

**Santa Fe Food Policy Council  
Food Production and Land Use Committee  
Thursday, June 14th, 9:30am - 11:00am  
Location:  
Santa Fe Farmers Market Institute  
1607 Paseo de Peralta, Suite A, Santa Fe NM 87501  
second floor, board room**

**Attendees: Sue, Kierstan, Erin, Clark, Glen and Pam**

I'm excited to share that there is an additional initiative getting started with the City, called the "import replacement project", a partnership between the City Economic Development Department and Green Chamber to get local food into restaurants and hotels. Glen Schiffbauer and I learned of our similar projects (our local food economy initiative) while serving on the Mayor's Advancing Sustainability Advisory Working Group. We both whole heartedly feel it will be great to explore how our initiatives could be collaborative.

**Agenda items:**

The group gave a bit of context to how we have all been involved in building market opportunities for farmers while meeting the needs of low income individuals and families and institutions (farmers markets, school procurement, etc). Used the Food Insecurity Nutrition Incentive Program (FINI) as the example of leveraging state and federal funding to bring customers and farmers together. Need to study behavioral change.

Pam described what it means to build capacity to meet market demands. Scaling up when you work a 5 acres is difficult. Some farmers want to sell wholesale and retail. Some of the smaller scale farmers need the ability to aggregate to meet larger markets. MoGro and beneficial farms just bought a shared truck. The Food Depot can also help support as a possible transport and aggregation point. Farmers need various certifications to meet certain market opportunities. Success meets success. The Santa Fe Farmers Market has 130 vendors with 90 spaces at the SFFM. Some vendors take product home. How do we help provide additional options.

Glen, Executive Director, Santa Fe Green Chamber shared their current work with the City of Santa Fe Economic Development Department to explore for an "import replacement project". They are inspired by Michael Shuman who has done Local Economy research and has authored numerous documents on the subject.

He met with State Auditor Keller about Food Procurement Audit Report. They did the Green Lodging initiative. Tapped into connections there. They did a survey with hotels. Food was what they all have in common. Top items in food were: beef, eggs, coffee and tortillas. Now they are focusing on what the market size is in Santa Fe and will be for beef, eggs and tortillas. There's no clear information. They are looking at USDA Beef Processing facility to move beef. Going through the non-disclosure process. How much ground beef do you use, sources, etc. Sysco has 35 local purveyors. Benny Keith wants to do more. Pam shared that Pueblo Fruits and Vegetable distributors want to be the "go to" for local fruits and vegetables. Farm to Table, NM Farmers Marketing Association (NMFMA), and NM Public Education are exploring how this can work. The NMFMA now has a full-time "value chain aggregation coordinator" who can possibly help us coordinate with farmers for various markets.

Now they want to find out what the size of the market is, capacity, and is there the will of the market place. Sam Gerbendeen at El Charro made the shift to buying more local. The food and beverage person at La Fonda serves 1,200 meals a day. Hotels knew how much they were

spending but not how much the product was (cost). Need to find out how many pounds do you need and the price.

Pam reminded us that there is also the Squash Blossom – farm to restaurant program. Nina Yozell-Eptein would be a good contact to learn more about the interest and needs of restaurants and how farmers are scaling up to sell through her program.

Knowledge gap is who wants to expand their market and how much.  
Is there the capacity?

Kierstan: To scale up may change values in sustainability.

Erin shared updates about the SF County AgriGate. The AgriGate began when we discussed what would be helpful for farmers and ranchers in Santa Fe county (several years ago). The SF County passed a resolution to engage staff to create the AgriGate and to do a lot of outreach to farmers and ranchers to learn what they need. It will be an incredible resource!  
Local ranches that might fit larger market opportunities include: San Cristobal Ranch and the King Ranch. She said RELATIONSHIP BUILDING IS FIRST! The SF County is building those bridges.

We discussed the opportunity to reach out to the Albuquerque Green Chamber to learn more about Mayor Keller's interest and approach to increasing local food procurement in many ways to enrich the local food economy. We can outreach to Serita Nair, Chief Administration Officer at the ABQ Mayor's office and Cynthia Jaramillo the City of ABQ's Economic Development Director.

The end game is to find out where the needs and obstacles are.  
Santa Fe Community Foundation's Social Impact Investment is waiting to hear what investment is needed to aggregate. What investments do farmers need?

Kierstan reported on the Fresh Rx SF Farmers Market Program and how it will be set up this year from our lessons learned through the 2018 pilot project. They will engage 30 La Familia patients and 5 from doctor's offices. Want to get feedback about change in habits around purchasing, nutrition, etc.

Clark said that the Espanola Coop had a similar program. It was a real boon to getting a wider consumer base. Without additional support it is difficult to keep these kinds of programs going.

- SF County AgriGate Program progress:
- Erin shared what the AgriGate is shared with the BCC on Tuesday along with the film. Shared what "government" is doing to ...
- County is about to launch a pilot to purchase local fruits and vegetables for county senior centers.
- City senior center – we hope will also sign on to pilot purchasing local produce for their program.

How do we collaborate to support agriculture:

Next steps:

- Erin would like to invite the SF Green Chamber to the AgriGate and share their priorities.
- The more we will see our opportunities with the collective of information. The AgriGate will have a searchable map. It will be large spectrum. The more profiles we have on the site the better.

The Green Chamber meets with Matt Brown, City of SF Planning and Economic Development once a month as well as Simon Bradley, SF Chamber of Commerce, the Hispanic Chamber and SF Green Chamber. The local food procurement idea really resonated with Matt and the Chambers. Erin - hook up with the County Portal. Hook up with City SF and Delicious NM. Erin suggested discussing with Chris Hyer, Economic Development Director at the County.

Erin said grapes and wine are part of their plan. Oregon is looking at NM for wine growth creating a destination type initiative. NM is affordable for land and has a history of wine grape production. Think about leverage points.

Glen: Lookig at the next steps with the "import replacement project" and and NMSU report they are expecting

Pam to invite everyone to a meeting in Moriarity with beef producers and USA Beef Processing Plant. Date to be determined.

Erin suggests we meet with the Taos Community Economic Development Corporation (TCEDC) a kitchen incubator for start up businesses and they have a mobile meat slaughter operation. They need funding for their Mobile Matanza. They have refrigeration and distribution. They would like to backhaul. Bring them into the conversation. Need meat lockers in other places. Need a meat hanger, and pack and wrap.

What about eggs? Land use codes make it somewhat prohibitive in SF county. Largest egg producer is in Abuquiu that sells at the SF Farmers Market. Pam will ask Roger Gonzales and the Mora Growers Coop to share how they have engage larger egg producers in Mora County.

Maybe meet at the Benny J Chavez Center at Chimayo or Nambe Community Center or Northern New Mexico College.

Glen 's next step is to define market size.  
NMSU cap stone course on supply/demand/economics

Kierstan asked about adding fruits and vegetables into the Green Chamber mix. How do we hook retail producers into more whole sale markets?

Pam will set up Moriarity and Espanola meetings.

- Food Economy Report and next steps – review recent updated from what was presented at the SF Food Forum Oct 2017. Also the State Auditor's Food Report Presentation

- Mayor's Working Groups related to the SFFPC Food Plan & SF County work (to be presented June 15th, 8am – 1pm at the Convention Center). Pam encouraged everyone to participate.

- Federal farm bill updates and next steps: Pam provided a brief review of the current farm bill progress in the House and Senate.

Next meeting not scheduled yet.