



JOB TITLE: Approved Supplier Program Value Chain Coordinator

Position: Full-time, remote, with up to 25% travel (Must live in NM)

THE ORGANIZATION

The New Mexico Farmers' Marketing Association (NMFMA) is a nonprofit educational organization dedicated to strengthening the local food system by supporting agriculture producers and cultivating strong networks for a healthier New Mexico. We do this through programs that support public education about local agriculture, nutrition access, technical assistance for producers and local food outlets, and advocacy.

BACKGROUND

New Mexico Grown is the state's local food procurement program and provides resources to institutions to purchase locally produced food from New Mexican farmers, ranchers, food hubs, distributors, and other food businesses. The program serves vulnerable populations around the state including children in early childhood education centers, students in K-12 schools, elders at senior centers, and food insecure clients at food banks. All food producers that sell to NM Grown buyers must be part of the Approved Supplier Program, a food quality assurance program that provides producers – especially those that are smaller-scale and historically marginalized — access to institutional local purchasing while also ensuring food safety, quality, and product specification requirements are met. The NMFMA manages the Approved Supplier Program on behalf of the state and NM Grown partners.

The NM Grown Approved Supplier Program (ASP) is a community-based and data-driven food quality assurance program designed to meet these core goals through our statewide approach:

1. Ensuring food quality delivered through the program meets or exceeds the highest food safety measures that align with USDA standards.
2. Creating equitable market access to institutional markets for all NM food producers stimulating local economies.
3. Improving access to nutrient-dense food among vulnerable populations in early childhood education centers, K-12 schools, senior centers, Food is Medicine, and other programs.
4. Stewarding market relationships, program stability, and institutional coordination on behalf of all stakeholders.
5. Supporting values-based procurement metrics regularly operationalized by smaller-scale and/or historically marginalized land-based producers who favor sustainable growing practices.

THE POSITION

This position will provide value chain coordination services and programmatic leadership for the NM Grown Approved Supplier Program. In this role, you will:

- Bring your commitment to equity and centering relationships in your work with diverse food system partners across the state;
- Use your creativity and problem solving skills to address logistical barriers for increasing food access and increasing markets for local producer;
- Be a team player who enjoys working collaboratively to deliver training and program services to farmers, ranchers, and food producers;
- Utilize your strong organizational skills to ensure effective collaboration, track services provided, and manage administrative requirements.



RESPONSIBILITIES

Develop strategies, plus resources and technical assistance approaches that strengthen local food value chains and address the needs of New Mexico Grown program stakeholders — food hubs, farmers, ranchers, value-added producers, and wholesale/institutional buyers. (35%)

- Increase producer readiness for accessing wholesale markets and sustaining institutional purchasing relationships. Provide TA on record keeping, production planning, grading, pricing, and promotion.
- Increase buyer readiness for working with local producers. Provide TA on vendor requirements, localized product specifications, solicitations/procurement tools.
- Support food hub capacity-building, collaboration, and systems alignment throughout the state.
- Strengthen relationships between producers/food hubs and buyers. Facilitate sales/transactions, address procurement barriers, and support logistics/distribution coordination.
- Support for buyers and growers engaged in ASP Expansion projects; Growing Together Initiative Regenerative Ag/Values-Based Procurement Pilot, Value-Added product integration, Tribal adaptation.
- Provide organizational representation for the NMFMA/ASP at strategic meetings and partner events as needed.

Collaborate with the ASP Team to deliver unified programs and strategies to ASP producers. Center relationships and implement an approach that aligns with cultural norms for diverse audiences. (25%)

- Participate in ASP Food Safety Training Network (FTSN) in a leadership role.
 - Provide year-round remote and on-farm technical assistance to local producers for completing/updating the required Farm Risk Assessment/Food Safety Plan for the annual ASP application cycle. This includes collaboration with Community Cultivators.
 - Serve as a Lead Reviewer for the annual ASP review application cycle (Feb-Oct): organize a team to provide desk audits in alignment with ASP Quality Management System (QMS). Utilize Salesforce to monitor application status, conduct reviews collaboratively, and communicate with reviewer teams/staff.
 - Support strategic growth of the FTSN: identify continuing education opportunities, provide TA to Community Cultivators, and mentor new trainers/reviewers.
 - Provide remote and in-person training that aligns with ASP Food Safety Training Program Minimum Standards and Expected Outcomes, including use of all curriculum and evaluation tools. **as needed*
- Develop training curriculum and producer resources to expand ASP scope and add value for participants: Tier 3- Marketing Training, Value Added Producer Training program, etc.
- Support QMS implementation, annual review, and improvements.
 - Provide quality management support to ASP producers and NM Grown buyers (ASP QMS- Compliance, Complaints, Corrective Action Process).
 - Serve on the ASP Recall Team and support producer through traceback/recall events.



