

2026 State of the Plate



Denise Miiler
Santa Fe Community College
March 6, 2025





Jade Cruz, artist, “Corazon del Chile

Artist’s rendering, coming soon — starting spring 2026

777 1st St SW, Rail Yards Market, Barelas neighborhood, Albuquerque



Today



- **Who we are**
- **Why and how we do this work**
- **How it's going**
- **How every piece of this food system is interconnected**

The NMFMA Staff

Nutrition Access & Community Health



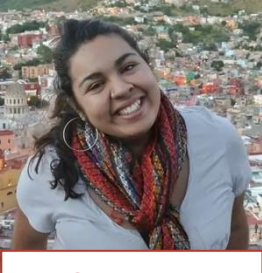
Sarah



Kirsten



Corey



Sonora

NM Grown Approved Supplier Program



Alena



Shana



Emma



Kevin

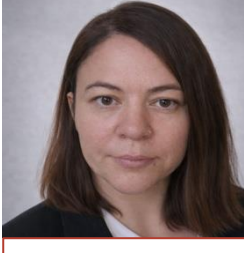
Marketing & Outlet Support



Mark



Danielle



Lea



Erica



Denise

Farmers' Market Laison to come

Operations



Denise



Charise



Scott



Bryan



Catherine



Deann

The NMFMA Board of Directors



Jedrek Lamb, Chair



Todd Taylor, Treasurer



Contessa Archuletta, Sec.



Linda & Mario Rosales



Cindy Talamantes



Bryce Townsend



Josh Cunningham



Zach & Mary Ben

**Board
elections
today at 4:30!**



Joe Phy



Bill Stimmel



Mission

Dedicated to strengthening the local food system by supporting agriculture producers and cultivating networks to create a healthier New Mexico



What Good? For Whom? At What Cost?

