



Planning for

Santa Fe's Food Future

2018 Santa Fe Food Plan Progress Report

A publication of the Santa Fe Food Policy Council



Cover photos:

Orchard at Rancho La Jolla
Velarde, NM
Courtesy of Farm to Table

Anthony Wagner of Wagner Farms
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Santa Fe Farmers' Market
Santa Fe, NM
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Albuquerque, Taos

2018 Santa Fe Food Plan Report

Executive Summary

It is with enormous pride that the Santa Fe City and County Advisory Council on Food Policy (SFFPC) shares this 2018 Food Plan Progress Report with the greater Santa Fe community. We are as excited by the sheer number of achievements listed below as we are by the hard work that lies ahead. When the SFFPC prepared and released Planning Santa Fe's Food Future (the Food Plan) in 2014 – a document that was supported by dozens of stakeholders – we knew the task ahead was a big one. Success meant that everyone would have access to healthy and affordable food, that our precious natural resources would be stewarded, and that our farmers and ranchers would have a chance to prosper.

Our confidence in one day reaching these goals was bolstered by the many people, organizations, and agencies committed to the same thing. But plans and commitments are nothing without accountability and measurement which is why the SFFPC prepares this annual report. This is our way of documenting the “what” and “how much” is being done by whom to make the Santa Fe food system the most secure and sustainable in the nation.

The following three items especially exemplify the work outlined in the Food Plan:

- Santa Fe County launched The AgriGate of Santa Fe County which is a clearinghouse of local agricultural information and an online platform designed to cultivate connections and networking opportunities in the local food community. As a centralized agricultural forum, the site will include a searchable “Food Community Map,” a directory of profiles for each participant in order to showcase the diversity of players in our local foodshed, and a short film on farming and ranching in the region.
- Mayor Alan Webber prioritized eliminating childhood hunger in Santa Fe and directed the SFFPC to compile a list of recommendations to commence this work. Ultimately, the SFFPC met with numerous stakeholders, investigated work already being done in the community, and delivered a memo suggesting the Mayor's office convene, under the direction of Kyra Ochoa, Community Services Director, a Childhood Hunger Taskforce comprised of dozens of organizations and individuals to create a plan of action.
- Reunity Resources took over operational control of the Community Farm. As a non-profit entity, Reunity has made a significant impact in carbon and waste reduction in Santa Fe for many years. By raising food at the Farm using compost made from locally collected food scraps and other bio-waste, Reunity is strengthening our food system independence.

Taken in total, the quantity of accomplishments listed below is simply stunning. The number of programs, the volume of food grown and distributed, and the amount of people served and empowered could never have been done by one person, one organization, or one government. It proves conclusively that it takes a community to feed a community, and that Santa Fe is at its best when its people work together.

To see the full 2014 Food Plan, please visit: www.santafefoodpolicy.org/food-plan/.

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GETTING FOOD

GOAL 1: Improve residents' ability to access fresh, nutritious food.

