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SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
THURSDAY, DECEMBER 16, 2010**

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**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501**

THURSDAY DECEMBER 16, 2010

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Chair Katherine Mortimer, on this date at approximately 8:30 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present

Katherine Mortimer, Chair
Terrie Rodriguez
Steve Warshawer
Mark Winne
Pamela Roy
Tony McCarty
Sherry Hooper
Carol Rose
Renee Villarreal
Bianca Sopoci-Belknap

Members Absent

Sarah Noss, Vice Chair
Steve Shepherd
Denise Lynch

Staff Present

Rubina Cohen

Others Present

Gary Clauss
Kristen Johnson
Matthew Young, Santa Fe Youth Food Cadre
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

A presentation of the Food Assessment Community Action Food Project report was added as G. 2
The presentation from New Mexico Appleseed was postponed until Ms. Ramo's arrival or the next meeting.
The subcommittee reports were changed to have the Procurement report first and Resources second.

Ms. Sopoci-Belknap moved to approve the Agenda as presented. Ms. Roy seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES –November 17, 2010

Ms. Villarreal moved to approve the minutes of November 17, 2010 as amended. Mr. Roy seconded the motion.

Page 4 under AmeriCorps; spelling for the Covere Coalition was corrected to Quivira. The next paragraph the Acequia Congruso spelling was corrected to *Congreso*.

The motion to approve the minutes as amended passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Gary Clauss said he was new to Santa Fe and interested in food issues and was there to listen and learn.

Kristen Johnson said she was there to learn what was going on.

G. PRESENTATION (Revised Agenda Order)

1. NM Appleseed- Jenny Ramo

Postponed until a later time.

2. Food Assessment Community Action Food Project (Exhibit 1)

Ms. Denise Miller, with the New Mexico Farmer's Market Association said her report was a summary of a project just concluded on the Community Action Food Project one year planning grant.

The grant was received in the fall of 2009 through December 2010 with the purpose to determine how to help low to moderate income communities purchase more locally grown food from existing sources and to empower the community.

She said to researchers were hired to do the project in both Santa Fe and Rio Arriba County that looked at low income, senior population, immigrant, Native Americans and recipients of the WIC and SNAP programs, etc. She said researchers conducted 78 personal interviews and 6 focus groups (about 10 in each) with the target list of Native Americans, Hispanics, etc. Market tours were used as an incentive and as a way to educate those who came out.

Ms. Miller said some of the summary points found were negative perceptions in both the rural and urban population about price associated with healthy food. People concerned about price weren't happy with their grocery store purchases; those less concerned with price were more satisfied with the quality of their food purchases. Rural residents had a greater awareness of the value of local foods as many grew up in rural settings. The biggest barrier was access and convenience.

Many rural participants connected that how they ate related to how they felt and diet related illnesses. Seniors were knowledgeable and keyed into health issues but couldn't afford the better food. Children were an important motivating factor. People preferred SNAP rather than WIC because they could purchase with less restrictions. The Santa Fe Farmer's Market posed a problem with price and access for seniors because of transportation.

Ms. Miller said after the findings possible actions were discussed and many were around education, affordability and convenience, transportation and more rural access. Potential solutions were developed; some required financial resources. One tangible solution was Head Start in Santa Fe. The hope was to work with them to buy produce from the Santa Fe Farmer's Market either wholesale or food not sold at end of market day to create a small market at Head Start.

Ms. Miller said she talked with a number of growers and they were very interested and wanted to feed everyone in the community and said they would grow specifically for that. Prices were discussed. She said Head Start in Rio Arriba and Albuquerque was also interested.

Mr. Winne said it appeared to be an educational response.

Ms. Miller said it was an educational aspect in addition to food distribution. She said the farmers had agreed basically to wholesale their food and rather than take food home get a dollar or two a pound. The program should be sustainable for the farmers to continue to do it.

Mr. Warshawer entered the meeting at this time.