PRODUCERS



COMMUNITIES



LOCAL ECONOMIES



ENVIRONMENT



Values That Ground Our Work

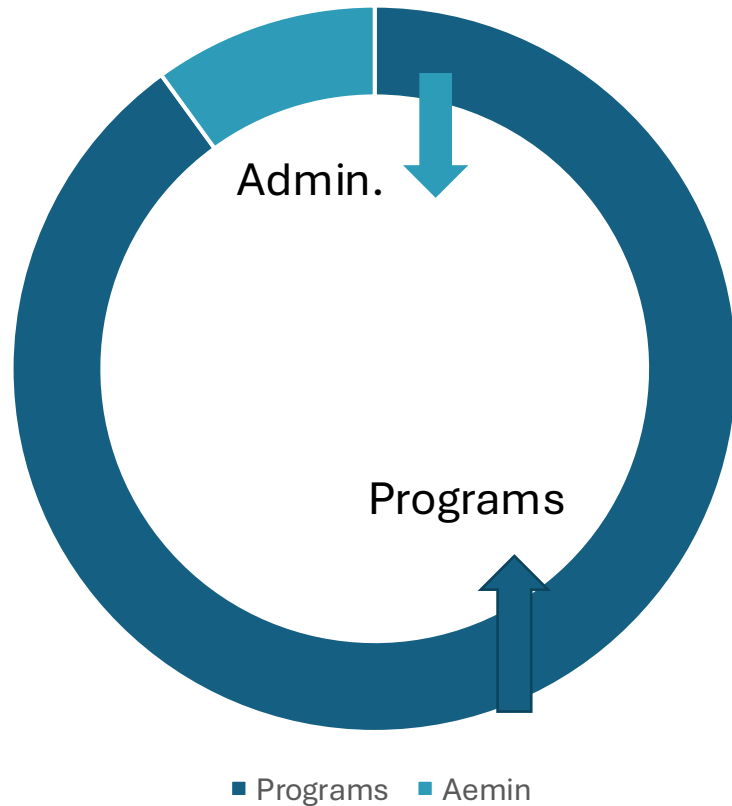


NEW MEXICO
LOCAL FOOD
COMMITMENT

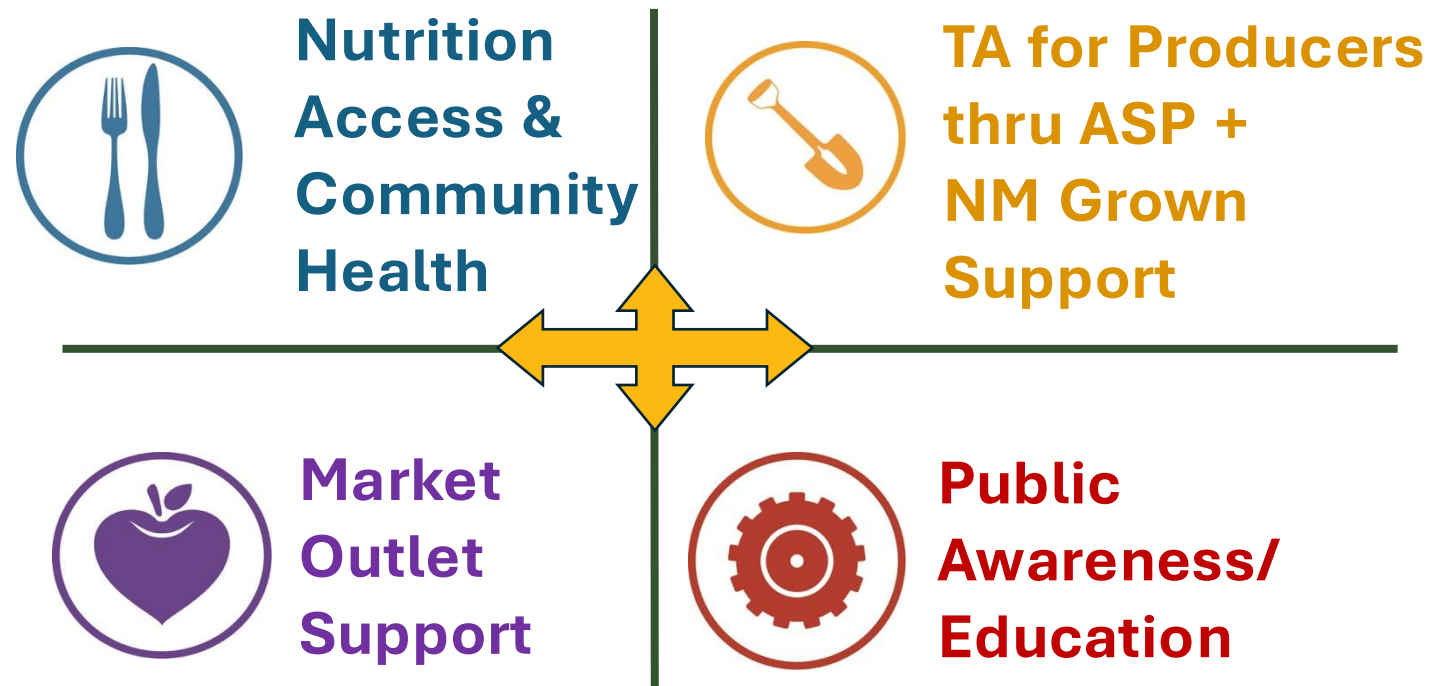
- **Economic Sustainability & Equity**: Supporting small-scale farmers, ensuring fair prices, and creating community-based economies rather than relying solely on global chains.
- **Food Access & Health**: Ensuring all residents can access fresh, healthy, locally grown food.
- **Environmental Stewardship**: Promoting regenerative agriculture, biodiversity, and reducing the carbon footprint by minimizing food miles.
- **Cultural Preservation**: Honoring NM's agricultural traditions and fostering relationships between producers and consumers.