- Santa Fe Farmers' Market Institute and La Familia Medical Center conducted Fresh Rx, a fresh fruits and vegetable prescription program funded by Presbyterian Healthcare Services. 30 clients from La Familia were issued four-\$25 "prescriptions" to be used for purchasing fresh produce at Mercado del Sur. In addition, another \$500 was raised for five patients at a private medical practice in Santa Fe and could be redeemed at all Santa Fe Farmers' Market locations. 97% reported their food shopping habits changed throughout the course of the program.
- Santa Fe Farmers' Market conducted El Mercado del Sur (south side farmers' market) in the Plaza Contenta shopping center from July – September, providing residents in a food desert access to fresh, nutritious food.
- MoGro delivered food boxes to a dozen distribution sites serving approximately 40,000 pounds of food to over 6,000 families, an increase of 50% from 2017. MoGro further supported the local food system by purchasing about 80% locally.
- Santa Fe County incorporated a monthly "grocery day" at all Santa Fe County senior centers, including transporting seniors to fresh food markets, which is especially important in rural areas.
- Santa Fe County Community Services Department provided \$15,000 to Communities in Schools, which delivered daily and weekend snacks to 500 students at Santa Fe Public Schools, as well as a bag of groceries to 300 people each week and holiday meals to 60 families.
- Farm to Table helped Santa Fe County Senior Services learn the process for purchasing local produce for their meal programs; they purchased \$5,000 of product from two Velarde area farmers in August and September.
- Kitchen Angels provided 110,000 home-delivered meals including a new program that has delivered over 4,000 breakfasts to clients in need since July. Meals were delivered to over 400 residents.
- The Food Depot partnered with 70 nonprofit food programs to distribute food to the community.
 - Distributed 2.2 million pounds of food which represented more than 1.9 million meals, over 64% of which was fruits, vegetables and proteins.
 - Through its network of nonprofit food program partners and its direct service programs, The Food Depot reached more than 30,000 people each quarter.
 - Distributed food through six Santa Fe sites, including 5 senior housing communities through its Mobile Food Pantry program. The food bank offers a Mobile Food Pantry distribution on Santa Fe's south side, reaching a part of Santa Fe not served by its partner agencies.
 - Introduced Pop-Up Pantries in Santa Fe to reach additional families not served through its regular programs.
 - Entered into a joint venture with the United Way of Santa Fe County to launch the Kids Kitchen, a program to provide nutritious prepared meals to children after school and during the summer.
 - In partnership with Santa Fe County and Santa Fe Public Schools, Lunch Box Express summer program for children provided 18,893 meals to kids in mobile homes and low-income housing and through City of Santa Fe youth sites and Boys and Girls Club sites; the County provided \$7,500 in funding for the program. Children also participated in activities such as reading, gardening, nutrition and cooking demonstrations and received free books throughout the summer.
 - Food For Kids (Back Pack Program) reached 1,700 children.
- San Ildefonso Pueblo initiated the Senior Farmers Market Nutrition Program and generated seedlings in the Pueblo's hoop house for use at the senior center. They further partnered with Food Distribution on Indian Reservations Program and WIC to increase residents' access to food.
- 17,000 seniors statewide participated in the Senior Farmers Market Nutrition Program with a redemption rate of 93%. NM DOH provided benefits to seniors in rural areas through alternative check distribution methods and is further working with partners in state and local government to expand program coverage.
- 8,500 WIC recipients participated in the Farmers Market Nutrition Program statewide.
- Santa Fe County Senior Services provided a number of food-related services:
 - Served meals to 831 people at County Senior Centers, for a total of 35,034 meals.
 - Delivered meals to 303 people at their homes, for a total of 60,107 meals.
 - Provided 960 seniors with food through the Commodity Food Supplement Program.
 - Served over 3,000 individuals through the Food Pantry Distribution Program.
 - Distributed Senior Farmers Market Nutrition Program vouchers to 40 seniors.

GOAL 2: Promote self-reliance, family gardening and food storage.

- NMSU County Extension conducted the Master Food Preservation and Master Gardening Programs.

GOAL 3: Prioritize getting local, fresh food into schools and other institutions.

- The SFFPC in conjunction with Farm to Table worked with the NM School Nutrition Association, NM Food & Agriculture Policy Council, NM Public Education Department and NM Department of Agriculture, and legislators to secure \$425,000 in state funds for School Food Service to purchase NM grown produce for school meals. Santa Fe Public Schools received \$21,750, Monte del Sol \$5,000 and Moriarty \$4,850 for a total of more than 16,000 students impacted. The three school meals programs purchased nearly \$50,000 of local produce from a dozen farmers beyond their state allocation (totaling close to \$80,000).
- Farm to Table was instrumental in the creation of the NM Public Education Department's Farm to School and Nutrition Position that began April 2018. Kendal Chavez, Farm to Table's Farm to School Director, was hired for the position.
- Santa Fe School Food Service prioritized purchasing local including giving farmers preference points for volunteering time in the classroom
- Farm to Table worked with the NM Farm to School Alliance and schools across NM to promote National Farm to School Month and NM Farm to School Week in October. Santa Fe Public Schools served an "all local" lunch on October 6th.
- During school year 2017-18, statewide school foodservice programs purchased \$878,000 of local foods without state-allocated funding.
- Cooking with Kids provided training and technical support to Santa Fe Public Schools Student Nutrition Department to increase local food procurement and scratch cooking. They further provided local fruit and vegetable promotions in school cafeterias in partnership with local farmers and chefs; these promotions reached over 7,600 students through 70 tastings in 17 schools.
- Farmers Market Institute provided field trips to 393 youth from 11 local schools, pueblos, summer/after school groups and organizations to the Farmers' Market; 75% had never been to the Market and 92% had never met a farmer. Field trips included a brief history of the market, farmer talks, season/age appropriate scavenger hunts to encourage kids to explore the market and engage with farmers.

GOAL 4: Promote existing food assistance programs.

