

FY 2014

\$96,466 to the Ajo Center for Sustainable Agriculture, Ajo, AZ, to expand the Ajo Farmers Market by recruiting and training vendors, and by advertising and promoting the market to the public.

**Final Report**

***Farmers Market Promotion Program***  
***Final Performance Report***  
***For the Period of October 1, 2014 – September 30 2016***

***Date:*** 20-Dec-16  
***Recipient Name:*** Ajo Center for Sustainable Agriculture  
***Project Title:*** Authentically Ajo Farmers Market Promotion Project  
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***Program Summary:***

In Ajo, AZ, a low-income/low-access community in the middle of the Sonoran Desert, the Ajo Center for Sustainable Agriculture and other members of Ajo Regional Food Partnership are working to create a robust and healthy local food system. The goal of the “Authentically Ajo Farmers Market Promotion Project” was to greatly expand the existing farmers market, and provide training and technical assistance to local growers and food producers. The project (1) increased the number of growers/wild food harvesters/food producers participating in farmers markets activities almost five-fold from 13 to 62; (2) increased the capacity and skills of local and regional growers/wild food harvesters/food producers through providing more than 1,000 educational and TA opportunities; and (3) quadrupled the number of consumers shopping at the farmers market from 2,250 to 10,500. The project also increased market days by factor of four (from being held once/month to weekly), and increased sales of local foods by 500% (from \$6,300 to \$36,000 per year). The overall result is increased access to and consumption of locally/regionally produced and culturally-appropriate vegetable crops, and value-added food products. Other outcomes include 8 direct part-time jobs created and retained and 60 indirect part-time jobs; direct benefit to 22 growers, 5 wild food harvesters, and 35 value-added food producers; and an increase from 6% to 30% of area households consuming local foods and food products (from 100 to 600). Outreach and information dissemination benefited at least an additional 600 regional growers and food producers including growers on the Tohono O’odham Indian Nation.

***Goals and Objectives:***

The goal of “Authentically Ajo Farmers Market Promotion Project” was to improve and expand Ajo’s farmers market as the most locally viable direct producer-to-consumer market opportunity in the region, and thus increase the domestic consumption and access to locally and regionally produced and culturally-appropriate agricultural projects.

**Need for proposed project**

Ajo is a small isolated rural community (3,304 population) in the middle of the Sonoran Desert, surrounded by millions of acres of public and Indian lands. Ajo is a federally designated Colonia 40 miles north of the U.S./Mexico border. The nearest urban places are Tucson, 140 miles to the east, Phoenix 110 miles to the north, and Yuma, 150 miles to the west. There are several small villages within about 40 miles of Ajo, most of which are in the western districts of the Tohono O’odham Nation, geographically the third largest Indian Nation in the United States. Median Household Income is \$27,796, with 32% living below the poverty level; approximately 40% of the population is Hispanic and 30% American Indian. The ERS map (04019470400) depicts the Ajo tract as Low Income/Low Access to food (LI/LA) at ½, 10, and 20 miles.

Since 2008, the Ajo Center for Sustainable Agriculture (ACSA) together with members of the Ajo Regional Food Partnership has been building a local food system in the most adverse growing conditions based on a distributed agriculture model, which incorporates several types of agricultural areas designed to integrate as many people as possible into our local food system. We have catalyzed the creation of numerous gardens, networked with other regional farmers and ranchers, and mentored local food producers, and slowly built up enough supply and demand to support a local farmers market. However, to have a significant and sustainable impact in the Ajo community and surrounding area, we needed to get to scale. The community and participating organizations were ready for a major expansion in growers, wild food harvesters, food producers, and the size, frequency, and customer base of the Ajo farmers market. In order for that to happen we needed resources to provide leadership, organization, marketing, some support to each partner organization, and training opportunities otherwise unavailable in our remote area. “The Authentically Ajo Farmers Market Promotion Project” was a serious capacity building project designed to become at least partially self-sustaining by the end of the two-year grant period, and has, in the end, met and exceeded all the set objectives.

In order to achieve the goal of improving and expanding Ajo’s farmers market, the project had 3 objectives with the following scope of work:

**Objective 1:** Increase the number of growers/wild food harvesters/food producers participating in the farmers markets activities (by 200%). In addition, increase farmers market sales by 300%, and increase the amount of locally grown, harvested, and produced food sold by 200%. Involve the vendors in the organizational and infrastructure improvements for the market. Design a way for allowing small growers to become participants in the farmers market (a consignment option). Increase the number of days the market is held.

**Objective 2:** Increase the capacity and skills of local and regional growers/wild food harvesters/food producers by evaluating the capacities and needs of existent and potential market growers, wild food harvesters, and value-added food producers; developing a training and technical assistance program for them; deliver workshops, on-site training, farm swaps, and individual consultations.

**Objective 3:** Increase the number of consumers shopping at the Ajo farmers market by 400% by conducting farmers market customers surveys; developing and implementing a customer recruitment strategy (“Authentically Ajo” brand and “Shop Authentically Ajo” marketing campaign); introducing the EBT option at the farmers market; increasing farmers market presence in local print and social media; coaching farmers market vendors, managers and volunteers as well as customers on working with EBT purchases; providing food demonstrations at the farmers market; and developing a farmers market newsletter (paper and electronic).

## ***Activities:***

In order to improve and expand Ajo’s farmers market and reach the three target objectives, we conducted the following activities:

1. Designed a comprehensive recruitment campaign locally and regionally, including backyard and community garden growers, outreach to regional growers, wild food harvesters and ranchers (including through Arizona Chapter of Young Farmers Coalition, state-wide events such as Small Producers Forum, and neighboring tribes) and partnering organizations and networks such as the Ajo Regional Food Partnership and the Tohono O’odham Food and Farm Working Group. This included “cafecita” type meetings, group meetings, and individual visits. In addition, we held community meetings (as a part of the EPA’s 2015 Local Food, Local Places), as well as did presentations and updates to Ajo and regional organizations, businesses and community members (Western Pima County Community Council, Community Partnership Panel hosted by Freeport Moran, Ajo Chamber of Commerce). We consulted with other farmers markets (Tucson Community Food Bank, Phoenix Downtown Market, Bisbee Farmers Market, Prescott Farmers Market, Sedona Farmers Market, Flagstaff Farmers Market), governmental organizations (NRCS, USDA, Cabeza Prieta National Wildlife Refuge, Organ Pipe Cactus National Monument), educational organizations (Ajo Unified School District) and other food organizations (Local First Arizona, Maricopa County Health Department).
2. We designed a “Training and Technical Assistance Plan” (attached) with a wide range of workshops, trainings, farm swaps, field trips and individualized technical assistance. We substantially expanded market

gardening education and provision of gardening supplies through Ajo Gardeners Network, including food safety and market garden cropping workshops. Our partners, Loma Bonita Neighborhood Gardens and Ajo Community Garden Consortium, also expanded gardening education, and geared their members towards selling at the market. Loma Bonita, for example started a kids market gardening program (the “Green Garden Gang”) with neighborhood kids ages 2 to 14. In total, we provided 1,049 educational opportunities, and reached over state- and nation-wide, as well as in Mexico.

3. Our partner, the International Sonoran Desert Alliance, developed a commercial kitchen incubation program, recruiting local cooks / chefs, and training them to become market vendors.

4. We conducted 2 rounds of surveys of existent growers and other vendors (samples attached).

5. We started holding regular meetings of vendors to organize and improve the market. An “Authentically Ajo Farmers Market Improvement Plan” was designed and continuously amended (attached).

6. Major structural and organizational changes were implemented, including designing a vendors contract/application (attached), Market Guidelines (attached), introducing a market fee (10% of daily sales through vendor slips), arranging for bathroom usage with the Plaza management organization, and other improvements. We compiled all the county, state, and other regulations that apply to growers, egg producers, value-added producers, food vendors and arts and crafts vendors, and assisted all the vendors to become fully “legal” and compliant. We are working closely with the Pima County Health Department on implementation of their rules, and developing new ones, including securing a 50% discount on temporary food permits when selling at the market or market events, and a general food demo/tasting permit, to open up possibilities for Ajo residents. We secured a 50% discount for all market vendors in the usage of the commercial kitchen at the newly-developed Sonoran Desert Conference Center (International Sonoran Desert Alliance).

7. We consulted with Tucson Community Food Bank, and researched other types of projects providing small growers incubators. We designed small growers consignment table at the market, ran by ACSA staff or volunteer, allowing small growers to provide a few items for sale without having to sell. In the process, this table also started carrying dried goods from other regional farmers who were not able to attend the market due to the distance / time investment or conflicting markets elsewhere. (Pamphlet attached.)

8. Our partner, Ajo Community Garden Consortium also introduced a consignment table at the market carrying their members’ produce, and developed rules for contributing and redemption.

9. We increased the number of market days from monthly to bi-weekly and weekly in 2016. We also introduced a new market day, i.e. Thursday afternoon (instead of a Saturday morning) for spring/summer period.

10. We participated in the Arizona-wide Farmers Market Nutrition Program training (provided in Sierra Vista), and registered the market to accept SNAP with US USDA and FNS.

11. We purchased an EBT terminal from a local bank (National Bank of Arizona), who provided training for market manager and other staff. Additionally, the market manager trained volunteers to run the machine.

12. We registered the market and three participating growers with AZ Department of Health Services to accept WIC vouchers and Arizona Farmers Market Nutrition Program coupons.

13. We registered with USDA and put market on several official maps. We also included in the Local First Arizona’s Good Food Finder.

14. We secured a small grant from Punch Woods Endowment to provide a Double Up Bucks match for each SNAP dollar spent at the market. We also participated in the Arizona-wide FINI grant initiative (Double Up Arizona), and participated

15. Market Coupons and Double Up Coupons were designed and introduced, including Spanish translations. Accounting and redemption protocols were designed, new reporting sheets introduced and market staff and vendors were trained.

16. We designed new farmers market posters, and signs (including fence signs, sandwich boards and signs on buildings).

17. An “Authentically Ajo Farmers Market” Facebook page was set up; the farmers market was cross-promoted through our own Facebook page (Ajo Center for Sustainable Agriculture) and other local and regional social media sites.

18. We developed an extensive general educational campaign in cooperation with members of Ajo Regional Food Partnership. Food demos and tastings were introduced at the market. Monthly food demos, tastings

and seed and seedling give-aways started at Ajo Food Bank pickups to educate food bank clients about the market as well as cooking with fresh produce. We started cross-promoting the market at the Edible Ajo School Yard (EASY) to spread awareness among school students and their families about the SNAP program and farmers market offerings. We distributed posters advertising the market at least once/month to over 260 students, and Ajo Center for Sustainable Agriculture participate in quarterly garden family events to advertise the market. EASY organizes at least 2 kids activities / month at the market.

19. We introduced regular kids activities at the market, combining food, physical activity (for example yoga or bicycles) with arts and crafts. We also recruited local Mexican folklorico group to practice during the market hours.

20. We developed an “Authentically Ajo” brand, including vendor signs (“Authentically Ajo Vendor”) and Authentically Ajo stickers in two sizes: one small with “Authentically Ajo” only, for vendors to ad to their product labels, and one larger with “Authentically Ajo” and space provided for ingredients and vendor’s name. The labels are regularly distributed for free to all the vendors according to their needs. We further defined rules for what qualifies to carry the brand, and added it to our advertising: “Grown in Ajo. Made in Ajo.” We also designed and printed “Authentically Ajo Farmers Market” shopping tote, and start selling it at the market.

21. We designed and implemented two “Shop Authentically Ajo” campaigns. The first one was designed in cooperation with Ajo Chamber of Commerce and other Ajo local businesses, was launched on the Small Business Saturday (after Thanksgiving 2015) and went through Christmas 2015. During the campaign, each purchase at the market received a raffle ticket which was entered into a weekly raffle of goods contributed by the vendors. During that time, we hosted an “Eat Authentically Ajo” dinner as a part of Ajo Center for Sustainable Agriculture’s farm-to-table Supper Club programming. The dinner took place in the Ajo Plaza (where the market is held), and featured market growers, bakers, and cooks. The market was also included in a “6 Ways to Shop Locally in Ajo, AZ” (<http://localfirstaz.com/news/2016/02/04/shop-local-ajo/>), which has been widely distributed through social media. The second campaign “Kids Month at the Market – Shop Authentically Ajo” took place during May 2016, when the local bank (National Bank of Arizona) sponsored Kids Coupons. Each youth in the Ajo Unified School District’s Elementary and Middle School (ie participants of Edible Ajo School Yard programming), as well as students of Ajo Christian Academy received a free \$3 coupon to spend on their choice of fruit or vegetables.

22. Organized two annual Ajo Food Festivals, featuring regular vendors with guests, celebrating local produce and prepared foods, in combination with gardening and cooking workshops with tastings, and other activities for kids (e.g. “peace train”) and adults (e.g. “food chats” with local food authors, herbalists etc).

23. In cooperation with regional partners (University of Arizona, Tucson Mission Gardens), Ajo Center for Sustainable Agriculture introduced a new regional food festival dedicated to the unique desert fruit – pomegranates. The 2015 Pomegranate Festival was held in Ajo; the 2016 in Tucson. The festival was educational but also featured farmers market vendors.

24. We started introducing pop-up markets at other community events, and preparing vendors for them.

25. We developed an extensive advertising campaign in cooperation with Ajo Chamber, and developed an excellent working relation with the local newspaper (Ajo Copper News) and published weekly farmers market ads, while they covered market and educational activities with additional articles and photos. We placed an ad for Ajo Food Festival in the Edible Baja Arizona magazine with circulation of 25,000 copies and read by 90,000+ people. 20. We worked with the Arizona Department of Tourism and Arizona Department of Economy on helping us promote the market and the food festivals.

26. Developed and published a farmers market newsletter with food news, vendor introductions, and recipes on local produce. The market newsletter was sent out electronically (email list includes over 200 addresses) a day before each market, and distributed in paper copies at the market and other food events. Past issues were compiled into a “Why Eat Local” booklet which was distributed to 14 locations around the town, including local DES office, low-income housing, local health center etc. We partner with Desert Senita Community Health Center and their Registered Nutritionist to design one newsletter / month around nutrition information on local seasonal offerings. This issue gets translated into Spanish, and 150 copies of the market newsletters in both languages, as well as SNAP / Double Up Bucks fliers are distributed each month at the Ajo Food Bank pickups.

27. Developed a new website ([www.ajocsa.com](http://www.ajocsa.com)) whit an “Authentically Ajo Farmers Market” page which

includes all the information, regulations and newsletters.

28. We conducted customer counts using clickers and interval counting. We also conducted annual customer surveys (sample attached).

29. We designed a partnership record-keeping and reporting system, held monthly meetings to coordinate the programming, develop events and trouble-shoot.

30. Hired and trained personnel for part-time positions offered under the grant; the same for Ajo Community Garden Consortium, Loma Bonita Neighborhood Gardens, and International Sonoran Desert Alliance. Personnel of the lead organization and partners was able to staff the increasing number of markets, as well as conduct recruitment and offer trainings and individual consultations and mentoring to other growers and food vendors.

31. Introduced an official Information Table at the market, where the Market Coordinator and market volunteers accept EBT cards as well as other cards, distribute newsletters, assist with the vendor information and locations, and distribute food facts.