Leveraging Resources for Producers & Communities

2025 Annual Revenue \$4.7M



4 Key Program Areas



System-Level Interventions



**ADVOCACY &
POLICY WORK**



**DATA &
RESEARCH**



**VALUES-BASED
PROCUREMENT**



**REGENERATIVE
AGRICULTURE**



**VALUE CHAIN
SUPPORT**

COLLABORATIONS



PROGRAMS



The Food Supply Chain



Illustration by Patrick J. Kiger

Building Opportunities for a Shorter Value Chain

Food Production TA

Retail TA

Distribution Support

Purchasing Support

Relationship Building

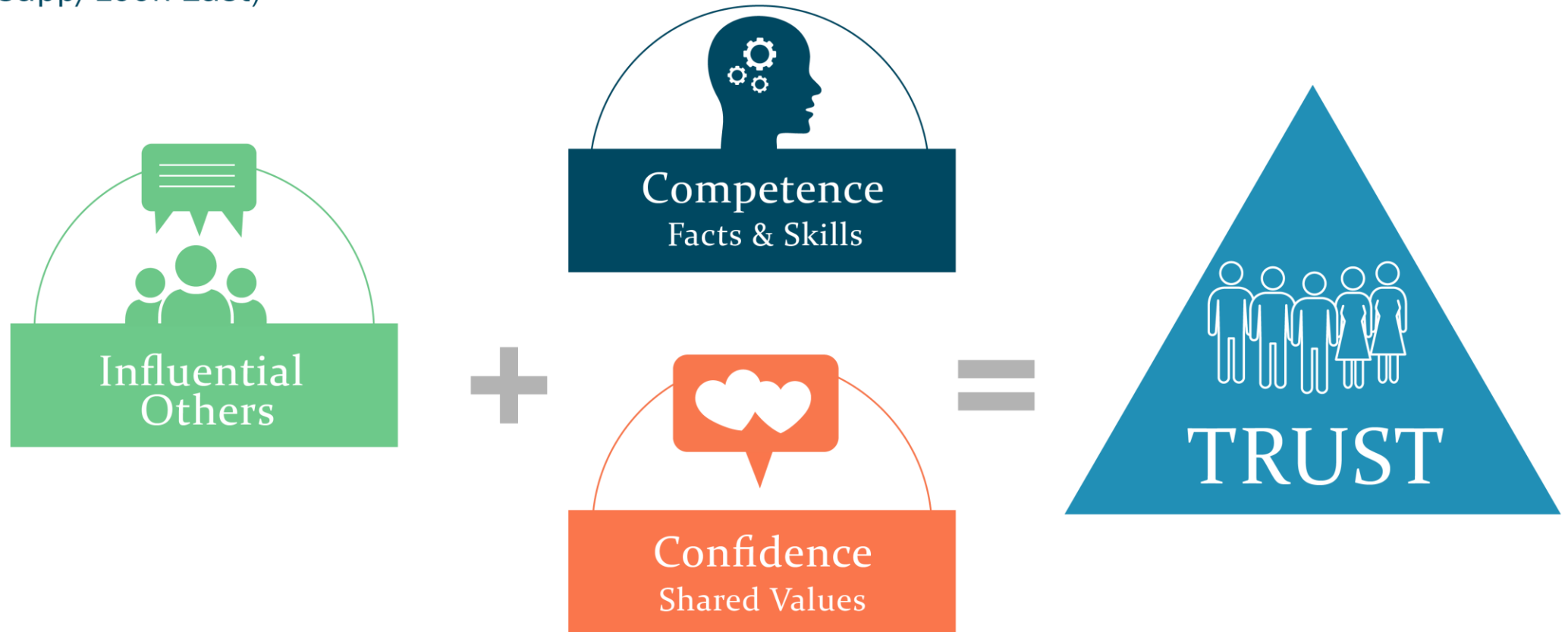
Education & Outreach



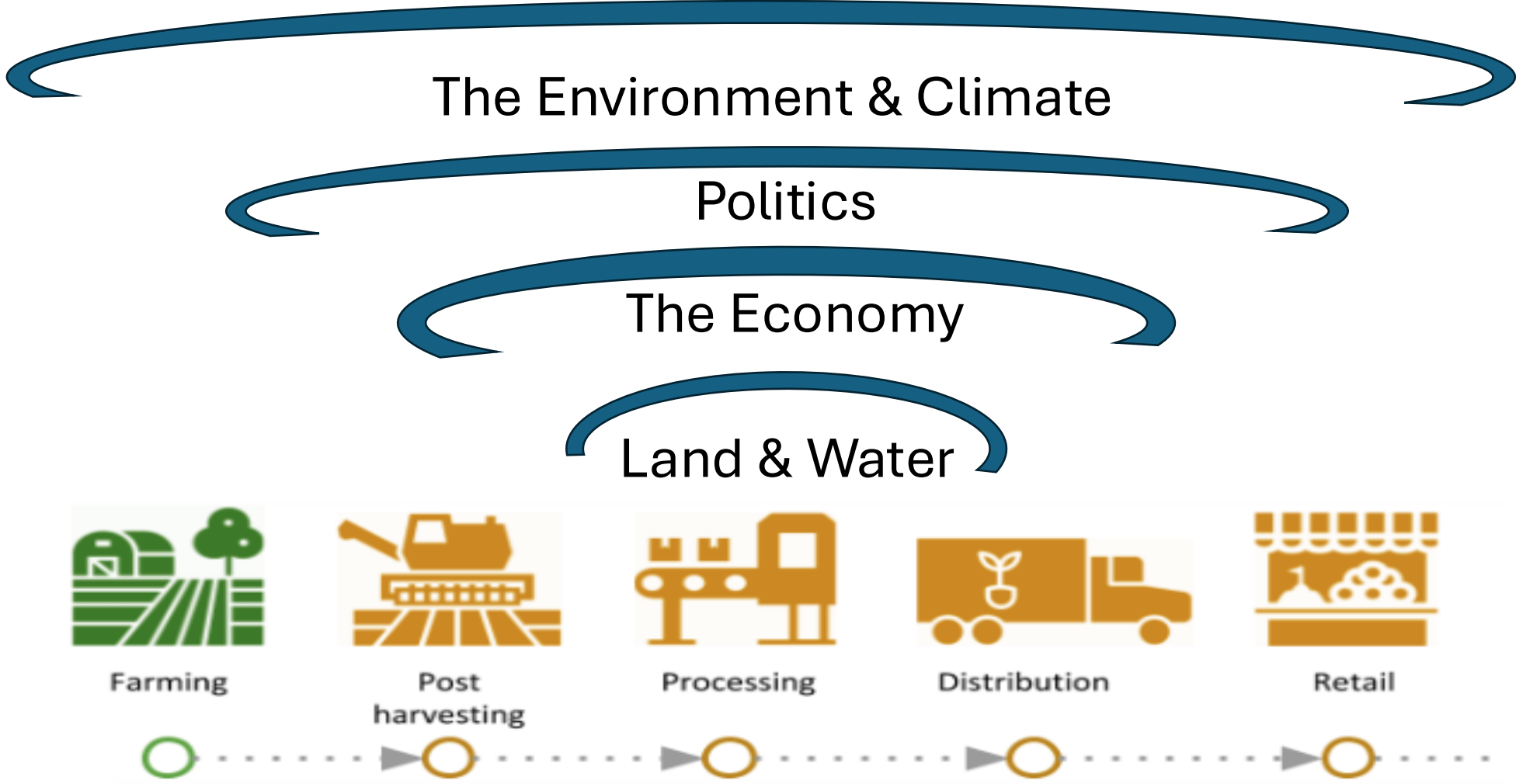
Trust Building

The Trust ModelSM

(Sapp/Look East)



A Complicated System Nested Within Other Systems



Food supply value chain graphic by Laura Simmons

A Big State of Small Farms



- **52% of all NM farms are under 50 acres** (11,000 of 21,000 farms)
- Of those, 6,900 — or **32% of total** — are 1-9 acres
- **86%** of farms report earning under \$50K (of 20,976 Farms Reporting)

The **2022 Ag Census** was released February 2024, and it is conducted every five years. It counts our nation's farms and ranches and the people who run them.

Direct Farmer Sales Increase



Farm sales, direct to consumers
and retail & institutions

9.6% up from 6% in 2017

*Ag Census 2024

Augustin Orozco, El Guique, NM



Market Sales – Strong & Steady Growth

More than \$26 million in sales in 2025 – a **21% over 2024.**

	2022	2023	2024	2025
