



FIRST NATIONS
DEVELOPMENT INSTITUTE

Strengthening Native American Communities & Economies

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

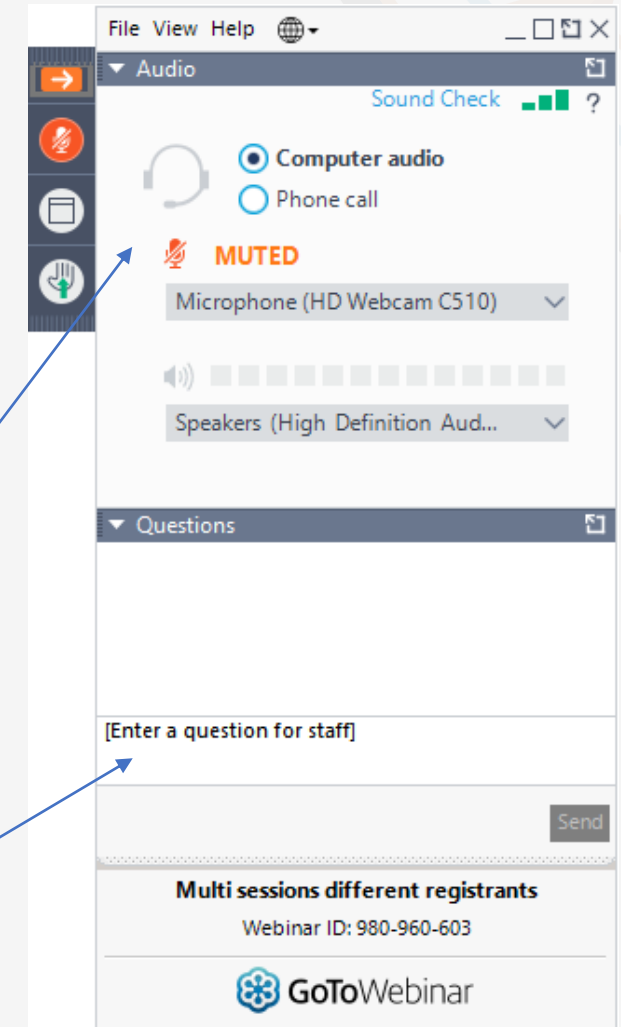
Webinar Management

All attendees will be **muted** throughout this webinar.

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

Audio Tab: Choose **Computer audio** to use your computer microphone and speakers. Change your microphone and speaker options using the dropdown menu. Choose **Phone call** to dial using the information provided to switch to phone audio.

Questions Tab: Ask questions to the staff and panelists about the webinar material or request technical help.





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.



FIRST NATIONS
DEVELOPMENT INSTITUTE



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?

>\$500/ cow



The Flow of How A Rancher Gets Paid And Why?

\$165/ cow



- \$30/ cow



Which Arrow Are You?



- \$217/ cow



- \$275/ cow



Small and socially disadvantaged ranchers losses are substantially higher

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)
- Sharing our Experiences
- Mentoring (Learning By Doing), and
- **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







TRILOGY

100% NEW MEXICO BEEF

BEEF COMMUNITY

ALL NATURAL

LOCALLY RAISED

ANGUS BEEF



A LOCAL FOOD NETWORK...

...PRICED TO FEED YOUR FAMILY

...BUILT TO STRENGTHEN OUR LOCAL ECONOMY

SCAN CODE TO SHOP NOW



FREE Weekly Delivery to Cedar Crest, Edgewood, & Moriarty

(505) 927-7935

OR SHOP ONLINE AT:
TRILOGYBEEF.GRAZECART.COM

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



100% ZUNI OWNED & OPERATED



**FIRST NATIONS
DEVELOPMENT INSTITUTE**

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.

