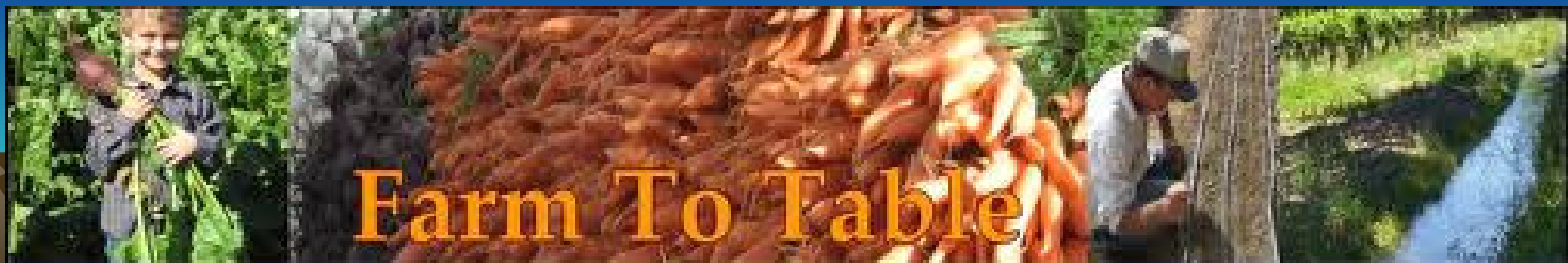


# Toward Native American Food Sovereignty Grocery Stores, Mobile Markets, & Co-ops *on the Rez* in New Mexico

Session: Bringing Food to Underserved  
Populations

Rural Grocery Summit III  
June 6, 2012

Tawnya Laveta, Farm to Table





# New Mexico

2 million people

22 Sovereign Nations

121,000 sq mi

17 people/ sq mi

\$22,966 per capita income

18% below poverty level





# Why Grocery Stores in rural & tribal areas?



## Farmers' Markets in Tribal Communities: Starting Up & Sustaining Success



People love farmers' markets, but not every community is able to support a farmers' market for a variety of reasons. Local interest is a must. Farmer participation is a must. Bringing the two together is an art.

This manual is a product of stories told and lessons learned from tribal market managers in New Mexico (and AZ). This project was made possible with the generous support of Projects for Public Spaces and the USDA Risk Management Program and commitments from Farm to Table and the NM Farmers Marketing Association.

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## Closing New Mexico's Food Gap: A report on food access in New Mexico



Submitted to  
Governor Richardson and  
the New Mexico State Legislature  
by the NM Food Gap Task Force  
November 30, 2008