Ms. Hooper said the Farmer's Market already donated their food to the food bank and she wanted to see them get something for their produce. She offered the food Depot's support. She asked if Ms. Miller had talked with the County Extension Department.

Ms. Miller said she had talked with them previously.

Mr. Winne mentioned that doctors in Boston wrote prescriptions for patients to use like coupons at the farmers markets. He thought that would be interesting to try.

Ms. Roy said that could be an entry point to talk to St. Vincent's Hospital about.

Ms. Miller said the meat of the report was qualitative quotes from people.

Ms. Rodriguez entered the meeting at this time.

Mr. Winne asked about transportation.

Ms. Miller said seniors took action by calling the City for pick up on Tuesdays and the project wanted to multiply those efforts.

Mr. Winne said if gaps in the service could be identified that could be addressed through the FPC.

Ms. Miller said the study focused on consumers but in Espanola, a conversation was had with many of the producers.

STAFF COMMUNICATIONS

Ms. Cohen said the Farm Production and Land Use Committee met with the County and was a great outcome with the County on Procurement and the passing of the resolution. She would forward the spreadsheet once she had the information. A meeting would be planned to discuss the next phase.

The Ad Hoc Conference Forum Committee meeting was held the previous day with a good outcome. She and Ms. Roy discussed lessons learned in terms of having a staff person and what was needed in the coming year.

Ms. Cohen said next year she wanted the committees on target and to possibly have less advisory meetings with more Subcommittee meetings.

She began a narrative on the Ben and Jerry's item but needed to meet with the Communications and Outreach Committee on how to move forward.

Ms. Cohen said some opportunities opened with IATP and the Partnership with Hunger that could possibly create a hunger project on the Food Council. She forwarded the information to the Research and Development Committee to decide if they wanted to move forward.

Ms. Cohen said there was the Listening Session for the Coalition to End Hunger and a national council was formed and met on the vision and goals for wellness and prevention.

H. BUSINESS

1. AmeriCorps: Projects Discussion

Mr. Young said he and Chair Mortimer and Richard McPherson did site assessments for the potential locations for the Sustainability Demonstration Center and they went to Tierra Contenta. He said a local bank has access and ownership of the property and space could be used but could be taken back in four or five years. They continue to look for a site and the Chavez Center was still a possibility among others.

Mr. Young described the Sustainability Center. He said the long term plan was to have an outdoor and indoor space where the community could farm a small parcel of land and use the indoor space to can and preserve the crops.

Chair Mortimer said food was one aspect but it was also everything sustainable like green building, water harvesting, etc. In addition to ground growing they wanted green houses for year round production.

Mr. Young said program develop was being done and the hope was to have a steering committee to meet about five times on the budget, staffing, etc.

Mr. Young said he was struck that even in recessional times so many were able to keep their food banks and kitchens open. He had only heard of one that closed and one that stalled and it was very encouraging to hear the stories. He said he could only imagine if support for funding, staffing, etc. received.

Mr. McCarty asked the requirements for the site.

Chair Mortimer said they were general requirements but part of the stakeholder's group wanted to refine the program so nothing was specific. She said they preferred it be in the City of Santa Fe and City owned property was being looked at.

The Community Farm location and Youth Works was suggested for the location.

Chair Mortimer said Youth Works' idea was to co-locate and be the staff. She wasn't sure if there would be enough room until they went through the exercise of how much space was needed.

Ms. Rodriguez said the School for the Deaf had a large piece of property next to Capital (High) with no plan to develop. She said a partnership with the public schools would be perfect for in-house.

Chair Mortimer said the stakeholder group wanted to look at options; it could be the location with Youth Works split up to have different pieces in different places. She said the project was defined to meet a grant they didn't get and they were taking a fresh look; there were no funds.

Ms. Roy said at one time Mayor Coss had mentioned the Baca Farm which was privately owned.

