



**NEW MEXICO  
GROWN**  
**APPROVED SUPPLIER**  
**• P R O G R A M •**

## **SUSTAINING GROWTH FOR AGRICULTURE PRODUCERS & HEALTHY COMMUNITIES**

New Mexico Grown is an integral part of the Governor's Food Initiative – a comprehensive commitment to building a robust food system that measurably reduces hunger and improves equitable access to nutritious, culturally meaningful foods for all New Mexicans.

Presentation for the Interim Water and Natural Resources Committee

July 23, 2024

Presented by:

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New Mexico Farmers' Marketing Association



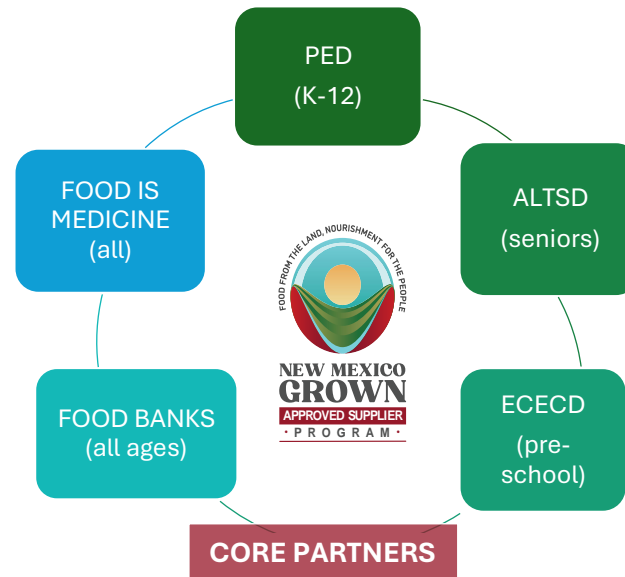
## HELPING NEW MEXICANS FEED NEW MEXICANS

### SERVING 31 NM COUNTIES

The NM Grown Approved Supplier Program (ASP) is a **data-driven** food quality assurance program designed to meet these core goals:

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

### CONNECTING PRODUCERS TO 300+ BUYERS & ACCESS POINTS



#### ADDITIONAL MARKETS SERVED:

Grocery stores including Whole Foods and Albertsons, more than 40 health clinics via Produce Prescription programs, and CSAs.

### NM GROWN EXPANDS 10x – The ASP Makes it Possible!

NM Grown has grown 10x since the ASP was first funded by the state in FY2021.

- **SALES!** Sales to NM Grown program buyers have increased from \$555,000 in purchases to a projected **\$5.09 million** for the upcoming fiscal year.
- **BUYERS!** The number of local food buyers has expanded from 70 individual school and senior center buyers to projected **275 buyers** in FY2025.
- **PRODUCTS!** Increased state funding spurred the ability to add new food categories. In **FY23 meat was introduced**, making beef, bison, lamb/ mutton, and pork products eligible for purchase. **Value-added products are set to be added in FY25**, and eggs are currently being piloted by the food banks.

## A BIG PROGRAM WITH BIG RESULTS

The ASP is managed by the New Mexico Farmers' Marketing Association (NMFMA), a nonprofit with 30-years of experience working with agriculture producers and state government to deliver efficient food and farming programs. The NMFMA develops, implements, coordinates, and monitors the follow system components:

Producer Support	Buyer Support	Food Quality	Leveraging Programs & Funds
<ul style="list-style-type: none"> <li>✓ Food Safety Training</li> <li>✓ FSMA Compliance</li> <li>✓ On-farm Technical Assistance</li> <li>✓ Program Outreach</li> <li>✓ Value Chain Coordination</li> </ul>	<ul style="list-style-type: none"> <li>✓ Purchasing &amp; Nutrition Guidelines</li> <li>✓ Procurement &amp; Production Planning</li> <li>✓ Value Chain Coordination</li> <li>✓ Data &amp; Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Product and packing specifications</li> <li>✓ Industry roundtables</li> <li>✓ Product expansions — meat &amp; value-added foods</li> <li>✓ Tracing and Recall</li> </ul>	<ul style="list-style-type: none"> <li>✓ Healthy Food Financing Fund (HFFF)</li> <li>✓ Resilient Food System Infrastructure (RFSI)</li> <li>✓ NMDA Grown with Tradition</li> <li>✓ State Meat Inspection</li> <li>✓ Food Hubs</li> </ul>