32. We kept a weekly photo documentation of the farmers markets, as well as food festivals and workshops (all posted on the Authentically Ajo Farmers Market's and Ajo Center for Sustainable Agriculture's Facebook pages, and distributed through other Facebook pages). In addition, a short vide was compiled from the summer market (posted on the Authentically Ajo Farmers Market Facebook page and ajocsa.com).

33. In February 2016, Ajo Regional Food Partnership prepared a 7-minute video on local food system development in Ajo, which heavily features the market and people's stories about the market. The video is available at [www.ajocsa.com](http://www.ajocsa.com).

## ***Accomplishments:***

Based on the program requirements, we developed a table to report measurable results for project activities at the beginning of the project (attached). This includes our baseline data.

The most important accomplishments are:

1. Total number of food vendors (growers, wild food harvesters, value-added food producers) increased almost five-fold from 13 to 62 (the projected target was 39, i.e. 300% increase). The total number of growers increased from 5 in the baseline to 22 (projected 15), wild food harvesters increased from 1 to 5 (projected 3), and number of food producers including bakers, canners and prepared foods vendors increased from 7 to 35 (projected 21). In addition, we witnessed a substantial increase in number of arts and crafts vendors and educational and informational booths (from 3 to 69). This was not planned, however, since our target was to turn the market into a community event, we believe the additional booths attracted more and/or different clientele.

2. Provided more than 1,000 educational and TA opportunities (1,049, while the projection was 90!), which includes 12 conferences, 7 food events, 64 workshops, 12 on-site trainings, 6 farm swaps and 946 individual consultations. Ajo Center for Sustainable Agriculture, and our partners (Ajo Community Garden, Loma Bonita Neighborhood Gardens, International Sonoran Desert Alliance) intensified assistance in order not to just recruit much higher participation of growers and other food vendors in the current markets, but also to lay a very strong foundation for the sustainability of the market, growers and other vendors for many years to come. (For details, see the attached Training and Technical Assistance Plan.)

3. Increased market days from monthly to weekly, and introduced additional opportunities for market vendors such as food festivals (2 per year) and pop-up markets. In total, the number of market opportunities increased from 15 to 42.

4. Introduced not one but two small growers consignment tables, allowing participation to additional 15 backyard and community gardens growers.

5. Improved the quantity, quality and diversity of food and food products sold, and developed a brand associated with locally grown and produced foods and other products (“Authentically Ajo”). The amount of pounds of locally grown food sold increased by a factor of 4.5 from 1,000 lbs/year to 4,500 lbs/year (and exceeded the target of 200% increase of 3,000 lbs/year).
6. Increased sales of local foods by 500% from \$6,300 to \$36,000 per year (and thus exceeded the target of 300% increase, i.e. \$25,200).
7. Quadruple the number of consumers shopping at the farmers market from 2,250 to 10,500, or from average 150 to 250 customers.
8. Introduced EBT option at the market, and increased the SNAP sales from \$0 to \$241 in the first 5 months after introduction. With the support of Community Food Bank’s Punch Woods Endowment introduced a Double Up Bucks incentive program, matching each SNAP dollar spent (\$246 total).
9. Increased the percentage of area households, including low income, consuming local foods and food products from 100 to 600 (or 6% to 30%).
10. 8 (as opposed to 6 predicted) direct part-time jobs were created and retained, and at least 60 indirect part-time jobs.
11. Substantially increased the local and regional awareness of the market and growers, including in print media, social media, websites (ajocsa.com; sonoranc.com) and through signage (10 total).
12. 9. Outreach and information dissemination through FERN, Arizona Chapter of Young Farmers Coalition, Local First Arizona events and national and international conferences benefited at least an additional 600 growers and food producers including growers on the Tohono O’odham Indian Nation, wider Southern Arizona region, and Arizona in general.

The overall and long-term accomplishments/impacts to report are 1) increased capacity of local growers, wild food harvesters and value-added food producers; 2) increased sustainability of the Authentically Ajo Farmers Market; 3) increased market opportunities for local growers and ranchers; and 4) increased access to and consumption of locally/regionally produced and culturally-appropriate vegetable crops.

### ***Beneficiaries:***

1. The primary direct beneficiaries of the project are 22 growers (including small market growers through consignment tables), 5 wild food harvesters, and 35 value-added food producers. In addition, the market hosted 54 arts and crafts vendors. All the vendors continue to report an increase in sales, on average 100% increase each season! Here are some quotes from the growers and bakers:

- “The Authentically Ajo Farmers Market is becoming increasingly important to our community, regarding basic food needs and economic growth for small vendors. As we gain state and national attention for our Ajo food system re-make, Loma Bonita is proud to be associated with the Ajo Regional Food Partnership.” (Gayle, Loma Bonita Gardens and Orchard)
- “The market expanding to a weekly event drawing a lot of visitors allows us to stay in town and make a living here. We used to have to drive to Phoenix markets every week (2-hour drive in one direction), and all of our profits were taken up by the travel and extra time needed. The Ajo market now allows us to stay here, produce here, and interact with our own community.” (Mike, the “Bread Guy”)
- “The Ajo Farmers Market is one of the best thing to happen in Ajo. It as help so many people in our community - we are a community of Farmers, Bakers and Artists. Without the Market we would have no place

to sell our goods, and would be a lost of income that is so very important to each and every one involved. Ajo Center for Sustainable Agriculture who run the Farmers Market are doing a wonderful job, they are always looking for ways to improve the Market for the better. Under their leadership the Market has grown and vendors are benefiting from this, and so is our community. The Farmers Market bring programs to the our Community that we never had before like gardening for Children , programs to teach people how to eat healthier.” (Sylvia, the “SissyBear” baked goods)

- “The consignment table option has allowed me not only to sell my produce and earn extra income, but also encouraged me to start thinking what to grow for sale, and thus making me a better grower. Thank you, Ajo Center for Sustainable Agriculture!” (Josie, backyard grower)

2. The project is located in an extremely poor remote area and a USDA-designated food desert. Median Household Income is \$27,796, with 32% living below the poverty level; approximately 40% of the population is Hispanic and 30% American Indian. The market created a weekly, year-round venue for accessing locally and naturally grown, fresh, and culturally-significant foods (such as tepary beans, cholla buds, or “verdolaga” wild greens). In two years, we counted more than 16,000 customers, which for a town our size is remarkable. Additionally, we started seeing that the customer base started to shift to include low-income population, probably thanks to SNAP/Double Up programs, as well as offering cultural foods. Another huge change we started witnessing towards the end of the project (and with an introduction of kids programming and a new week-night market day) is the shifting from predominantly white and older population into younger families with children, including Hispanic and Native American.

Here is some feedback from customer surveys:

- “The first thing you notice when you walk up to the tables at the farmers market is how incredibly fresh and just beautiful the vegetables are, and something you just don’t find elsewhere, so to me this is what makes this movement meaningful, getting vegetables not spending any time on the truck. What this food movement does is engenders the community spirit, people who tend the gardens and you see at the market are all your neighbors and everybody is participating so it really helps build the community spirit. I also think this has great economic impact on our community.”
- “We believe in organic and fresh produce, and we believe in supporting our local farmers. Unfortunately, in most cases, produce sold at farmers market is cost prohibitive for us. Double UP Bucks program is great because it makes veggies and greens sold at the market affordable. Instead of buying one item once in a while, we now can buy several kinds of greens and vegetables and cook several meals with them. Also, instead of going to Phoenix and shopping for cheaper organic greens in a store there, we can shop locally and support business and farmers here in town.”
- “The Double Up Bucks are awesome. They saved me during tight spots. I could say the same about kids activities. Silas loves them. I do better sales when he is not distracting me.” (a mom, and an art vendor)
- “This program has allowed me and my kids to access fresh organic produce with our EBT. The Ajo Center for Sustainable Agriculture has nurtured healthy lifestyles throughout our community and empowered families to start their own gardens. SNAP Bucks encourage those on public assistance to shop locally and organically. Double Up Bucks are important to me because I am able to experiment with a variety of vegetable recipes that my kids appreciate because they know the farmers who grew it and the soil from which it came. Continuing the SNAP and Double Up programs at the farmers market is crucial to the continued efforts of everyone throughout Ajo to support healthy living and continued improvement of our kids’ health.”
- “I like the (new) Thursday markets since I can go after work and there is always a fun activity.”
- “ I really enjoy the Thursday evening markets, it is family friendly & it’s perfect time to rest, relax & catch up with good friends as well as make new friends all while enjoying the wonderful homemade foods & crafts. The cool ice cream treats are delicious for warm summer nights & you can’t help but enjoy the opportunity to buy fresh garden grown produce. Always a good time. . ”

- “It is great to be able to gather at the plaza for fresh produce, and of course a bonus with the kids activities!”
- “I LOVE the evening market. It’s a great opportunity to come together as a community and have fun. I’ve lived here 6 years and I’m still making new friends. The kids activities are great. Our favorite is the bread guy. That jalapeno break makes killer grilled cheese.”
- “I really like the market because it not only showcases local foods and artwork, but it also provides a place for people to gather and enjoy each other’s company.”
- “I love seeing all the different vendors and being able to either get a fun treat or “real” food or a gift authentic to Ajo. The organizers and vendors are so nice and take time to talk to Bill (7 year old) and remember us! I also just really like the Plaza in general.”
- “I love that they include the children, good music, awesome atmosphere. It is just a great place to bring the whole family!!”
- “Great food and a great place to hang out with family and friends.”

3. Produce and food sales alone during the 2015/2016 period contributed \$36,000 to the local economy. If we include arts and crafts, the total market in 2015/2016 contributed \$57,600 directly to the local economy, and \$124,416 indirectly (using the standard 2.16 multiplier). In comparison with the baseline (\$8,500 directly, \$18,360 indirectly), the two years of the project substantially boosted local economy.

4. Outreach and information dissemination through FERN, Arizona Chapter of Young Farmers Coalition, Local First Arizona events and national and international conferences benefited at least an additional 600 growers and food producers including growers on the Tohono O’odham Indian Nation, wider Southern Arizona region, and Arizona in general.

5. The site of the market (the Plaza) is surrounded by businesses, and through the two years, we have kept a good report with the building owners and renters, including them into all promotional activities, working out opening hours, bathroom usage and clean-up issues. Also, 100% of businesses reported an increase in their walk-ins and sales on market days, particularly during the market hours. As Eric, one of the business owners said: “The market is the only thing that brings customers to the Plaza. Keep doing what you are doing, and thank you!”

6. Last but not least, beneficiaries of the program include the lead organization on the project as well as our partners. The project facilitated overall organizational capacity building for Ajo Center for Sustainable Agriculture, Ajo Community Garden, Loma Bonita Gardens and Orchard, and the International Sonoran Desert Alliance, especially in grant management and reporting, accounting, surveying, federal payment system, federal forms, as well as partner programming coordination, partner reporting system coordination, and food system change cooperation.

### ***Lessons Learned:***

This project was very ambitious as it took on making a significant change in a food system by advancing both sides of the farmers market equation at the same time, i.e. the supply and demand, which are completely interwoven and interdependent yet require very different approaches. What worked really well for us is a strong established network of partners with similar large-scale vision but particular skills, and their own resources and networks. That allowed us to reach many more people than one organization could have done themselves, and allowed for diversified trainings and multi-cultural reach. Another strategy that worked was being constantly and consistently present in the community well beyond agricultural or market events – a lot of grassroots organizing had to take place in our situation, especially raising awareness of the market, its importance and recruiting new vendors and customers. It was also very helpful for us to keep a really good photo documentation and (social) media presence, especially of people and products, and organize activities to go along with the market sales, including food festivals. A weekly newsletter with recipes was a good way to communicate more specific topics, raise awareness and promote unfamiliar foods, as were “Authentically Ajo” farm-to-table dinners featuring the vendors. We worked hard to turn the market into a true community

event, which continues to draw people of different interests, races and ages. Kids' activities, free tastings and local musical and dance groups were specific strategies we used to reach out to younger, multi-cultural audience. We partnered with local school, health center, Parks and Recreation as well as national park and protected areas to provide many of the kids activities. We also partnered with local businesses (such as a local bank and a newspaper) which appreciated our "business" and in turn offered more services for free or at reduced price. A part of the project was to introduce SNAP/EBT option, but because "healthy" food is automatically assumed to be expensive, we knew we had to offer incentives. We were lucky to be able to secure a small local grant just in time (from Tucson Community Food Bank's Punch Woods Endowment) to match the EBT dollars (Double Up Bucks), and partnered with other organizations in a successful Arizona-wide FINI application for 2017 and 2018. We also added on work with a local food bank and WIC office, providing free cooking workshops and demos.

We heavily invested into building up local capacity of organizations and individual producers, as well as general awareness of the community. We believe that all the assistance provided is already showing results, including in the much higher participation of growers and other food vendors in the market, but we also believe we have laid a very strong foundation for the sustainability of the market, growers and other vendors for many years to come.

On the other hand, the scope of the project turned out to be extensive beyond our expectations; we were very active for the two years of the grant program, and we have made significant changes, yet it feels like the project is just starting to take off the ground. All partners encountered a substantial burn-out factor with their personnel due to the amount of work. Another factor in preventing a personnel turn-around was a lack of sufficient funding for the amount of work it required – the main participating partners received some of the grant money to hire new part-time positions or add on to the existent positions, however the amounts were too small to cover the true extent of work, or offer stable jobs; on the other hand, because the funds got distributed among the lead organization and three other organizations, there was no way to increase any one's staff time and pay. In retrospect, it might have been better to not distribute the funding so extensively, and instead work with the partners with their own resources; however, all the rural communities lack funds, and if this funding was not available to all partners, they might have not been able at all to participate in this project.

When the partners did the final evaluation of the program, sustainability was identified to be the main struggle for all, including market management, recruitment and education. We also hear from the producers and value-added vendors that they will need to increase their earnings in order to be able to sustain doing it. Our overarching market goal was to get to scale, and even though we substantially increased the market and became the most impactful of all small businesses in our area, we cannot predict whether the market will be able to operate successfully on its own in a long run, especially not at the scale we were able to run with the funding provided by FMPP to cover the staffing, advertising and photo documentation. It looks like a vicious circle: the expansion has to continue, yet an expansion of all activities (recruitment, training, marketing, and education for the customers) requires an in-advance investments in amounts that the market is not yet generating.

To sum up, our advice is to go slow – organizing markets is a good example of a systemic food work, and in order to affect a change and impact within a system, it takes time. We are trying to change people's behavior, not just knowledge, and we cannot do it for them; habits are the hardest to break, we can only create space for people making a change themselves. Give yourself time, partner with others with similar visions, and keep going.