Agricultural Sales	\$8,733,741	\$11,993,253	\$12,567,332	\$14,854,057
Non-Agricultural Sales	\$6,179,316	\$8,700,639	\$8,392,098	\$11,703,682
Total	\$14,913,057	\$20,693,891	\$20,959,430	\$26,557,739



Customers Continue to Increase

Nearly 1.2 million shoppers in 2025!

	2022	2023	2024	2025
# of Markets/Outlets Reporting	59	67	63	62
Customer Count	828,334	832,804	1,038,018	1,196,195

Customer Marketing: SIGNAGE



Customer Marketing: NM FRESH LOCAL MONTH

“ direct contact with the customer is a really **beautiful thing**”



-Jennifer Fresquez. Monte Vista Farm, Española



“ My grandmother **gifted those melon seeds to us** before she passed away... and we have been carrying on ever since then. ”

-Kelly Redshirt
Redshirt Family Farm,
Shiprock



“ Growing food for my customers isn't just a job. **It's really a calling and a way of life.** ”

-Jennifer Fresquez, Monte Vista Farm, Española

Customer Marketing: NM FRESH LOCAL MONTH



Customer Marketing: MARKET SEASONS



Customer Marketing: EVENTS



Public Awareness: LOCAL IMPACT CAMPAIGN



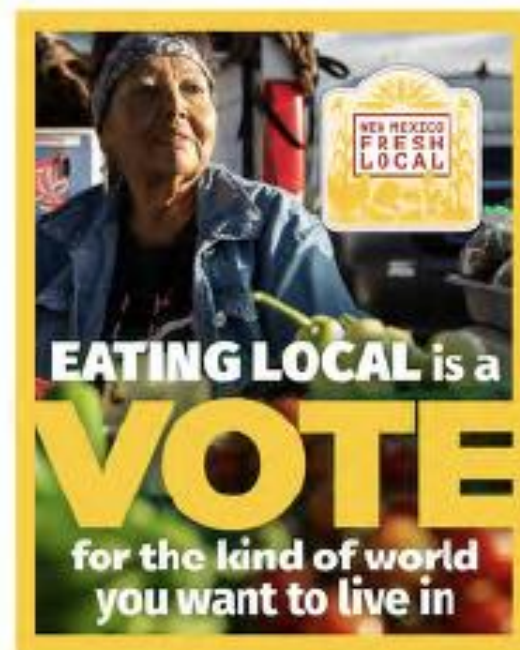
When you shop at your favorite local food outlet, you're not only nurturing your family with fresh, flavorful food. You're also helping New Mexico's diverse agricultural communities survive and thrive in an age of corporate monoculture, mass production, and processed food. So shop local today! Collectively, our seemingly small acts can end up making mighty big difference.



