

Indigenous Marketing & Production for Access to Community Tables (IMPACT)

15 Indigenous Pueblo Farmers

- Isleta Pueblo
- Jemez Pueblo
- Laguna Pueblo
- Zuni Pueblo

Phase 3

- One-on-one development and starting implementation of 3-5 Executive Summary
- Recruitment of new/emerging Pueblo farmers

Phase 1

- Tier I and II Food Safety Training in partnership with New Mexico Farmers Marketing Association
- Farm Risk Assessments
- Training in Value Added production

Phase 2

- Marketing Training
- Brand Identity Training & Development

IMPACT will support our long-term efforts to incubate beginning Indigenous farming businesses and prepare farmers to reach broader markets and increase sales, thereby improving the health of Indigenous communities and providing more consistent revenue to the farmers. Goals are to:

-Increase Indigenous producers participating as approved suppliers for the New Mexico Grown Program.

-Expand Indigenous farmer production through training in product diversification, product specialization, and value-added production opportunities.

-Amplify Indigenous farmers' visibility in diverse marketplaces through basic training in branding and marketing and direct support in logo and packaging.

-Guide farmers with their individual 3-5 page executive business plan summary that takes the training material and compiles it into a roadmap they can follow as their business evolves.

-Provide IMPACT graduates the opportunity to invest in supplies and infrastructure that support food safety, product diversification/specialization, and expansion.



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