Chair Mortimer said at that time a couple of sites came up but most had costs associated with them.

Mr. Winne suggested looking at a model of a sustainable food system in Austin Texas that had a donation of four acres in the middle of the city. He said they were in the process of raising money.

Mr. Young said he and two other cadre members planned a communal meal and movie (Cultivating Change) night and the first was Saturday, January 8 at 6 p.m. He said the hope was to engage south side citizens and empower them to get a strong community food gardens/system.

Ms. Sopoci-Belknap said part of the idea of the programming was to do it in coordination with the Farmer's Market and not compete with their movie series but take the movies to other populations more south side. She said they wanted to use the opportunity as input for the Assessment and the date might be pushed back.

Ms. Villarreal said she thought the idea was great and wouldn't compete. She said if done separately it was even better and would add to the education of people about food and systems.

3. Reports on NM Coalition to End Hunger Community Meeting

Chair Mortimer asked Committee members who went to the meeting to discuss their thoughts.

Ms. Hooper said the meeting was the largest held in New Mexico and the plan was to take what was learned and release a draft in January. She said many of the same people were saying the same things and the Food Policy Council would just have to be heard. She said the same ideas, concerns and challenges were discussed.

Ms. Roy said she didn't have a chance to ask what they would do with the plan and how they would incorporate other groups into that so everyone could participate and benefit. She said she couldn't understand why they got together focus groups across the state without a plan other than to put it on a website.

She said she wanted to know how the Collaboration defined membership and participation and collaboration and was interested in how the information would be utilized and how they could participate in that. She said they mentioned seeking funding so how could they be informed; that should be transparent.

Ms. Hooper said she wasn't sure the Collaboration thought that was their role.

Ms. Miller said it seemed a big part of the objective for the focus groups was to obtain funding and the questions seemed directed at that.

Ms. Hooper said it was unclear because the Collaboration doesn't have programs or develop policy.

The Committee discussed areas that should have been discussed at the meeting. Ms. Cohen said people were talking about what they did and it was written on the board but hadn't addressed what the coalition talked about. She said the group wouldn't have anything that would be usable afterward. Ms. Hooper added the facilitation was sketchy.

Ms. Cohen suggested Ms. Roy send an email asking if anyone else had the same question she had.

Ms. Roy said she had asked that question all along but wanted to be careful she wasn't the only one to ask. She said she learned there was a difference in a focus on hunger/food issues and other things that were being done in the day to day hunger aspect.

Ms. Hooper said this group has access funders but there wasn't a clear understanding of how those doing the work could access that through the Collaborative. She said the Collaborative hired someone to do statewide policy work on child hunger and nutrition and was funded by Share Strength (a national fundraising organization.) She said Ms. Ramo might be able to speak about that next month.

Mr. Winne suggested the Food Policy Council write a letter of the shortcomings of what wasn't working. Ms. Hooper and Ms. Roy agreed to work on bullet points and send to Ms. Cohen to create a draft letter.

Ms. Hooper said she questioned if NMFC's intent was to create their own programs to address things in the plan or if they would work through existing nonprofits in the state. She said if so, would funding be available and how could it be accessed.

H. SUBCOMMITTEE REPORTS

5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal) (Revised Agenda Order)

Ms. Roy said on the same day as the County Commission meeting there was also in an interim committee hearing with the bill at the legislature and again the following day. She said that Senator Keller focused on cleaning up New Mexico's procurement code and it was brought to his attention the bill had something to do with growers and food producers and they should be included in the changes. The bill passed unanimously.

She thought there was overall support for the bill at the State level and many of the same questions were asked. One question was around meat and the requirement for institutions, etc. to purchase. She said because beef

production was the second largest agriculture economy in New Mexico and the bottleneck was the processing facilities, it was asked if sent out of State would New Mexico still own it. She said "yes" if it was tracked.

She said another concern was giving money to an operation out-of-state to process the product and bring it back. She said 97% of agricultural product was sent out of state and it was more about the long haul and a way to move the process toward more local food economy.