Sowing the seeds of positive activism can be as simple as shopping at your local food outlet. When you buy New Mexico-grown food you are nurturing our collective health, supporting our farmers, ranchers and producers, cultivating our culture, sustaining our environment, and growing our local economy. Let's shop local today so we can all reap what we've sown tomorrow.



Why buy local? New Mexico grown produce is picked at the peak of ripeness, so of course it tastes better and lasts longer. But local food does a world of good in a lot of other ways. It's good for your family, good for your community, good for the economy, and good for the planet. So shop local and help make the world a little better place, one tasty bite at a time.



We are what we eat. And where we shop. And who we support. Of course, we all know that eating local is totally delicious! And super nutritious! But your purchase is also an act of goodness that makes a positive impact on everything from our community, to our culture, and the local economy. So vote with your wallet. Make your voice heard by shopping fresh and local!



SNAP & Double Up Food Bucks Sales, All Outlets (\$M)

<u>SNAP + Double Up Sales</u>	2022	2023	2024	2025
At Farmers' Markets	\$1,371,061	\$1,170,125	\$1,121,119	\$1,052,682
At Farm Stands and CSAs	\$676,979	\$461,046	\$550,016	\$528,054
At Grocery Stores	\$239,252	\$82,982	\$108,056	\$63,987
Total	\$2,287,292	\$1,714,153	\$1,779,191	\$1,644,723
<u># of Participating Outlets</u>				
Farmers' Markets	40	40	34	32
Grocery Stores	32	11	11	15
Farm Stands, CSAs, Hubs, & Other	16	17	14	12
Total	88	68	59	59

Double Up Customer and Vendor Feedback



80% of customers in 2025 reported eating more fresh fruits and vegetables because of Double Up (compared to 74% in 2024)

73% of vendors reported in 2025 that they sold more produce because of Double Up and 68% had a new customer base (compared to 79% and 70%, respectively, in 2024)



2026 Double Up Food Bucks Updates

BONUS BUCKS! – April- August 2026 (Buy 1, Get 2)

- Federal avalanche of funding (came in October)
- Short timeline to get it spent

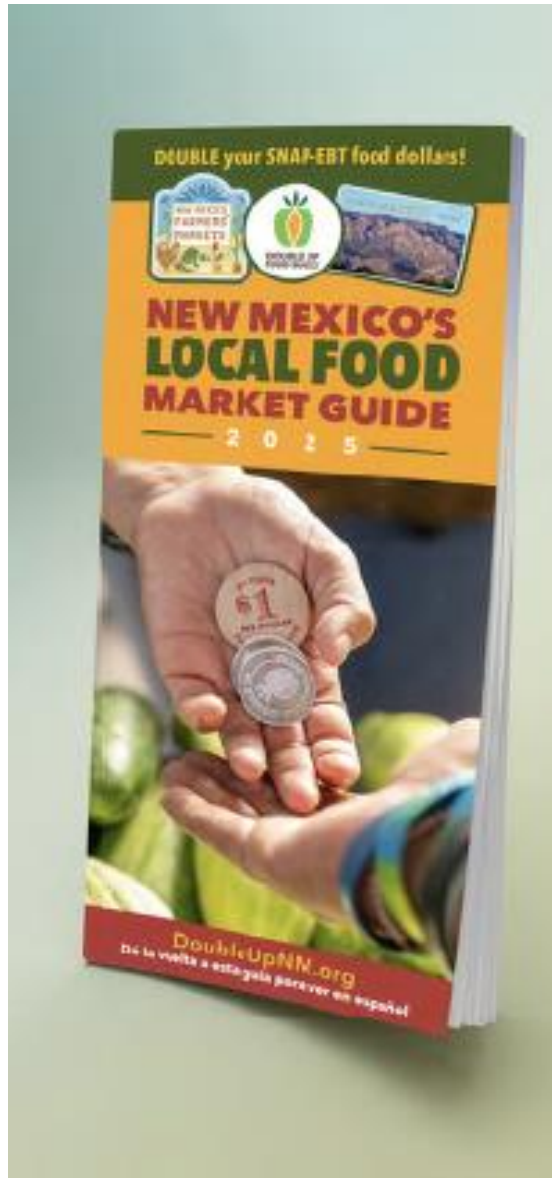
PROTEIN!