## New Mexico Farm to School Directory 2007

A Directory of Farmers, Crops  
and Food Service Directors

Farm to Table  
New Mexico Department of Agriculture





## “Food Stores”

Taos Pueblo had 7 year food supply stored at all times

Santa Clara Pueblo  
Harvest  
Early 1900's



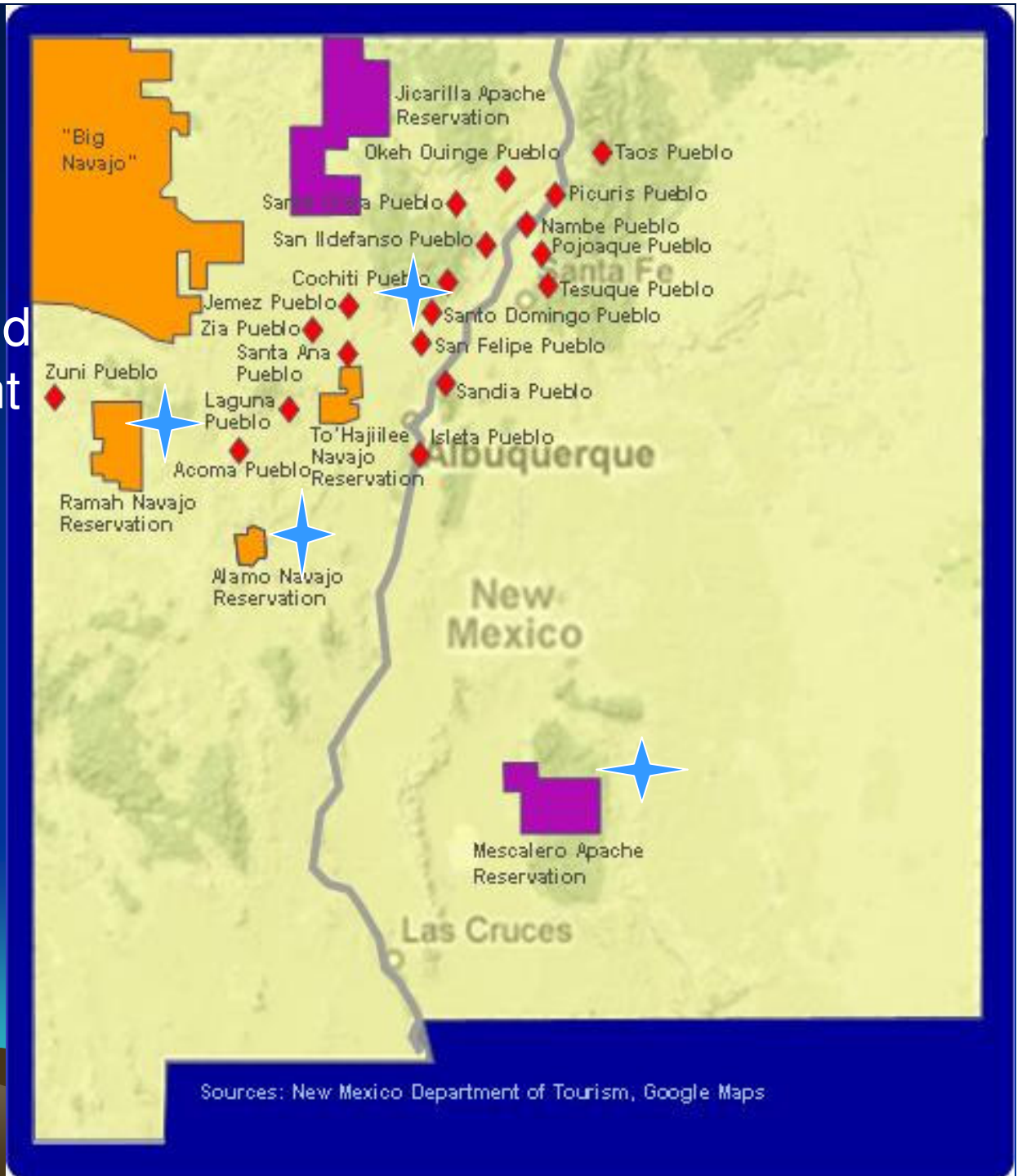


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# Challenges:

- VERY remote
- Multi-generational poverty, commodity food un-& under employment
- Red tape x3, self-governance barriers
- Skill sets, extracted since Boarding School era
- No Infrastructure
- Overcoming 2 eras of colonization





