Our mission is to strengthen American Indian economies to support healthy Native communities. First Nations Development Institute invests in and creates innovative institutions and models that strengthen asset control and support economic development for American Indian people and their communities.
Forging Last Mile Protein Supply Chains in Indian Country
Webinar Series

Beefing Up the Southwest: Increasing Meat Access in New Mexican Native Communities

March 9, 2022
Webinar Management

All attendees will be muted throughout this webinar.

If you have questions, please enter them in the Question box.

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STRENGTHENING
American Indian
COMMUNITIES & ECONOMIES
For 41 years

Our Mission...

to strengthen American Indian economies to support healthy Native communities. We invest in and create innovative institutions and models that strengthen asset control and support economic development for American Indian people and their communities.
Forging Last Mile Protein Supply Chain Project

- Partners:
  - Indigenous Food and Agriculture Initiative (IFAI)
  - Inter-Tribal Agriculture Council (IAC)

- Supported 6 Tribes and Native-led/serving businesses

- Forthcoming report on grantee models
Introductions

Dr. Manny Encinias, PhD
Founder and President
Trilogy Beef Community, LLC

Darrell Tsabetsaye
Founder/President and CEO
Major Market Inc.

Shaun Tsabetsaye
Co-Founder/Marketing & Development
BEEFING UP THE SOUTHWEST
Increasing Meat Access in New Mexican Native Communities

Manny Encinias, PhD
WHAT WILL BE OUR RANCHING LEGACY?
The Flow of How A Rancher Gets Paid And Why?

Small and socially disadvantaged ranchers losses are substantially higher.

Which Arrow Are You?

$500/ cow

$165/ cow

- $30/ cow

- $217/ cow

- $275/ cow
A Brief Introduction of Our Family Business

Trilogy Beef Community is an established local beef supply in New Mexico chain that was developed out of need to:

- strengthen the marketing position of small, socially and culturally disadvantaged ranchers in the Southwest by:
  - bring higher prices to small ranchers in the region,
  - strengthen local rural economies, and
  - most importantly develop a safe and secure local food network centered around locally produced beef
A Brief Introduction of Our Family Business

Trilogy Beef Community uses multiple marketing platforms to market beef that include:

- Online sales - trilogybeef.grazecart.com
- Farmers Markets
- Wholesale to: schools, restaurants, grocery, and farm market stands
- Local Food Hubs
- Tribal family and community sales
What Does A Sovereign Beef Supply Chain Look Like in the Southwest?
Strengthening Native Communities from the Ranch to the Table

Our project is focused on the multi-faceted components of a native-owned and managed protein supply chain:

- Teaching (Creating a knowledge base and a Vision)
- Sharing our Experiences
- Mentoring (Learning By Doing), and
- Building collaboration amongst Native American ranchers
Strengthening Native Communities from the Ranch to the Table

Teaching and Sharing Component - Educational Series

- What Does A Sovereign Beef Supply Chain Look Like in the Southwest?
- Management and Economics of Cattle Nutrition to Achieve Optimum Harvest Weights
- Understanding Beef Carcass Yields, Retail Cuts, and Quality Assurance
- Beef Product Sales and Marketing to Native Communities
- How to Develop an Online Shopping Experience for Community Members to Buy Local Food
Strengthening Native Communities from the Ranch to the Table

Mentoring Component - Learning by Doing

- General Business Plan and Feasibility
  - Community Need
  - Animal Supply
  - Budgets
  - Marketing Plan

- Feeding Cattle to Harvest Weight
  - Nutrition
  - Animal Feed Intake
  - Data Collection - Weight Gain and Visual Estimates

- How to Cut and Value the Carcass

- Building a Marketing Platform

- Delivering the Product to the Communities
Strengthening Native Communities from the Ranch to the Table

Our project is focused on the multi-faceted components of a native-owned and managed protein supply chain:

- Teaching (Creating a knowledge base and a Vision)
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- Building collaboration amongst Native American ranchers
Successes and Accomplishments

Participation and interest from tribal ranchers and administrators with established cattle herds to include:

- Navajo
- Jicarilla
- Jemez
- Laguna
- Sandia
- Zuni

- Tribal ranchers are always eager to learn and implement new ways to improve their ranching enterprises
Challenges Encountered

- COVID - Restrictions on In-Person Gatherings
- Timing Project Started
- Supply Chain and Inflation
Lessons Learned

- Every tribal rancher is at a different point in establishing a protein supply chain in their local community.