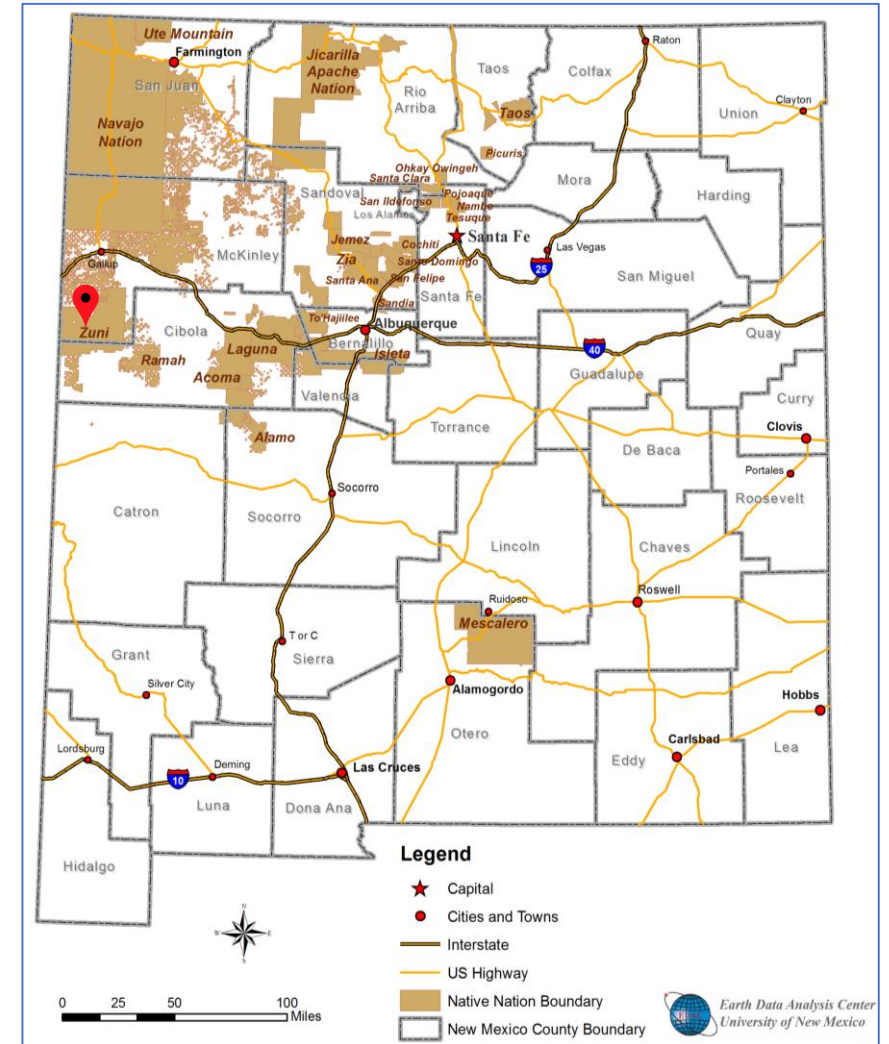


<https://youtu.be/GqBiKwS2tHg>



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)



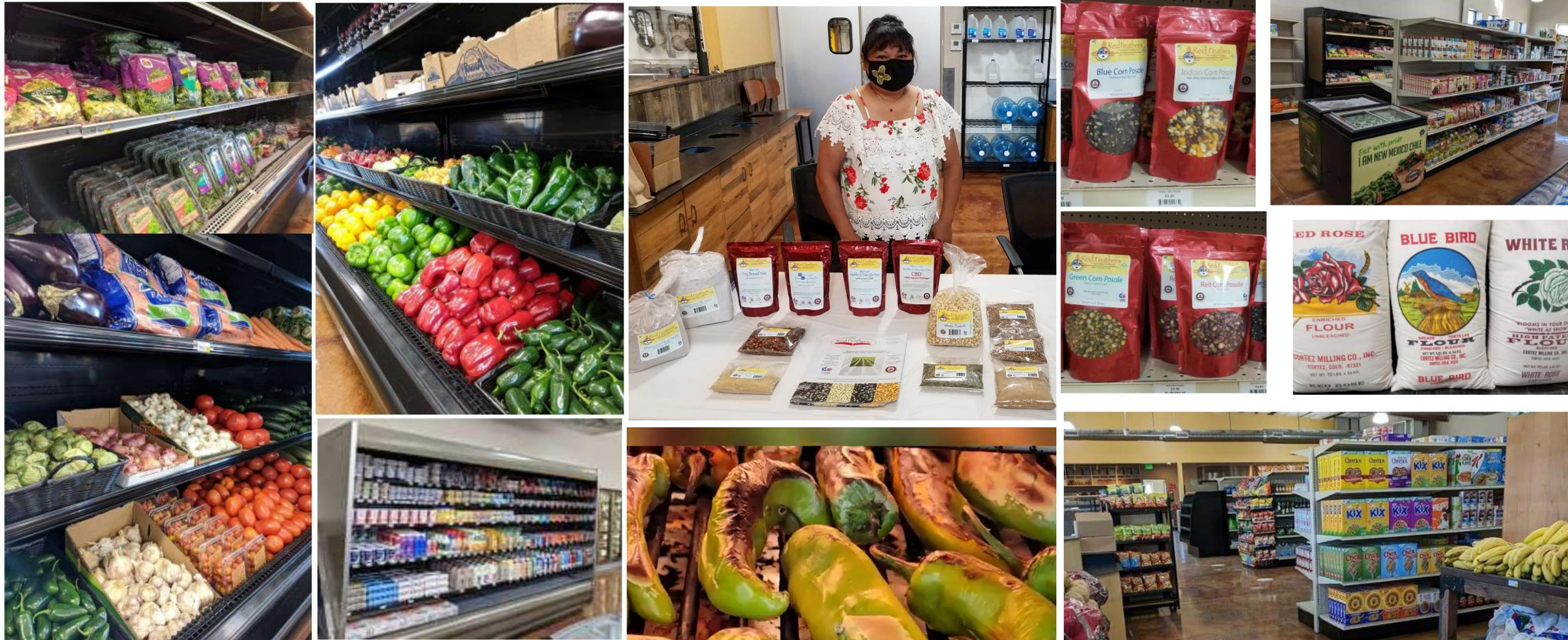
*USDA: 2020 America's Healthy Food Financing Initiative – Low Income Low Access census tracts