## Pre-New Mexico

9200 BC- artifacts of hunter societies

1050 AD Chaco Culture –Pueblo peoples are direct descendants

**Albuquerque Indian School, 1881, Duranes**



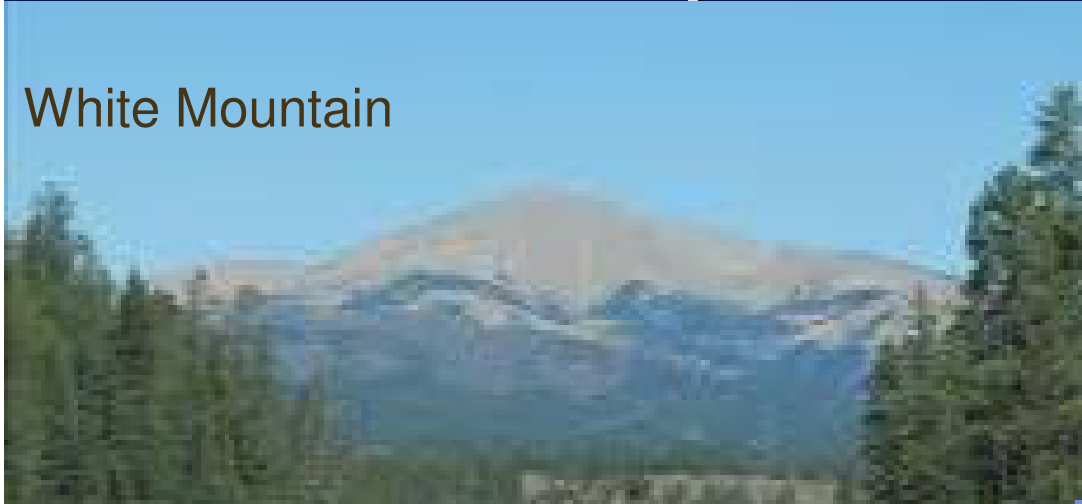
## Conquests & Resilience

- Spanish Colonial period 1528 to 1848
- 1680, The Pueblo Revolt (12 yr respite)
- Indian Removal Act 1830
- 1848, US Territory-Treaty of Guadalupe Hidalgo
- 1864 Navajo “The Long Walk”, Bosque Redondo
- 1912 New Mexico, a state
- 1975 Indian Self-Determination Act

# Mescalero Apache

Population: 3,000  
Elev: 5,400-12,000 ft

White Mountain



Otero Mesa



Resort & Casino-1980's  
Ski Apache  
Travel Center  
Telecom Company  
Timber harvesting  
Fish Hatchery  
Guided Hunting  
4 recreation sites  
*Tribal Store*







## The Tribal Store



190 Chiricahua Plaza  
Mescalero, NM 88340  
ph (575) 464-9319  
Fax (575) 464-9184





Store Hours  
Mon-Fri 7:00 a.m.-9:00 p.m.  
Sat-Sun 8:00 a.m.-8:00 p.m.  
[Facebook.com/MescaleroTribalStore](https://www.facebook.com/MescaleroTribalStore)

**CUSTOMER APPRECIATION DAY!**  
★ **AUGUST 5, 2011** ★



### HORSESHOE TOURNAMENT

**FREE ENTRY. 10 a.m. Bracket Posted**  
**LIMITED TO 16 TEAMS**  
\$100 FIRST PLACE  
\$50 SECOND PLACE  
\$20 THIRD PLACE  
11:00 a.m.-1:00 p.m.



### DANCE CONTEST

12:30 p.m.  
\$50 GRAND PRIZE!



### CHEER 'EM ON!

WATERMELON EATING CONTEST  
12:00 p.m.  
12 CONTESTANTS. 1 WINNER!





# Promotional Events & Contests

## Annual customer appreciation day





# MESCALERO TRIBAL STORE



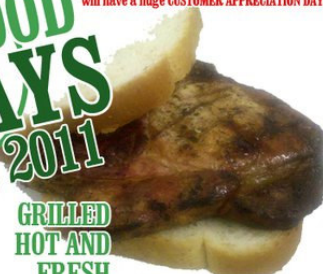
**FACEBOOK DRAWING**  
**2 SHIRTS, 2 WINNERS**  
 12/13/2011



190 Chiricahua Plaza  
 Mescalero, NM 88340  
 Phone: (575) 464-9319

Store Hours  
 Mon-Fri 7 a.m.-9 p.m.  
 Sat-Sun 8 a.m.-8 p.m.

**FREE FOOD FRIDAYS**  
**JULY 29, 2011**  
**GRILLED HOT AND FRESH**



ON AUGUST 5, 2011 The Mescalero Tribal Store will have a huge CUSTOMER APPRECIATION DAY!!

**FREE GRILLED PORK CHOP SANDWICHES FROM 11:00 A.M.-1:00 P.M.**

LIMIT ONE PER CUSTOMER. OFFER VALID ONLY ON JULY 29, 2011 FROM 11:00 A.M.-1:00 P.M.



WATCH COWBOYS AND ALIENS STARTING THIS WEEKEND! SEE ABOUT 20 TRIBAL MEMBERS MAKE THEIR BIG SCREEN DEBUT!



Facebook.com/MescaleroTribalStore



# BOOT SURVEY

IT IS THAT TIME OF YEAR AGAIN WHEN THE MESCALERO APACHE TRIBAL STORE PUTS IN THEIR BOOT ORDER. WE ARE ASKING FOR YOUR OPINION ON WHAT STYLE OF BOOTS WE SHOULD HAVE. WHITES HAS MANY DIFFERENT BOOT STYLES AND WE WANT YOUR OPINION ON WHICH ONE TO BUY FOR YOU.