- \$1,000,000 new state funding for expansion to meat, nuts and eggs!
- Reply to QR code to let us know how many protein vendors are at your market
- Start date – TBD (July?)

EXPANDING GROCERY STORES

- 2 part-time grocery store value chain coordinators to help
- Regional Pilot for grocery stores to extend seasons and buying reach

Double Up Food Bucks – LOCAL FOOD GUIDE, OUTDOOR & TRANSIT



Double Up Food Bucks MARKET PROMOTIONS



Educating clients about Double Up Food Bucks

How can I educate my clients about Double Up Food Bucks?

Let your clients know that Double Up Food Bucks can save them 20% off new Mexico-grown fruits and vegetables at participating markets. We have included a listing of certain foods to your area and a current list is available at DoubleUpMarket.org. At farm stands and grocery stores, clients should look for signage that identify products as New Mexico grown, and then let the vendor know that if he or she uses Double Up. They will receive 50% off at the register. Farmers markets can reward and reward tokens to provide SNAP and Double Up benefits. See the Farmers' Market or DoubleUpMarket.org that explains how tokens work at farmers' markets.

Set expectations about the availability of local food.

Local food availability is determined by the season. In the summer, clients can expect to find lots of fruits and vegetables in the winter, clients can expect to find lots of so, but, but will be able to purchase winter vegetables such as hardneck garlic, kale, Brussels and more. We have provided a handout that explains seasonality with examples of what is available in New Mexico.

Does this program really help low-income customers?

A recent pamphlet about farmers' markets and local produce in the these foods are not profitable for low-income customers. While this may be true in some cases, Double Up Food Bucks is designed to increase the spending power of SNAP customers. Also, customers who use Double Up Food Bucks are more satisfied with their purchases because the food tastes better and stays fresh longer. Once New Mexico's Double Up Food Bucks, they usually become long-term repeat customers, and a recent study by the Center for Nutrition shows that Double Up Food Bucks participants eat more fruits and vegetables than the average American. (nutritioncenter.org)

How do recent reductions in SNAP benefits impact the Double Up Food Bucks program?

Double Up Food Bucks is tied to SNAP benefits, but program funding is through other grants. Clients who want to stretch their decreased SNAP benefits can stretch their benefits with Double Up Food Bucks.

How can I help clients facing additional barriers to accessing programs like Double Up?

Double Up Food Bucks program overview

Local produce for reward

What is Double Up Food Bucks?

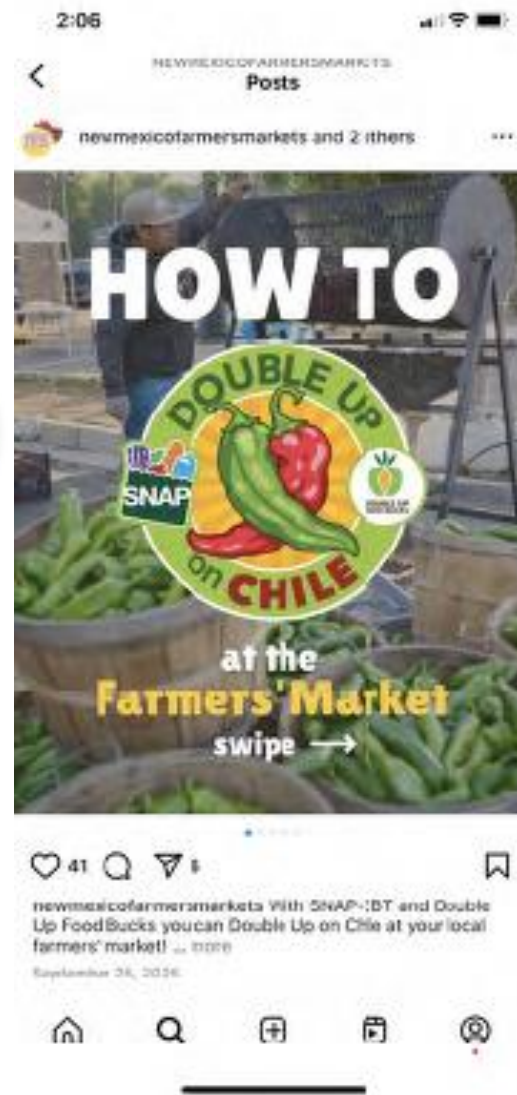
Who can use Double Up Food Bucks?

Where can SNAP recipients use Double Up Food Bucks?

Eligible items for purchase



Double Up Foes Bucks CHILE PROMOTION





- During 2025, the NMFMA implemented FreshRx in over **20 urban, rural, tribal, and frontier communities** across New Mexico.
- Sales totaled just under **\$250,000** for the 2025 year
- Patients received produce via **CSA-style food boxes/ bags or vouchers for redemption at farmers' markets**, and vouchers were redeemed at 8 markets.
- The NMFMA also led a research project in 2025 exploring the benefits of using local food in produce prescription programs. Results will be available in late March/ early April.

