

DURANGO FARMERS' MARKET
P.O. Box 3761—Durango, CO 81302

**DFM Board of Directors, DFM Welcoming Committee and La Plata Food Equity
Coalition Meeting**
Wednesday, November 17, 2021 4-6 pm
Virtual Meeting via Zoom

Those Present: Tyler Hoyt (President); Heidi Rohwer (Vice President); Kate Nauman (Member at Large; Welcoming Committee member); Morgan Di Santo (Secretary); Jordan Meyers (Treasurer); Emily Jensen (Welcoming Committee member); Alix Midgley (Welcoming Committee member); Melanie Mckinney-Gonzales (Market Assistant; Welcoming Committee member and liaison to La Plata Food Equity Coalition committee); Erin Jolley (La Plata Food Equity Coalition committee).

1. Meeting called to order by President, 4:01pm.
2. Welcome and Introductions
 - a. Introductions
 - i. The DFM Welcoming Committee formed in fall 2020 with the purpose of improving the experience of vendors and customers at the DFM especially in regards to systemic white supremacy and those inequities and inequalities in our food system that it upholds.
3. Welcoming Committee Presentation of DFM Vendor Survey Results and Recommendations presented by Emily Jenson
 - a. Survey Results
 - i. 33% return rate from vendors. Feedback from current vendors only, NOT the community at large.
 - ii. 90% of vendors who did give feedback feel welcome.
 - iii. Majority of survey participants want to learn more about food equity and accessibility.
 - iv. In addition to answering survey questions, many participants also gave frank open ended feedback.
 1. There were concerns raised about the operation of the market. Complaints included management issues like enforcement of rules and communication.
 - b. Recommendations: Information gathered from open ended feedback was grouped into major themes with suggested actions to invite opportunities for growth:
 - i. Market Operations
 - ii. New Vendor Mentorship
 1. Nine farmers indicated that they may be interested in providing mentorship opportunities on their land.
 - iii. New Vendor Onboarding
 1. Need a welcome packet for new vendors. Many respondents noted that when they first started the DFM, they

felt like they didn't have enough information or know what to expect.

- iv. Promoting Food Justice, Accessibility, and Equity in Our Community
 - 1. Welcoming Committee willing to create hand out and do leg work.
 - v. Improving Overall Diversity in Vendor and Customer Base
 - 1. Diversify genres of music; scholarships for LGBTQ+ and BIPOC vendors; product scholarship for vendors who offer items not currently at DFM, for example green chili and corn; language access
 - vi. Continued Solicitation of Feedback from Vendors
4. Food Equity Coalition Presentation of DFM Customer Survey Results and Recommendations presented by Erin Jolley
- a. Brief History and Context
 - b. Survey Overview
 - i. 4 different surveys
 - 1. Vendor survey (Created and distributed by DFM Welcoming Committee)
 - 2. DFM Potential Vendor Survey
 - 3. DFM Current Shoppers
 - 4. DFM Potential Shoppers
 - ii. Purpose of these surveys is to help make the DFM a more welcoming, inclusive, and accessible market.
 - c. Survey Results
 - i. 159 responses (17 [11%] in Spanish)
 - 1. 75% DFM Shoppers
 - 2. 20% Non DFM Shoppers
 - 3. 5% Potential Food Vendors
 - 4. Most responses from white people and those who live in Durango or south of Durango.
 - ii. DFM Shoppers and Non Shopper Survey Results
 - 1. How are people finding out about the farmers market?
 - a. Top responses: word of mouth and seeing it while passing by
 - 2. How do shoppers generally find out about community events?
 - a. Top responses: word of mouth and social media
 - 3. What are the main reasons why shoppers come to DFM?
 - a. Top responses: Purchase ag products and socialize
 - 4. What products are potential customers interested in buying?
 - a. Top requests: Green Chili, cilantro, corn, pork, red chili
 - 5. Is the market a welcoming place?
 - a. Most say Yes

- i. Non Shoppers: 46% perceive Yes; 55% are not sure
 - ii. Current Shoppers: 93% Yes; 6% not sure; 1% not welcoming
 - 6. What do Spanish Surveys say about the “Welcome” factor?
 - a. 100% say willing to come visit and bring friend
 - b. 45% perceive it as welcoming; 55% not sure
 - 7. What barriers exist to shopping at DFM?
 - a. Top responses: Cost and time/day of event
 - b. same top responses for current shoppers and non shoppers
 - c. For spanish speakers language was a top barrier
 - 8. Is there awareness of Food assistance programs like SNAP and DUFB?
 - a. 92% of SNAP users are the DFM accepts SNAP
 - b. 25 out of 26 SNAP respondents use SNAP at DFM
 - c. Among hispanic survey takers, SNAP was not as widely used as WIC and food pantries
- iii. Potential Vendor Survey Results
 - 1. 72% of interested vendors are spanish speaking
 - 2. Potential vendors need “Resources” (Top Response)
- d. Recommendations based on Survey Results
 - i. Increase Affordability
 - 1. Leverage food Assistance programs (Snap;DUFB; FMNP; E-Wic)
 - 2. Expand Promotion of those programs
 - ii. Create Culturally Inclusive Environment
 - 1. offer “Tours” with trusted organizations
 - 2. diversify musical options
 - 3. offer children's activities
 - 4. recruit multicultural vendors/ highlight food products that appeal to these groups
 - iii. Increase language accessibility
 - iv. Increase variety of culturally desirable products
 - v. Increase awareness of market and products sold
 - vi. Increase diversity of vendors
 - vii. Increase vendor accessibility
 - 1. Translate vendor application
 - 2. Provide additional resources on website
 - viii. Make DEI part of DFM structure, goals, budget, etc.
 - ix. Non equity related feedback
 - 1. Environmental impact: i.e. decrease plastic bags.
 - 2. Family friendly environment: provide kids activities.
- e. What can the La Plata Food Equity Coalition do to help?
 - i. Language justice support; DUFB partnership; community partner; DFM Tours; musicians; strategic planning session; grants.

5. Discussion and Questions

- a. Kids activities
- b. Discussion of Snap and new farm bill (brought up by Tom).
 - i. Emily Asks: Double up food bucks capacity issues if we try and promote this program more?
 - ii. Tom notes that the DFM had over \$1000 days with snap this year.
 - iii. Tyler: cost with lyndee does go up every year with the processing; but money well spent.
 - iv. Melanie: CMFA recognizes costs of processing; potential grant through CMFA to help offset cost of processing these dollars
 - v. Questions about Ewic and the technological obstacles
- c. New Vendor discussion
 - i. Tyler: Onboarding packet for new vendors; farm mentorship; community partnership; signage
 - ii. Emily: Scholarships to help new vendors buy insurance?
- d. Other Discussion
 - i. Welcoming committee will be putting together handout for spring; put together a music list and asks for more diverse musicians once a month.
 - ii. Tyler: Tom, take tally of all signage for translation that we would need for next year.

6. Tyler moves to adjourn, meeting adjourned at 5:43pm.

Respectfully submitted,

Morgan Di Santo, Secretary