



SAN LUIS VALLEY

# Local Foods Coalition

## 2020 Annual Report

**RIO GRANDE  
FARM PARK**



**VALLEY ROOTS  
FOOD HUB**



**COOKING  
MATTERS**



**LOCAL  
ROOTS GUIDE**



**LOCAL HARVEST  
CELEBRATION**



**LFLP  
MOKI**



**Mission:**

*To foster an equitable local food system that restores the health of the people, community, economy, & ecosystem.*

# A Reflection on the Year 2020



Liza Marron,  
Executive Director of  
San Luis Valley  
Local Foods Coalition  
Photo by Brennan Cira

We stand on the land stolen from indigenous people and upon infrastructure built by enslaved people. Our country is torn apart by division. A man was shot in Alamosa during a well-meaning peaceful protest for Black Lives Matter- where my black friend pointed out no black people were invited or consulted.

We demand that vein-clogging processed cheese food be banned from our commodity programs. Yet this yummy cheese can be a comfort food to many. I think of the agrarian-based babushkas of Chernobyl that snuck back to their radioactive gardens and way outlived the babushkas relocated to sterile high-rise apartments in the city.

A strategic shake up session with guiding elders in the room asked us to be more equitable in our practices. A pandemic exposed gross inequities and failures in our system.

Capitalistic wealth does not trickle down. Long vulnerable supply chains break down. We've seen shelves go bare, schools and daycares shut down. Parents out of work or zooming with children not understanding nor gaining a good education. People demanded a humanitarian response and our government and foundations responded.

And the pandemic slowed us all down. Life on Earth paused. Her vibrations mellowed out and sea turtles laid eggs on beaches for the first time in years. We got three weeks to the gallon.

The collaboration the Valley is known for galvanized into action. Schools, parks, and restaurants became centers for food distribution. People gave generously to a greenhouse seen as food security infrastructure. The Food Hub team were essential workers channeling farm food out to the people; their trucks traveling dusty roads to bring farm food to families' doors. A beautiful alley farm mural beckoned. Our farmers grew food on the land destined for food banks, immigrants, and children.

The farm stand opened. The hub celebrated a year with the same team and record sales numbers. Cooking Matters joined the nascent Promotoras del Valle to reach deeper into the community. Local Foods Local Places strategized food hub and node connections. We said goodbye to leaders and invited new leaders in.

Equity's clarion call and response is being heard. We can practice radical empathy. We can democratize our food systems. Let's not lose what has been gained.

**This is the work of the Local Foods Coalition.**

-Liza Marron

**Board Members**

Alice Price: Chair  
Shirley Atencio: Vice Chair  
Tim Yoder: Treasurer  
Emma Reesor: Secretary  
Ben Valdez: Member at Large  
Meghan Stalzer: Member at Large

## 2020 Staff, Interns, & Service Members:

Abe Rosenberg  
Addie Lucero  
Allyson Stone  
Ally Jean Arnold  
Amber Middleton  
Brayan Flores  
CaRi ConaRi  
Erin Kauffman  
Francisco Lucas  
Gloria VandeWalle  
Hannah Thill  
Hannah Wallace  
Iava Williams  
Isabella Chambers  
JD Kettle  
Jesse Marchildon  
Jillian Tomlinson  
Jesus Flores

Kevin Ashworth  
Liza Marron  
Lois Harvie  
Mara Schwiesow  
Meg Mercier  
Nick Chambers  
Piper Meuwissen  
Seth Armentrout  
Ryan Davis  
Zoila Gomez



## Financials

**Revenue: \$1.9 million,**  
with 50% of that being  
earned income from the  
Valley Roots Food Hub and  
the MoKi.

**Cost of Goods:**  
**\$643,102,**  
the number we put in  
farmers pockets.

**Gross profit: \$1,289,245**

**Expenses: \$944,012,**  
mainly employing 24  
full-time, part-time, and  
service members.

**Net income: \$345,233,**  
put towards increasing our  
assets mainly at the RGFP  
**Assets: \$1.8 million,**  
up from \$1.3 million in 2019.  
These new assets include  
fencing, an irrigation  
system, and a Farm Stand.

