. The community benefits because these farmers are strengthening our regional food security and bringing fresh produce that is more nutritious because it is fresher. Successful farmers keep water rights on the land and agricultural lands in use. They are good stewards of the land and their farms create wildlife habitats. The beneficiaries of successful farming operations trickle down to many.

SNAP Outcomes

In 2009 before the grant began, we had done 437 SNAP transactions in 2009 at the Santa Fe Farmers' Market worth $9835 in total sales. In 2010, the numbers jumped to 923 transactions totaling $28,012; and in 2011, we did 905 transactions totaling $28,725. Our numbers continue to rise thanks to help from funders on advertising and double value token incentives.

Leveraging advertising money created many collaborative partners for us, which is a benefit for both us and the organizations who help us. Over the course of two years, those who collaborated on either leveraging ad sales or providing double value incentive funds included:
Santa Fe Farmers' Market
The McCune Charitable Foundation
The Food Depot
State Human Services Department
USDA—Farmers' Market Promotion Program
New Mexico Farmers Marketing Association
NM Department of Agriculture
Earthcare and the Santa Fe Food Cadre (AmeriCorp interns)
--The New Mexican
--The Santa Fe Reporter
--KSFR Radio
--KSWV Radio
Templeton Marketing (bus and bus shelter ads)
Women, Infant, and Children Program (WIC)
Santa Fe SNAP office

Local Organic Meals on a Budget Class Outcomes

Our request for a portable kitchen unit, a kiosk and tables and chairs was not funded by the FMPP grant, so a budget adjustment was done to allow us to rent a kitchen facility at one of our collaborating partner organizations. We provided classes to over 700 participants over the course of the FMPP grant, and we were able leverage money for video tapes, which we hope will reach many more.

The www.localorganicmeals.com website, which was created as part of the FMPP grant garnered
- 6,585 unique visitors in 2012,
- an additional 14,577 2012 visitors,
- all of whom had 63,725 page views in 2012.

This website has truly become a resource, and it was thanks to the FMPP funding that we were able to focus on organizing and presenting these classes for the benefit of our community.

Lessons Learned

- If good information is provided to the media, they are usually willing to help leverage funding 2:1 to promote SNAP usage at farmers' markets, which doubled the amount of funding provided by FMPP.
- Radio and free newspapers are the best source of advertising to the SNAP community. We did not find that food pantries were that effective, but not sure if they distributed the brochures we provided them. We, after several years of trying, finally got the right person at the State of NM Human Services Division to include a flier in mailings to SNAP participants in Santa Fe County. We are still waiting to see if we see a surge in participation as a result.

- It is difficult to get farmers to attend workshops. Good on the ground community organizing to inform, motivate, remind, urge, excite and goad farmers to attend is imperative. FMPP funding is greatly appreciated in that way, as it helps fund staff time to do the above.
- We found that we were in some ways better at networking farmers to other workshops already in the works than to create our own. So FMPP funding to sponsor other workshops made sense in exchange for our farmers being allowed to attend for free. That way we were not reinventing workshops already being presented and we were helping similar organizations get better turn out while also helping our farmers learn more about production, soil fertility, crop diversity, etc.
- WIC and SNAP participation in our Local Organic Meals on a Budget cooking classes was not very successful. Even though offered for free to WIC/SNAP participants, we found only a couple of WIC or SNAP people per class attended. After work is not the optimal time for that population. Might be better to try to organize classes specifically focused on that population through nutritionists at low cost health clinics or other daytime venues where that population might be found, but hard to find a kitchen usable at those times.

Contact Person

Sarah Noss, Executive Director, Santa Fe Farmers' Market Institute. 505-983-7726 or sarah@farmersmarketinstitute.org