### KEY DATES – APPROVED SUPPLIER PROGRAM

- 2017 • Farmer food safety training begins (NMFMA federal funding); The NMFMA pilots a value chain coordinator (private funding)
- 2018 • PED hires first Farm to School Coordinator
- 2019 • PED & the NMFMA initiate the ASP for fruits and vegetables; The first ASP list is published allowing buyers and producers to connect
  - The first annual buyer-grower meeting is produced by PED & the NMFMA
- 2020 • PED initiates the Interagency Procurement Task Force — ALTSD, ECECD and PED
  - Aging & Long-Term Services begins purchasing with \$50k pilot
  - Quality Management System is implemented to cover all program guidelines
- 2021 • **The NMFMA receives state funding to support the ASP (\$200k annually)**
  - The Local Food Data Portal is established with PED's guidance
  - The first HGAP+ food hub is certified (There are now 6 hubs and 6 farms certified)
- 2022 • Meat is added to the ASP Approved Product List (beef, mutton, lamb, pork)
  - ECECD begins purchasing with state allocations
  - Food is Medicine programs (FreshRx) begin purchasing from Approved Suppliers
- 2023 • The Regional Farm to Food Bank Program begins purchasing statewide
- 2024 • Egg pilot is tested with food banks
  - Technology platform for producers and stakeholders is upgraded; New food safety curriculum tools are developed
- 2025 • Value-added products and companion producer training are scheduled to begin

# THE ASP BUYER & PRODUCER JOURNEYS

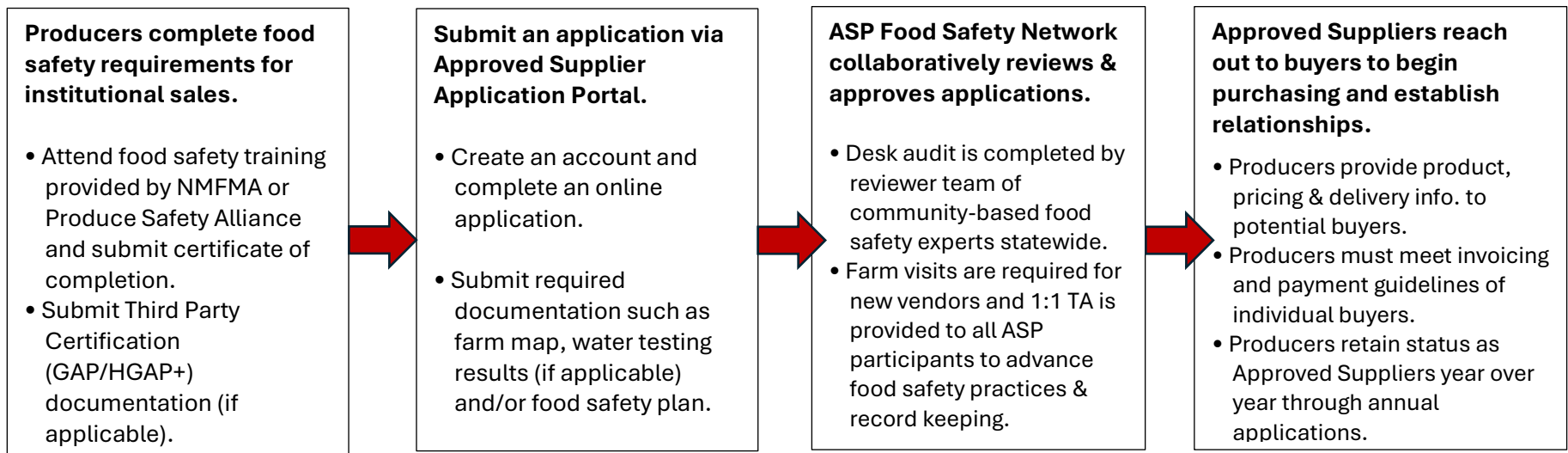
## New Mexico Grown for INSTITUTIONAL BUYERS

*K-12 Schools, Early Childhood Education Centers, Senior Nutrition Programs, Food Banks & Pantries*