Ms. Roy said large agricultural groups should be on board and there should be a broad, diverse group of communities and voices. She encouraged the FPC to think about organizations interested in signing on a resolution to go to the Capital.

Mr. Winne asked what the *10% preference* meant.

Ms. Roy explained if two bids were received and one was out of state, the in-state could be given preference even if higher.

Chair Mortimer said that included contract for service involving food and a number of things would be scored with points given. The 10% could be added to the points as well and could be used on price or less tangible items like if a contract that size had been managed previously, the experience of the staff etc.

The Committee discussed the preference and made suggestions:

- Points for being environmentally sound and paying employees fairly could be added to the contract.
- Bullet points on how to describe those things for those who asked could be developed. Mr. Rodarte was suggested to help with the bullet points.
- A better explanation and editing was needed. Comments were asked of what *local* was and a good discussion had surfaced.
- The questions should be answered because they would be asked repeatedly and it was important for more of the Committee to be able to answer the questions.
- A request was made for social economic benefits to be added to the criteria. UNM (University of New Mexico) was marketing criteria that looked at all of the issues like carbon footprint, fair wages etc.

Ms. Villarreal asked the next step for the City on Procurement.

The committee discussed the process. Chair Mortimer said at City Council was where the support for the bill could go through consent and that wouldn't provide an opportunity to talk about the bill. She would let everyone know when it was on the agenda.

Ms. Villarreal suggested it be taken off the consent calendar for a chance to say why it was supported.

4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)

Ms. Roy said she was following up with the McCune and Simon Foundations. She said she wanted to attend the discussion on the World Hunger Year and Growing Power Initiative.

The Committee discussed a time and date for a meeting on that and decided on Monday, January 3 with the Procurement meeting directly after. Ms. Cohen would send an email on location.

Ms. Rodriguez said she read through the information and felt inadequate because of the need for the language and programs that should be in place. She asked who had a great program to replicate that they could partner with. She said they would have to know the geographical restrictions.

Ms. Cohen said this was an opportunity to partner with a group to develop a project around hunger. She said seed money was provided for work on the project with a partner and at the end each of the partners would propose the project to a larger group for funding. Funding included the capacity building, training, and educational resources.

Ms. Rodriguez said she saw it as a mentoring opportunity.

Mr. McCarty said two good programs were presented that day; the Head Start program and the one with the center.

Ms. Rodriguez said there were many great programs in Santa Fe but the opportunity was that this could be broader.

1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)

Ms. Villarreal said the group tried to prioritize what projects to move forward with and Ms. Noss suggested ways to look at tools and resources for potential and irrigable agricultural land. The Subcommittee would decide the best way to use the Sustainable Growth Management Plan (SGMP) and the directives in the Agriculture and Ranching section.

Ms. Villarreal said they met with the County including the Land-Use Administrator, Jack Kolkmeyer and Robert Griegos and discussion came down to the role the County played. She said Mr. Warshawer had good input about where government could fit in and make the case of why agricultural land should be preserved/protected.

She said focus would be on directives and what they could do. The Subcommittee decided to do a complete assessment of agricultural land to identify irrigable land and soil analysis for ideas of areas with potential that should be protected. She said there wasn't a clear idea in the County of how much irrigable land had been lost. She thought the GIS person could put the research together.

Mr. Winne asked if the Subcommittee would have access to soil scientists to make judgments on that.

Ms. Villarreal said they don't have that skill but she knew it was available.

Chair Mortimer suggested the Soil Conservation Service had a soil map that could be good enough. Ms. Villarreal thought it would be easier to give a snapshot and ask what the strengths, weaknesses, opportunities and threats were for the areas.

Ms. Cohen said to create priority was discussed but also that the highest and best use of all land was to produce food and for the County to designate all land as agricultural land.