Using your EBT Card is a SNAP at the Santa Fe Farmers' Market

Saturday and Tuesday mornings in the Railyard

SANTA FE FARMERS MARKET INSTITUTE

Using your EBT Card is a SNAP at the Santa Fe Farmers' Market

Saturday and Tuesday mornings in the Railyard

SANTA FE FARMERS MARKET INSTITUTE

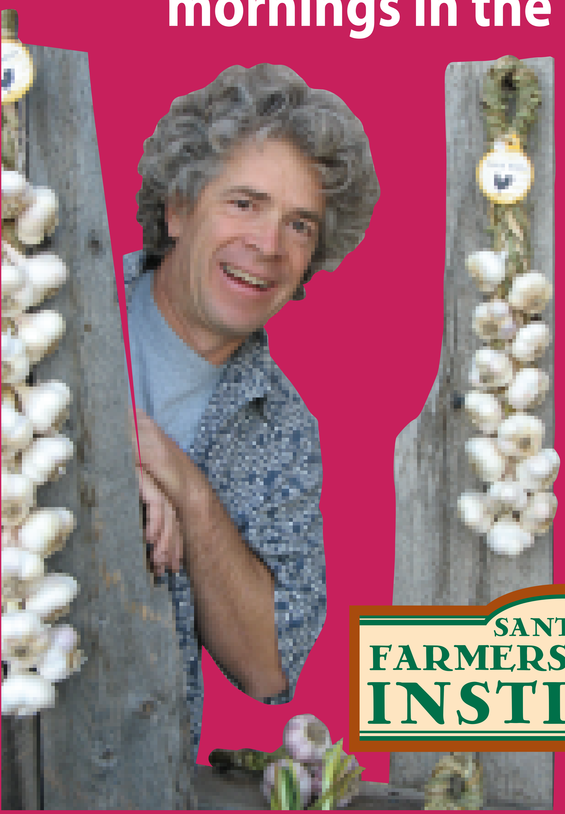
Using your EBT Card is a SNAP at the Santa Fe Farmers' Market

Saturday and Tuesday mornings in the Railyard

SANTA FE FARMERS MARKET INSTITUTE

Using your EBT Card is a SNAP at the Santa Fe Farmers' Market

Saturday and Tuesday mornings in the Railyard



SANTA FE FARMERS MARKET INSTITUTE

When to buy organic

Certain fruits and vegetables have high levels of pesticides that pose risks to your health. If you can't go completely organic, here's a guide to knowing when it's best to buy organic or local, pesticide-free foods.

"The dirty dozen and clean 15 of produce" taken from the pbs.org website:

A new report issued by the President's Cancer Panel recommends eating produce without pesticides to reduce your risk of getting cancer and other diseases. And according to the Environmental Working Group (an organization of scientists, researchers and policymakers), certain types of organic produce can reduce the amount of toxins you consume on a daily basis by as much as 80 percent.

The group put together two lists, "The Dirty Dozen" and "The Clean 15," to help consumers know when they should buy organic and when it is unnecessary. These lists were compiled using data from the United States Department of Agriculture on the amount of pesticide residue found in non-organic fruits and vegetables after they had been washed.

The fruits and vegetables on "The Dirty Dozen" list, when conventionally grown, tested positive for at least 47 different chemicals, with some testing positive for as many as 67. For produce on the "dirty" list, you should definitely go organic — unless you relish the idea of consuming a chemical cocktail.

Visit: http://static.foodnews.org/pdf/EWG-shoppers-guide.pdf

Dirty Dozen

Worst

in order of most pesticides:

1. Celery
2. Peaches
3. Strawberries
4. Apples
5. Blueberries
6. Nectarines
7. Bell Peppers
8. Spinach
9. Cherries
10. Kale/Collard Greens
11. Potatoes
12. Grapes (Imported)

Clean 15

Best

in order of lowest in pesticides:

1. Onions
2. Avocado
3. Sweet Corn
4. Pineapple
5. Mangos
6. Sweet Peas
7. Asparagus
8. Kiwi
9. Cabbage
10. Eggplant
11. Cantaloupe
12. Watermelon
13. Grapefruit
14. Sweet Potato
15. Honeydew Melon

Find more information at www.localorganicmeals.com

1222 Siler Road, Santa Fe, NM 87505 • 505-471-7780
info@localorganicmeals.com • www.localorganicmeals.com

A Santa Fe community enrichment project from: Santa Fe Farmers Market Institute, Kitchen Angels, Slow Food Santa Fe

Why buy from the local Farmers Market?

There are many pros and cons to buying your food from a store or from the Farmers Market. With food and your health, sometimes there are other things to consider in addition to cost. As Oscar Wilde once said: "A cynic is a man who knows the price of everything and the value of nothing." Some issues to ponder...