**Most significant IMPACT items:**

Due to the funding provided under FMPP, a local year-round producers-only weekly market is now held in Ajo, Arizona, a true food desert with the "worst soil for agriculture", offering a wide array of fresh and culturally-significant foods not offered in a local grocery store, and being made available to low-income people through

*EBT option as well as effectively at half price (Double Up Bucks program). This market features as a unifying community event with kids activities, local dance groups and musicians, and a gathering point in a dispersed tri-national community. We also increased awareness of local food and food items, as well as arts and crafts products, through a united “Authentically Ajo” brand.*

*More specifically, the funding provided under FMPP:*

- (1) increased the number of growers/wild food harvesters/food producers participating in farmers markets activities almost five-fold from 13 to 62;*
- (2) increased the capacity and skills of local and regional growers/wild food harvesters/food producers through providing more than 1,000 educational and TA opportunities; and*
- (3) quadrupled the number of consumers shopping at the farmers market from 2,250 to 10,500.*

*The project also increased market days by factor of four (from being held once/month to weekly), and increased sales of local foods by 500% (from \$6,300 to \$36,000 per year).*

*The overall result is increased access to and consumption of locally/regionally produced and culturally-appropriate vegetable crops, and value-added food products. Other outcomes include 8 direct part-time jobs created and retained and 60 indirect part-time jobs; direct benefit to 22 growers, 5 wild food harvesters, and 35 value-added food producers; and an increase from 6% to 30% of area households consuming local foods and food products (from 100 to 600). Outreach and information dissemination benefited at least an additional 600 regional growers and food producers including growers on the Tohono O’odham Indian Nation.*



## Customer Survey

1. What do you like about the Authentically Ajo Farmers Market?

2. How can we improve?

3. Is Saturday morning market convenient for you?	Yes	No
Would you prefer a weekday / evening market?	Yes	No
Different location?	Yes	No
If yes, where? _____		

How often do you shop at the Authentically Ajo Farmers Market? (please circle all that apply)

Every market	Occasionally	Seasonally	Rarely	Never
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How much do you spend on average?

Less than \$5	\$5	\$10	\$15	More than \$15 (\$_____)
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I usually shop for: Fresh produce, Dried foods, Baked goods, Eggs, Soaps, Arts and crafts

I miss: Prepared foods (food booths), Meat, \_\_\_\_\_

Please tell us about yourself:

Age:	18-28	29-55	56 and above
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Gender:	Female	Male
---------	--------	------

In Ajo:	Full time	Seasonal	Visitor
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Do you participate in any food assistance programs? Yes (food bank, SNAP, WIC) No

*Thank you for your time!*

*Please return the survey to [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com), drop it of at the farmers market info booth, or send to 901 Morondo Ave. This survey is anonymous. The data will be compiled by Ajo CSA and shared with Ajo Regional Food Partnership and other community partners in order to improve our services and programming in the area of local food system. Authentically Ajo Farmers Market is supported by USDA-AMS-FMPP, USDA-FNS-FMSSG and Punch Woods Endowment.*



## **Authentically Ajo Farmers Market Rules and Operating Guidelines**

The Authentically Ajo Farmers Market's mission is to promote the development of a sustainable and just regional food system and foster community food security. The primary focus of the market is to provide a forum for direct interactions between consumers and local growers, wild foods harvesters and food processors. The market promotes empowerment of individuals and community through education and entrepreneurship, and fosters diversity and economic development from the ground up.

The market is held every 2<sup>nd</sup> and 4<sup>th</sup> Saturday in the Ajo Plaza between 9 and 11 am. Starting in January 2016, the market will be held every Saturday. The set-up begins at 8 am, and clean up lasts till noon.

Market vendors are responsible for maintaining their space in a clean and attractive manner with attention to public safety and respect for the use of this public space by others following the end of the market day. Market vendors are responsible for their own set-up and clean up, cleaning all trash and waste including sweeping up of any debris within and around their allotted space. On site trash receptacles are provided for consumer and market vendor use.

All vendors must leave parking available for the customers of the market as well as customers of the businesses within the plaza. There is to be no parking behind the Post Office. Parking in front of the farmers market is for loading and unloading only.

The market is organized by Ajo Center for Sustainable Agriculture in cooperation the International Sonoran Desert Alliance, Desert Senita Health Center, Ajo Community Garden Consortium, Loma Bonita Garden and Orchard and other members of Ajo Regional Food Partnership.

Ajo Center for Sustainable Agriculture is committed to supporting the potential and existing vendors. Please contact Market Manager for assistance with selling permits and requirements, and other questions or issues that might arise.

### **Market vendors must:**

- A. Pre-register with the Market Manager, fill out the application (seasonal, or a one-time), agree to and follow the Authentically Ajo Farmers Market Rules and Guidelines, assume the spot allocated to them by the Market Manager (permanent or temporary), and at the end of the day report the earnings to the Market Manager, and pay a 10% sales fee. The vendor is responsible for their own set-up and clean-up.
- B. Reside and produce food or other products in Ajo, TO Nation, Gila Bend or wider region surrounding Ajo and Southern Arizona.

The logo for 'Authentically Ajo Farmers Market' is set against a yellow background with a rounded top. The words 'Authentically Ajo' are written in a black, cursive-style font at the top. Below this, the words 'FARMERS MARKET' are written in a bold, red, sans-serif font. On either side of the text are green leaf-like graphics.

- C. Not re-sell any produce or products. Individual backyard and community garden gardeners can submit their produce to be sold at consignment tables of their parent organizations. Consignment tables must be clearly advertised as such, have clear rules and be registered with the market manager.
- D. Abide by the Farmers Market Nutrition Program (FMNP) Rules: The resale of transactions with FMNP Payment Instruments is prohibited. The resale of fresh produce is not permitted. Farmers, food producers and vendors must address health and sanitation rules in pre-market and market handling. FMNP rules must be supported.
- E. Obtain the appropriate business license and tax classification per State and County laws.
- F. Post accurate signage for product prices, authorizations, and certifications.
- G. Conduct sales at Market only within the posted Market hours.
- H. Comply with laws, permits, and licenses required by the Pima County, State of Arizona, and United States Department of Agriculture (USDA), including:
  - a. Eggs: All small-scale egg vendors must be registered with the Arizona Department of Agriculture as Nest Run Egg Producers (for selling 750 or less dozens of eggs per year). There is no fee for this. In addition to registering, they are required to properly label their eggs and keep them under refrigeration at 45 degrees F or less. Nest Run producers are prohibited from using trade marked or trade name cartons belonging to other companies. Nest Run Egg products must be marked with “unclassified/nest run” and all other markings, including grade and producer, must be removed from the carton. All eggs must be kept at or below 45°F at all times, and are sold unwashed. Link: [https://agriculture.az.gov/sites/default/files/Nest%20run%20producer%20info\\_01.pdf](https://agriculture.az.gov/sites/default/files/Nest%20run%20producer%20info_01.pdf)
  - b. Meat/poultry: Meat must be processed in a USDA approved processing facility or by the Arizona Department of Agriculture for in-state sales only.
  - c. Food sampling: Food sampling practices must comply with the Pima County Health Department’s requirements for food storage, preparation, and service. A seasonal or temporary food permit must be acquired from PCHD. In addition, vendors must:



- i. Use cups, deli tissue, or napkins to place serving portions of chips, crackers, or bread;
- ii. Use toothpicks or other utensils to select one food item at a time; and
- iii. Make sure dips or sauces are in squeeze bottles or have spoons (i.e., customers should not “dip” food items into a sauce).

NO SAMPLING OF GOODS FOR SALE IS ALLOWED IF NOT PERMITTED.

- d. Weights and Measures: All scales used by vendors must be certified for compliance with the Arizona Department of Weights and Measures. Vendors are responsible for the inspection and certification of their scales.
- e. Packaging and Labeling: Packaged consumer commodities must comply with the federal Fair Packaging and Labeling Act for all non-produce items; they must be labeled with item name, net contents, ingredients listed in descending order of quantity, and name and address of product manufacturer.

**All Produce vendors must:**

- A. Be able to be certified as a local grower through the Arizona Farmers’ Market Nutrition Program (AZFMNP) for produce products. This means, that the growers can show that they have control over their production area, and grow the produce they say they grow, and are not reselling somebody else’s produce.
- B. Sell only products they have produced, and only supplement with a limited amount of produce from a neighboring farm that is also AZFMNP certified.

**All Processed and Prepared (“Ready-to-Eat) Food vendors must:**

- A. Obtain a Pima County Health Department permit for products that will be ingested.
- B. Comply with Pima County Health Department regulations on “Limited Food Manufacturing,” including:
  - a. Certified Kitchen: Processed or value-added foods must be prepared in a certified commercial kitchen. If you prepare products in your own certified kitchen or use another certified kitchen, please provide proof of the kitchen’s certification.
  - b. Packaging: Processed or value-added foods that are packaged require a label with business name and address, along with product weight and ingredients listed in descending order of quantity.

The link to the permits is:

[http://webcms.pima.gov/UserFiles/Servers/Server\\_6/File/Health/Food%20Safety/Permitting%20and%20Inspections/Application%20for%20Temporary%20Food%20Establishment%20%20new%20logo.pdf](http://webcms.pima.gov/UserFiles/Servers/Server_6/File/Health/Food%20Safety/Permitting%20and%20Inspections/Application%20for%20Temporary%20Food%20Establishment%20%20new%20logo.pdf)



and the requirements are here:

[http://webcms.pima.gov/UserFiles/Servers/Server\\_6/File/Health/Food%20Safety/pdfs/Temporary-Event-Handout-Rev-06\\_2009.pdf](http://webcms.pima.gov/UserFiles/Servers/Server_6/File/Health/Food%20Safety/pdfs/Temporary-Event-Handout-Rev-06_2009.pdf)

This category includes **processed prepackaged goods from not-on-farm products (i.e., pickles, salsa, jellies)**. These need to be made in a commercial kitchen (“permitted food establishment”), and require a license called “limited food manufacturing permit” from Pima County Health Department. The fee is \$66.00. In addition, there is a \$56.00 inspection fee to conduct the final, pre-operational inspection before the business can begin to manufacture food products.

Here is the link to the complete information:

[http://webcms.pima.gov/UserFiles/Servers/Server\\_6/File/Health/Food%20Safety/Permitting%20and%20Inspections/Limited%20Food%20Manufacturing%20Template%20New%20Version%2011%202014.pdf](http://webcms.pima.gov/UserFiles/Servers/Server_6/File/Health/Food%20Safety/Permitting%20and%20Inspections/Limited%20Food%20Manufacturing%20Template%20New%20Version%2011%202014.pdf)

### **Exceptions from the requirement to obtain a seasonal or temporary permit for “ready-to-eat” foods, or limited food manufacturing permit for processed prepackaged goods:**

- Sale of baked goods: Arizona residents may produce non-potentially hazardous baked and confectionery products in their homes and offer them for commercial sale within the state. Items must be produced in compliance with the guidelines issued by the Home Baked and Confectionary Goods Program, and vendors must register with the Arizona Department of Health Services. The registration is very simple and free of charge. Food handlers card is required. The link to registration: <http://www.azdhs.gov/preparedness/epidemiology-disease-control/food-safety-environmental-services/home-baked-confectionary-goods/index.php>  
Sampling is not allowed, unless permit is obtained under the rules explained above.
- On-the-farm Products (also known as Farmers’ Exemption): Under the AZ state law, all the shelf-stable food products that come from and are processed on their farm are exempt from obtaining a temporary food license. This includes jellies and pickles. The majority of the ingredients much come from the farm or garden, is processed at the farm/garden or kitchen associated with the farm or garden. The commercial kitchen is not a requirement, just a connection to the farm or garden. The products must be clearly labeled with the ingredients and the address of the farm/garden. In case a gardener or farmer makes baked goods, they are not included under the Farmers’ Exemption; instead they must follow the rules for baked goods above. Sampling of prepared foods is not allowed, unless permit is obtained under the rules explained above. Samples may be given away WITHOUT a permit ONLY if 1. prepared in a licensed kitchen; 2. is prepackaged and NON-potentially hazardous food, such as fresh farm produce (except melons), precut fruit; 3.



food item does not require temperature control. Wild foods are considered as on-farm product within the Pima County.

**All arts and crafts vendors** must make arrangements for Transaction Privilege Tax License for the sales at the market. Here is a link to more information:

<https://www.azdor.gov/business/transactionprivilegetax.aspx#top>

**Please let us know if you need any help with any of the above!**

(Last revised on 11/18/2015 by Nina Sajovec; passed by market vendors on xx/xx)



## Vendor Survey

Name / organization or businesses: \_\_\_\_\_

Address: \_\_\_\_\_

Are you: 1. a grower 2. a wild foods harvester 3. value-added food producer 4. arts and crafts

Produce/products you sell: \_\_\_\_\_

How often do you sell at AA farmers market?

1. first time 2. seasonal 3. regular 4. Authentically Ajo food festival only

Average farmers market sales (\$): \_\_\_\_\_

Average produce/food/product count (lbs etc.): \_\_\_\_\_

Annual farmers market sales (Oct-Sept): \_\_\_\_\_

Annual lbs/quantity of goods sold: \_\_\_\_\_

Do you have any suggestions on how to improve Authentically Ajo Farmers Market?

Do you have any suggestions on how to improve Authentically Ajo Regional Food Festival?

If you are a grower, please tell us more about you:

Description of your operation:

Area size of your garden/farm/orchard/ranch:

Number of volunteers/interns/employees involved:

Average number of hours per week spent on growing/harvesting food:

Is this your full-time job, part-time job, source of additional income, a hobby or other?

What kind of obstacles/barriers are you facing in your operation?

What kind of workshops or technical assistance would you like to attend in order to improve your operation? Please be as specific as possible.

Anything else you want us to know about your operation:



## Vendor Survey

If you are a wild foods harvester, please tell us more about you:

Description of your operation:

Where do you forage:

Number of volunteers/interns/employees involved:

Average number of hours per week spent on harvesting/processing food:

Is this your full-time job, part-time job, source of additional income, a hobby or other?

What kind of obstacles/barriers are you facing in your operation?

What kind of workshops or technical assistance would you like to attend in order to improve your operation? Please be as specific as possible.

Anything else you want us to know about your operation:

If you are a value-added food producer, please tell us more about you:

Description of your operation:

Where do you prepare your foods:

Number of volunteers/interns/employees involved:

Average number of hours per week spent on harvesting/processing food:

Is this your full-time job, part-time job, source of additional income, a hobby or other?

What kind of obstacles/barriers are you facing in your operation?

What kind of workshops or technical assistance would you like to attend in order to improve your operation? Please be as specific as possible.

Anything else you want us to know about your operation:

*Thank you for your time!*

*Please return the survey to [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com), drop it of at Ajo CSA's farm stand or send to 901 Morondo Ave. This survey is anonymous. The data will be compiled by Ajo CSA and shared with Ajo Regional Food Partnership and other community partners in order to improve our services and programming in the area of local food system. Authentically Ajo Farmers Market project is supported by USDA-AMS-FMPP.*

# *Authentically Ajo* **FARMERS MARKET**

April 2, 2016

**NEWSLETTER**

Issue 35 Year 2016



## **The Ajo Edible School Yard continues to feed the school cafeteria!**

On February 18, 4.5 lbs of Mixed Greens and 3.6 lbs of Radishes were harvested from the EASY garden, and were all eaten with joy by the students of Ajo Unified School District on that following Friday! (Photos: Lily Williams, DSCHC)



**Farm-to-Table event brings the “Taste of Ajo” to life!** The 2<sup>nd</sup> Annual “Music In The Garden” Fundraiser for Ajo Center for Sustainable Agriculture featured a dinner built around Ajo-grown produce, Authentically Ajo food products and breads, and Ajo-raised pork. (Photos: Jewel Clearwater)



This newsletter is published weekly by Ajo Center for Sustainable Agriculture on behalf of Ajo Regional Food Partnership, and is supported by USDA-FMPP, USDA-FNS-FMSSG and CFSA.



