



Photo credit: NMFMA



2020- 2023
**USDA's Regional Food
System Partnership Grant**

Project Overview:
**"Scaling Up
New Mexico's
Value Chain
Coordination Network"**

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TODAY

ABOUT THE NMFMA

- Why Values Matter
-

PARTNERSHIPS

- Financial
 - On the Ground
-

THE PROJECT

- Deliverables
 - The Process
-

IMPLEMENTATION

- Toward Systems Change
-



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NMFMA's MISSION

Dedicated to strengthening the local food system by supporting agriculture producers and cultivating strong networks for a healthier New Mexico

CORE VALUES

1. Farmers earn a fair price for their products
2. Fresh, healthy, culturally appropriate food is available for everyone
3. The public is deeply engaged in the local food economy
4. Food dollars recirculate in our communities
5. **A strong web of partnerships supports a resilient food system**



Anthony Youth Farm (AYF), Photo credit: AYF

OUR RFSP PARTNERS — Financial

THE NMFMA HAD IN PLACE:

- RECENTLY SECURED PRIVATE FOUNDATION GRANT (THORNBURG)
- STATE SUPPORT — NM DEPT. OF AGRICULTURE
 - 26 years



Photo credit: NMFMA



La Semilla Food Center, Anthony, NM, Photo credit: NMFMA

OUR RFSP PARTNERS – On the Ground

- Statewide Implementation grant
- 20 Partners: Private and public
- **VCCP = Value Chain Coordination Professionals**
Support Partners: 8 organizations, including three state agencies, one funder
- **VCCEs = 12 Value Chain Coordination Enterprises**
Transactional Partners - Food hub and CSAs
- **Aligning the Collaborative Work Taking Place**



THE PROJECT — Deliverables

Goals & Objectives: Improving the long-term economic viability of the state's agriculture producers

- Increased sales
- Increase fresh food access
- Improved hub stability

Deliverables

- Creating new shared tools (e.g., product/pricing database)
- Expanding state procurement opportunities
- Expanding food safety program - hubs and farmers
- Creating metrics for VCC professionals
- Fostering professional development for food hub personnel



Seeded Sisters, Bernalillo, Photo credit: NMFMA

Characteristics of a Successful Collective Impact Initiative



THE PROJECT — Process

- Dynamic Governance Structure (team led vs. top down)
- Work teams will determine many of the priorities and resource deployment



Bienvenidos Outreach, Santa Fe, Photo credit: NMFMA

IMPLEMENTATION – Toward Systems Change

- **Time Frame:** 3-year grant — 10-year project?
- **Evolving Work:**
 - Partners & Knowledge sharing
 - Communications & Data Management
- **Equity:** Keeping this lens in focus
- **Policy:** Integrating policy into outcomes
- **Long-Term Resources**

THIS RFSP PROJECT:

- Focuses on the relationships and processes
- Many outputs will be determined by the partners during the process



Santa Fe Farmers' Market, Photo credit: NMFMA

Thank you!

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