Issues	Local Farmer's Market Food	Store-Bought Food
Freshness	Picked fresh within the last 24 hours.	Harvested up to 3 weeks before reaching the store shelf.
Refrigerator Life	Up to 3 weeks. Since it is fresher it stores longer, which stretches savings with less food waste.	As low as 2 days. Spoils faster and can waste money.
Packaging	Minimal – very little waste to clog our landfills. Less resources needed.	Plastic and styrofoam packages take generations to break down and negatively impact the environment.
Nutrition	Fresher foods have more nutrients and vitamins. It's like having your own garden without the work.	By the time the you buy it, it has lost much of its flavor and nutrition.
Miles Traveled	Buying local food can reduce the amount of petroleum consumed to transport your dinner by as much as 95%.	On average, U.S. supermarket food travels 1,500 miles to 2,500 miles before it reaches the family table.
Prices	Flexible prices, varying by season.	Fixed prices: Supermarkets do not negotiate over prices.
Subsidies	None. Small farms and ranches receive no government assistance. When you buy locally you are paying the *real* cost of food.	Big agricultural businesses receive generous subsidies on corn, sugar, soy, and other monocrops lowering the cost of processed food that is high in sugar and fat.
Community Health & Values	Puts money back into the local economy. Keeps rural communities financially healthy.	Supports big businesses – most of your purchase money goes *out* of state.
Quality of Life	Social: A place to experience food, community, live music, and connection. People-to-people interactions. Fun!	More detached environment: Minimal interactions with people, canned music, fluorescent lighting.
Farmland vs. Development	Farmers Markets fund local farms, help to preserve farmland and protect it from development. Local farms create open space, wildlife habitat and green belts near cities.	Sprawl swallows up farmland, replacing it with concrete. More and more food must then be trucked in from the coasts, which is a threat to our local food security.
Environmental Values	Small farmers are good stewards of the land. Organic and sustainable growing creates a healthier community and environment.	Large farms: high pesticide use, super bugs, polluted earth and water, higher cancer rates.
Health	Eating fresh, local food lowers your intake of fat, sugar and chemicals and increases your overall intake of vitamins and minerals. It is an investment in your good health.	Cheap processed food is much higher in fat, sugar and pesticides which causes long-term chronic health problems such as diabetes, obesity, high blood pressure, high cholesterol, cancer, etc.

Find more information at www.localorganicmeals.com

1222 Siler Road, Santa Fe, NM 87505 • 505-471-7780
info@localorganicmeals.com • www.localorganicmeals.com

A Santa Fe community enrichment project from: Santa Fe Farmers Market Institute · Kitchen Angels · Slow Food Santa Fe

Set up your pantry

Here's a guide to starting a pantry and some ideas on items you may want to include or try.

Non-Perishable Staples

Olive and canola oils
Vinegars
Salt, black pepper, spices, vanilla
Pastas, polenta, cornmeal
Beans, white and brown rice, etc.
Canned goods, tomatoes, tuna, beans
Condiments, anchovies, capers, mustards
Flours, sugar, baking powder, baking soda
Broth base
Active dry yeast
Jams, jellies, chutneys

Perishable Staples

Garlic, onions, shallots
Celery, carrots
Fresh herbs, fresh ginger, olives
Cheeses, dairy products
Eggs
Lemons, oranges, grapefruit
Nuts
Honey, maple syrup, agave nectar
White potatoes, sweet potatoes, yams

Olive oil – Buy good quality organic extra-virgin for salads, dressings, finishing. Buy in the proper quantity for you, oil that sits for months in the light will get rancid.

Canola oil – Buy good quality, organic. This oil, as with all oils, will go rancid as well.

Vinegar – White wine is a good choice if you are just stocking one.

Sea salt, black pepper to grind – Black pepper loses it's flavor quickly, so grind it fresh and taste the difference.

Spices – Bay leaves, cumin seed, fennel seed, dried chiles, cayenne pepper, nutmeg, cinnamon, cloves, cardamon, ground ginger. Buy small quantities as they lose their potency in a few months.

Flours – Organic unbleached all-purpose flour is best. Buy in bulk. If you don't use often, buy small quantities, flour goes rancid in a few months. Store in a cool dry place away from light. Whole grain flours should be stored in the refrigerator.

