



Local meat distributor expanding with a new butcher shop

BUSINESS, B-1



### Tournament in a bubble

NCAA says all games to be played in Indianapolis

SPORTS, B-5

Vaccine sign-up process in N.M. sees changes

LOCAL & REGION, A-7

# SANTA FE NEW MEXICAN

Locally owned and independent Tuesday, January 5, 2021 [santafenewmexican.com](http://santafenewmexican.com) \$1.50

## COVID-19 hits small senior home hard

Of the facility's 14 residents, 5 have died in recent weeks

the coronavirus among its 14 residents before December.

In recent weeks, five residents have died, including three in the first few

manages two senior living facilities — Vista Hermosa and Sierra Vista — in Santa Fe and another in Las Cruces.

Two staff members contracted

how still spread through the facility, although it's impossible to precisely pinpoint how it did so, he added.

Since then, nine residents and 12

### LEGISLATURE

## Changes to clean

## Mexico as a bank

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## Making the cut

After expanding online sales amid the pandemic, Beck & Bulow aiming to grow retail operation with new butcher shop

Beck & Bulow plans to open its butcher shop and retail store later this month at 1934 Cerrillos Road.



PHOTOS BY LUIS SANCHEZ SAGUNO/THE NEW MEXICAN

Ky Cleverley, left, Beck & Bulow warehouse manager, and J.P. Bulow, co-owner of Beck & Bulow, pack up an order for a customer last week.

By Teya Vitu  
tvitu@sfnewmexican.com

**B**eck & Bulow quickly made a name for itself with meat distribution to 250 restaurants in Santa Fe, Albuquerque and Taos.

Owners Tony Beck and J.P. Bulow specialize in exotic meats, including bison, elk and wild boar, but they also offer beef, pork, lamb and poultry. They even carry wild-caught seafood from Alaska.

Their business model changed nearly overnight in March as the coronavirus sidelined a huge share of restaurant and catering businesses, just short of two years since they opened their distribution operation on Jorgensen Lane in May 2018.

“My goal here is to just feed New Mexico. I don’t want people to worry where their food is coming from and be limited in the amount of [what] they have.”

J.P. Bulow, co-owner of Beck & Bulow

Beck & Bulow still distributes to about 50 restaurants, but it hasn’t been sitting idle. The owners reinvented the business on the fly as they watched the new normal unfold in March, April and May.

“We increased our online business dramatically,” company CEO Beck said. “We had nothing or very little online [before the pandemic].”

Chief Operating Officer Bulow said online sales now make up 20 percent of their business.

“We ship to Alaska and Hawaii,” Bulow said.

“We send tons to Florida,” Beck added. “I see down the road, online, it’s going to dwarf everything else.”

Then Santa Fe residents started showing up at the warehouse as

empty supermarket shelves and coolers greeted shoppers in the second half of March. They heard about Beck & Bulow. They wanted to buy meat.

“People were just coming in,” Beck recalled. “This was strictly a warehouse. Word just got out. People were just filling up their freezers.”

The duo set up a pair of reach-in freezers in the sparse entryway to serve as a retail space. The idea was planted.

“I sort of wanted to do a butcher shop,” Beck said. “You could say the writing was on the wall. Some part of me prefers retail over the restaurants.”

In June, Beck and Bulow started looking for commercial space for a

Please see story on Page B-4

## Online destination for locally produced dry goods

### Membership cut veyors

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Stokli is online sales only. Hans and Marianne Sundquist built a membership model, enabling them to sell merchandise at the same price they acquire it from 12 suppliers within a 400-mile radius.

“Small growers have a deep concern for affordability,” she said. “One hundred percent of the retail price stays with the local grower and maker.”

Sundquist, a former chef who writes a recipe column for *The New Mexican’s* Taste page, said their ambition is to add 10 to 15 dry good suppliers per

### ON THE WEB

◆ Learn more about Stokli and its offerings at [stokli.com](http://stokli.com).

Membership is \$49 per year or \$8.99 per month and can be obtained at [stokli.com/how-it-works](http://stokli.com/how-it-works).

Stokli went live Cyber Monday following Thanksgiving.

The online store sells pantry staples such as flour, chili powder, honey and brunoise. A small variety of tea, snacks from Taos Bakery raspberry jam, dried apples and a locally

and, for now, a small selection of home goods and bath and body products.

The Sundquists derived the Stokli name from the Swiss German *stöckli*, referring to a separate home on the farm for the retired farmer.

Local growers of produce have access to farmers markets. Marianne Sundquist discovered dry-goods purveyors don’t have the same ease to the marketplace.

“If you want to stock your pantry with local dry goods,



Since partnering with Greg Ohlsen at the Travel Bug, he and I have made a point to sit down every so often and discuss life and business over a beer. I would say we are good friends.

As partners, we see eye to eye on many things. Certainly we have our differences, but sitting over a pint is a great way to reconnect as people. Lately, our meetings have not been tranquil.

It's not just that retail is dying (all the pundits say so), it's that uncertainty on every front has made navigating all fronts a tremendous challenge.

Though I speak as a retailer, the truth applies to a wider spectrum of experience also: This pandemic has robbed us all of our sense of control.



**Eric Moffat**

hours and days and weeks and months. Nothing is certain. We question what inventory we should buy, if any, and how much of it we can sell. Should we open or close earlier or later? Does any of it even matter?

