



### Industrial vs. Traditional Farming

Industrial farming is large-scale farming that is dependent on chemical pesticides, fertilizers, antibiotics, and machinery. Enormous fields of single crops called “monocrops” cause crops to be more vulnerable to pests and disease. In order to combat this problem, crops are chemically sprayed and/or genetically modified. Industrial meat operations must regularly treat animals with antibiotics because of poor sanitation in over crowded lots. All are controversial practices, with opponents claiming that they negatively impact human health, the environment, and food quality. An ultimate goal of industrial farming is to produce cheap food by substituting human labor with technology.

Non-industrial farming can help maintain traditional practices and lands. These can then be passed to future generations, without the problems associated with industrial farming.



### LOBO GROWERS' MARKET

Currently, the Lobo Growers' Market is organized and managed by students in the SUST-364-Growers' Market Practicum course. Students spend the spring semester exploring the environmental, social and economic benefits of growers' markets, with two main goals in mind:

To immerse themselves in Albuquerque's local foodshed and food value chain, and

To develop the Lobo Growers' Market on UNM Main campus.

Students research the logistical aspects of planning and managing growers' markets, while simultaneously organizing the Lobo Growers' Market event on campus. The class receives guidance from local farmers, value-added producers, restaurateurs, market managers, produce distributors, and sustainable agriculture advocates



EAT SMART, BUY LOCAL, BE LOBO



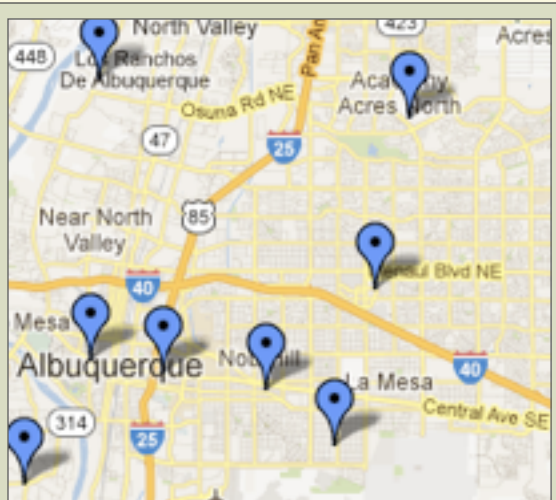
### LGMVISION

The Lobo Growers' Market will connect the region's agricultural heritage to the university community through an outdoor gathering space that promotes education, healthy living, strong local economies, and a vibrant network of sustainable growers and producers.

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# Why Shop at Growers' Markets?



Farmers Markets Near You

- ~Northeast Farmers' & Artisans' Market
- ~Downtown Growers' Market
- ~Lobo Growers' Market
- ~Uptown Growers' Market
- ~Growers' Market at Presbyterian Hospital
- ~Caravan Nouveau Growers' & Artisans' Market at Wilson Park
- ~Nob Hill Growers' Market
- ~South Valley Growers' Market
- ~Los Ranchos Growers' Market
- ~Corrales Growers' Market



## Benefits of growers' markets

- **Food Engagement:** The industrial food system removes the connection that people can have with food. There is no connection to food producers. At growers' markets, customers can meet and speak with food producers directly.
- **Supporting Local Economies:** A dollar spent at a growers' market is retained in the community and allowed to circulate through the community.
- **Supporting Local Farmers:** By selling directly to customers at growers' markets, farmers get a better price for their product. Growers' markets also provide them with opportunities to build relationships.
- **Fresh food:** Common sense dictates that the farther food has to travel, the less fresh it is. Local food is usually the freshest possible, and it is available at growers' markets.



- **Low Carbon Footprint:** Food produced by industrial farming travels an average of 1500 miles! Tons of fossil fuels are burned in the process. In contrast, food sold at growers' markets generally travels less than 100 miles.

- **Community Spirit:** You can spend time with neighbors, family, and friends at growers' markets! Take advantage of the festive atmosphere!



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