Ms. Villarreal said that wouldn't be a priority and wouldn't happen because the assessment aspect identified land as agriculture. The highest and best value was based on how the land was assessed and taxes and not about how it was zoned etc.

Ms. Cohen said it was the concept that Mr. Kolkmeier was open and everyone in the room from a conceptual standpoint, agreed. She said they did state that land was assessed now if it was taxable or not and was discussed what the criteria or the benefit would be to get away from that.

Ms. Villarreal said until they knew the land that was being discussed the land analysis should be done before they assessed land in a different way or viewed as agricultural priority.

Mr. Winne said he hoped that private conservation groups doing work in the County would fit into the process to have those who brought up conservation easements look at the map and determine priorities. He thought money drove the process now.

Ms. Villarreal said the hope was it would be understood there were agricultural lands that could be divided. She said the point was made that 15,000 vacant lots had the ability to be developed and rather than break up agricultural land a lot of development areas could be utilized instead.

Mr. McCarty said Mr. Warshawer suggested a moratorium on all new lots until a system was developed for assigning value to land. Mr. McCarty said an important thing he got from the meeting was that there was no regional planning authority; no communication between entities.

Mr. McCarty said Mr. Kolkmeier was interested in input from the Food Council and open to representing their ideas for policy for land use and a series of presentations to the City Council and the Board.

He said Mr. Warshawer's brilliant statement was a "game changer was needed; they couldn't keep doing the same things and had to focus on something never tried and the opportunity was now to have input to the codes that relayed back to the plan made and educate both bodies about the loss of farmland."

Ms. Villarreal said the next step was to show an overlay of agricultural land, soil suitability, irrigable lands and then an analysis of the importance of critical and less critical areas. That would be related to how that could move them forward on the directives of the SGMP and how that connected to the code in regards to zoning.

She said they recommended that only base density zoning be looked at and that it couldn't be subdivided and should stay as zoned.

2. Assessment Subcommittee (P. Roy, chair; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; B. Sopoci-Belknap)

Ms. Sopoci-Belknap said she would send out a spreadsheet shortly with health indicators.

She said the first location for meals and movie night was the Jacoba Housing Project. She said they worked with residents and knew they wanted to do educational work from their kitchen and they would partner with the Boys and Girls Club that had a larger place to screen the movie.

Ms. Sopoci-Belknap said that population was who the Subcommittee wanted to hear from for assessment. She said a problem was the number of different survey instruments from different groups with similar assessments; those results hadn't been pulled together for what the Subcommittee's survey would look like. She wanted the full Food Council's input but the next meeting wasn't until the end of January.

The Committee agreed the survey could be sent to them for review.

Ms. Sopoci-Belknap said the survey was focused on behavioral and attitude information; what people purchased and why, the barriers etc. She said the survey administration would be done through schools and community outreach efforts and food assistance programs that data had been collected from. She said input on the larger scheme of how the research design would look, would also be asked for.

3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)

Ms. Villarreal said the subcommittee hadn't move forward with language to explain what the Food Policy Council was about.

Ms. Cohen suggested as Chair of the Subcommittee that Ms. Villarreal call a meeting.

6. Food Conference Ad Hoc Committee (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)

Mr. McCarty said he would return to the conversation about the New Mexico Coalition to End Hunger meeting because it was cogent to the Committee's discussion. They don't want to have a conference just to have one.

Mr. McCarty talked about the goals of the committee:

- The short and long term results for the conference was to kick start the liaison process in the community.
- The hunger statement was referred to from the beginning of the Food Council for a focus on the hunger statement for tangible cachet and support for what the FPC tried to do.
- From the plan developed at the retreat; the plan would be updated and reviewed to see what had been fulfilled.
- To shake things up they would have a "game changer" to get attention and involvement and try something different that had not been done; not to be controversial but to be better.
- The discussion led to something called the "right to farm forum" that would feed into continued presentations to the City Council and the Board and the National Health Council bringing communities from disease and sickness to wellness and prevention.