We sit or pace or rearrange, and we wait for someone or something to break the monotony of empty distance and bad news.

We mostly relish the interaction we have with customers, but at the same time we are necessarily distant and wary; we are on edge, and the initial joy of a little small talk can turn suddenly irritating.

Our personal and professional lives conflate. We have been forced to sit

Bereft of social distraction, we are irritated with ourselves and in turn with those closest to us. Allies are indistinguishable from enemies, so we treat our friends and family as both at once. What else can we do? They are our only outlet in a world that is unpredictable and tired and impatient and afraid.

We at Travel Bug are not immune to any of this.

And so for weeks and months, Greg and I sit over beer and argue over what, if anything, can or should be done.

The next several months, slow in normal times, promise to be really difficult. Even if we can limp along until things pick back up, what then?

If retail really is dying, then what's the point? Assuming we survive the

believe we need something that can't be bought online, something that brings people together.

And there it is, sitting in a glass in front of us. It's not just the beer that beckons, but the promise of connection over a pint.

It is a difficult and painful birth. We're still yelling at each other about how and whether we proceed, but I think we're still friends. And with luck, by the time we're all allowed to gather again, you'll be able to meet a friend at the Travel Bug Brewery and Taproom, buy a novel or a book on Belize, and plan your next adventure.

*Making It Through* is a weekly column by community members on their experiences since the pandemic began. Eric Moffat has been a partner at Travel Bug for 2½ years.



LUIS SANCHEZ SATURNO/THE NEW MEXICAN

J.P. Bulow, co-owner of Beck & Bulow, walks through the butcher shop under construction last week. Beck & Bulow plans to open the shop this month.

## Making the cut

*Continued from Page B-1*

butcher shop with retail and manufacturing. They first looked near Trader Joe's and then near Chipotle Mexican Grill before settling on the former Tandy Leather Co. space at 1934 Cerrillos Road.

The butcher shop is expected to open in the second half of January.

It will carry a variety of cuts of buffalo, beef, elk, wild boar, lamb from New Zealand, and pork and poultry from Colorado. This will include dry-aged beef and sausage.

Previously, Beck & Bulow

contracted with other butchers to cut its meat. With the Cerrillos Road shop, it will start doing its own butchering in the rear of the building. Beck & Bulow in December was awarded a \$41,000 Job Training Incentive Program grant from the New Mexico Economic Development Department to train six employees for the butcher shop. This includes a third-generation butcher, three butcher assistants, a warehouse person and a digital marketing person.

It also applied for \$250,000 in assistance through the Local Economic Development Act from the same state agency.

The butchering capability completes the ranch-to-table cycle for Beck & Bulow.

"We are going for the entire chain," Beck said. "We raise them, we control

the butchering, we control the distribution channels."

Along with all the meat offerings, the butcher shop will feature other food groups, including olive oil, caviar, artisanal cheeses, olives, specialty sausages and salamis, fresh pastas, gourmet honeys and high-end beverages.

"My goal here is to just feed New Mexico," Bulow said. "I don't want people to worry where their food is coming from and be limited in the amount of [what] they have."

Beck and Bulow raise their own buffalo and cattle on 20,000 acres south of Madrid, and they recently leased 660 acres in San Miguel County. Buffalo meat makes up 60 percent of their sales.

They started Beck & Bulow as a buffalo distribution company.

"About a year into it, restaurants started asking, 'Do you have elk? Do you have boar?'" Beck said. "It was not something thought out. It just occurred. What's been really surprising to me is how much people like good quality fish."

Currently, they have king, sockeye and coho salmon, and halibut, all wild caught in Alaska.

They are not just thinking about what's inside their store, which is just east of St. Michael's Drive. Beck and Bulow decided to draw attention to the building with a pair of murals on the east and west walls by artist Sebastian Vela. One depicts buffalo and elk in an aspen grove; the other is of the Rio Grande at night.

"When you drive down this road, there is this dead area," Beck said. "This adds some life."

## New Mexico needs a public bank

*Continued from Page B-1*

to our cities, counties and state for infrastructure projects.

The interest and fees generated by those loans would produce revenue that we can loan out again, creating a virtuous cycle of economic development.

Despite the economic hardships New Mexico faces, we have the money to do this right now.

By investing \$50 million of the

That's a lot of post-pandemic economic development.

A public bank for New Mexico could help improve the lives of all New Mexicans. And that includes you. Because never forget — your income is from someone else's spending. No matter how rich or poor you are, that rule is impossible to break.

If we perpetually sell out our state to the special interests who oppose a public bank, such as payday lenders and the global banks, we would

lero, D-Albuquerque, for sponsoring a public bank bill in the upcoming legislative session. To help in this endeavor, contact your state representative and senator. You can find your legislators' names and contact information by typing in your street address at [openstates.org](http://openstates.org).

Let's not stay at the bottom forever. To help get things moving, how about a quick email to your legislators?

Doug Lynam is a partner at LongView Asset Management in Santa Fe and a member. He is the author of *From*

## Santa Fe's DeployHub gains Linux recognition

Santa Fe-based DeployHub's open-source microservices management platform has been accepted by the San Francisco-based Linux Foundation, which provides support for the open-source technology community.

Linux will manage and govern the DeployHub code behind its Ortelius product, which simplifies the creation of modern software for future technology, company co-founder and CEO Tracy Ragan said.

"It basically opens the door for us to talk to bigger companies like