

Welcome

Santa Fe Food Summit: Sparking Entrepreneurship in the Food Industry



CITY OF SANTA FE
**ECONOMIC
DEVELOPMENT**

Agenda

7:30 am – 8:30 am	Breakfast and Networking
8:30 am – 8:45 am	Introduction
8:45 am – 9:30 am	Food Industry News
9:30 am - 10:30 am	Mayor Webber Moderates Panel Discussion on Agriculture and Food Supply Chain
10:30 am – 10:45 am	Break
10:45am – 11:30 am	Breakout Sessions



Welcome

Rich Brown

Director of Santa Fe's
Office of Economic Development



Strengthen through diversification

Root and grow burgeoning clusters so people have more job and career opportunities

Current 3 burgeoning cluster targets:

- **Tech & Advanced Manufacturing, including AgTech.** Currently 40+ companies.
- **Food Sector** – Greatest opportunity for regional and statewide systemic collaboration

- Film & Emerging Media
- Healthcare
- The Arts
- Tourism & Hospitality



Introduction





Liz Camacho

Administrator in
Santa Fe's Office of Economic Development



Origin of Food Summit Idea

Generate awareness of SFOED's new news

- 
-  Fabian Trujillo: NM Fresh Foods
-  Rich Brown: Pre-Accelerator RFP
-  Liz Camacho: Forward Cities E-Ship Rio Grande



Understand our Ecosystem

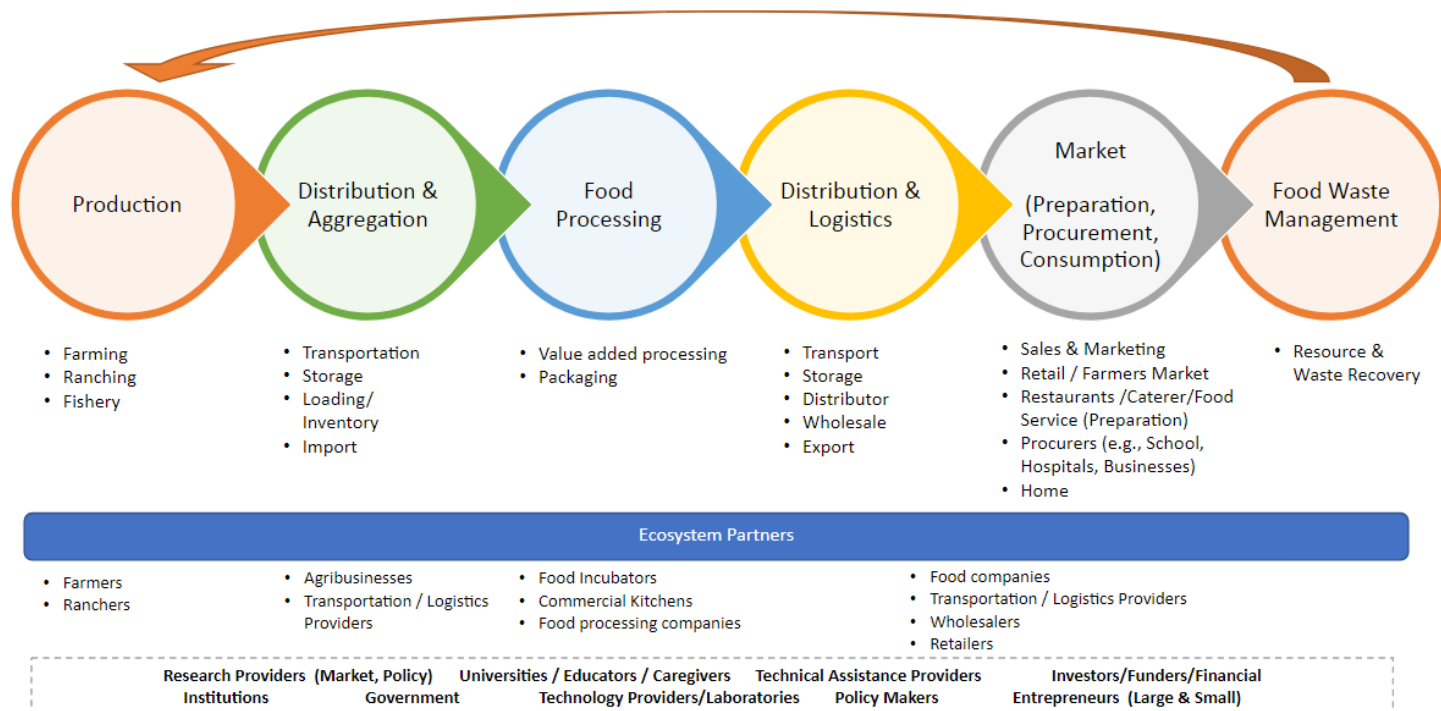
Generate social capital by making connections

- **Public Bank for Farmers**
- **Food Kitchen**
- **Warehousing**
- **Slaughter House**
- **Purchasing**
- **Subsidies**
- **Collectives**
- **More**



Facilitate Public Private Partnerships

Food & Agriculture Supply Chain



Why food?