# Authentically Ajo

## FARMERS MARKET

### Save the Date: Turning Dreams Into Reality: Starting a Farm in Arizona

Local First Arizona and partners will hold a **two-day workshop for beginning and prospective farmers** on Tuesday **May 17** and Wednesday **May 18, 2016** at the **University of Arizona Cooperative Extension in Maricopa County, 4341 E Broadway Rd. in Phoenix.** Day 1 will be packed with speakers from various organizations that support agriculture and will help you decide what you need to get started. You will meet farmers and learn from their experiences. Day 2 will be a bus tour where we will visit several urban farms from very small to quite large. Additionally, we will visit a thriving farmers market. Both days start at 8:00 am goes until 5:00 pm. These full two days will help you decide if you want to start a farm, what you need to get started, and where to go for help. The **cost to attend both days is \$109, or register for one day for \$59.** Both days include continental breakfast, snacks, and lunch. Please contact Local First Arizona to register, or Karen Salem (kmsalem@email.arizona.edu) with questions.

### Save the Date: Food & Farm Finance Forum

To be held on **May 19 and 20** at **Desert Botanical Garden in Phoenix**, this two-day forum for farmers, producers, students, non-profit professionals, and policy makers alike will offer workshops on wholesale marketing and food safety, nutrition and social justice, permaculture and sustainability, advocacy and community organizing, and financing and fundraising. **The cost for both days is \$109**, register with Local First Arizona.

### Community Food Calendar

- April 6 – 5 pm: Vendors meeting, Ajo CSA
- April 7 – 9 am: Ajo Food Bank distribution
- April 9 – 9 am: Play It Forward, the Plaza
- April 13 – 5 pm – Our Market - Community Meeting, the Plaza
- April 14 – 5 pm: Farm-to-Table Desert Cookout, Ajo CSA's Supper Club
- April 16 – 10 am: Junior Ranger Day Celebration (at the farmers market)
- April 20 – 5 pm : Market Gardening Workshop, Many Hands Urban Farm
- April 23 – 10 am: Adopt-A-Sonoran-Desert-Crop Workshop, at the market
- April 26 – 4-6 pm: EASY Family Night, Elementary School Campus

*Authentically Ajo Farmers Market is held every Saturday 9 am – 12 pm in the Plaza!*

*Open Farm is held every Wednesday 8 am – 12 pm at the Many Hands Urban Farm*

*Composting activities at the Ajo Roping Arena are held every Sunday, 4 pm on; call 387-6717 for confirmation*

**Coming up:**

- Gluten-free baking workshop, SDCC (TBA)
- Traffic Skills 101, Bike Coalition (TBA)

Authentically Ajo Farmers Market is held every Saturday of the month from January through April, 9 am to 12 pm, in the Ajo Plaza. Setup begins at 8 am. We invite growers, food producers and arts and crafts booths. Please register with the Ajo CSA Farmers Market Manager (ajocsa@hotmail.com), who will also advise you on your spot. Provide your own tables and chairs as well as any permits needed. You are responsible for the cleanup of your spot after the market is done.

For more information contact Ajo CSA at [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com).  
For market updates follow the *Authentically Ajo Farmers Market* **Facebook** page

# Authentically Ajo

## FARMERS MARKET

January 24, 2015

NEWSLETTER

Issue 3/Year 2015

## All About Food!

This week's newsletter celebrates food by sharing recipes with ingredients that are growing in our winter gardens. Let's start with pickling. Perfect to can right now are Daikon radishes (a mild winter radish originally from Asia) or regular radishes, turnips and carrots. This recipe was prepared by Regina Browne for the *Yes, You CanCan!* Workshop the ACSA did in 2013.

### Pickling Basic:

2 c. vinegar                      dill, caraway, celery seed, fennel etc.  
 1 c. sugar                         hot peppers, garlic  
 1 c. water  
 1 TB salt

Boil, keep hot, pour over vegetables, seal (process in a water bath according to general canning guidelines) or refrigerate. Above is all to taste..... Try it out and see if it fits your palate



Teri Ryan with daikons harvested from the ACSA's Courtyard Garden.  
 Photo by Nina Sajovec

## What to do with all that kale?

### Kale and Feta Quiche with Quinoa Crust

Submitted by Teri Ryan

#### Crust:

2 Cups cooked quinoa, chilled  
 1/8 teaspoon freshly ground black pepper  
 1 large egg, beaten

#### Filling:

1 tsp canola oil  
 1/2 onion, thinly sliced  
 5 oz of kale or spinach  
 1/2 Cup low-fat milk  
 1/2 tsp salt

#### Filling cont:

1/4 tsp black pepper  
 1/4 tsp crushed red pepper  
 4 large eggs  
 2 large egg whites  
 1.5 ounces feta cheese, crumbled



Gluten free quiche...yumm!  
 Photo by Teri Ryan

**Crust:** Preheat oven to 375. Combine quinoa, pepper and egg in a bowl, stirring well. Press mixture into bottom and up sides of a 9" pie plate coated with oil or cooking spray. Bake at 375 for 20 minutes; cool.

**Filling:** Sauté onion in oil for 3 minutes. Add kale or spinach, sauté 3 minutes. Remove from heat; cool.

Combine milk and the next 5 ingredients in a bowl, stir with whisk. Arrange kale mixture in crust; pour egg mixture over kale. Sprinkle with feta. Bake at 375 for 35 minutes. Let stand 5 minutes before serving. Serves 4

This newsletter is published bi-weekly by Ajo Center for Sustainable Agriculture on behalf of Ajo Regional Food Partnership, and is supported by USDA-FMPP and CFSA.



# Authentically Ajo FARMERS MARKET

## MORE RECIPES ETC.

### Savoy Cabbage and Roots Soup

Submitted by Nina Sajovec

#### Ingredients:

1 head Savoy Cabbage, de-cored and chopped into pieces  
3 potatoes, washed and cubed  
3 small turnips, washed and cubed (optional, if not use potatoes)

1 large sweet potato, washed and cubed  
1 Tbsp olive oil  
1 Tbsp butter  
1 bunch I'toi green onions, including greens, minced  
1 clove garlic, minced  
Sea salt and pepper, to taste

**Garnishes (optional):** flax seed, sesame seeds, roasted pumpkin seeds, roasted sunflower seeds, chopped parsley

**Directions:** Combine the potatoes, sweet potato and turnips, if using, in a pot, cover with water and salt generously with sea salt. Bring to a boil, and simmer for about 20 minutes, or until the cubes are soft. Turn the heat off, and using a potato masher, mash the roots in the pot with the existing water. In a separate pot heat up the oil and butter, and sauté the onion on a low heat until it turns slightly caramelized. Add the garlic and pieces of Savoy cabbage, stir and cover to cook on low heat until the kale wilts. If the mixture runs dry, add a tablespoon or two of water. When the cabbage is cooked down, add the root mash with cooking water, stir, add salt and pepper to taste and bring to a gentle simmer for about 5 more minutes. If the mixture seems too thick, add some more water. Serve in a bowl and sprinkle with any or all of the garnishes above, alongside with some good fresh bread with crispy crust. The soup is even better when reheated. For a heartier meal, make the soup thicker, and serve alongside some beef roast or sausage.



Distinctive looking Savoy Cabbage - ACSA Courtyard Garden. Photo by Nina Sajovec

### Little Sprouts

by Susan Villeza

*Get your Kids to eat their greens with these easy, quick and nutritious recipes!*



Sebastian with a chard stalk to chew.  
Photo by Susan Villeza

**Kale Chips:** 1 bunch kale  
2 Tbs. olive oil  
Sea salt

- 1) preheat oven to 275 degrees.
- 2) remove ribs from kale, cut into half inch pieces. Lay onto a baking sheet and toss with oil and salt.
- 3) bake for about 20 min or until crispy.

**Kale Purée:** "You don't have to steam baby's food, this causes a great loss of the nutritional value." Place your Kale in a blender and cover with hot water. Let sit for 1-2 minutes, drain almost all water and blend! If baby doesn't take to the bitterness simply add a bit of carrot, apple or pear.

Authentically Ajo Farmers Market is held on the 2<sup>nd</sup> and 4<sup>th</sup> Saturday of the month, from 9 to 11 am, in the Ajo Plaza. Setup begins at 8 am. We invite growers, food producers and arts and crafts booths. No table fee is charged, but please register with Susan Villeza, ACSA Farmers Market Coordinator, who will also advise you on your spot. Provide your own tables and chairs as well as any permits needed. You are responsible for the cleanup of your spot after the market is done. For more information contact Ajo CSA at [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com).

**EVERY THURSDAY EVENING! - SUMMER FUN!**

*Authentically Ajo*

**SUMMER**



**FARMERS MARKET**



Every Thursday Evening 5-7 PM *in the Plaza*

*Bring a chair, have a bite to eat and stay awhile!*

***Thursday, June 2, 5-7 PM***

- Market Stand and Food Tastings
- Food Vending by Christina and Dionne and Emily's Popsicles
- **SLIP AND SLIDE BY AJO FIRE DEPT!**  
..... kids and adults welcome
- Ballet Folklorico de Ajo Practice

***Thursday, June 9, 5-7 PM***

**Join us for "MARKET FEST!"**

- Market Stand and Food Tastings
- Food Vending by Desert Rain Cafe (TOCA) and Emily's Popsicles
- Music with Kem Canon and Friends
- Art and Craft Vendors
- DUNK TANK BY AJO FIRE DEPARTMENT
- Ultimate Frisbee with Katey
- Volleyball with Pima County Parks and Rec
- Peace Train

***Thursday, June 16, 5-7 PM***

- Market Stand and Food Tastings
- Food Demos with Jane Canon of Desert Senita
- Food vendor to be announced
- Sprinklers on for the kids....and kids at heart!
- Ballet Folklorico de Ajo practice

***Thursday, June 23, 5-7 PM***

- Market Stand and Food Tastings
- Food Vendor to be announced
- Adult and kids water games and competitions
- Ballet Folklorico de Ajo practice

***Thursday, June 30, 5-7 PM***

- Market Stand and Food Tastings
- Food Vendor to be announced
- Horses from KAWO Horse Camp return!
- And many more activities

**We accept WIC, SNAP / EBT and Double Up Bucks.**



## **Authentically Ajo Farmers Market Improvement Plan**

**Created:** February 25, 2014

**Last updated:** Sept 30, 2016

**Goal:** Improve the organization and infrastructure of the farmers market.

**Design:** Evaluate existent farmers market activities through vendor and customer surveys and one-on-one short interviews; recruit vendors to participate in planning both organizational and infrastructure improvements for the farmers market; conduct the planning process and implement changes; recruit new vendors to the market; introduce a consignment table for small growers; increase the number of days the farmers market is held; collect evaluations and feedback; and compile the results.

**Process:** In December 2014, we conducted surveys with 11 vendors, both food and arts and crafts, and 44 surveys with customers (including on-site surveys and utilizing Ajo CSA mailing list). We continued the conversations with the vendors, Plaza managers, Plaza businesses and market customers throughout January-September 2015 period.

In April 2015, regular vendors formed the Authentically Ajo Farmers Market Membership Program with a goal of supporting the continuous development of the market, additional marketing opportunities, vendor participation in decision making, and the overall-sustainability of the market. For the summer period (April 2015 – September 2015), there were 10 members. Members meet monthly, and contribute to the Market Improvement Plan.

The compiled needs / issues were: 1. Improve advertisement and signs; 2. Improve parking; 3. Improve spatial configuration to avoid crowding (a public safety issue as well), competition for spaces, and improve the flow of customers; 4. Garbage cans, dogs and clean up; 5. Bathrooms; 6. Improve education about local foods; 7. Bring more attractions and activities such as kids activities, music etc to the market; 8. Extra tables, info table, shading, and fans and misters (for the summer), 9. Increase the number of market days, potentially start an evening market as well. 10. Bring in more vendors to offer higher variety and quantity of produce, offer cultural foods, provide a consignment table for small growers and TO growers (when they can't come); 11. Recruit more customers, especially low-income, by introducing WIC, FMNP coupons and SNAP option; 12. Provide for an option of accepting credit and debit cards. By the spring of 2016, all of these initial issues were addressed, but we kept the structure for this Improvement Plan to continue to be amended.

In the fall of 2015, Ajo Center for Sustainable Agriculture, Ajo Regional Food Partnership Members and The Authentically Ajo Farmers Market Membership Program members (vendors) made major changes in the organization of the market. The decision to do so was based on changed (stricter) Pima County permitting, increased scrutiny (including Pima County Health Department, local newspaper, and Pima County Board of Supervisors), consultations with several regional farmers markets and food system experts, and heightened interest of the community in the market. Following best practices from other markets, we replaced membership-based fees with fees based on daily sales (10% of individual sales). We also changed the application process. We compiled the list of all local and state-wide regulations that our vendors have to abide by (for growers, bakers, food processors as well as arts and crafts), and included them in our Market Guidelines. We also hoped that with this change we will expand the opportunities to participate in the market for small growers, seasonal food harvesters, food vendors and ranchers, since this structure lends itself perfectly to one-time or short-time trials (no “seasonal commitment” is required). During this period, we introduced a SNAP option at the market, as well as Double Up Bucks Program. We conducted a new round of vendor and customer surveys in March 2016, and amended the Market Improvement Plan accordingly.

One of the things identified in customer and vendor surveys was a lack of local, year-round customers at the market (the highest market sales occur during winter and early spring when we receive retired winter residents from the rest of the US and Canada for wintering in our mild climate. In order for the market to become fully sustainable, we need to attract more local residents. Also, our initial SNAP sales were well below the anticipated amounts, despite the incentives program and additional programming. To tackle these two issues, we conducted several rounds of meetings with the members of Ajo Regional Food Partnership, other local organizations, and vendors. We held a community meeting in April, and based on all findings designed a plan to stop Saturday morning markets after the winter season, and try a new week-nigh market (families, for one, identified not being in town during the weekend, and/or being hard to get up with kids to make it to the market on Saturday mornings). The market would offer a wide array of kids activities and entertainment, plus prepared foods vendors (also a need identified by the customers and vendors). We ran a pilot project in May and June, and despite high temperatures, the results were extremely encouraging – we attracted much younger, and much more racially and culturally-diverse audience (see a short video on the Authentically Ajo Farmers Market Facebook Page). However, the sales still dropped substantially despite high supply, and the vendors are very concerned whether it is even worth it to cater to the local population, or just focus on the older winter residents and tourists (“if it’s not broken, don’t fix it”). We decided to close the market for the summer completely, and reopen in the fall. In August and September we started organizing with the vendors and partners to identify whether to keep a market on Thursdays and/or a weekly Saturday morning market. Since local WIC families have outstanding Farmers Market Nutrition Program checks by the end of October, the plan was made to start the 2016 Fall Season with two markets per week, i.e. Thursday afternoon and Saturday morning. Funding is currently pending from FMPP and other federal resources to help support such market expansion.