Public Awareness & Advocacy: FreshRx



ASP and NM Grown Growth Supports Producers Statewide



**NEW MEXICO
GROWN**

APPROVED SUPPLIER

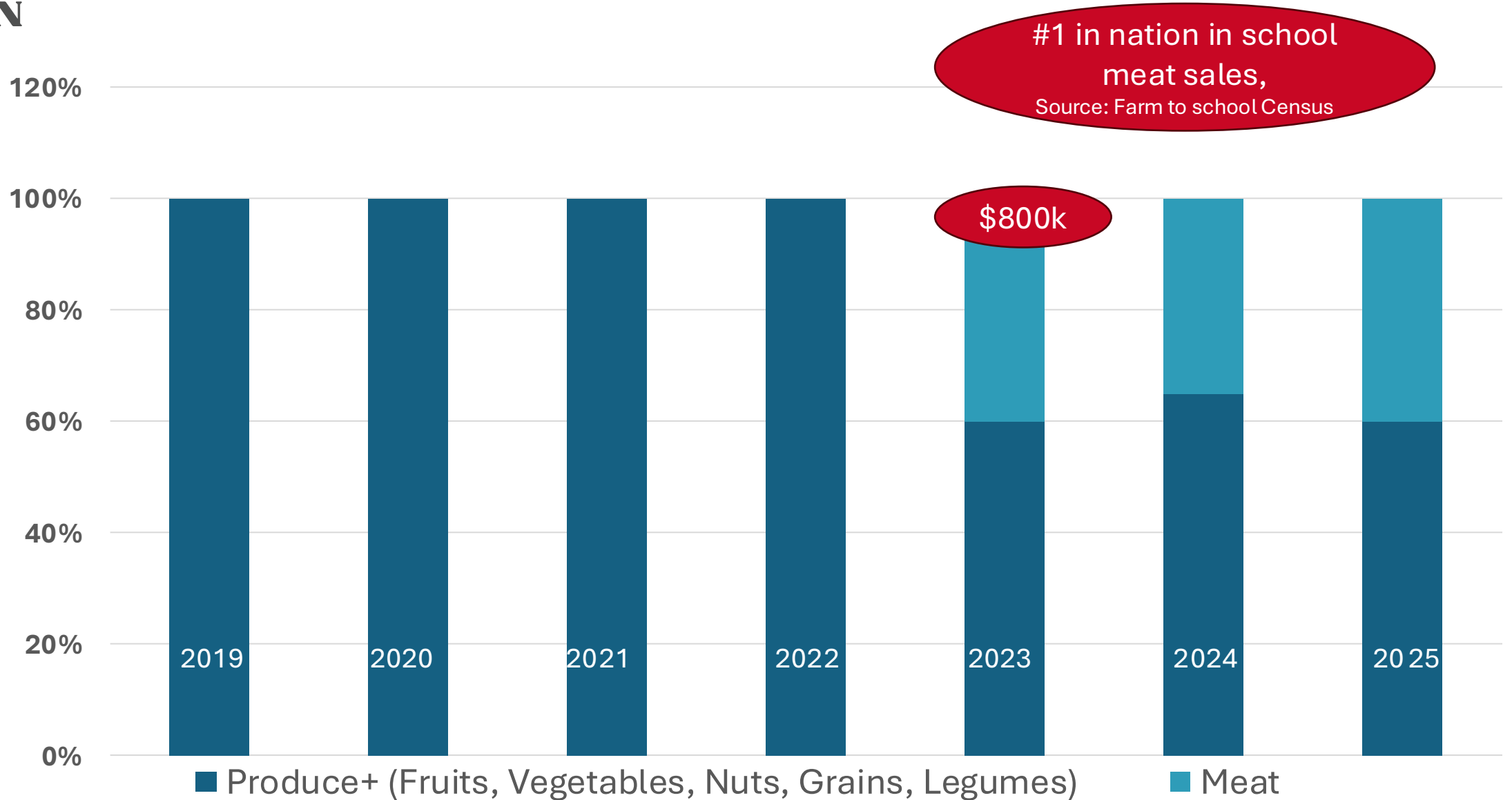
• P R O G R A M •

- More than **250 farmers, ranchers, food hubs and other food businesses participated** in the Approved Supplier Program in FY2025.
- Approved Suppliers sold a total of **\$5.4 million of locally produced fruits, vegetables, nuts, grains, legumes, and meat products to NM Grown buyers in FY25**, a nearly ten-fold increase compared to FY22 sales (\$555,000)
- **\$7.05 in total economic output was generated by NM Grown during FY25**, as estimated in a program evaluation led by UNM.