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



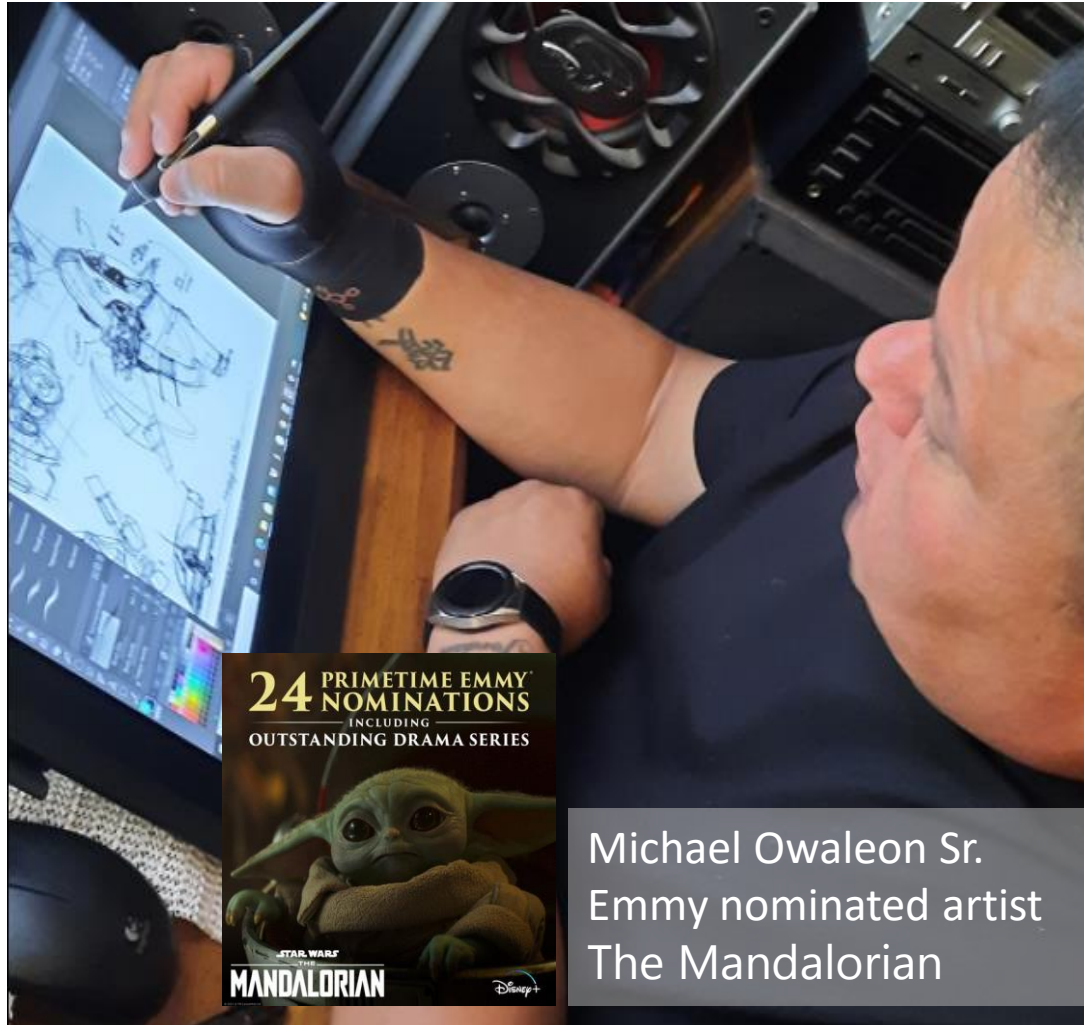
Purified water, coffee, fresh baked goods, health supplements, and made to order take-out



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



100% ZUNI OWNED & OPERATED

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.