Need	Activity	Timeline	Responsible organization / participants	Status
1.Communication with and among the vendors, organizing of the vendors	Letters to the vendors, vendors mailing list	February 2015	ACSA	Completed. Continued to be amended as new vendors are joining.
	Monthly vendors meetings	March 2015	ACSA	Implemented, and ongoing by March 2015. In fall of 2016, started calling additional meetings called before big changes (fee structure, food festival, evening market).
	Authentically Ajo Farmers Market Membership Program	April 2015	ACSA	Completed by April 2015. Dissolved in October 2015.
	Prepare and publish Authentically Ajo Farmers Market Rules and Guidelines	July 2015	ACSA	Completed. Rewritten in November and December 2015.
	Vendors training (including new spatial arrangements, market rules, WIC, SNAP, Square etc.). Added Double Up Bucks in March 2016 as well.	Ongoing	ACSA	Completed WIC training, small business training, and market rules by September 2015. Completed completed new rules trainings, and SNAP and Double Up trainings by March 2016 for all current vendors.
	Provide new promo and sales opportunities for vendors.	Ongoing.	ACSA	Vendors were featured in ACSA's farm-to-table programs. Pop-up markets (July 4 celebration, Pomegranate Festival, Day of the Dead, Cinco de Mayo celebration)
	Vendor surveys	December 2014	ACSA	Completed.
	Vendor surveys – Round 2	March 2106	ACSA	Completed.
	Call to higher activation of the AA FM Facebook page.	Sept 2016 on	Vendors	Ongoing.

2. Documentation / recordkeeping	Hire Farmers market Coordinator	January 2015	ACSA	Completed. (Unfortunately, she had to leave the position due to family situation in October 15.)
	Hire new Farmers Market Manager.	December 2015	ACSA	Completed.
	Vendors list / numbers	March 2015	ACSA	Completed. Continues to be amended regularly.
	Customer count – how do we do it?	December 2014	ACSA	Completed; after consultations in November and Dec 2015, we bought clickers and recruited volunteers for continuous counting in Jan-March 2016.
	Improve tracking vendors sales, offer simple forms	December 2015	ACSA	Completed. With the new structure fee, we introduced a sales slip. Daily Market Report form is filled up with individual vendors data after each day.
	Design consignment tables' rules and record keeping strategies	December 2015	ACSA, ACGC.	Completed.
	Customer surveys	December 2014	ACSA, vendors, ACGC, Loma Bonita	Completed.
	Customer surveys – Round 2	March 2016	ACSA, vendors, ACGC, Loma Bonita	Completed.
	Market sales report, expenses.	Sept 2016.	ACSA	Completed.
3. Improve advertisement, signs and recognizability of the market	Develop FM logo, and sign	December 2014	ACSA	Completed.
	Regular ads in Ajo Copper News (2/month)	January 2015	ACSA	Implemented, and ongoing
	Increase ads in Ajo Copper News (with weekly market, more activities) (4/month)	January 2016	ACSA	Implemented, and ongoing.

	Increase ads in Ajo Copper News by advertising workshops, demos, activities at the market, to 4 ads/month	June-September 2015	ACSA	Completed
	Social Media Campaign	January 2015	ACSA	Ongoing. Up to 8 posts/week in Jan-March 2016 period.
	#AuthenticallyAjo Farmers Market	June 2016	ACSA, ISDA, DSCHC	With “Snap a Shot”.
	Launch “Shop Authentically Ajo” Campaign	December 2016	ACSA	Completed, with shopping maps and raffles.
	Repeat “Shop Authentically Ajo Campaign” with introduction of Summer (evening) market.	May 2016	ACSA	In process.
	Advertisement of FM outside Ajo (Local First Arizona, Edible Baja Arizona)	February 2015 / February 2016	ACSA	Completed, and ongoing (Local First Arizona’s Good Food Finder, AZ Dept of Economic Development, Tucson Community Food Bank). Ad for 3 <sup>rd</sup> food festival placed in Edible Baja AZ in Feb. 2016.
	Advertise AA FM in the other regional newspapers, such as the TO Runner	June 2016	ACSA	In progress; searching for additional funding.
	Distribute fliers / posters on the Tohono O’odham.	March 2016	ACSA	Ongoing. Establishing regular drop-off spots.
	Advertise 2015 Authentically Ajo Regional Food Festival in Rocky Point Times, Ajo Copper News, Edible Baja Arizona, Local First Arizona website and newsletters	February 2015	ACSA / Loma Bonita	Completed; preparations starting for next year
	Participate in the 1 <sup>st</sup> Annual Pomegranate Festival with the AA Pop-Up Farmers Market	October 2015	ACSA, vendors, ISDA, Desert Senita,	Completed.

			ACGC, Loma Bonita	
	Continue pop-up markets.	Ongoing	ACSA	Cinco De Mayo, San Ysidrio Festival (Tucson), 4 <sup>th</sup> of July Celebration
	Design new signs / billboards	April – September 2015	ACSA / ISDA	Completed; installed 1 permanent sign on the Plaza building, 2 banners.
	More signs!	March 2016	ACSA	Information table sign, 2 sandwich board signs.
	More signs!	September 2016	ACSA	2 more banners, replace the building sign (faded), potentially ad another building sign. All completed. Designed a new sign frame for easier handling.
	Signs for the Summer / evening market	May 2016	ACSA	2 signs.
	Farmers Market mural in the Mural Alley	September 2016	ACSA	Recruiting an artist.
	Authentically Ajo Farmers Market Vendor signs designed and distributed to vendors to display each market.	December 2015	ACSA	Completed.
	Authentically Ajo name stickers and product stickers.	January 2016	ACSA	Completed, and ongoing – vendors use them each market (carry a name tag), and mark their products.
	Participate in Ajo Chamber’s tourism activities, including Shop Ajo Campaign launched in February 2016 (Members meetings, Familiarization Tour, Red and White Weekend etc)	May 2015, and ongoing	ACSA, vendors	Completed, and ongoing.
	Collaborate with the Ajo Chamber to develop a Buy Local / Authentically Ajo Campaign	June – September 2015	ACSA	Completed; plans for Small Business Saturday (Nov 28) and joined signs in making *In the Fall of 2016, the Chamber went through employee changes, so the Market launched a separate Shop Authentically Ajo Campaign for Small Business

				Saturday (Nov 28, 2015), and ran it through December. The chamber launched Shop Ajo in February 2016, and the market is a part of it, including the social media article by Local First AZ.
	Small Business Saturday (November 28, 2015) – Buy Local, Buy Authentically Ajo campaign event	November 2015	ACSA, vendors, Ajo Chamber of Commerce, ISDA	Completed. Launched Shop Authentically Ajo Campaign.
	Design a Buy Authentically Ajo campaign (to be launched on November 28, 2015)	November 2015	ACSA, ARFP	Completed. Ran activities through December, 3 raffles.
	Start #ShopAuthenticallyAjo	April 2016	ACSA, ISDA, DSCHC	In process.
	Design farmers market brochure	April-June 2015	ACSA	Completed.
	Revise farmers market brochure.	September 2015	ACSA.	Completed.
	Design AA FM Facebook page	June 2015	ACSA	Completed.
	Design AA FM website page	June 2016	ACSA	Delays due to the website developer’s move and losing Learning Center Coordinator due to health. Completed.
	Clearly visible info table – placement in the open.	January 2016	ACSA	Completed.
	Introduce market and market activities to students at Ajo Unified School District.	January 2016	ACSA, DSCHC	Completed and ongoing, regular farmers market flies distributions through Edible Ajo School Yard program (260 flyers each time)
	Design “Kids Month” at the market, recruit sponsor for free coupons for students to spend at the market (fresh fruit and vegetables), combine with Shop Authentically Ajo Campaign and introduction of Summer / Evening market	May 2016	ACSA	Completed. Recruited National Bank of AZ will sponsor it. Vouchers and ads being designed in April 2016.

4. Spatial configuration	Distribution of vendors around the Plaza	March 2015	ACSA	Completed.
	New placement of vendors with the expansion, changed structure and Pima County rules.	December 2015	ACSA, vendors	Completed. Winter market is now held under the arches on BOTH side of the Plaza, in slower days on the SOUTH side of the Plaza. Info table and activities in the center of the Plaza.
	New placement of vendors, info table and activities with the evening market.	May 2016	ACSA, vendors	Completed.
	Registration with market manager at the info table	April-Sept 2015	ACSA	Completed.
	Provide a map with permanent spaces assigned, spaces provided for non-members, one-time vendors	April-May 2015, January 2016	ACSA	Completed, and revised in January 2016 with the new structure and expansion.
5.Cleanup of the market area	Additional garbage cans	April-September 2015	ISDA / ACSA	Completed.
	Vendor awareness and responsibilities education	March 2015, March 2016	ACSA	Completed, and ongoing.
	Dog policy	March 2015	ACSA	Completed.
	Provide broom(s).	March 2016	ACSA	Completed.
6.Bathrooms	Provide access to bathrooms for market visitors and vendors	September 2015	ACSA / ISDA, Chamber of Commerce	Completed; a contract was made with ISDA in July 2015.
	Provide additional access to additional bathroom on BOTH side of the Plaza with market expansion.	December 2015	ACSA, ISDA	Completed, and ongoing.
7.Education about the market, local foods etc	Authenticity Ajo Farmers Market newsletter (2/month, 4/month since January 2016)	December 2014	ACSA	Started, and ongoing. Increased frequency when frequency of the market increased.
	Social media campaign	December 2014	ACSA	Started, and ongoing.

	Create AA FM Facebook page	June-Sept 2015	ACSA	Completed, and ongoing posts.
	Introduce kids activities, food demos and gardening workshops at the market during market hours.	April-September 2015	ACSA, market vendors	Completed, and ongoing - remarkable response!
	Introduce market activities for the Fall/Winter season	October 2015 – March 2016	ACSA, market vendors, ACGC, Loma Bonita, ISDA	Completed, and ongoing. Info table, chickens, kids activities, workshops etc.
	Music and other attractions	October 2015	ACSA	Completed. Recruited a regular band plus guest musicians for Oct15-March16.
	A separate info table for FM info, with volunteers.	December 2015	ACSA	Completed.
	Info table also accepts SNAP and processes debit and credit cards.	March 2016	ACSA	Completed.
8. Recruit more growers, wild food harvesters, food producers	Meetings with local growers, backyard gardeners, wild food harvesters, food producers	October-March 2015	ACSA	Completed.
	Consignment table for small growers, fruit tree owners and backyard garden chickens	December 2014	ACSA	Introduced, and ongoing.
	Consignment table for small growers and backyard garden chickens (Ajo Community Garden)	February 2015	ACGC	Introduced, and ongoing
	Consignment table for cultural foods, including wild harvest foods from the TO Nation	March 2015	ACSA	Introduced, and ongoing. Joint in with the ACSA's consignment table in Jan. 2016.
	Outreach to the Tohono O'odham Nation's growers to participate in the market	September 2015	ACSA	Completed; the Tohono O'odham Farm and Food Working Group / TOCA won a 2015 Local Foods Promotion Grant, which includes brining food to the Ajo farmers market

				*Updates: As of April 2016, the grant has not been started, and we are looking for other venues.
9.Infrastructure improvements	Meetings with Plaza owners (ISDA)	April-June 2015	ACSA, ISDA	Completed
	Meetings with Plaza businesses and Plaza Owner re. sidewalk usage issues, potential new location (center of the Plaza)	October – November 2015	ACSA, ISDA	Completed.
	Shading, misters, fens	April-September 2015	ACSA, ISDA	Completed the conversations, but since the Plaza is a historic building, no attachments are allowed; pop-up will be purchased instead
	Pop-up purchased and rented to be available for vendors	October 2015	ACSA, ISDA	Completed.
	Additional tables	April-September 2015	ACSA, ISDA	Completed.
	Additional coolers	November 2015	ACSA, ISDA	This idea was dropped, instead the summer market moved to the Plaza green into the open.
10.Increase the number of market days	Introduce the second market per month, i.e. 4 <sup>th</sup> Saturday	January 2015	ACSA / vendors	Completed, and ongoing
	Introduce 2 <sup>nd</sup> and 4 <sup>th</sup> Saturday farmers markets during the summer months (June-September)	June 2015	ACSA . vendors	Completed.
	Introduce weekly markets	January 2016	ACSA / vendors	Completed.
	Introduce pilot pop-up market option.	December 2015	ACSA	Completed: Pomegranate Festival.
	Continue to explore pop-up market options.	September 2016	ACSA	
11.Recruit more customers, especially low-income	Introduce WIC coupons	June 2015	ACSA, Desert Senita Health Center	Completed. Registered for FY 2016.

	Arizona Dept. of Health WIC raining for farmers market coordinator, growers and WIC clinic personnel	April 2015	ACSA / growers, Desert Senita	Completed.
	Education about the local foods at the farmers market for WIC clients	May 2015	Desert Senita / Ajo Community Garden	Completed. More being planned for the fall/winter 2015/2016 *Update March 30, 2016: Due to revamping of Pima County Health Dept. rules, we were not able to start food demos. Instead, the Desert Senita Community Health Center's RD started preparing an issue of the newsletter each month. *Update Sept 30, 2016: during the spring and summer, intensive relationship building was done with Pima County Health Dep. by ACSA, who secured a general permit for food demos. Desert Senita was not able to do any, but our volunteers, other partners and local chefs did weekly demos at the summer market.
	Introduce RD / RN issue of the farmers market newsletter (1/month),	January 2016	ACSA, DSCHC	Completed, and ongoing.
	Obtain general market permit, start food demos at the Evening / Summer market.	May 2016	ACSA	Worked out the permitting situation, ACSA obtained a general food demo permit for summer / evening market in April 2016.
	Introduce FMNP coupons (depending on AZ Dept. of Health and FMNP administration)	September 2015	ACSA, Desert Senita	Application completed, but as of October 2015, no news. *Update March 2016: DSCHC'S WIC coordinator confirmed that Ajo was selected as a site. More information to come. *Update Sept 30: We had some FMNP coupons used at the market in June, however,

				the local clinic promised to promote the October market to the clients more heavily.
	Introduce SNAP option	March 2016 (original plan June 2015, then January 2016)	ACSA, vendors	Completed. Going through the personnel changes and market structure change, the launch of the Pilot Project got delayed but is now running, after extensive research and consulting. We chose to utilize the local bank in order to support local business.
	Register the market with FNS to accept SNAP.	October 2015	ACSA	Completed.
	Introduce debit/credit card option	March 2015	FM vendors	ACSA and two other food vendors started using Square.
	Introduce central debit/credit card machine option at the info table	March 2016	ACSA / vendors	Completed.
	Introduce incentive program, find funding for Double Up Bucks program.	December 2015	ACSA	Completed. First we secured a grant from Punch Woods Endowment (Dec 2015), in March 2016, received news of being awarded a collaborative, state-wide FINI grant.
	Training for AZ-wide Double Up Bucks Program	April 2016	ACSA	Completed
	Introduce SNAP and Double Up vouchers, including in Spanish.	March 2016	ACSA	Designed and completed, now in full circulation.
	Introduce debit/credit vouchers.	April 2016	ACSA	Completed.
	Design redemption methods with vendors, accounting methods.	March 2016	ACSA	Completed.
	Advertise SNAP / Double Up Option.	February 2016, ongoing	ACSA	Started and ongoing.
	Participate in monthly Food Bank distributions / extensive SNAP outreach through ISDA, DSCHC	February 2016, ongoing	ACSA, ISDA, DSCHC	Started, ongoing.



## **Authentically Ajo Farmers Market Promotion Project Training and Technical Assistance Plan**

*The training and TA plan schedule is designed based on the needs identified; this is a living document, and continues to be updated based on the opportunities and needs.*

**Created on:** December 20, 2014

**Last updated:** Sept 30, 2016

**Goal:** Increase the capacity and skills of local and regional growers/wild food harvesters/food producers by providing appropriate learning opportunities such as conferences (providing stipends for attendees), trainings, workshops, farm swaps, on-site trainings, and individualized technical assistance, as well as connecting growers and food producers with existing resources.