Import Replacement by New Jobs

CHART 9

TOP DOZEN IMPORT REPLACING SECTORS (BY NEW JOBS)

PROFESSIONAL SERVICES	1,091
LOCAL FOOD [INCLUDING FOOD MFGR]	709
FINANCE, INSURANCE, & REAL ESTATE	558
RETAIL & WHOLESALE	481
HEALTH & HUMAN SERVICES	382
INFORMATION [INCLUDING MFGR]	231
TRANSPORTATION & WAREHOUSING	190
CONSTRUCTION	142
MINING, OIL, & GAS	132
ENERGY & UTILITIES	19
ALL OTHER MANUFACTURING	433
ALL OTHER SERVICES	308

Chart 9 summarizes the job opportunities in a dozen high-level (more general) industrial categories, listing the biggest opportunities first.²²

Import Replacement

Santa Fe might realize 709 jobs from 10% localization of food

As an example of import replacement in action, consider how Santa Fe might realize the 709 jobs from 10% localization of the food sector. Options could include:

- More local farming and food processing.
- Campaigns that encourage Santa Fe residents to buy more local food.
- City and county procurement policies that get more local food into the schools.
- Entrepreneurship programs that train more local farmers and start-up food processors.
- Collaborations among Santa Fe restaurants to procure jointly kitchen equipment and dishes (which brings down unit prices and makes them more competitive).
- Local investment initiatives that put local capital in the hands of local food entrepreneurs.
- Licensing changes that allowed residents to do more bulk food production in their home kitchens.
- Campaigns that shift shopping from a chain supermarket to a local food coop.

A modest effort can have huge potential

- 1. Good for our well-being:** locally sourced nourishment makes for healthier people and planet.
- 2. Good for the economy;** manufacturing jobs tend to have relatively higher wages than those that are tourism based. We are looking to create a more self-reliant and resilient economy by strengthening our local entrepreneurs.
- 3. Promotes social mobility:** entrepreneurship can be a gateway for women, people of color, LGBTQ and immigrants to achieve multi-generational wealth.



Let's make some connections

- One of the biggest hurdles to entrepreneurship is people's lack of social capital; getting people in the same room and networking increases people's connections and avoids duplicate efforts.
- This event hopes to uncover opportunities, challenges, foment entrepreneurship and networking across food industries: farming, ranching, manufacturing, distribution, retail and waste management.