- Feeding Santa Fe distributed over 35,000 bags of groceries with an average of 5 meals per bag through its weekly drive-through as well as partnerships with six outside organizations including High School Teen Parent, Early Head Start Home Visiting Program, Santa Fe County Senior Services, Jacobo Civic Housing, and for elders at the Pueblos of Tesuque, Santa Clara, and San Ildefonso. Note – this number has decreased from 2017.
- Kitchen Angels Client Services Manager worked to recommend appropriate services available in the community to walk-in clients unfamiliar with local agencies. People are given a one-time pantry bag and resource guides for more services.
- The Southside Farmers' Market and Santa Fe Farmers' Market continued to promote the WIC Farmers Market Nutrition Program and the Supplemental Nutrition Assistance Program (SNAP) Double Up Food Bucks matching over \$151,000 so far in 2018 (2,638 transactions). Since inception of the doubling incentive at SFFM, SNAP and matching sales total over \$1,000,000!
- Santa Fe County Senior Services participated in ECHO Inc.'s Farmers' Market distribution, providing \$25 vouchers to seniors to purchase fresh produce at local farmers' markets.

GOAL 5: Celebrate local food and support regional food economy.

- The Santa Fe Farmers' Market celebrated 50 years of serving the local community in 2018, with 10 years in its permanent home on the Railyard. Activities included a raffle each week featuring a basket of vendor products, birthday parties at each market, and a community picnic. The Mayor and City of Santa Fe proclaimed August 12 "Santa Fe Farmers' Market Day."
- City Council and the Board of County Commissioners passed resolutions in support of the SFFPC federal Farm Bill priorities to protect vital food and farm programs.
- Santa Fe Green Chamber of Commerce received funding to explore the implementation of an "import replacement program" whereby hotels and other local businesses work to replace certain high order items such as beef and eggs with local products.
- Santa Fe County launched AgriGate, see Executive Summary for details. As participation builds in the AgriGate, Food Producers—farmers, growers, ranchers and gardeners—will have a link to the range of options and scales of market opportunities which represent the growing demand of buyers who want high-quality, locally sourced foods. And we will all get a clearer picture of the landscape of resources available in our region to help support the viability of the local agricultural economy to make more local, fresh, healthy food available to the community.

LEARNING ABOUT FOOD

GOAL 1: Expand opportunities for creative and experiential learning through cooking and nutrition and home economics.

- ICAN educators provided nutrition education through programs such as Kitchen Creations (cooking classes for persons with diabetes). They further promoted healthy eating through classes at senior centers, early childhood education centers on topics ranging from high altitude cooking, food safety and stretching your food dollar.
- Cooking with Kids created a number of opportunities for Santa Fe students to learn about food.
 - Brought local farmers into cafeterias to host mini Farmers' Market Stands
 - During the 2017-2018 school year nearly 5,000 students participated in hands-on nutrition education classes (1,584 classes in 14 schools). 1,260 volunteer parents, chefs and farmers supported the classes
 - The bilingual curriculum aligned with Common Core State Standards and corresponded with students' developmental levels. They are currently partnering with LANL Foundation to align the lessons with Next Generation Science Standards.
- SFFMI Local Foods for Local Kids program connected children and families to Market Fresh Cooking demonstrations, introducing them to new foods and simple, seasonal recipes and incentivized kids who participated to build healthy eating habits by giving them \$2 in market tokens. The POP (Power of Produce) Club program served 168 youth from 116 families. 72% of respondents reported the child's interest in fresh produce increased following participation.
- SFFMI Market Fresh Cooking program held 35 cooking demos at three markets with over 2,500 samples given. Recipes are simple with few ingredients, and feature the seasonal produce available at the market. Recipes are made available to customers and are bi-lingual. All sample cups, plates, etc. are compostable. Santa Fe County Extension ICAN staff cover 26% of demo shifts
- Feeding Santa Fe distributed healthy recipes along with fresh produce in their grocery bags.
- San Ildefonso Pueblo partnered with Santa Fe County Extension ICAN, IHS Health Educator and San Ildefonso Health and Human Services to provide nutrition education, food tasting and garden education.

Goal 2: Promote the development of healthy and safe built environments.

- The SFFPC worked closely with the Sustainability Commission to incorporate appropriate parts of the Food Plan into the Sustainability Plan, redoubling commitments and efforts to create policies and legislation that supports public wellness.
- San Ildefonso Pueblo was approved for a grant from National Parks, Rivers and Trails Conservation Program to revitalize recreation areas.