Facilitate partnerships with aggregators/distributors and processors to increase the stability of the local food value chain for institutional/retail sales. (20%)

- Build relationships with industry players and work to address the logistical barriers in expanding markets for local producers. This may include: alignment of product quality standards and specifications, equitable pricing, source transparency, cold chain management, and distribution logistics.
- Support food hub collaboration and systems alignment throughout the state.
- Develop strategy for integrating ASP into regional value chains: this may include adoption of ASP in additional jurisdictions (neighboring states, Tribal lands, etc.)

Provide equitable food safety and marketing support for local producers (food hubs, farmers, ranchers, value-add) through individual on-farm and remote technical assistance activities. Be open to modify service approaches based on participant feedback data and ASP strategic priorities. (20%)

- Respond to producer requests for food safety technical assistance to help with PSR compliance, GAP certification, Good Manufacturing Practices (GMPs), etc. Support development of food safety plans, record keeping systems and infrastructure planning.
- Provide HGAP+ technical support in alignment with Farmers' Group QMS and USDA standards/requirements. This may include auditing services depending on qualifications and interest in continuing education.
- Support producers seeking to diversify market channels/outlets. This may include TA with business planning, accessing liability insurance, understanding taxation systems, and navigating other procurement requirements.
- Provide referrals and external resources to help producers achieve their production/marketing goals, this may include additional training, financial or in-kind assets, etc.
- Plan and coordinate initiatives to increase local food within Food is Medicine, FreshRx and Double Up Food Bucks programs. Collaborate with Nutrition Incentives, Marketing, and Executive teams to strengthen and expand complimentary market opportunities for local producers.

QUALIFICATIONS

Experience/Expertise

- Demonstrated knowledge working within local value chains and regional food systems. Ideally, this should include strong familiarity with market trends and farm to school/institution programs. (At least 4 years relevant experience)
- Expertise in produce safety; including on-farm practices, state/federal food policy, certification programs — GAP, HGAP+, Organic, etc. (At least 4 years relevant experience)
- Procurement expertise and applied experience working with institutions. (At least 2 years)
- In-depth knowledge of, and relationships with, New Mexico food and agriculture stakeholders
- Familiarity with farming/ranching, land and food distribution systems in New Mexico, and relationships with food and agriculture stakeholders.
- Experience working with historically marginalized populations



Education/ Training/ Skills

- Bachelor's degree (*strongly desired*)
- Strong interpersonal and multicultural communication skills and the ability to work effectively with a wide range of constituencies such as food safety trainers, community-based groups, producers, and government agencies (*required*)
- Ability to work independently and also as part of a remote, collaborative team (*required*)
- Organizational and project management skills — data tracking and reporting (*required*)
- Fluency in English (*required*) as well as fluency in or working knowledge of Spanish, Navajo, and/or other Native languages spoken in New Mexico (*strongly desired*)
- Interest in equity frameworks, knowledge of collective impact/dynamic governance, or other generative decision-making/planning structures (*strongly desired*)
- Computer literacy in MS-Word and Excel and Google Docs and Sheets (*required*), as well as Slack, Salesforce and Canva (*desired*)
- Valid driver's license (*required*)

Relevant work experience may be substituted for educational credentials.

OTHER

- Employee must live in New Mexico, have reliable internet access, and the ability to travel to the Santa Fe office as needed.
- Employee must have the ability to travel statewide (up to 25% of the time), and regionally/nationally (tbd-as needed).

SALARY RANGE AND BENEFITS: Salary range: \$36.00/hour- \$40.00/hour (\$75,000/per year- \$85,000); Health insurance, vacation, paid holidays, and more.

EQUAL OPPORTUNITY: The NMFMA is an Equal Opportunity Employer and is deeply committed to policies, practices and programs that are fair, equitable, and inclusive. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, sex, gender, gender identity, sexual orientation, marital status, national origin, disability, age, or veteran status.

HOW TO APPLY: Send a cover letter, resume and samples of work as PDF attachments to: jobs@farmersmarketsnm.org with "ASP Value Chain Coordinator" in the subject line. If you do not include a cover letter and samples of work, your application will not be considered.

DEADLINE for application: Apply now! The priority deadline for initial interviews is June 30th, 2025. The position will remain open until a suitable candidate is identified.