**Design:** Administer a survey and conduct one-on-one short interviews with current farmers market vendors, and potential vendors, especially growers such as backyard gardeners, and farmers and ranchers on the TO Nation. Utilize Ajo CSA's Ajo Gardeners Network to reach out to backyard gardens to see what they need to transition to market growers. Engage growers at the Ajo Community Garden and Loma Bonita Neighborhood Gardens to transition to market growers. Expand the outreach to the wild food harvesters. Compile the needs, and design a training schedule.

### **Process:**

In December 2014, we conducted the surveys and interviews with 11 existent farmers market vendors. The main topics identified for training were good handling practices and good agricultural practices, food permits and commercial kitchen operation, small business basics, marketing and improved growing and harvesting practices (soil preparation, crop selection, vermiculture). Growers also expressed an interest in connecting with other growers in the region, and attending conferences, so we added those to the training schedule.

In the period between January through March, we communicated with the members of the Ajo Gardeners Network about their needs, and how to help them transfer into market growers. The network currently supports 75 families raising food (gardening, fruit trees, and backyard chicken coops) in Ajo, Why and on the TO Nation. The feedback from small growers primarily identified the lack of resources to increase their operations (money for water, irrigation systems, compost, as well as lack of time and/or physical labor to install more gardens), and overall growing and harvesting practices.

In November and December 2014, we presented to TO Farm and Food Working group members at the regular meetings, including 15 representatives from various tribal organizations and farmers and ranchers. In addition, we met with Tohono O'odham Community Action in Sells, and San Xavier Coop Farm in San Xavier, to discuss their participation in the Authentically Ajo Farmers Market. The common barrier identified with the established TO growers to participate in the market was the distance and lack of time; the second barrier is the unfamiliarity with the market, and questioning whether it would be worth for them to invest into it. One step to address this is to introduce their products first through consignment at the ACSA table. (This was first done in March, 2015.) The next step was to apply for the USDA Local Food Promotion Program grant, and include a mobile farm truck/food vending vehicle, which would help aggregate produce on the Nation, and bring it out to Ajo. The main applicant was Tohono O'odham Community Action (TOCA), and we just recently learned, that the grant was awarded. The process started to implement the grant with the partners.

**Updates from September 30, 2015:** In the period between April and September 2015, we continued the conversations with individual growers, prospective growers, food producers, wild food harvesters as well as with the partners within Ajo Regional Food Partnership and Tohono O'odham Farm and Food Working Group. The needs identified remain the same. We will conduct another round of (official) surveys in November and December 2015 to update the Training and Technical Assistance Plan.

In April 2015, regular vendors formed the Authentically Ajo Farmers Market Membership Program with a goal of supporting the continuous development of the market, additional marketing opportunities, vendor participation in decision making, and the overall-sustainability of the market. For the summer period (April 2015 – September 2015), there were 10 members. Members meet monthly, and contribute to the Training and Technical Assistance Plan.

**Updates from March 30, 2016:** In the fall of 2015, Ajo Center for Sustainable Agriculture, Ajo Regional Food Partnership Members and The Authentically Ajo Farmers Market Membership Program members (vendors) made major changes in the organization of the market. The decision to do so was based on changed (stricter) Pima County permitting, increased scrutiny (including Pima County Health Department, local newspaper, and Pima County Board of Supervisors), consultations with several regional farmers markets and food system experts, and heightened interest of the community in the market. Following best practices from other markets, we replaced membership-based fees with fees based on daily sales (10% of individual sales). We also changed the application process. We compiled the list of all local and state-wide regulations that our vendors have to abide by (for growers, bakers, food processors as well as arts and crafts), and included them in our Market Guidelines. We also hoped that with this change we will expand the opportunities to participate in the market for small growers, seasonal food harvesters, food vendors and ranchers, since this structure lends itself perfectly to one-time or short-time trials (no “seasonal commitment” is required). During this period, we introduced a SNAP option at the market, as well as Double Up Bucks Program. We anticipated increased training and technical assistance to existent and new market vendors in order to become compliant, and the completed Training and Technical Assistance Plan from the period from October 2015 through

March 2016 reflects the intensified work on the part of Ajo Center for Sustainable Agriculture as well as our partners.

The 2015 Local Food Promotion Program Grant, awarded to Tohono O'odham Community Action on behalf of the Tohono O'odham Farm and Food Working Group, which was to result in bringing more produce from the Tohono O'odham Nation to Ajo this last reporting period has unfortunately not been utilized yet, and we are awaiting further notice.

**Updates from September 30, 2016:** We had our final trainings scheduled for the period April through June, giving ourselves and the training partners enough time to reflect on the process. However, we continued the individual consultations beyond June, especially on growing for the market, and growing desert-adapted crops. We participated in the San Isidro Festival in Tucson, Arizona Farm and Food Finance Forum, and co-organized the 2<sup>nd</sup> Annual Pomegranate Festival (also in Tucson this year), all offering hands-on workshops for local growers. We also started preparing for the 2016 Arizona Small Producers Forum, which we organize in cooperation with Local First Arizona and Arizona Chapter of Young Farmers Coalition. In June, July and August, ACSA offered 3 internship positions, allowing young people in Ajo to learn about agriculture, food and growing for the market. The two college students returned to the University of Arizona after the internship ended, while the third one asked to continue working for us, and we hired him as a farm apprentice / young farmer. Lastly, we visited other markets in Arizona to consult and explore how other markets recruit vendors and customers, and provide for sustainability. We shared our findings with our vendors.

### Training and TA plan schedule January 2015 – March 2015 - COMPLETED

Month	Topic / Activity	Location	Partner	Attendees
January (1/10/2015)	Fruit tree planting workshop/on-site training	Loma Bonita West, Ajo	Loma Bonita	9
January (1/18/2015)	Fruit tree pruning workshop/on-site training	Loma Bonita West, Ajo	Loma Bonita	12
January (1/15-16/2015)	Farm and Food Finance Forum	Clarkdale, AZ (organized by Local First Arizona)	ACSA, ACGC	3
January (1/28/2015)	Individual consultation (harvesting and packaging)	Loma Bonita	ACSA	3
January (1/14/2015)	Individual consultation (winter planting of non-traditional crops)	Tohono O'odham Community Action	ACSA	4
January (1/29/2015)	Individual consultation (harvesting and packaging)	Ajo Community Garden	ACSA	3
January (1/31/2015)	Ajo Health Fair (including 2 gardening and food workshops)	Desert Senita Community Health Center	Desert Senita	50 (100)
February (2/6/2015)	Individual consultation (spring planting)	Backyard Garden, Ajo	ACSA	2
February (2/20-21/2015)	New Mexico Organic Farming Conference	Albuquerque, NM	ACSA, Loma Bonita	6
February (2/11/2015)	GHP/GAP practices for small growers	San Xavier Coop Farms, Tucson	San Xavier Coop Farms	15
February (2/11/2015)	Farm tour and swap, including on-site fruit trees training	San Xavier Coop Farms, Tucson	San Xavier Coop Farms	15
February (2/26/2015)	Spring planting workshop / on-site training	Many Hands Urban Farm, Courtyard Garden, Ajo		8
February (2/28/2015)	5 <sup>th</sup> Annual Ajo Garden Tour	Backyard Garden, Ajo Community Garden, Loma Bonita West, Loma Bonita East, Edible Ajo School Yard, Many Hands Gardens, Courtyard Garden, ISDA commercial kitchen	ACSA, Loma Bonita, ACGC, ISDA	35
March (3/14/2015)	2 <sup>nd</sup> Annual Authentically Ajo Regional Food Festival (including 3 gardening workshops and food demos)	Ajo Plaza	Loma Bonita, ACSA, ACGC, EASY	150 (350)
March (3/12/2015)	Individual consultation (Soil building, spring planting)	Backyard Garden, Ajo	ACSA	2
March	Individual consultation	Backyard Garden, Ajo	ACSA	3

(3/14/2015)	(Soil building, spring planting)			
March (3/20/2015)	Individual consultation (Soil building, spring planting)	Backyard Garden, Ajo	ACSA	2
March (3/21/2015)	Individual consultation (Soil building, spring planting)	Backyard Garden, Ajo	ACSA	2
March (3/21/2015)	Individual consultation (Soil building, spring planting)	Backyard Garden, Ajo	ACSA	2
March (3/21/2015)	Individual consultation (Soil building, spring planting)	Backyard Garden, Ajo	ACSA	2
March (3/28/2015)	Music in the Garden (farm-to-table event)	Many Hands Urban Farm	ACSA	100
Total: 2 state and regional conferences attended by Authentically Ajo Farmers Market growers; we organized 7 workshops, 3 on-site trainings, 1 farm swap and 4 food and garden events; 9 individual consultations completed  (Goal: 3 workshops, 1 on-site training, 1 farm swap, and 9 individual consultations completed)				678 participants

### Training and TA plan schedule April 2015 – September 2015 - COMPLETED

Month	Topic / Activity	Location	Partner	Attendees
April (4/11/2015)	Seed saving workshop	Authentically Ajo Farmers Market, Ajo Plaza	ACGC	25
April (4/18-4/20)	Borderlands Rural Communities Initiative meeting / retreat (presentation on the Ajo's food system change, distributed ag model, Many Hands Urban Farm and Learning Center tour)	Sonoran Desert Conference Center / Many Hands Urban Farm and Learning Center	ISDA, ACSA	25 (including Tucson, Yuma, Arivaca, Sierra Vista, Nogales)
April (4/20/2015)	Individual consultation (chicken breeds, feed)	Mariposa Community Garden, Nogales	ACSA	5
April (4/23/2015)	Individual consultation (chicken breeds, feed)	Backyard chicken coop, Why	ACSA	2
April (4/24)	Individual consultation (chicken breeds, feed)	Backyard chicken coop, Ajo	ACSA	2
April	11 individual consultations at the gardens and public events, such as farmers market	Ajo Community Garden, Ajo Plaza	ACGC	15

April	10 individual consultations at the gardens and public events, such as farmers market	Loma Bonita Gardens and Orchards, Ajo Plaza, St. Vincent Thrift Store	Loma Bonita	15
May (5/3 – 5/6)	1 <sup>st</sup> International Seed Library Forum	Tucson, AZ (U of A, Native Seeds SEARCH etc.)	ACSA	2 from Ajo, total 150
May (5/11/2015)	Irrigation workshop	Many Hands Urban Farm and Learning Center, Ajo	ACSA	15
May (5/16/2015)	Urban agriculture, distributed ag model and traditional O’odham crops workshop at San Ysidro Festival	Tucson Mission Gardens	ACSA	150
May (5/21/2015)	Sonoran Desert Monsoon Crops workshop	Many Hands Urban Farm and Learning Center, Ajo	ACSA	25
May (5/23/2015)	Best Summer Garden Ever! workshop	Authentically Ajo Farmers Market, Ajo Plaza	ACSA	15
May (6/26/2015)	The effects of Ajo Farmers Market on Local Food Economy	Ajo Chamber of Commerce	ACSA	30
May (5/8/2015)	Individual consultation (backyard garden techniques)	Backyard garden (Yvonne and Gregg Burton), Ajo	ACSA	4
May (5/11/2015)	Individual consultation (backyard garden techniques)	Backyard garden (Mara and Tom Branson), Ajo	ACSA	4
May (5/11/2015)	Individual consultation (backyard garden techniques)	Backyard garden (Peter Holm), Ajo	ACSA	3
May (5/12/2015)	Individual consultation (backyard garden techniques, orchard)	Loma Bonita Gardens and Orchard	ACSA	5
May (5/12/2015)	Individual consultation (backyard garden techniques)	Backyard garden (Stephanie Doerries), Ajo	ACSA	2
May	6 individual consultations at the gardens and public events, such as farmers market	Ajo Community Garden, Ajo Plaza	ACGC	8
May	10 individual consultations at the gardens and public events, such as farmers market	Loma Bonita Gardens and Orchards, Ajo Plaza, St. Vincent Thrift Store	Loma Bonita	15
May (5/26/2015)	Individual consultation (orchard, food forest)	Backyard garden / landscaping business (Alan Dunstan), Ajo	ACSA	6
June (6/3/2015)	Food handlers/food safety training	Sonoran Desert Conference Center	ISDA	25
June 6/9- 6/10/2015)	Local Foods, Local Places community workshop	Bud Walker Park and Sonoran Desert Conference Center, Ajo	ACSA / ARFP	90 (including regional USDA agencies)

June (6/11- 6/13/2015)	BALLE Conference (Local First AZ)	Phoenix	ACSA, ISDA	3 from Ajo, total 350
June (6/13/2015)	Sonoran Desert Summer Foods workshop plus food demonstration	Authentically Ajo Farmers Market, Ajo Plaza	ACSA	25
June (6/19/2015)	Composting workshop, with Tom Powell	Loma Bonita Garden and Orchard	Loma Bonita	10
June (6/19/2015)	Sonoran Desert Wild Foods Workshop, with mesquite milling demonstration	Loma Bonita Garden and Orchard	Loma Bonita	15
June (6/26/2015)	Monsoon Crops Planting Day at Tohono O'odham Community College	Tohono O'odham Community College, Santa Rosa	Tohono O'odham Community College/Tohono O'odham Farm and Food Working Group	30
June (6/27/2015)	Sonoran Desert Wild Foods Workshop, with mesquite milling demonstration	Authentically Ajo Farmers Market, Ajo Plaza	Loma Bonita	20
June (6/1/2015)	Individual consultation (backyard garden, Bermuda grass)	Backyard garden (Tracy Taft), Ajo	ACSA	2
June	13 individual consultations at the gardens and public events, such as farmers market	Backyard gardeners	ACGC	16
June	10 individual consultations at the gardens and public events, such as farmers market	Loma Bonita Gardens and Orchards, Ajo Plaza, St. Vincent Thrift Store	Loma Bonita	15
<b>Total: 2 national conferences attended by Authentically Ajo Farmers Market growers; presented at 2 Southern Arizona (ie outside the Ajo Regional Food Partnership region) events; organized 14 workshops, on-site trainings and garden tours; 70 individual consultations completed; a total of 574 people trained/assisted, reached a total of 1,044 people nation- and state-wide.</b>				
(Goal: 3 workshops, 2 on-site trainings, 2 farm swaps, and 9 individual consultations completed)				
July (7/11)	DIY Pizza Workshop, by Authentically Ajo Farmers Market vendor Mike Hendricks	Authentically Ajo Farmers Market (Ajo Plaza)	ACSA	35
July (7/15)	Small business planning training and consultancy with MAC (Tucson, AZ)	Ajo Plaza	ISDA	15
July (7/25)	Wind chime workshop for all ages, by Authentically Ajo Farmers Market vendor Karen Sucharski	Authentically Ajo Farmers Market (Ajo Plaza)	ACSA	25