Goal 3: Expand and diversify opportunities to access food assistance.

- The SFFPC members and Farm to Table worked with legislators to draft the NM Senior Farmers Market Nutrition Program and Senior Meal Pilot legislation to double the participation in the Senior Farmers Market Nutrition Program from 16,000 to 32,000 seniors to benefit statewide if funding is secured for 2019-20. Additionally, \$30,000 will be available for a pilot program for NM senior centers to purchase NM grown produce.
- The Santa Fe Farmers' Market Institute information booth facilitated connections with potential SNAP recipients and the Road-runner Food Bank, which then directly assisted clients in filling out and navigating the SNAP benefits application process.

Goal 4: Align and publicize wellness policies throughout the Santa Fe region.

- Through newly developed outreach the SFFPC had 19,300 impressions on Twitter, 47 followers on Facebook and 2,011 visitors to the SFFPC website.
- The SFFPC established a monthly spot on the Richard Eeds Show on Hutton Broadcasting wherein a SFFPC council member paired with an expert from the community to share efforts with and developments in the community regarding the Food Plan.
- The SFFPC contributed articles to the *Green Fire Times*' October "Growing a Local Food System" issue.

GROWING FOOD

GOAL 3: Increase the number of school gardens aimed at helping youth learn about food, farming, and healthy lifestyles.

- San Ildefonso Pueblo is planning school gardens at Head Start and BIE Day School.
- Cooking With Kids established a partnership with Santa Fe Botanical Garden to develop “Living Lab” cooking/gardening curriculum and programming.

Goal 5: Increase the viability and presence of local gardens, farms and ranches.

- Reunity Resources began managing the Santa Fe Community Farm using regenerative farming practices. In its first growing season they donated 10,466 pounds of food, primarily to The Food Depot, Adelante, Feeding Santa Fe, Youth Works and Kitchen Angels, and sold an additional 1,851 pounds.
- NM DOH encouraged local agriculture through the Farmers Market Nutrition Program supporting 60 farmers’ markets, 17 roadside stands and 3 mobile farmers’ markets with over 850 farmers participating statewide.
- Santa Fe County Extension supported Small Farm and Ranch Task Force programs, 4-H programs, Ranch Camp for kids, Master Gardening education and the community gardens at Camino Jacobo and Edgewood Senior Center.
- Cooking with Kids worked closely with local farmers, purchasing food and bringing farmers into classrooms, supported with stipends provided through a NMDA grant. They also developed “Featured Farmer” lessons for classroom use, highlighting farmers who grew the food they use in cooking and tasting lessons.

GOAL 6: Develop agricultural incentives and innovative programs to support small farmers and maximize food production.

- In partnership with SF County, SFFMI hosted a “scaling up” workshop for vendors interested in expanding to a wholesale market. As a follow up, a “wholesale mixer” was held the following month to introduce growers to buyers.
- SFFMI and Guadalupe Credit Union hosted a “Business Plan” writing workshop for SFFM members. All resources for SFFMI workshops are available on the website.
- SFFMI provided scholarships for 16 vendors to attend the annual NM Organic Farming Conference. Two additional scholarships were given to for the Organic Seed Growers Conference and the US Lavender Growers Conference

GOAL 7: Adopt sustainable land/resource management practices at a regional scale.

- Reunity Resources diverted 1.4 million pounds of food waste from the landfill into compost. It collected food waste from schools, hotels and restaurants (over 8,000 children, teachers and staff were trained to compost) and converted it along with green waste and manure into soil amendments for local farmers and gardeners at the Santa Fe Community Farm.
- Reunity Resources further diverted 40,000 gallons of waste cooking oil and converted it into BioFuel, thus reducing the community’s CO2 waste stream by 1,000 tons annually.

GOAL 8: Prioritize sustainability/agriculture in future development in Santa Fe City & County.

- San Ildefonso Pueblo developed a composting system at the Transfer Station with guidance from NMSU.
- Kitchen Angels saved food trimmings from the kitchen for Master Gardeners composting demonstrations.
- Mayor Alan Weber convened several working groups to assist his transition, including a Sustainability Working Advisory Group, which included members of the Santa Fe Food Policy Council. The group made several short and long term recommendations to the city that promote/encourage sustainability and local procurement policies and practices.
- The Food Depot partnered with local farmers and gardeners to provide safe but unusable food for composting.

**For any questions, clarification, comments and feedback: Pam Roy, SFFPC Coordinator,
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