Sugar – Use raw sugar or brown, the less refined the more nutrients are retained. Just remember it burns more quickly than white sugar. Also, use honey, agave nectar, maple syrup or rice syrup in place of sugar.

Baking powder and baking soda, cornstarch – Baking powder may contain sodium aluminum sulfate, so look for a brand without it. It has a short shelf life, replace after about a year. Cornstarch is good for thickening sauces. If you know you are going to reheat a sauce use flour instead, cornstarch will not hold it's thickening capability in reheating.

Vanilla bean or vanilla extract – Use only real vanilla extract, artificial extract is made from wood pulp. Organic vanilla is widely available.

Yeast – Buy active dry yeast and store in refrigerator.

Pastas – Stock 2-3 kinds of dried pasta, spaghetti, linguine, rigatoni, penne.

Polenta and cornmeal – Buy small amounts, store in cool dry place or in refrigerator in summer months.

Rice – Stock white and brown rice. Short grain is best for risottos, long grain is good for most other uses. Store away from light.

Quinoa, Aramanth, Couscous – Try these other grains, they are useful in lots of dishes and store just like rice.

Dried beans – Stock several kinds, lentils, black eyed peas, cannellini, pinto, red kidney beans.

Canned goods – Keep canned beans, tuna, tomatoes, salmon and other favorites for additions to quick meals.

Condiments – Salt packed anchovies. Good in salsa verde, bagna cauda, Caesar dressing. They provide a complex saltiness.

Capers – Store in refrigerator. Good in salsa verde, sauces, egg salad, on meats and fish.

Jams, Jellies, Chutneys – Also mustards, mayonnaise

Broths – Stock chicken and beef broths either in cans or concentrated. If you are vegetarian use vegetable or mushroom broths to enhance flavoring.

9 Ways to Save $$ on Local & Organic Food

1 **Eat with the seasons.** Prices drop on fruits and vegetables during the peak of their growing season when there is a greater supply than demand. Enjoy these seasonal foods when they are in abundance, and if possible, buy in bulk and can or freeze some for future meals.

2 **Choose organic strategically.** If you're not able to purchase all organic vegetables and fruits, a good strategy is to buy organic when the conventional item is high in pesticides. See the chart on the back to help decide where it may be worth it to choose organic.

3 **Partner up.** There's buying power in numbers! Team up with a friend, relative or class member to save money by buying in bulk, stocking up on sales or case discounts, or splitting a share in a CSA (Community Supported Agriculture). You can also partner up to can or freeze together or to split shopping trips.

4 **Look for store brand organics, sales, and online coupons.** Many times, store brand organic foods are much less expensive and very competitive to conventional. Check online flyers each week for sale items and search websites for coupons. Check out www.frugalliving.about.com and our website for links to money-saving coupons on organic foods and even fresh produce.

5 **End-of-market and in-store discounts.** At the end of the Farmers Market you may find vendors with produce that hasn't sold. Offer to buy a large quantity at a discount – they may be happy to sell it rather than transport it back unsold. Also, many stores have areas with discounted items that are short-dated (soon to expire), slow sellers, or slightly past their prime – yet perfectly good.

6 **Trade your time for farm-fresh food.** Want to eat more local and organic foods and get some fresh air and exercise at the same time? Volunteer at a local farm or for the Farmers Market and come home with fresh picked produce and foods in exchange for your time. Visit the Farmers Market website at www.santafefarmersmarket.com and click on "Volunteer" for more info on the many ways to volunteer.

7 **Don't overbuy.** Do you find yourself tossing food because it has spoiled before you were able to eat it? A good chunk of your food budget could be going into the trash! Buy only what you can realistically eat, cook, can or store. Date your food so you keep better track of the time going by and be aware of what's in your pantry so you don't overbuy items that can't be used before they go bad.

8 **Cook in larger quantities.** Plan one or two meals each week and think about how you can use one main ingredient to make several different dishes during the week. A roast chicken for example, can be used as an entree when cooked, then later in a stir fry, a salad, a pasta or any number of variations.