July	10 individual consultations at the gardens and public events, such as farmers market	Ajo Community Garden, Ajo Plaza	ACGC	12
August (8/6-8/8)	Arizona Rural Policy Forum, presentation on Ajo food system, urban agriculture, and Many Hands Urban Farm and Learning Center	Clarkdale, AZ	ACSA, ISDA	4 participants from Ajo, 125 total
August (8/14)	FERN / AZ Women in Agriculture meeting	Tucson, AZ	FERN	2 people from Ajo, a total of 25 people
August (8/22)	Pomegranate workshop (growing, biodiversity, tastings)	Authentically Ajo Farmers Market (Ajo Plaza)	ACSA	25
August (8/27)	Pomegranate workshop (growing, biodiversity, tastings)	Bud Walker Park (Pima County Parks and Rec, Senior Services)	ACSA	15
August (8/3)	Individual consultation – starting a backyard garden, square-foot garden	Backyard Garden (Mimi Phillips), Ajo	ACSA	4
August (8/21)	Individual consultation – planting and watering schedules	Backyard Garden (Mimi Phillips), Ajo	ACSA	4
August (8/26)	Individual consultation – pests and biodynamic prevention methods	Backyard Garden (Peter Holm), Ajo	ACSA	3
August	17 individual consultations at the gardens and public events, such as farmers market	Ajo Community Garden, Ajo Plaza	ACGC	20
September (9/3)	Farm Fun For Kids workshop (Parks and Rec Toddler’s class with parents)	Many Hands Urban Farm and Learning Center	ACSA	15
September (9/12)	Pomegranate workshop (growing, biodiversity, tastings)	Authentically Ajo Farmers Market (Ajo Plaza)	ACSA	30
September (9/23)	School Garden Design, Crop Plan, and Lesson Plans - Training for Desert Senita EASY coordinators	Many Hands Urban Farm and Learning Center / Edible Ajo School Yard Garden (Ajo Unified School District)	ACSA	4
September (9/25)	Fall Planting workshop, seed and compost give-away for Ajo Gardeners Network	Many Hands Urban Farm and Learning Center	ACSA	20
September (9/26)	Fall Planting workshop and seed giveaway	Authentically Ajo Farmers Market (Ajo Plaza)	ACSA	25
September (9/30)	Arizona Healthfileds Initiative – presentation on Ajo distributed ag model, Authentically Ajo Farmers Market, and supporting funders	(Conference Call)	ACSA	1 from Ajo, 12 total

September (9/3)	Individual Consultation – fruit tree selection, permaculture elements of landscaping	Backyard Garden (Mimi Phillips), Ajo	ACSA	3
September (9/5)	Individual Consultation – backyard garden planting and watering	Backyard garden (Christie Hendrix), Ajo	ACSA	3
September (9/24)	Individual Consultation – backyard gardens and chickens	Backyard garden (Mara and Tom Branson), Ajo	ACSA	4
September (9/29)	Individual Consultation – backyard gardens and chickens – follow-up	Backyard garden (Mara and Tom Branson), Ajo	ACSA	4
September	24 individual consultations at the gardens and public events, such as farmers market	Ajo Community Garden, Ajo Plaza	ACGC	28
September	10 individual consultations at the gardens and public events, such as farmers market	Loma Bonita Gardens and Orchards, Ajo Plaza, St. Vincent Thrift Store	Loma Bonita	15
<b>Total: 2 Arizona conferences/swaps attended by Authentically Ajo Farmers Market growers, and participated in one Arizona brown-fields (Healthfields) conference call to present our lessons learned beyond the reach of Ajo Regional Food Partnership; organized 10 workshops, on-site trainings and garden tours; 67 individual consultations completed; a total of 309 people trained/assisted, directly reached a total of 471 people state-wide.</b>				599 participants
(Goal: 3 workshops, 2 on-site trainings, 2 farm swaps, and 9 individual consultations completed)				

### Training and TA plan schedule October 2015 – March 2016 - COMPLETED

Month	Topic / Activity	Location	Partner	Attendees
<b><i>Oct-Dec 2015 Goal: 3 workshops, 2 on-site trainings, 2 farm swaps, and 9 individual consultations completed</i></b>				
October (10/10)	Pomegranate workshop (growing, biodiversity, tastings) (Ajo Gardeners Network)	Authentically Ajo Farmers Market, Ajo Plaza	ACSA	35
October (10/10)	Familiarization tour for Ajo Chamber of Commerce, AZ Dept of Economic Development and AZ Tourism of Authentically Ajo Farmers Market and Many Hands Urban Farm	Ajo Plaza, Many Hands Urban Farm and Learning Center	ISDA, ACSA	15
October (10/14)	AZ Small Producers Forum, including Farmers Market Development workshop, Food Corps, Small Sustainable Farming Operation Workshop, and Business Planning and	Sonoran Desert Conference Center / Many Hands Urban Farm and Learning Center	ACSA, Local First Arizona	55 (including growers and organizations from Tucson, Phoenix,

	Record Keeping for Small Producers Workshop			Bisbee, Benson, Fort Apache, San Simon, Glendale)
October (10/16)	5 <sup>th</sup> Annual Tohono O’odham Youth Ag Day (including presentations on range management, wild foods, water harvesting and soils)	Tohono O’odham Community College, Santa Rosa	Tohono O’odham Farm and Food Working Group (Tohono O’odham Community College, NRCS, TOCA, San Xavier Coop Farms, ACSA)	100
Oct (10/17)	Fall Planting Workshop and give-away (Ajo Gardeners Network) at the Family Fun Fall Festival/Pumpkin Patch	Family Fun Fall Festival/Pumpkin Patch, Ajo Plaza	ACSA, DSCHC, ACGC	30 / 250
October (10/21)	Fall seedlings planting workshop and give-away (Ajo Gardeners Network)	Many Hands Urban Farm and Learning Center	ACSA	20
Oct (10/24)	Seed Saving/Cleaning/Sharing	FM	ACGC	35
October (10/31)	1 <sup>st</sup> Annual Pomegranate Festival (speaker series on pomegranate cultural history and growing, with Gary Nabhan and Jesus Garcia, workshops, booths, and Authentically Ajo Pop-Up Farmers Market)	Many Hands Urban Farm and Learning Center	ACSA, ACGC, ISDA, Desert Senita, Tucson Mission Gardens, Arizona-Sonora Desert Museum, University of Arizona	100
November (11/4)	Monthly vendors meeting with training on new structure/fees and Pima County and AZ rules and regulations	Oasis Café (at the Plaza)	ACSA, ACGC, Loma Bonita	22
November (11/2)	Healthy Food, Healthy Community Workshop with seed-giveaway at the Hopi Diabetes Expo	2 <sup>nd</sup> Mesa, AZ	ACSA	100 (backyard growers,

				farmers and community organizations)
Nov (11/12)	Peppers! - Seed Saving/Cleaning Workshop and Sharing	Ajo Library	ACGC	5
November (11/13)	Between Two Worlds: The Pomegranate Workshop at the 2015 Native Foods Symposium (organized by Native American Culinary Association in collaboration with Tohono O'odham Community Action and Arizona-Sonora Desert Museum)	Arizona Sonora Desert Museum	ACSA	300 (growers from around the US, including Native American)
December (12/2)	Monthly vendors meeting with training on new structure/fees and Pima County and AZ rules and regulations	Oasis Café (at the Plaza)	ACSA, ACGC	15
December (12/7)	Container Gardening	Ajo Library	ACSA, Ajo Garden Club	30
December (12/11)	Field trip to Santa Cruz River Farmers Market, Tucson AZ, training for market growers and new market manager	Tucson, AZ	ACSA, Community Food Bank of Southern Arizona	5
December (12/15)	Raised bed workshop	Many Hands Urban Farm and Learning Center	ACSA	7
December (12/17)	Winter Gardens Workshop (Ajo Gardeners Network)	Ajo Library	ACSA	15
Oct-Dec	Individual consultations – growers (including Ajo Gardeners Network and consignment table)		ACSA	150
Oct-Dec	Individual consultations – farmers market vendors (including bakers and food vendors)		ACSA	60
Oct-Dec	Individual consultations (including ACGC consignment table)		ACGC	30
Oct-Dec	Individual consultations		Loma Bonita	20
<b>Total:</b> - Organized 3 state-wide conferences / events; - Participated in 1 state-wide conference, and 1 national conference; - Organized 12 workshops, on-site trainings and tours; - Completed a total of individual 260 consultations; <b>A total of people 634 trained/assisted, in addition, directly reached 612 people state- and nation-wide.</b>  <i>(Goal: 3 workshops, 2 on-site trainings, 2 farm swaps, and 9 individual consultations completed)</i>				1,369

***Jan-March 2016 Goal: 3 workshops, 1 on-site training, 1 farm swap, and 9 individual consultations completed***

1/14	Seed Saving Workshop	Ajo Library	Tucson Community Gardens, Ajo Library	15
1/20	Pomegranate Workshop	Many Hands Urban Farm and Learning Center	ACSA	25
1/21	Food Safety Training for Market Gardeners	Many Hands Urban Farm and Learning Center	ACSA	15
1/27	Irrigation workshop	Many Hands Urban Farm and Learning Center	ACSA	30
1/28	Enchiladas Sonorenses – Cultural foods workshop	Sonoran Desert Conference Center	ISDA	10
2/3	Farmers Market Vendors training on SNAP / Double Up Program	Many Hands Urban Farm and Learning Center	ACSA	12
2/10	Market growing consultation for Tohono O’odham Community Action	Sells, AZ	ACSA	4
2/11-12	Food Justice, Faith & Climate Change Forum; workshop on small growers networking	Tucson, AZ	University of Arizona; ACSA	150
2/12	Food Safety Training (“food handling card”) for market vendors and perspective vendors	Sonoran Desert Conference Center	ISDA, Pima County Health Department	45
2/17	Spring Planting Workshop (Ajo Gardeners Network)	Many Hands Urban Farm and Learning Center	ACSA	35
2/18	Traditional Tohono O’odham Crops – farmers perspective	Ajo Library	ACSA	15
2/20	Composting Workshop	Ajo Roping Arena	Loma Bonita, University of Arizona’s Compost Cats	30
2/20	Spring Planting Workshop (Ajo Gardeners Network)	Farmers Market, Plaza	ACA	30
2/23-24	Canning / value-added workshop for small growers and gleaners	Sonoran Desert Conference Center	ACSA	10
3/2	Connections that Count: Collective Impact Celebration – success of Ajo’s farmers market (Community Foundation of Southern Arizona)	Tucson, AZ	ACSA, ISDA, ACGC, Loma Bonita, DSCHC, EASY	70

3/2	Farmers Market Vendors training on SNAP / Double Up Program	Many Hands Urban Farm and Learning Center	ACSA	12
3/3	Spring Planting Workshop (Ajo Gardeners Network)	Ajo Food Bank	ACSA, ISDA	246
3/5	Spring Planting Workshop (Ajo Gardeners Network)	Farmers Market, Plaza	ACSA	20
3/7-3/10	Sonoran Desert Symposium, featuring Richard Felger, Jesus Garcia and Katarina Sajovec Altshul, presenting on desert-adapted and potential commercial crops, as well as gardeners and market vendors networks	Sonoran Desert Conference Center	ISDA, ACSA	300
3/10	Technical assistance to San Simon School's growers on the Tohono O'odham Reservation with their school garden; community planting event	San Simon, AZ	ACSA	5 / 120
3/12	3 <sup>rd</sup> Annual Ajo Food Festival (including farmers market, kids activities, speakers series, gardening workshops, tastings etc)	Ajo Plaza	ACSA, ISDA, ACGC, Loma Bonita, DSCHC	800
3/15	Tour for the Southwest Folklife Alliance's Field School; including growers from across the US	Many Hands Urban Farm and Learning Center	ACSA, ISDA	30
3/17	Spring Planting Workshop (Ajo Gardeners Network)	Ajo Library	ACSA	5
3/19	Spring Planting Workshop (Ajo Gardeners Network)	Farmers Market, Annual Sonoran Shinding	ACSA	30
3/25	Sushi workshop	Sonoran Desert Conference Center, Commercial Kitchen	ISDA	13
Jan-March	Individual consultations – growers (including Ajo Gardeners Network and consignment table)		ACSA	150
Jan-March	Individual consultations – farmers market vendors (including bakers and food vendors)		ACSA	100
Jan-March	Individual consultations – growers (including consignment table)		ACGC	30
Jan-March	Individual consultations – growers		Loma Bonita	20
Jan-March	Individual consultations – food vendors		ISDA	55
<b>Total:</b>				<b>2,427</b>

<ul style="list-style-type: none"> <li>- Organized 1 state-wide event featuring regional growers and food vendors, and 1 international symposium (US, Mexico, Tohono O’odham);</li> <li>- Participated in 1 national conference;</li> <li>- Organized 20 workshops, on-site trainings and tours;</li> <li>- Completed a total of individual 355 consultations;</li> </ul> <p>A total of people 962 trained/assisted, in addition, directly reached 1,480 people state- and nation-wide.</p> <p>(Goal: 3 workshops, 1 on-site training, 1 farm swap, and 9 individual consultations completed)</p>	
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**Training and TA plan schedule April 2016 – September 2016 - COMPLETED**

<b>Month</b>	<b>Topic / Activity</b>	<b>Location</b>	<b>Partner</b>	<b>Attendees</b>
<i>April-June 2016 Goal: 3 workshops, 1 on-site training, 1 farm swap, and 9 individual consultations completed</i>				
4/6	Training on VISA etc cards acceptance at the Monthly Vendors Meeting	Many Hands Urban Farm and Learning Center	ACSA	12
4/11-12	Digital storytelling training	Ajo Library	DSCHC, ACSA	5 (including fm manager)
4/20	Market Gardening Workshop	Many Hands Urban Farm and Learning Center	ACSA	5
4/21	Gluten-free Baking Workshop for Home and Market	Commercial Kitchen at the Sonoran Desert Conference Center		12
4/23	Growing in the summer in our climate - Adopt-A-Sonoran-Desert Crop Workshop	Farmers Market, Plaza	ACSA	9
4/27	AZ-wide Double-Up Bucks Training	Phoenix, AZ		17
5/11	Train-the-trainer - Adopt-A-Sonoran-Desert Crop Workshop	Ajo Community Garden	ACSA, ACGC	7
5/14	Adopt-A-Sonoran-Desert Crop Workshop at the 3 <sup>rd</sup> Annual San Ysidrio Festival	Tucson	Tucson Mission Gardens, ACSA	150
5/20	Systems approach to agriculture and food system development; 2015 Arizona Farm and Food Finance Forum	Phoenix	Local First Arizona, ACSA	90
5/24	Train-the-trainer – Ajo School Garden	Ajo Unified School District	ACSA	5
5/26	Double Up Training (webinar for market managers and vendors)	-	ACSA	7
5/28	Phoenix Downtown Market tour and consultations	Phoenix	ACSA	5

6/7	Community planting event, with hands-on demonstrations on traditional Tohono O'odham crops	Many Hands Learning Center	ACSA	55
7/5	Tohono O'odham Youth Conference – hands-on workshops on traditional Tohono O'odham crops and growing	Topawa, AZ	ACSA	100
8/3	Traditional crops and agriculture, and teaching, at the Ajo Unified School District's teachers' training	Ajo Unified School District	ACSA	40
8/4	Traditional agriculture at the Back-to-School event	Ajo Unified School District	ACSA	400
8/27	Bisbee farmers market tour and consultation	Bisbee AZ	ACSA	5
8/28	St Phillips Plaza farmers market tour and consultation	Tucson AZ	ACSA	4
9/9	Sedona farmers market tour and consultation	Sedona AZ	ACSA	2
9/10	Prescott farmers market tour and consultation	Prescott AZ	ACSA	2
9/11	Flagstaff farmers market tour and consultation	Flagstaff AZ	ACSA	2
9/15	Vendors meeting – sharing results of the market tour, market products, value-added products, agricultural displays etc	Many Hands Learning Center	ACSA	22
9/24	Pomegranate Festival, with hands-on workshops on growing and tasting	Tucson AZ	ACSA, Tucson Mission Garden	300
April-Sept	Individual consultations – growers (including Ajo Gardeners Network and consignment table)	Many Hands Learning Center, Farmers Market	ACSA	120
April-Sept	Individual consultations – growers (including consignment table)	Ajo Community Garden, Farmers Market	ACGC	20
April-Sept	Individual consultations – growers	Loma Bonita, Farmers Market	Loma Bonita	10
April-Sept	Individual consultations – food vendors	Commercial Kitchen, Farmers Market	ISDA	35
<b>Total:</b> - Organized and/or participated in 3 state-wide event featuring regional growers and food vendors; - Organized 15 workshops, on-site trainings and tours; - Consulted with 6 regional markets; - Completed a total of individual 185 consultations; A total of people 368 trained/assisted, in addition, directly reached 1,040 people state- and nation-wide.				1,999

<i>(Goal: 3 workshops, 1 on-site training, 1 farm swap, and 9 individual consultations completed)</i>	
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**2016 / 2017 AJO GARDENERS NETWORK CONSIGNMENT TABLE APPLICATION**

The Ajo Gardeners Network Consignment Table offers backyard gardeners and small growers an opportunity to sell produce and eggs at the Authentically Ajo Farmers Market on a consignment basis. Only the regular 10% sales fee will be charged; the table is operated for free by Ajo CSA, Ajo CSA volunteers and Ajo Gardeners Network members.

