



Case Statement

June 2011

Alvarado Urban Farm
101 Silver Ave. SW
Albuquerque, NM 87102
(505) 243-2230

www.alvaradourbanfarm.com

Alvarado Urban Farm is currently being developed with the goal of becoming a local food HUB where Albuquerque residents can grow and purchase local food and learn about our local food systems.

The Farm is also designed to host a variety of events, lectures and classes which will educate consumers and promote the benefits of eating local, healthy living, sustainable agriculture and community re-investment.



Overview of Alvarado Urban Farm

The Alvarado Urban Farm is a collaborative effort to build a hub for ABQ's local food system that involves production, processing, distribution, retailing, education, renewable energy production & waste reduction. Working with multiple partner organizations & volunteers, HDIC & DAT are committed to creating a fully functional farm & weekday growers' market, an educational center, an activity zone and a destination where multiple monthly events reinforce the mission and goals of the project.

Alvarado Urban Farm builds upon the success and brand identity of the Downtown Growers' Market. Working with our local farmers & the master gardener program, the Farm will continually be planted with appropriate seasonal fruits, vegetables and flowers. Some food will be donated to our partner organizations, to fight hunger & improve nutrition, while the rest will be available for purchase by residents & local restaurants.

The new weekday Urban Market is a direct response to long-term demand for a Downtown grocery store. Recruiting a traditional grocer Downtown has proven difficult, but the Urban Farm and Market can be ours to enjoy immediately. This is an innovative, DIY approach to addressing food access issues while connecting the consumer with the growing process.

Educational programs will be designed to teach adults and children ways to grow their own food, ultimately building a more robust and reliable local food system & economy. A series of petanque/bocce courts create an activity space that enlivens the area with diverse users, A series of ongoing events & programming adds to the year-round vibrancy.

Who is organizing this project?

Historic District Improvement Company:

HDIC is leading the revitalization effort, highlighting Downtown's prominence as the State's center of retail, entertainment, culture and employment. Albuquerque is New Mexico's Downtown.

Downtown Action Team:

DAT is a 501c6 not-for-profit revitalization organization whose mission is to make Downtown Albuquerque the regions most irresistible positive urban experience. DAT operates the Downtown Growers' Market at Robinson Park, currently celebrating its 15th year of operation.

Other Partners & Collaborators:

McCune Foundation
NM Farmers Marketing Assn.
NMSU/ Ag Extensions
AgriCultura Network
Amy Biehl High School
Neighborhood Associations

City of Albuquerque
MRCOG/ Ag Collaborative
UNM School of Architecture
SVEDC/RGDCD
APS Title 1 Homeless Project
Community Volunteers



Five Goals of the Alvarado Urban Farm:

Grow - Local food production is the basis for Alvarado Urban Farm. Area farmers will work with paid and volunteer staff to ensure the farm continues to produce tangible results and maintains quality & authenticity.

Nourish - A healthy community starts with healthy food! At the Farm, we are partnering with various non-profits to grow food for those in need, our local school system, and the public. Dedicated raised beds will be assigned to each of our non-profit partners, who will assist with planting, upkeep and harvesting. Area businesses are sponsoring beds already.

Buy - Launching this August, the weekday Growers' Market will become the newest local produce marketplace in ABQ, featuring local farms, quality value-added products and local mobile food vendors who can utilize market produce. The market increases direct marketing and sales for small-scale farmers and producers from the middle Rio Grande valley.

Play - The French call it Petanque, the Italians say Bocce. Regardless of your preference, the Urban Farm will feature 6 full size courts for community games and local/regional tournaments. This activity zone will be open for public use and help diversify the audience that will be attracted to the farm. The game is social and relaxing.

Learn - Education is elemental to the success of the Urban Farm. School groups can tour the farm to learn about local agriculture and the basics of starting a school garden. Adults can sign up for weekly classes led by local farmers, master gardeners and other farm & garden experts.

Downtown Growers' Market Statistics:

- Total annual sales exceeded \$400,000 in 2010
- Average Saturday consumer sales of \$18,000
- Average Saturday attendance of 1,200 customers
- Average of 80 vendors per week & the market is reaching capacity
- Hosts artisans, non-profit partners and weekly live, local music
- Growing volunteer corp that assist with events & logistics
- Positive community reputation and nationally recognized in media
- June 22, 2011 profile in *USA Today Travel* for our tamales
- *Sunset Magazine's* best farmers markets of the Southwest 2000

Urban Farm Concepts Across the US:

- **Binghamton, TN *Urban Farm's*** mission is to provide both healthy food & new employment opportunities // bdcmemphis.org/urban_farms
- **Philly's *Fair Food*** is building a sustainable, humane local food economy by spreading the local purchasing practices // fairfoodphilly.org
- **Houston, TX *Urban Harvest*** is teaching harvest and habitat gardens to children and adults promotes healthy communities. // urbanharvest.org
- **New Orleans' *Holly Grove Market*** is a community based urban farm, produce market, and community garden space // hollygrovemarket.com



Alvarado Urban Farm Conceptual Rendering



New Mexico Business Weekly, June '11

Planting an urban farm Downtown



(L) Chris Goblet, deputy director of the Downtown Action Team, and Rick Rennie, incoming DAT president, at the Alvarado Urban Farm site.

BY MEGAN KAMERICK | DAWN GIBBS REPORTS

If everything falls into place, downtown Albuquerque could have a new growers' market later this summer or fall. Promoters are hoping it will be the start of a thriving urban market, along the lines of Pike Place Market in Seattle.

A half-acre strip of land between the Gold Avenue parking garage and the new Silver Gardens apartments and between First and Second streets is undergoing a transformation into the Alvarado Urban Farm.

The land, owned by the city of Albuquerque, is part of a master development agreement among the city, the Historic District Improvement Co. (HDIC) and Romero Rose. Development on the parcel has been delayed because of the recession, but Rick Rennie did not want to see it just remain a patch of dirt. He's a consultant with HDIC and the incoming board president of the Downtown Action Team.

"I wanted to find a use that would hopefully bring people Downtown and bring Downtown together, and

SEE FARM 22

Alvarado Urban Farm Strategic Advantages

- Adjacent Rail Runner & Bus lines for great access to commuters
- Substantial new housing growth with 500 residents in 3 block radius
- 20,000+ employees in Downtown
- Adjacent restaurants that will buy direct - Farm to Restaurant
- Ample paid & free parking
- Two 1/2 year lease on property
- Substantial support from the community and corporate arena
- Strong established brand with the Saturday market and it's patrons
- No nearby grocery competition
- No other local growers markets are taking place on Wednesday
- Growing market for local produce

Urban Farming in the US

Urban agriculture is the practice of cultivating, processing & distributing food in a village, town or city.

It is generally practiced for income or food-producing activities, but in some communities the main impetus is recreation and relaxation.

Urban agriculture contributes to food security and food safety increases the amount and quality of food available to people living in cities.

The demand for urban/city farming is spreading across the US, with TV shows & magazines dedicated to the growing trend.



Thank you for taking time to learn more about the Alvarado Urban Farm. If you have any questions please contact Chris Goblet at 505.243.2230 or visit www.alvaradourbanfarm.com