9 **Grow your own!** From container gardens to backyard plots to community gardens, there are lots of ways to enjoy locally grown foods. Taking part in growing your own food is a satisfying experience, even if it's just a few herbs that you can dry and enjoy all year. And if you have an abundance in your garden or from your fruit trees, trade with friends and neighbors for a larger variety, or can or freeze for the future.

More tips & recipes at www.localorganicmeals.com

1222 Siler Road, Santa Fe, NM 87505 • 505-471-7780
info@localorganicmeals.com • www.localorganicmeals.com

A Santa Fe community enrichment project from: Santa Fe Farmers Market Institute, Kitchen Angels, Slow Food Santa Fe

Results for the LOMB surveys thus far: June 1st-Sept 10th

Click the links below to see each individual survey. The summary of results appears with graphs for visual representation, and you can click on the blue "show replies" to view and browse individual responses (open-ended questions).

Additionally, you can individually filter, download, or browse responses by the icons in the top.

June 1st:
https://www.surveymonkey.com/sr.aspx?sm=qtIs68D7YPTQo9du_2fVUJEF4V3A4mBlpJeWuHBMmGlkU_3d

June 4th:
https://www.surveymonkey.com/sr.aspx?sm=p4cFmF_2bUp2NS5sZuetmLNNYhKx2Cagv1KAegwWeclps_3d

July 6th:
https://www.surveymonkey.com/sr.aspx?sm=rN5IrYFZaatyVBkL4dIwjEM99fQRHXojjW4nTSv3Cos_3d

July 9th:
https://www.surveymonkey.com/sr.aspx?sm=_2bGlYxGGaEzxet7oxwOjB8z3DKznYY6hV1TcpvBovjzI_3d

Aug 3rd:
https://www.surveymonkey.com/sr.aspx?sm=yGlKW506wzj0DyFk8wVaLGXbrioJeaFiomELAjedXy0_3d

Aug 6th:
https://www.surveymonkey.com/sr.aspx?sm=1vAmsgvuS1rodbXZzPayDMOWmWwiDiY35F9Pv7Nn6Fc_3d

Aug 24th:
https://www.surveymonkey.com/sr.aspx?sm=CHlO1EWTifM34vV3zzkaxK21CPmRyjCe_2fkAxLtUq2xQ_3d

Sept 7th:
https://www.surveymonkey.com/sr.aspx?sm=mfrHxn4aouqCC22XbdVDCJPkepED3bOtn1aQs9DL_2b9Y_3d

Sept 10th:
https://www.surveymonkey.com/sr.aspx?sm=bRvzKnWZAVW0VmwSov3bLsz_2bMiK_2fB7luy80OxTwFCTw_3d

Head:
Using your EBT card is a SNAP* at the
(Santa Fe Farmers' Market Logo)

Bring your EBT card to the Market's Information Booth. To buy groceries, we'll scan your EBT card for the amount you determine and give you tokens to spend with the vendors. Local food is the freshest and most nutritious for you and your family!

Saturday mornings year round. Tuesday mornings from mid-April to Thanksgiving, & Thursday evenings in the summer at the Santa Fe Farmers' Market Building at 1607 Paseo de Peralta.. On the south side at San Isidro Shopping Center Tuesday afternoons from July through September. For more information, visit www.farmersmarketinstitute.org or call 505-983-7726

*The nations food stamp program is now called the Supplemental Nutrition Assistance Program, SNAP. The Market's SNAP program is administered by the Santa Fe Farmers' Market Institute, with help from USDA Farmers' Market Promotion Program and the Santa Fe Reporter.

Using your EBT card is a SNAP* at the

Double Value Tokens
start Aug 4 until funds run out!
$20/market limit

SANTA FE FARMERS MARKET

Bring your EBT card to the Market's Information Booth. To buy groceries, we'll scan your EBT card for the amount you determine and give you tokens to spend with the vendors. Local food is the freshest and most nutritious for you and your family!

Tuesday and Saturday 7-noon at the Railyard. Tuesday 3-6 pm at the Home Depot parking lot. For more information, visit www.farmersmarketinstitute.org or call 505-983-7726.

*The nations food stamp program is now called the Supplemental Nutrition Assistance Program, SNAP. The Market's SNAP program is administered by the Santa Fe Farmers' Market Institute, with help from USDA Farmers' Market Promotion Program and The New Mexican.