**WRITE YOUR ANSWER IN THE COMMENTS SECTION!**





# Raffles & Deals

NO RAIN CHECKS, FIRST COME FIRST SERVED & NO LAYAWAY OPTION AVAILABLE

**Store Hours**  
Monday-Friday  
7 a.m.-9 p.m.

Sat-Sun  
8 a.m.-6 p.m.



290 Chiricahua Plaza  
Mescalero, NM 88340  
(575) 464-9319



## FACEBOOK EXCLUSIVE PENDLETON SALE!

To qualify for this special Facebook prices, you  
must print this out and present to cashier!

We have a limited quantity of these products, first come first served.



**SMALL GREEN  
PAD PORTFOLIO**  
REGULAR PRICE \$38.00

**\$20!**



**CHIEF JOSEPH  
GREEN PILLOW**  
REGULAR PRICE \$68.00

**\$30!**



**TURQUOISE TRAIL  
SPA TOWEL**  
REGULAR PRICE \$48.00

**\$30!**



**BIG MEDICINE  
BLANKET**  
REGULAR PRICE \$179.00

**\$100**

**LIMITED ONE ITEM PER FACEBOOK CUSTOMER**

# WIN FREE TICKETS!

DANIEL HARRISON OLIVIA  
CRAIG FORD WILDE

## COWBOYS & ALIENS

FROM THE DIRECTOR OF IRON MAN



THE MESCALERO TRIBAL STORE WILL BE GIVING AWAY MOVIE  
TICKETS TO THE FRIDAY NIGHT SHOWING THIS WEEK!!







Familiar Products  
& Cafe

**50 lbs!**  
**BLUE BIRD FLOUR**



**2012 PENDLETON TOWELS**  
**MESCALERO APACHE TRIBAL STORE**



## Info sheet to help you determine that the Meat you buy is the best!

LOW QUALITY ———→ HIGH QUALITY

U.S.  
Choice

U.S.  
Select

U.S.  
Standard

Highest in quality and intramuscular fat, limited supply.  
Currently, about 2.9% of carcasses grade as Prime.

U.S. Choice

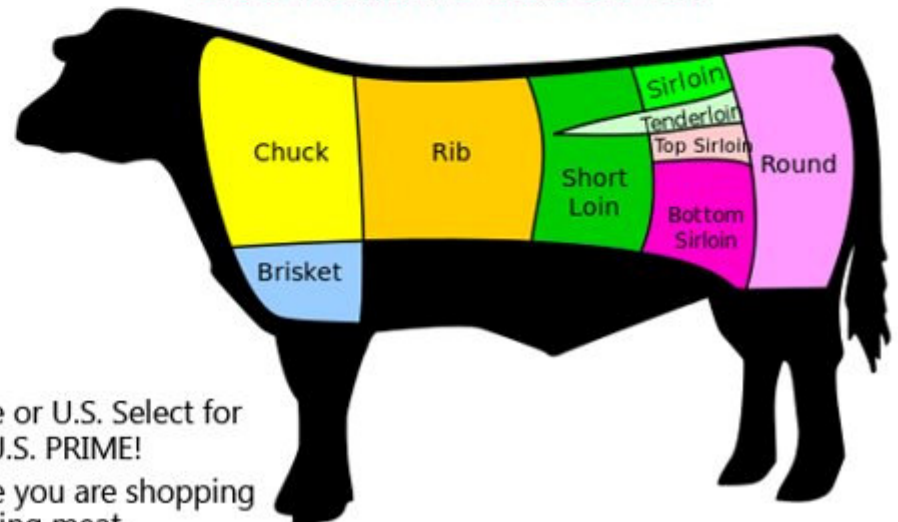
High quality, widely available in foodservice industry and retail markets. The difference between Choice and Prime is largely due to the fat content in the beef.

U.S. Select

Lowest grade commonly sold at retail, acceptable quality, but is less juicy and tender due to leanness.

U.S. Standard

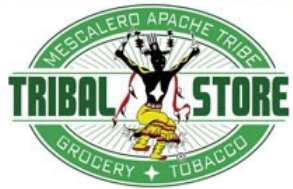
Lower quality, yet economical, lacking marbling.