Cut to order Tomahawk Steaks, Thick, well marbled bone in ribeye with the extra long rib bone still attached.



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!

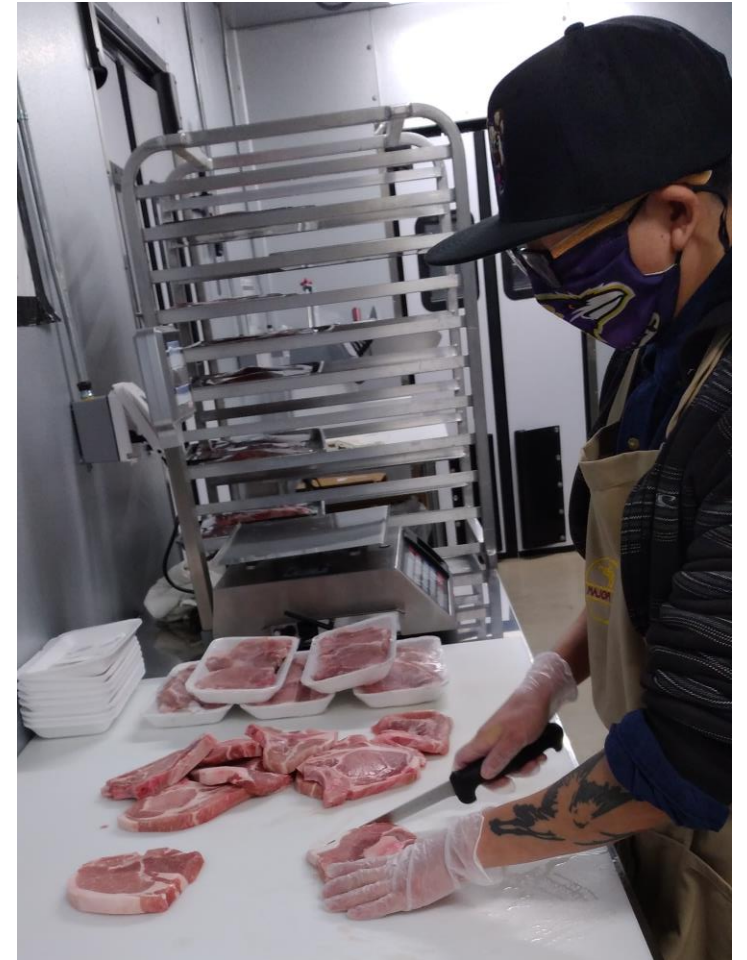
Comprehensive Protein available



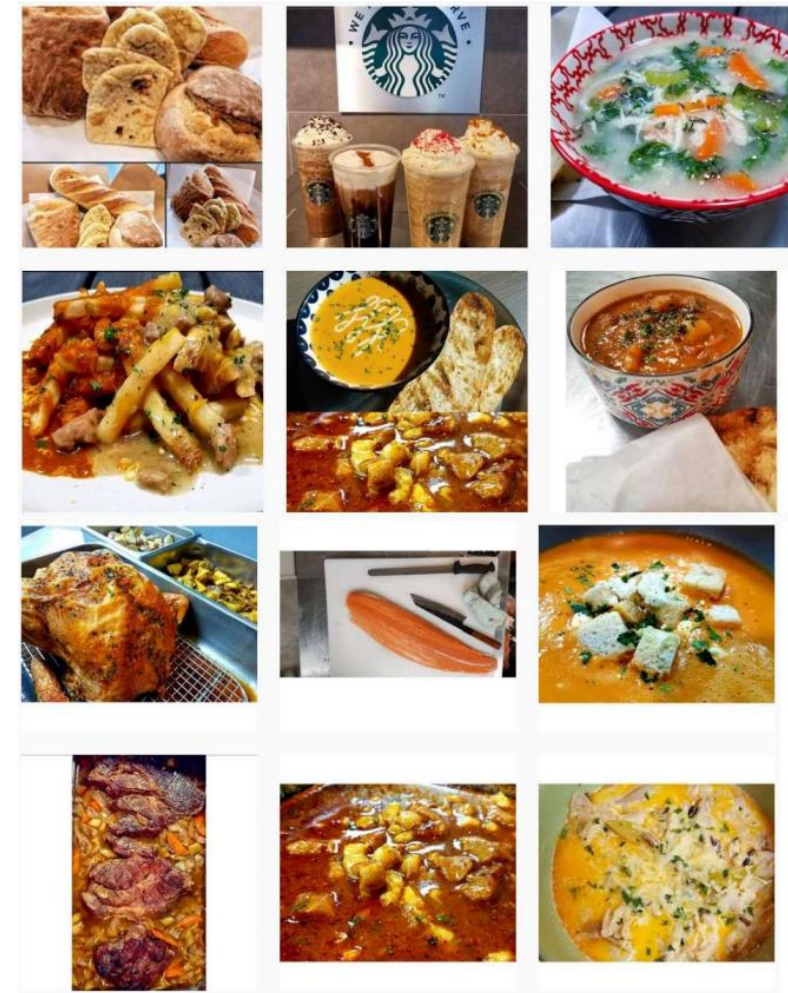
* MEATS AVAILABLE *	
- UPON REQUEST -	
BEEF	SEAFOOD
• RIBEYE \$10 ⁹⁹ /LB	• ATLANTIC SALMON \$8 ¹⁹ /LB
• T-BONE \$6 ⁹⁹ /LB	• TILAPIA \$4 ⁵⁹ /LB
• EYE OF ROUND \$4 ⁹⁹ /LB	• 2 ¹ / ₂ SHRIMP \$8 ⁹⁹ /LB
• FLANK STEAK \$8 ²⁹ /LB	• 3 ¹ / ₄ SHRIMP \$8 ¹⁹ /LB
• PRIME RIB \$11 ⁹⁹ /LB	• CRAB CLAW MEAT \$9 ¹⁹
• BEEF BRISKET \$3 ⁹⁵ /LB	• KING CRAB LEGS \$36 ⁶⁹ /LB
• BEEF TONGUE \$9 ²⁹ /LB	• AHI TUNA SAKU BLOCK \$14 ⁹⁹ EACH
• BEEF RIBS \$2 ⁹⁹ /LB	• WARM WATER LOBSTER TAILS \$30 ²⁹ /LB
• BEEF SHORT RIBS \$16 ²⁹ /LB	
PORK	
• SPARE RIBS \$2 ⁵⁹ /LB	• GROUND PORK \$3 ⁵⁹ /LB
• COUNTRY STYLE BONELESS \$6 ²⁹ /LB	• PORK BACK RIBS \$5 ⁵⁹ /LB
	• GROUND BISON \$12 ²⁹ /LB

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

Darrell Tsabetsaye

Darrell.Tsabetsaye@majormarketinc.net

505-573-3122

Shaun Tsabetsaye

Shaun.Tsabetsaye@majormarketinc.net

505-450-3534