Mr. McCarty said this was something they could do that was meaningful and they could get their teeth in. He said another goal was to create something to bring the native and urban farmers together. He said he said the current popular movement was about urban farmers. He said living in Santa Fe, anything that happened outside of native and urban would not be sustainable.

Ms. Cohen said they began to think about the strategy and motivation of the Food Council. She said the *right to farm forum* talked about all of the pieces they wanted to do. She said more people were getting in touch with their cultures and their native communities and thought that was perfect to unite the gardeners, native people and the local community.

Ms. Cohen said they wanted to show what other communities were doing and educate people about what the right to farm was and how other communities had replicated that. She said they could then find out what the right to farm meant to the community and that would be used to make policy recommendations.

Mr. McCarty quoted Mr. Warshawer: "appropriate food could be grown from any landscape; it just took a maniac to do it in some cases." He said that was tied to the human desire to produce food.

Ms. Miller said it sounded as though they wanted a public forum also and she felt it was important to show that.

Mr. McCarty said part of the charge was to bring people together and to provide freedom from hunger for everyone.

Ms. Hooper agreed to take the lead on the Nominating Committee and would get information out.

I. ITEMS FROM THE CHAIR

There were none.

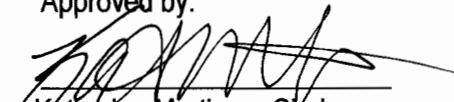
J. ITEMS FROM THE COUNCIL

There were none.

K. ADJOURNMENT & NEXT MEETING: January 27, 2010

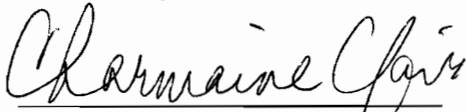
Having no further business to discuss the meeting was adjourned at 10:40 a.m.

Approved by:


Katherine Mortimer, Chair




Submitted by:


Charmaine Clair, Stenographer

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

FOOD POLICY ADV COUN
PAGES: 18

I Hereby Certify That This Instrument Was Filed for
Record On The 21ST Day Of February, 2011 at 04:07:35 PM
And Was Duly Recorded as Instrument # 1627371
Of The Records Of Santa Fe County


Deputy _____ Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

Community Action Food Project: Growing New Mexico's Food System by Empowering Low-Income Eaters

Prepared by the New Mexico Farmers' Marketing Association, December 2010

I. EXECUTIVE SUMMARY

The New Mexico Farmers' Marketing Association (NMFMA) works to increase the direct marketing opportunities for small-scale farmers across the state through public education, technical assistance and advocacy.

This project, "Growing New Mexico's Food System by Empowering Low-Income Eaters," was funded through a one-year USDA Community Food Project planning grant.

Project Overview: The goal of the project was to gain knowledge about how to best address the disparities and food access needs of low-to-moderate income residents in both an urban and rural setting in New Mexico. Furthermore, an intended project outcome was that through the efforts of the qualitative research gathered through the community action research methodology, a value chain approach for creating a pilot would emerge. The goal of the pilot would be to get more locally grown food to low and moderate-income individuals and families in at least one of the two targeted communities. Additional intended outcomes included the dissemination of project "learnings" and ultimately the replication of the pilot model.

The two communities to be studied were urban Santa Fe and rural Rio Arriba Counties.

Timeframe: The project was given the green light in October 2009. November 2009 saw the development and initial training of the Advisory Team, and by January 2010 the research team of four individuals from two counties was hired. Researchers were trained in qualitative research methodologies and developed a research plan in winter 2010. Personal interviews and focus groups took place between May and late September. An extension was requested to accommodate a change in focus groups that included market tours and incentives to increase participation. All interviews were transcribed and coded for analysis. Project results were disseminated in December and beyond. A pilot is slated for the 2011 growing season.