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Foods you'd like to sell now:

Possible foods you will have in the future:

Describe your garden/farm and growing practices. We require consignment members to grow naturally without pesticides, chemicals, or synthetic fertilizers. This information will be shared with customers: \_\_\_\_\_

\_\_\_\_\_

When can we visit your garden / coop / farm? \_\_\_\_\_

How can we help you with your growing or selling practices? \_\_\_\_\_

I have read the Guidelines for selling foods at the farmers' market, follow the food safety handling practices and agree to abide by this structure.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please fill in at the market, or send via email to [nina@ajocsa.com](mailto:nina@ajocsa.com)



**Ajo Center for Sustainable Agriculture**  
*Building community one garden at a time.*

## **AJO GARDENERS NETWORK CONSIGNMENT TABLE**

The Ajo Gardeners Network Consignment Table offers backyard gardeners and small growers an opportunity to sell produce and eggs at the Authentically Ajo Farmers Market on a consignment basis.

### **Requirements:**

- Your produce is grown by you in Ajo or surrounding area (Why, Gila Bend, Tohono O'odham Nation).
- The produce is grown naturally, without pesticides, chemicals or synthetic fertilizers.
- You can sell eggs on consignment, too! To do so, you must register as a nest-run egg producer with the Arizona Department of Agriculture and follow the guidelines they lay out for nest-run producers. The application is simple, and we can help!

### **How does it work?**

- You harvest your produce, following Food Safety practices, best on the morning of the market or the day before when temperatures are cooler. You bag it, and label it (if you already have the labels).
- You may drop off produce to the consignment table before the market between 8:30 and 9 am.
- When you arrive at the market, we will weigh your produce, label it, write a receipt, and put your produce out.
- Prices for produce will be by weight, or in some circumstances by the bag or by the bundle. We have a price list, but please feel free to give us your input. Price lists are available if you would like one.
- After the market is over (12 pm), you can pick up your leftover produce, or you can decide in advance to donate it to Ajo CSA to distribute as seen fit.

### **Payment:**

- Your produce sales will be calculated at the end of the market by the consignment table coordinator. 10% of the profit will be paid to the market (standard market procedure for all vendors). You will receive 90% of the profit of your produce sold.
- Your payment will be available for pickup at the market one week after you dropped off the produce. If you'd prefer to receive your payment as a check in the mail, please specify that when you drop off your produce

**Workshops, tours etc:** We offer free individual consultations and workshops, as well as organize an annual Ajo Garden Tour where gardeners share their best practices and tips for growing.

**For more information,** contact Nina at [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com).



## VENDOR AGREEMENT

The Authentically Ajo Farmers Market is a project of Ajo Center for Sustainable Agriculture, and promotes locally grown, prepared and made product, food products and arts and crafts under the “Authentically Ajo” brand. It also fosters community food security through participating in SNAP, Double Up and WIC programs, and creates community gathering and exchange around food. By signing this application, the vendor agrees to abide by the Authentically Ajo Farmers Market rules, follow the directions of the Farmers Market Manager and/or Ajo Center for Sustainable Agriculture’s representative, disclose their daily sales and conduct themselves in accordance with the community spirit of the event.

### **Market Vendors must agree to:**

- A. Pre-register with the Market Manager (Mimi Phillips, [mimi@ajocsa.com](mailto:mimi@ajocsa.com) ) and fill out an application.
- B. Agree to the Authentically Ajo Farmers Market Rules and Guidelines.
- C. Notify Market Manager by Sunday before Market if desiring to vend.
- D. Assume the Market spot allocated by the Market Manager. Vendors must be flexible as spot allocations frequently change due to Market location, weather conditions and number of vendors vending on any given Market day.
- E. Provide all tables, displays , and equipment/tents necessary for vending and maintain vending space in a clean, attractive , and safe manner.
- F. Remove personal vehicle from in front of the Market after unloading or loading. Parking behind the post office is prohibited.
- G. Conduct sales at Market only within the posted Market hours. Pre Market sales are not permitted.
- H. Comply with laws, permits, and licenses required by Pima County, State of Arizona, and United States Department of Agriculture (USDA). See specifics on Market resource page.
- I. Report accurate Market earnings to the Market Manager at Market close and pay a 10% of sales fee.
- J. Clean up the allocated vending space at Market close. Trash receptacles are provided on site for consumer and vendor use.

### **NOTE:**

Reselling of produce or product is not permitted at Market but for 3 exceptions approved and registered on an individual basis by the Market Manager: 1. locally grown or locally created items may be sold through assigned consignment vendors 2. Local youth may sell school sponsored fundraiser items 3. Local National Park and Civic organizations may sell their locally appropriate products/fundraiser tickets. 10% of sales fee applies to all.

Vendors must reside in and grow or create produce/products in and around the wider region of Ajo and Southern AZ at least 3 months a year.

Political and religious organizations may not vend or distribute written or verbal information at Market.

I agree to all of the above:

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Business

\_\_\_\_\_  
Date



VENDOR APPLICATION

**General Information**

Business Name			
Contact Person Name(s)			
Mailing Address			
Location(s) of farm or business			
Phone Numbers			
Email Address			
Business Ownership	<input type="checkbox"/> Family-owned <input type="checkbox"/> Corporation <input type="checkbox"/> Non-Profit <input type="checkbox"/> LLC		
Who may sell for you?			
Space/Booth Size (in feet...10' max)		Need Electricity?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you plan to participate in the SNAP/WIC program?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
New or Returning Vendor?	<input type="checkbox"/> New <input type="checkbox"/> Returning		

**Vending Commitment (check all that apply):**

**Note: Cost of vending is 10% of sales at the following events**

- Weekly Thursday Markets (4:00 – 7:00 PM)
- Occasional Markets *(I will notify you by the Sunday before Market)*
- 2<sup>nd</sup> and 4<sup>th</sup> Saturday Markets (9:00 – Noon)
- One-time set-up \_\_\_\_\_(Date)
- Weekly Saturday Markets (9:00 – Noon)
- Ajo Regional Food Festival (3/11/17, 9:00 AM – 1:00 PM)

**Vendor Type (check all that apply):**

- grower  
  processor (mixed or jarred products)  
  wild food harvester  
  prepared foods (ready-to-eat meals, hot foods, beverages)  
  baked goods  
  arts and crafts  
  info booth  
  fundraiser

**Acknowledgement and Acceptance**

Please sign to acknowledge that everything on this application is complete and accurate and that you agree to follow Market Rules and Regulations. \_\_\_\_\_(Signature) \_\_\_\_\_(Date)

*Authentically Ajo*



**FARMERS MARKET**



For Office Use Only	
Date Received:	
Status:	<input type="checkbox"/> Accepted <input type="checkbox"/> Denied <input type="checkbox"/> Waitlist until:
Date Applicant was notified of Status:	Form of Notification (i.e., call, email):
Notes:	

*Authentically Ajo*

# FARMERS MARKET

Produce, Wild Foods, Baked & Canned Goods,  
and Arts & Crafts

**GROWN IN AJO • MADE IN AJO**

**9:00 AM - 12 Noon in the Plaza  
Every Saturday JAN-MAR**

We accept WIC checks and Cash Value Vouchers (CVVs)

• **Now accepting  
Food Stamps!**



• **Kids' activities at 10:00!**



*Authentically Ajo*  
**FARMERS MARKET**



**2nd and 4th Saturday of Each Month**  
**Every Saturday JAN-MAR**

**9:00-11:00 AM**

**Ajo Plaza, Ajo, Arizona 85321**

Experience the "Taste of Ajo!" The market features seasonal, locally-grown, pesticide-free produce, fruit, beans and grains, as well as canned products (fruit and vegetable jams and pickles), baked goods (bread, tortillas, cookies and sweets), eggs, honey, cooked food, botanicals, and arts and crafts booths. Free food and other demos/workshop each market day at 10 am. Music and info booths. New vendors are welcome - contact [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com) for more information.

We accept WIC checks and Cash Value Vouchers (CVVs)



**Vendors:**

**Ajo Center for Sustainable Agriculture**

**Ajo Community Garden Consortium**

**Arnold Alexander** - Hand-made paper and cards

**Ann Woods** - Salsas, and arts and crafts

**Auntie M's Homemade** (Melanie Scott) - Baked goods, marmalades

**Bloom** - wellness center, holistic facials, yoga and guided meditation

**Cabeza Prieta Natural Wildlife Association** - Sonoran Desert-themed books, t-shirts etc.

**Ceramic Majolica Ware** (Wendy Allen)

**De Colores by Fina** (Josie Robles) - Stained glass jewelry and art

**Desert Lily Botanicals** (Marie Reilly) - soaps, salves, lip balms and more

**Eileen Costucke** - Calendars

**HIMCANON** - Jane's Home Garden

**Loma Bonita Orchard and Garden** (Don and Gayle Weyers)

**Mike Henrichs and Karen Sucharski** - Freshly-baked breads, pottery, glass products, jewelry

**Sissybear** (Silvia Howard) - Biscotti and other treats, dog biscuits

**Sterling Johnson and Nina Sajovec** - Tohono O'odham-style tortillas, jams, pickles, baked goods



Authentically Ajo Farmers Market is organized by Ajo Center for Sustainable Agriculture in cooperation with Ajo Regional Food Partnership, and supported by USDA-AMS-FMPP.







## **FOOD SAFETY – Best Practices for Backyard Gardeners and Small Growers**

The safety of your produce for human consumption begins with **Good Agricultural Practices (GAP)**:

- Do not grow greens we eat raw on freshly manured beds (even if the manure was composted).
- Do not have standing water in your gardens for prolonged period of time. If you harvest water, do not pour old water on leafy greens.
- If you have chickens, or a compost pile, make sure the runoff from the coop or pile is not directed into your garden bed.
- If you wash your produce in the garden in bins, or have a garden sink, do not direct the runoff onto the leafy greens beds.
- Consider growing hedges between garden beds and other areas.
- Do not have a garden bed right next to a road / or build a wall.
- Keep pets and animals out of the garden and cleaning area (dogs included).

### **Harvesting:**

- Aim to harvest your produce at its peak. A little bit earlier is better than a little bit later. This will also ensure longer durability of the produce.
- For the freshest produce, harvest the morning of the market. Harvesting in the coolest part of the day will yield better tasting produce.
- Clean tools: scissors, knives, tubs, bowls; have first aid on hand.
- Do not harvest, if you have a runny nose, cough and/or fever, or digestive issues.
- Wash hands every time before you harvest, after you touch your face or hair, or use the bathroom.
- Use gloves (non-powdered); wear your hair tied / hat / bandana
- Washing produce: running water vs. water bath?; using Peroxide, Clorox, vinegar for disinfecting
- Make sure to clean up your bins and bowls.
- Bag your produce, especially if you are to store it in the fridge. Label.
- Always use bags that were not used before!
- Keep records.

### **Storage:**

- If you need to store the produce for sale, best to find a cool spot for fruit, ideally a refrigerator for greens, herbs and roots (around 40-45 F, not cooler). If you do not have a separate refrigerator, designate some space in your home refrigerator on the very top shelf. Only store washed produce. Do not store cut produce, e.g. melons.

**For more information**, contact Nina at [ajocsa@hotmail.com](mailto:ajocsa@hotmail.com).

# Family Fun!



*Ajo Regional Food Partnership presents ...*

## 3rd ANNUAL

# AJO FOOD FESTIVAL

*with the Authentically Ajo FARMERS MARKET*

**Saturday, March 12, 2016**

**9:00am - 1:00pm in Ajo Plaza, Ajo, Arizona**

*Food Vendors 9:00 am to 1:00 pm*

\*Gayles Mesquite Pancakes \*Juanita's Fry Bread and Carne Asada Burros  
\*Desert Rain Café Traditional O'odham Dishes \*Abbys Popcorn/Cotton Candy/Lemonade  
\*Christina's Churros Locos/Cacahuates \*Rosa's Machaca/Carne con Chili Burros  
Olsen's Roasted Green Chilis \*Emily's Popsicles \*Chuck's BQ

Kids Activities, Crafts, Story telling  
Plant Giveaway/Workshop, Food Demos, Tastings, Worm Workshop

### *Schedule of Special Events:*

9:00 Welcome/Celebrate Authentically Ajo Farmers Market  
9:30 Chat with Susan Fonseca of bloom, local wellness center  
10:00 Ballet Folklorico de Ajo Performance  
10:30 Chicken Clucking/Rooster Crowing Contest for All  
11:00 Chat with Dr. Carolyn Cook, Ethnobotanist and Author  
12:00 Chat with Judy Cadrin of Wild Harvest Native Teas on Medicinal Herbs

Organized by: Ajo Center for Sustainable Agriculture, Desert Senita Community Health Center, Edible Ajo School Yard, International Sonoran Desert Alliance, Get Going, Get Growing, Ajo Community Garden Consortium, Salazar-Ajo Library, Loma Bonita Orchard and Garden, Organ Pipe Cactus National Monument, Cabeza Prieta National Wildlife Refuge, Bloom.

# **SHOP** *Authentically Ajo*

at the

## **FARMERS MARKET**

Produce, Wild Foods, Baked & Canned Goods,  
and Arts & Crafts

**GROWN IN AJO • MADE IN AJO**

***Saturday, November 28***

***9:00 AM - 12 Noon***

Meet the Vendors, and win an Authentically Ajo gift bag!  
Free raffle, no purchase required to enter.

*Próximamente en febrero del 2016!*

Quieres ver que lleguen mas lejos tus Vales de Despensa/EBT?

Aproveche el Programa de **DÓLARES DOBLES**

en el *Mercado Auténtico de* **AGRICULTORES DE AJO**

*Cada sábado de 9 am hasta el mediodía en la Plaza*

**\$1** Vale de  
Despensa = **\$2** Frutas/Vegetales  
(hasta \$20)



AJO CENTER FOR SUSTAINABLE AGRICULTURE



AJO REGIONAL FOOD PARTNERSHIP