A huge majority of Supermarkets and Butcher shops use U.S. Choice or U.S. Select for their cuts of meat. The Mescalero Apache Tribal Store uses U.S. PRIME!

The difference is the amount of marbling (fat) in the meat. Next time you are shopping for meat, compare the amount of marbling for the best tasting meat.





**HAPPY  
RETIREMENT UNA!**

Employee Recognition

Sponsoring Community Events



**MESCALERO**

Mescalero Apache Tribal Store Santa Program

# WE NEED HELP!

**We have selected four families in Mescalero that will get a surprise trip from us for the holiday season!**

**But we need some help to finish their wish lists...  
We need toys and clothes for Boys and Girls between  
the ages of six (6) and fourteen (14).**

**C'mon Mescalero... Lets do it!**  
**Thank you to our anonymous donors so far!**





\$1.6 M project  
19 jobs  
\$84K business  
tax revenues

NN Econ Dev  
NM Econ Dev



## T'iistsoh Mini Mart- 2008

-gas, groceries, café  
-post office, laundromat

Sandia Oil contracted to  
operate store  
School Board employs staff  
Staff housing is provided



Where is Alamo?

2 hrs from Socorro  
(full service grocery)

220 miles from  
Window Rock (NN)



410 households

2 springs





**The School Board operates:** K-12 schools, IHS Clinic, Early Childhood Center, Adult Education, Wellness Center, & Roads, Water, Technology Departments



# Alamo Navajo Food Security Initiatives:

- Community Garden
- School Greenhouse
- Agriculture program
- New Farmers Market, WIC/SNAP/Senior
- Traditional farming continues (sheep)

The community school





# Distribution Innovations: Mobile Grocery Stores

## Partners

The Schnieders

- Designed operation, financed
- Johns Hopkins School for Public Health
- Community education, Market Research
- La Montanita Coop
- Driver, leases truck, manages inventory



- 2x/ wk to Santo Domingo Pueblo & Cochiti Pueblo
- began April 2011, suspended route in July
- Restart deliveries in June 2012 w/ new modified trailer (indoor shopping)



## Challenges:

- Break even while offering healthy foods
- Adding Organic & Local *fresh* items
- Pilot whole lamb, local meat, bulk orders
- No white flour, sodas, etc.

## New Routes:

- San Felipe, Jemez, Zia Pueblos
- Talking to Acoma & Laguna Pueblos
- If service rural, non-tribal location...taxation issue







**McKinley County:** 75% of pop. is Native American  
28% of pop. below poverty level  
35% Adult Obesity Rate



**Cibola County:**  
41% of pop is N. A.  
6 people per sq. mi.

- Zuni Pueblo
- Ramah Navajo Band
- Mormon Settlers
- Newcomers







# El Morro Valley Coop

- One hour from nearest grocery store
- Online Buyer's Alliance 1x/ month  
(La Montanita CDC delivers order to Gallup store)
- Online Local Producers Market
- Conducted feasibility study through Arrowhead Center, NM State University (valued at \$9,700)
- In process of community organizing & needs assessment



630 healthy items  
Wholesale +10%  
Ave aggregate order is \$500-\$1,000  
A volunteer picks up in Gallup





# La Montanita Coop (CDC) Cooperative Distribution Center “filling the gap”



## Scale of LMC Sales...

1 hr of sales in Santa Fe store =  
1 wk of sales in Gallup store  
Total LMC sales(5 stores)=\$28.5M

## The CDC...

Distributes to their 5 stores,  
Food Coops, Food Service, Grocery Stores,  
Restaurants, and Buying Clubs in NM.

--Local, Organic, & Natural Products

**LMC** provides planning & operational TA to  
coops





## Revitalizing Traditional Agriculture...





...with today's innovations



Community Gardens



Green houses



Native Seeds





Shiprock, NM  
Traditional Farm





## Resources

### **Closing New Mexico's Food Gap Reports**

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

### **Grocery Store Initiatives in New Mexico**

<https://www.facebook.com/MescaleroTribalStore>

<http://www.ansbi.org/> Alamo Navajo School Board

<http://www.mogro.net/>

<http://www.elmorrovalleycoop.org/>

<http://www.lamontanita.coop/>

(Statistics: US Bureau of Census 2010)

**Presented by Tawnya Laveta, Farm to Table**

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