

# HOW TO GET STARTED

*Buying and Selling Local Produce at New Mexico Schools, Senior Centers, and Early Childhood Sites*

## 2021-22 DEADLINES:

- **Priority deadline:**  
**March 1, 2021** (Vendors will be approved to sell by June 1, 2021)
- **Secondary deadline:**  
**June 1, 2021** (Vendors will be approved by September 1, 2021)
- **Rolling approval:**  
 (Available to prospective vendors on case-by-case basis)

\* *Download all supporting resources, including the Approved Supplier Program Packet, the Product and Price Guide, a Seasonality Chart, and the Price Availability Tool from:*

[www.webnew.ped.state.nm.us/bureaus/student-success-wellness/nutrition/farm-to-school/](http://www.webnew.ped.state.nm.us/bureaus/student-success-wellness/nutrition/farm-to-school/)

[www.newmexicofma.org](http://www.newmexicofma.org)



## FARMERS Open to All!

- 1 ATTEND** Winter buyer/grower meeting, if possible
- 2 GET** An Approved Supplier Packet and read through it \*
- 3 FOOD SAFETY** Train, implement, and document as required
- 4 INSURANCE** Some buyers, but not all, require \$1 million in product liability
- 5 DEADLINES** Follow deadlines outlined in the Approved Supplier Packet
- 6 TECHNICAL ASSISTANCE** Ask for help, if needed!
- 7 SUBMIT** The Approved Supplier Program Application
- 8 COMMUNICATE** With buyers!

## BUYERS Get to Know Your Farmers!

- 1 ATTEND** Winter buyer/grower meeting, if possible
- 2 GET** An Approved Supplier Packet and read through the section for buyers.\*
- 3 KNOW** Your farmers will have met necessary food safety requirements
- 4 FORECAST** Your needs using cycle menus, velocity reports, and production records. Determine product and quantity needed based on your projected frequency of use. Use the Seasonality Chart and Product and Price Guide to inform your projections.\*
- 5 INSURANCE** Some buyers, but not all, require \$1 million in product liability
- 6 COMMUNICATE** With farmers! Let them know your projected needs, including product specifications and delivery expectations. Use the Price and Availability Tool when you meet with prospective farmers.
- 7 NEED HELP?** If you need assistance with procurement, contracts, or budgets, ask your state agency for assistance

# Contact Information

## General Farm to School/Purchasing Support

### KENDAL CHAVEZ

*Healthy Schools/Farm to School Coordinator*

Healthy Schools/Farm to School Coordinator

Kendal.Chavez@state.nm.us | (505) 660-1560

## General Farm to Senior Center Support

### OPHELIA STEPPE

*State Nutritionist*

New Mexico Aging and Long-Term Services Department

Ophelia.Steppe@state.nm.us | (505) 476-4722

## General Farm to Early Childhood Support

### KATE ULLRICH

*CACFP Program Manager*

New Mexico Early Childhood Education

and Care Department

Kate.Ullrich@state.nm.us | (505) 699-2627

## Farmer Training and Technical Assistance

### ASHLEY TAYLOR

*Local Food and Farming Coordinator*

New Mexico Farmers' Marketing Association

Ashley@farmersmarketsnm.org | (505) 983-4010 ext. 1

## Spanish Language Farmer Training and Technical Support

### MARIO HOLGUIN

*Farm Fresh Manager*

La Semilla Food Center

mario@lasemillafoodcenter.org | (915) 215-3865

## Wholesale and Production Planning Support

### MICHAEL VENTICINQUE

*Value Chain Coordinator*

New Mexico Farmers' Marketing Association

Vcc@farmersmarketsnm.org | (505) 448-2891

## Produce Safety Alliance Training and General Food Safety Support

### JOHN GARLISCH

*Bernalillo County Extension Agent*

New Mexico State University Cooperative Extension

Garlisch@nmsu.edu | (505) 243-1386

## LOCAL FOOD HUBS

**For Help with Aggregation, Distribution, and/or Sales**

### Agri-Cultura Cooperative Network, Statewide

#### ANITA ADALJA

*Produce & Distribution Manager*

saladmachine@gmail.com | (505) 217-2461

### Anthony Youth Farm, Southern New Mexico

#### MAYTE MENDOZA

*Food & Marketing Coordinator*

mmendoza@anthonyyouth.farm | (575) 201-3390

### Desert Spoon Food Hub, Southern New Mexico

#### ADRIANA CLOWE

*Director of Operations*

adriana@desertspoonfoodhub.org | (832) 971-7123

### La Montañita Cooperative Distribution Center, Statewide

#### VALERIE SMITH

*Quality Assurance Specialist*

valeries@lamontanita.coop | (505) 217-2010

### La Semilla Food Center, Dona Ana County/Paso del Norte Region

#### MARIO HOLGUÍN

*Farm Fresh Manager*

mario@lasemillafoodcenter.org | (915) 215.3865

### New Mexico Harvest, Statewide

#### THOMAS SWENDSON/EDWARD WHITNEY

*Director of Operations*

Thomas: Thomasswendson@gmail.com | (505) 585-5127

Edward: Orders@newmexicoharvest.com | (720) 545-6358

### San Juan College Harvest Food Hub, San Juan County/Northwest New Mexico

#### ERIN HAVENS

*Project Manager*

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### Southwest New Mexico Food Hub, Southern NM & Statewide

#### BEN RASMUSSEN

*Project Manager*

brasmussen@frontierus.org | 575) 654-5130

For more information about the New Mexico Grown Program:

[www.webnew.ped.state.nm.us/bureaus/student-success-wellness/nutrition/farm-to-school](http://www.webnew.ped.state.nm.us/bureaus/student-success-wellness/nutrition/farm-to-school)