287 Wholesale Customers

833 Individual/Family Customers

65 Producers Supported

144 Summer CSA Boxes  
48 Winter CSA Boxes

\$921,600 CO products Sold



We introduced an additional ordering cycle to meet the increased demand due to COVID. \$643,102 made it into the pockets of local producers in 2020.



2 full size & 3 small/mid size refrigerated trucks

2 Ordering Cycles per Week; 7 CSA Pick-Up Locations; Retail/Wholesale Delivery



Service from Durango to Denver!

Pictured: VRFH Team





In the face of public health mandates, 2020 afforded us time to organize, condense our efforts, and to create an online curriculum which better suited our priority audience: caregivers of children 0-5.

Zoila (left) & Lois (right) taught lessons on nutrition, budgeting, food prep, food storage, & more.

266  
Participants

Increased  
Collaboration with  
National & Statewide  
Partners

Recipes,  
Cost-Saving Tips,  
& Videos Posted  
To Social  
Media

**COOKING  
MATTERS®**  
AT HOME



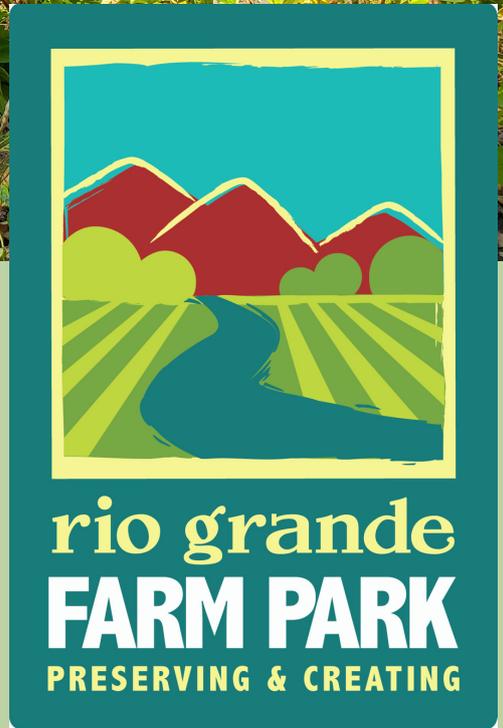
**VIRTUAL CLASSES  
ENGLISH & SPANISH**



Delivered weekly  
Fresh Boxes to 30  
families for 13 weeks  
through a  
partnership with  
Valley Wide WIC  
& Nourish CO



To support food access efforts in light of COVID, \$24,000 worth of produce was grown for local food pantries through our Farm to Pantry project, generously funded by the Colorado Health Foundation



Offered safe, outdoor space for kids and community



Pictured: Antonio Garcia  
Photographer: Brennan Cira



Began construction on bathroom facility & planned Education Center



2176 lbs. beets & 2093 lbs. carrots grown for the Food Hub

12 Family Plots

Farm Stand Launched

7 Incubator Farmers

54 Volunteers  
940 Volunteer Hours

10 Bilingual Farmer Workshops

14 Volunteers  
121 Volunteer Hours

34 Farmers Markets

"Why Local, How Local?"  
Campaign

10 LFLP  
Meetings

4 Chefs

LFLP supported COVID efforts to increase access to local food. The MoKi survived the take-out frenzy of the pandemic, providing a healthy, local option at farmers markets & events.

Pictured: Nina (volunteer) & Gloria (MoKi chef)  
Photographer: Liza Marron



Design by CaRi ConaRi

Pictured: Abe Rosenberg  
Photographer: Addie Lucero



Created a community resource website for updated info on SNAP & school meals



Served weekly meals at La Puente during the height of the pandemic

Partnered with Mountain Roots to strengthen supply chains in Southern CO



Monthly Radio Show on KRZA