Targeted subjects: Individuals from the following subject position groups were targeted as the research subjects: Seniors living in low-income housing, Hispanics, immigrants, families and individuals receiving benefits (WIC, Senior, SNAP), Native Americans, and others living in both urban and rural settings.

Findings: Some findings transgressed subject position such as gender, race and age, and some crossed the rural/urban divide. Details are explored in the body of this Report. In general:

- Rural and urban alike had negative perceptions about the price associated with “healthy” (fresh) food. The research showed the majority of those interviewed often make buying decisions primarily based around price.
- Among people who were most concerned about price, satisfaction with currently purchased grocery store food was generally low. Those less concerned with price were more satisfied with the quality of their food purchases.
- Rural residents seemed to have a greater awareness and understanding of the value of local food. Access (including driving distances during winter and spring) and convenience proved to be the greatest barriers for rural residents, with price a somewhat lower barrier.
- Many rural participants, in particular, expressed concern about diet-related illnesses such as diabetes and heart disease, and many had an awareness of the connection between what they eat and how they feel.
- Many rural people voiced a connection to agriculture because they were raised growing, preparing and storing foods that came from their own community.
- Urban residents were more likely to be concerned about the price of locally produced food, as well as the lack of convenience of purchasing local food.
- Urban seniors who were motivated by their health in their food choices felt they couldn't afford the foods that they know are better, such as those found at the Santa Fe Farmers' Market or natural food stores.
- Health of their children was important to urban and rural families alike, but price often deters healthy choices. Parents noted the need for kids to feel good about the appearance of food and to assist in its preparation.
- Among people with benefits, satisfaction with SNAP (formerly food stamps) was higher than the regular WIC program (not the Farmers' Market WIC Program) because they felt SNAP gave them more choice of what they could buy (organic, if they wanted) compared to the pre-determined WIC food categories.
- When it comes to shopping at farmers' markets, common barriers followed subject position demographics such as age and family structure, though all groups had difficulty with price in Santa Fe. Working people and families are

unable to get to the Monday market in Española or the Tuesday (and sometimes Saturday) market in Santa Fe due to work and family schedules. Seniors, on the other hand, primarily had difficulty with transportation (including parking) in Santa Fe.

Needs Identified and Community Proposed Solutions: Barriers to accessing healthy, fresh foods generally fell along lines of age and whether people live in a rural or urban area. The main obstacles to purchasing good food—locally grown when available—center around a lack of convenient and affordable shopping in urban areas; transportation and price for seniors; and a lack of local food outlets for rural people. The researchers discovered great opportunity to improve education/awareness about farmers markets, foods grown locally, and benefit programs that can be used at farmers' markets. The community researchers and staff developed the following targeted needs and suggested next steps for addressing these issues: (A more complete description follows in the body of the report.)

1. Target Need: Education

Suggested actions:

- Create recipe cards for farmers to distribute with less familiar crops
- Create public education campaign to motivate healthy, fresh family eating
- Create new education opportunities at WIC clinics, Head Start schools, and other family gathering places
- Create a "How to Educate Your Customers" guide for farmers to inspire them to price and label market food with educational information
- Create a "demo booth" at markets where foods can be tasted and recipes distributed
- Tap into state library network to distribute information about market events and nutrition education information
- Utilize the network of northern New Mexico health care workers to educate new mothers about fresh, local produce; create market tours for the health care workers to introduce them to the produce and the growers, and provide them with educational material (like NMFMA's Local Food Guide) to distribute to the mothers

Resources Needed:

- Financial resources are needed for: creation and production of recipe cards, public education campaign and "demo booth" pilot; also need funds to develop the healthcare network and to produce the Locally Grown Food Guide
- Library network can be tapped when there is program information to share (initial contact has been made)

2. Target Need: Convenient and Affordable Shopping for Families

Suggested Next Steps:

- Utilize Head Start as an access point for a pilot to bring food to low-income families; parent volunteers will coordinate food delivery purchased “wholesale” from the market location and deliver to Head Start for same day pick up (further details in report)