Food Industry News

- Santa Fe
- Santa Fe County
- Central and Northern New Mexico





Alice Loy Ph.D.
Co-founder & CEO, Creative Startups





Erin Ortigoza
Senior Planner, Santa Fe County





<https://www.agrigatesfc.org>



Eric Renz-Whitmore
Professional Economic Developer,
ESHIP Communities Rio Grande

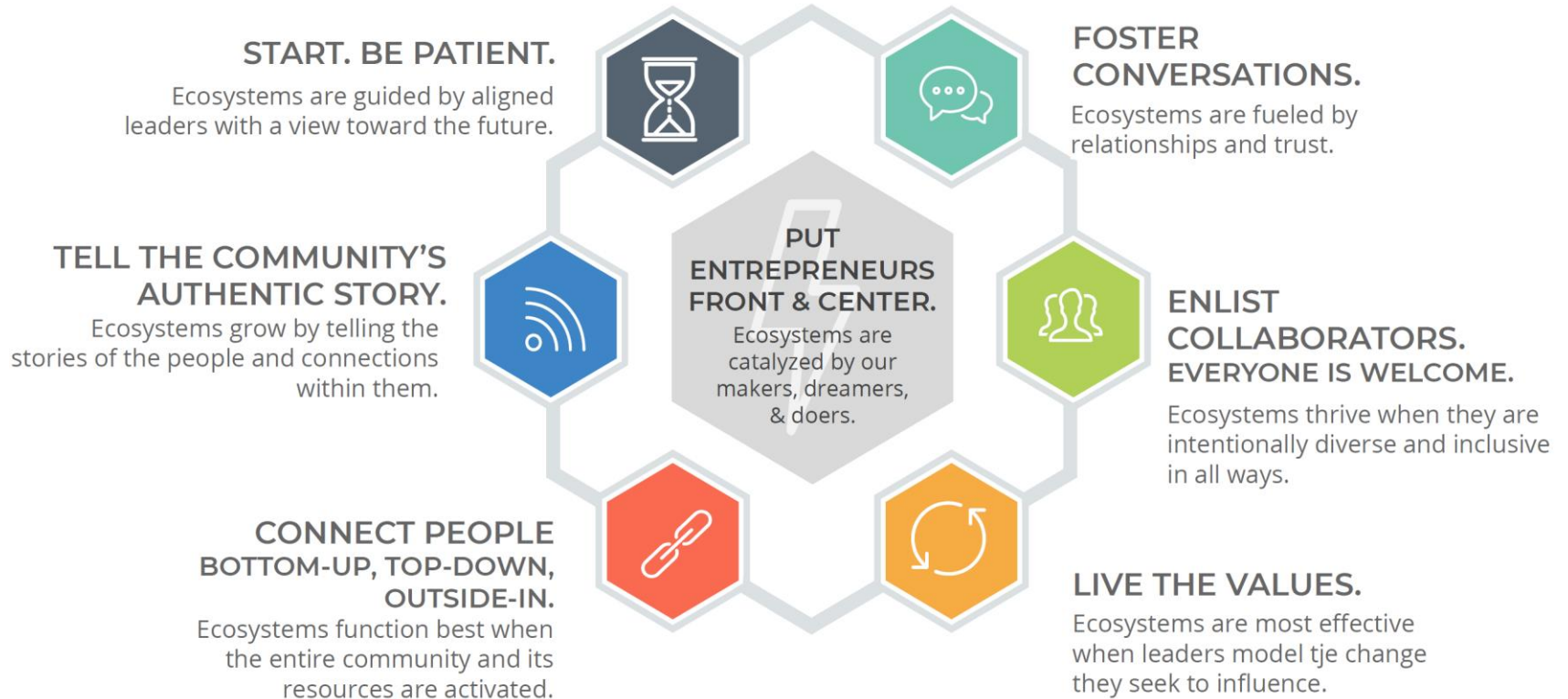




ECOSYSTEM BUILDING

A new emerging
model for economic
development in a
new era

ESHIP PRINCIPLES



The **ESHIP Communities** program is a community-driven approach for building entrepreneurial ecosystems that foster inclusion, relationships, collaboration, and social capital across networks of entrepreneurs and those who support them.





ESHIP COMMUNITIES

- Learnings shared with communities nationwide through the ESHIP Summit and the Kauffman Entrepreneurial Ecosystem Building Playbook.
- Ultimately, policymakers, entrepreneur support organizations, and community leaders will be able to adopt this model's policies, practices, and programs to build their local entrepreneurial ecosystems.



THE RIGHT PEOPLE? | THE RIGHT ORDER?





Kelly Egolf

Founder, Verde Juice

CEO & Managing Partner, New Mexico

Fresh Foods, LLC





Camilla Bustamante PhD. MPH

**Dean for the schools of
Trades and Advanced Technologies
Business, Professional Studies, and Education
Santa Fe Community College**



Charles Dale

Chef, Restaurateur, Entrepreneur





John Chavez
President , NM Angels



Panel Discussion

Facilitated by

Mayor Alan Webber





Nina Yozell-Epstein

Founder, Squash Blossom Local Food





Sandra Bosben

Founder & President, Marty's Meals





Colin Keegan

Founder & CEO, Santa Fe Spirits





Tejinder Ciano

Executive Director, Reunity Resources



Next Steps

Survey



Breakout Sessions

LABS Pre-Accelerator for Food Entrepreneurs

Alice Loy, Creative Startups

Learn about the exciting new LABS Pre-Accelerator for Food Entrepreneurs. Led by Creative Startups, a recognized leader for creative entrepreneur acceleration, the program is designed to move entrepreneurs from early concept, past prototyping, and into the market quickly. Entrepreneurs building local food startups and tackling challenging problems such as climate change, food waste, and localizing food systems, are encouraged to apply.



Breakout Sessions

Expanding Your Restaurant Business

Charles Dale, Chef, Restaurateur, Entrepreneur

Charles Dale, a past recipient of Food and Wine Magazine's Best New Chefs in America Award, will speak about expanding your restaurant business by expanding at your current location, adding additional locations, and/or through manufacturing. Over his 38-year career in the culinary field, Charles has developed, owned and operated more than ten restaurants in Colorado and New Mexico, as well as starting a line of all-natural, one-minute marinades, bag-in-box soup stocks for the trade. Charles will share his knowledge, wealth of experience and lessons learned with those who want to expand their businesses.



Breakout Sessions

Financing Over the Lifetime of your Business

John Chavez, NM Angels

Whether you are a startup or a well-established business, sooner or later every entrepreneur needs financing. Come find out what type of financing is available at each stage of a business, pros and cons of each type, and what you need to know before meeting with funders.



Breakout Sessions



Charles Dale, restaurateur, investor and manufacturer will be leading a breakout session on expanding your restaurant business.

Coronado



Dr. Loy will be hosting a breakout session on her new Santa Fe pre-accelerator focused on food entrepreneurship.

Ballroom



Mr. Chavez has served as the President of the New Mexico Angels since 2008 and will be speaking to the different types of financing for entrepreneurs.

De Vargas





**creative
startups[®]**

*The future of food is being led by
innovative startups tackling the
world's pressing problems.*





LABS PRE-ACCELERATOR

Creative Startups is the world's only global accelerator for creative ventures.

**WEEKLY
PEER
MEETINGS**

**ONLINE COURSE
& WORKBOOK**

NETWORKING





MENTORS





DATES

APPLICATIONS OPEN
OCTOBER 18TH

APPLICATIONS CLOSE
FEBRUARY 2ND

COURSE BEGINS
MARCH 16TH

DEEP DIVE WEEK
APRIL 14TH