100% Zuni Owned & Operated



amazonlocker



Quality Groceries
Custom Cut Meats
Fresh Produce
Locally Baked Goods
Purified RO Water
Eat & Go Take-out
We Proudly Serve
Starbucks
Amazon Locker

1254 NM 53

P.O. Box 969

505- 495-1053

Info@MajorMarketInc.net



100% ZUNI OWNED & OPERATED

Q&A

Please submit your questions in the question
box

Speaker Contacts

- **Dr. Manny Encinias, PhD**, Trilogy Beef Community, LLC
Email: trilogybeef@gmail.com
- **Darrell Tsabetsaye**, Founder/President and CEO, Major Market Inc.
Email: darrell.tsabetsaye@majormarketinc.net
- **Shaun Tsabetsaye**, Co-Founder/Marketing & Development
Email: shaun.tsabetsaye@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

Contact Information & Social Media

First Nations Development Institute

2432 Main Street, 2nd Floor
Longmont, Colorado 80501

www.firstnations.org

Tel: 303.774.7836

Email: info@firstnations.org

The recorded webinar can be
accessed on our website under the
First Nations Knowledge Center at
<https://www.firstnations.org/fnk>



@FirstNationsDevelopmentInstitute



@FirstNationsDevelopmentInstitute



@FNDI303



@FNDI303



Thank you!