Resources Needed:

- The NMFMA plans to try a mini-pilot in the 2011 growing season in Santa Fe, but there will be no funds to help pay for the key parent coordinator or fully develop program with adjunct education pieces such as recipes cards, cooking demonstrations, etc.; Head Start partners are in place in Santa Fe, Española and Albuquerque; grant funding will allow full pilot exploration in all locations

3. Target Need: Discounts and Transportation for Seniors

Suggested Next Steps:

- Develop a “senior discount program” at the Santa Fe market; vendors who choose to participate in this voluntary program can post signage and will be promoted in outreach
- Help senior centers and low-income senior housing groups to coordinate city-provided transportation; encourage “change agent” mentors from one senior center to “train” other senior coordinators

Resources Needed:

Minimal financial resources are needed to cover the NMFMA’s staff time coordinating the program with farmers; the groundwork has already been laid with a number of producers; small amount of funding is needed to produce outreach materials

4. Target Need: Local Food Outlets in Rural Areas and Food Preservation

Suggested Next Steps:

- Encourage home-garden co-ops
- Encourage food preservation methods such as drying, freezing and canning
- Encourage support of current farmers’ markets
- Encourage development of “food hubs” in rural areas, including cold storage for area farmers for future redistribution of food
- Encourage “corner store” purchase of fresh food

Resources Needed:

- Other interested parties to help encourage home-garden co-ops
- Financial resources to develop the 2011 Locally Grown Food Guide that will include information about preserving, drying and freezing gathered from the community
- Financial support and lead “agency” to develop cold storage in Española

Summary

The work of the four community researchers who asked food and health-related questions in their own communities is an important step to understanding more about this segment of buyers in the food value chain of Northern New Mexico. By making an effort to gain an accurate understanding of the needs, desires and barriers that this group of low and moderate income people face when considering food choices, farmers and community stakeholders can continue to address the issues that were brought forward.

With the consumer-based research complete, and many ideas for next steps and needed resources identified, the NMFMA will continue to reach out to community partners to disseminate project findings, seek feedback, and formulate plans for the coming years. The NMFMA will continue to search for financial resources to capitalize on the human resources and important value chain information that was uncovered during this project.



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, December 16, 2010
8:30 to 10:30 a.m.
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 12-8-10 TIME 12:11 PM
SERVED BY Katherine E. Mortimer
RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – November 18, 2010
- E. COMMUNICATIONS FROM THE FLOOR
- F. STAFF COMMUNICATIONS
- G. PRESENTATION
 - 1. NM Appleseed (Jenny Ramo)
- H. BUSINESS
 - 1. Americorps: Projects discussion
 - 2. Reports on NM Coalition to End Hunger Community Meeting
- I. SUBCOMMITTEE REPORTS
 - 1. Food Production and Land Use Subcommittee (S. Noss, chair; S. Warshawer; S. Hooper; T. McCarty; R. Villarreal)
 - 2. Assessment Subcommittee (B. Sopoci-Belknap, chair; P. Roy; M. Winne; K. Mortimer; C. Rose; T. Rodriguez; R. Villarreal; Ralph Vigil, advisory member)
 - 3. Education and Outreach (R. Villarreal, chair; T. McCarty; D. Lynch; B. Sopoci-Belknap)
 - 4. Resource and Development (T. Rodriguez, chair; S. Hooper, P. Roy)
 - 5. Procurement (P. Roy, chair; T. Rodriguez; S. Shepherd; R. Villarreal)
 - 6. Food Conference Ad Hoc Committee (T. McCarty, chair; M. Winne; S. Noss; C. Rose; S. Hooper)
 - 7. Nominating Committee (R. Villarreal; S. Hooper; P. Roy; K. Mortimer)
- J. ITEMS FROM THE CHAIR
- K. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: January 27, 2011

NOTE: All meetings of the council are open to the public. Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

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