- Most tribal ranchers want to play different roles in a local protein supply chain.

- There is interest at the grassroots level, with plenty of opportunity to meet demand at local level.
THE GREATEST CHALLENGE: IS STARTING THE JOURNEY
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USDA Inspected
Moriarty, NM
Major Market, Inc.
Beefing Up the Southwest
Increasing Meat Access in New Mexican Native Communities
Family Owned & Operated Grocery
Zuni Pueblo, NM
Agenda

• Who is Major Market, Inc?
• What are the challenges?
• How we are addressing the challenges
• Protein supply chain
• What are the lessons learned
Who is Major Market, Inc?

- Established in 1988, Major Market, Inc. is 100% owned & operated by the Tsabetsaye family, enrolled Tribal members of Zuni Pueblo. 45% women-controlled.

- Major Market is a community centered grocery store dedicated to healthy eating through fresh produce, custom-cut meats, traditional Native American ingredients, non-perishable foods, standard staples, and purified water.

https://youtu.be/GqBiKwS2tHg
What is the challenge?

- Zuni is in a Food Desert
- COVID revealed many weaknesses in our local food supply, including an extreme shortage of fresh produce, fresh protein, dairy, non-perishable dry-goods, prepared frozen foods, and freezer-grade fresh foods.
- Access to supermarkets & grocery stores is greater than 40 miles
- Low Income, Low Access to healthy food
- Poverty Rate 30.21% (*Highest Tier)
- Unemployment Rate 21.51% (*Highest Tier)
- Unemployment Rate Ratio: 3.67 (*Highest Tier)

*USDA: 2020 America’s Healthy Food Financing Initiative – Low Income Low Access census tracts
Addressing the challenge: Strengthening the Zuni Tribal Community Food Supply Chain

• Major Market, Inc. (MMI) working toward strengthening local food security and raise local food quality with fresh produce, meats, and staples including locally sourced native products and baked goods.

• We choose these goals to help rescue our people - as individuals, as families, and as ancient tribal culture - from a future of poor health and shortened lives due to acceptance of, and addiction to, low-grade food options that sap our health and economy.
Major Market at-a-glance
Purified water, coffee, fresh baked goods, health supplements, and made to order take-out
Community Engagement
Community Engagement

Michael Owaleon Sr.
Emmy nominated artist
The Mandalorian
Extending the generational legacy

The original Major Market logo was designed by late Randy Nahohai. Son, Jaycee Nahohai is extending the family art legacy.
Addressing the Protein supply chain challenge

• The new butchering certification program by Trilogy Beef, funded in part by First Nations’ Forging Last-Mile Protein Supply Chains in Indian Country project, will enable Major Market to increase its supply of organic, high-quality meats.
Cut to order meat

Custom Cut Certified Angus Ribeye Steaks. Well marbled that will result in a juicy, tender steak even if cooked to well done.

Certified Angus T-Bone Steaks along with a couple of Porterhouse Steaks in the upper right corner. T-Bone refers to a bone in New York. Getting closer to the tail end of the Short loin, you are able to get portions of the Tenderloin, resulting in 2 steaks separated by a “T” shaped bone, New York Strip on one side & Filet Mignon on the other. Great grilling steak!

Cut to order Tomahawk Steaks, Thick, well marbled bone in ribeye with the extra long rib bone still attached.
Comprehensive Protein available
Fileting Salmon for retail and Eat & Go
From raw product to finish product
What are the lessons learned

- Educating the community about qualities of protein.
- The need to increase meat access at the community level by growing or expanding butchering facilities, building local butchering capacity, and supporting the planning or implementation of protein supply chains in Native communities.
- Capacity and skill building (i.e. butchering apprenticeships and training programs, etc.)
- Activities focused on increasing business operations or access to capital
- Projects connecting farms and ranches to market opportunities, technical assistance and more.
Future goals

• Partnering with other Native American cattle producers to source protein
Contact

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Q&A

Please submit your questions in the question box
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• Shaun Tsabetsayye, Co-Founder/Marketing & Development
  Email: shaun.tsabetsayye@majormarketinc.net
Unpacking Jargon Webinar

Conservation, Protected Areas and Indigenous Homelands: Voices from Turtle Island/North America

March 10, 2022 at 11:00 AM-12:30 PM MT

Register here:
https://us06web.zoom.us/webinar/register/WN_q6cvPrUeTISn4iGF9PTg9A
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