**NEW MEXICO
GROWN**

Product Type Purchased (est.), 2019- 2025



Approved Suppliers, Farm Characteristics (2024)



**NEW MEXICO
GROWN**
APPROVED SUPPLIER
PROGRAM

131

of “Historically Marginalized”

66%

Farm Size 0-10 acres

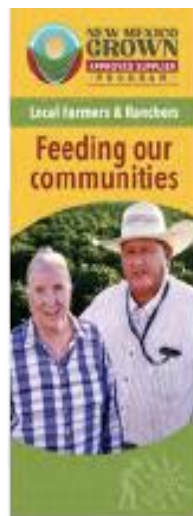
91%

w/10 or fewer workers on the farm

28

Counties with Approved Suppliers

The Approved Supplier Program & NMG Grown SIGNAGE +



The Approved Supplier Program & NMI Grown VIDEOS



Producer Resources: THE TOOLSHED

The screenshot shows the homepage of 'The Toolshed' website. At the top left is the logo, which consists of a red house icon with a white fork and a white spoon inside, followed by the text 'the TOOLSHED' in a bold, sans-serif font. To the right of the logo are search and menu icons. Below the logo is a navigation bar with links for 'Articles', 'Additional Resources', 'About', and 'Contact Us'. The main banner features a photograph of a lush green field with a white house in the background. Overlaid on the banner is the text 'An Interactive Business Resource for NM Farmers, Ranchers & Food Producers' in a large, white, sans-serif font. Below the banner is a green bar with the text 'Explore our knowledge base.' and a red 'SEARCH' button. The page is divided into a grid of article thumbnails. Each thumbnail has a small image, a title, and a 'View 1 article' or 'View 2 articles' link. A vertical 'CONTENTS' sidebar is located on the right side of the grid, listing various topics with corresponding icons. The overall design is clean and professional, with a focus on providing resources for agricultural producers.

the TOOLSHED

Articles Additional Resources About Contact Us

An Interactive Business Resource for NM Farmers, Ranchers & Food Producers

Explore our knowledge base. **SEARCH**

Home > Articles

CONTENTS

- Introduction
- Business and Farm Enterprise Planning
- Getting Started for New and Beginning Farmers
- Farmer Mental and Physical Health
- Business Diversification Strategies
- Marketing, Channels and Strategies
- Land, Water, and Infrastructure Access
- Securing Labor and Employee Management
- Insurance and Risk
- Food, Safety, and Production Regulations
- Regenerative and Climate-Smart Practices
- Funding, Grants, and Loans

The screenshot shows the article page for 'Getting Started for New and Beginning Farmers'. The layout is similar to the homepage, with the 'The Toolshed' logo and navigation at the top. The main banner features a photograph of a hand holding a small green seedling in soil. Overlaid on the banner is the text 'Getting Started for New and Beginning Farmers' in a large, white, sans-serif font. Below the banner is a green bar with the text 'Explore our knowledge base.' and a red 'SEARCH' button. The article content is displayed in a large, black, sans-serif font. A 'CONTENTS' sidebar is located on the right side of the article, listing the same topics as the homepage. The overall design is clean and professional, with a focus on providing resources for agricultural producers.

the TOOLSHED

Articles Additional Resources About Contact Us

Getting Started for New and Beginning Farmers

Explore our knowledge base. **SEARCH**

Home > Articles > Getting Started for New and Beginning Farmers

A brief introductory paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

- 1 Getting Started: Steps to Launch a Farm Business
- 2 Business & Enterprise Planning
- 3 Land Access & Leasing
- 4 Capital and Equipment for New Farmers
- 5 Mentorship, Education, and Farmer Training
- 6 Securing Labor, Labor Management, Employee Training
- 7 Farmer Mental and Physical Health

CONTENTS

[Back to top](#) [Back to Home Page](#)

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On the Horizon in 2026



- Bonus Bucks! April – August
- Meat, Nuts & Eggs – coming soon!
- Extra grocery support
- The mural



- New consumer & member websites
- New “Cultivating Connections” market videos
- More newsletters, recipes, and promotional support
- Continued support for market “Shop & Taste” events



- New ASP training workbook & materials
- The Toolshed – an online producer resource
- New risk assessments & forms
- Promotional + TA for ASP at farmers’ markets
- New food safety training classes

PLUS, CONTINUATION OF SYSTEMS-LEVEL SPECIAL PROJECTS:

- VBP strategic support
- Native value chain project development
- Regenerative ag program support



*Keep Telling Your
Stories!*