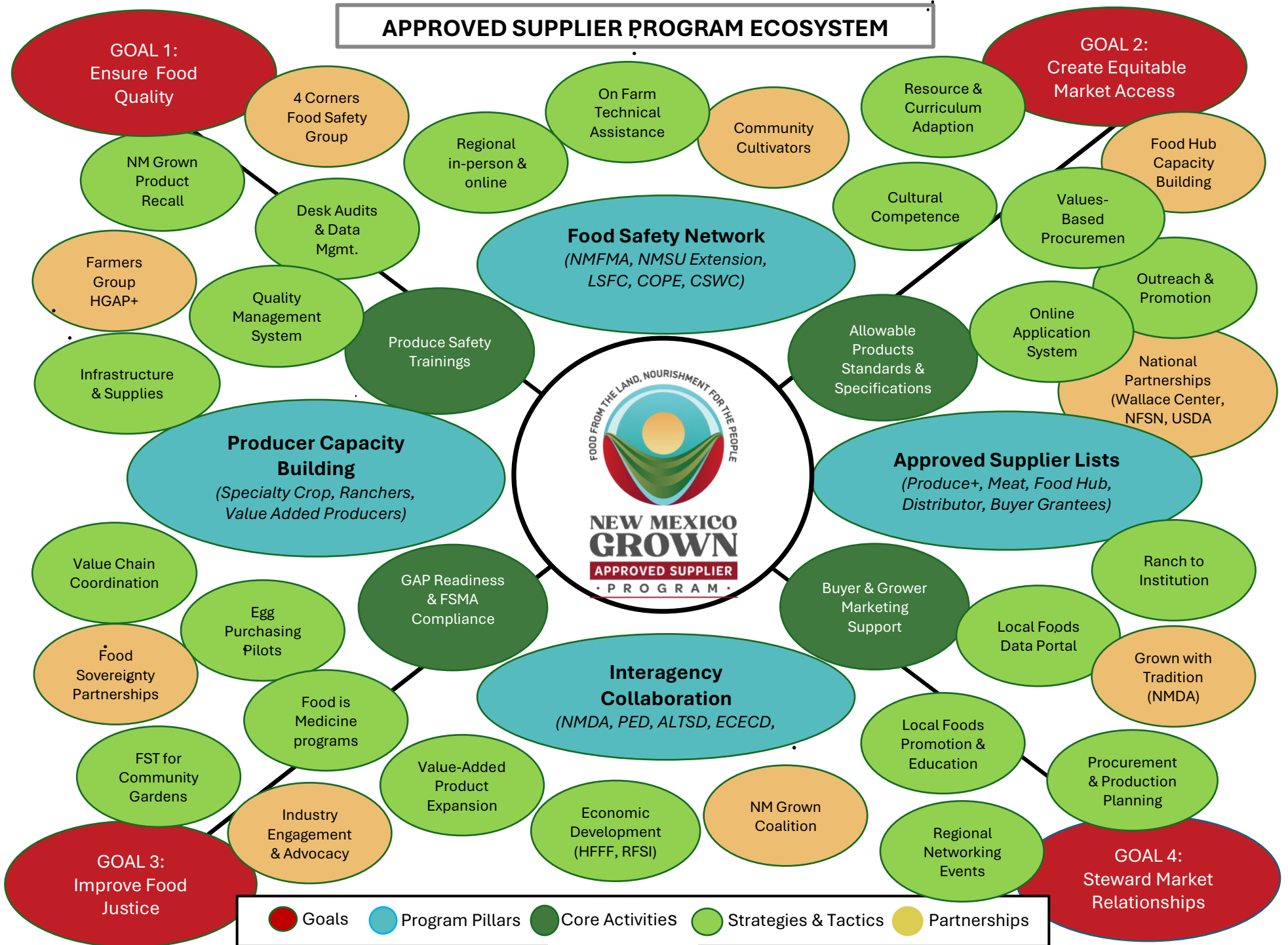


## New Mexico Grown for APPROVED SUPPLIERS

*Produce + Growers, Meat Producers/Aggregators, Food Hubs, & Distributors*



# APPROVED SUPPLIER PROGRAM ECOSYSTEM



**GOAL 1:**  
Ensure Food Quality

**GOAL 2:**  
Create Equitable Market Access

**GOAL 3:**  
Improve Food Justice

**GOAL 4:**  
Steward Market Relationships

- Goals
- Program Pillars
- Core Activities
- Strategies & Tactics
- Partnerships

**Food Safety Network**  
(NMFMA, NMSU Extension, LSFC, COPE, CSWC)

**Approved Supplier Lists**  
(Produce+, Meat, Food Hub, Distributor, Buyer Grantees)

**Interagency Collaboration**  
(NMDA, PED, ALTSD, ECECD, NM Grown Coalition)

**Producer Capacity Building**  
(Specialty Crop, Ranchers, Value Added Producers)



**NEW MEXICO GROWN**  
APPROVED SUPPLIER PROGRAM

Allowable Products Standards & Specifications

Values-Based Procurement

Produce Safety Trainings

Desk Audits & Data Mgmt.

Quality Management System

NM Grown Product Recall

4 Corners Food Safety Group

On Farm Technical Assistance

Community Cultivators

Resource & Curriculum Adaption

Regional in-person & online

Food Hub Capacity Building

Cultural Competence

Outreach & Promotion

Online Application System

National Partnerships (Wallace Center, NFSN, USDA)

Infrastructure & Supplies

Farmers Group HGAP+

Buyer & Grower Marketing Support

Ranch to Institution

Local Foods Data Portal

GAP Readiness & FSMA Compliance

Egg Purchasing Pilots

Value Chain Coordination

Food Sovereignty Partnerships

Grown with Tradition (NMDA)

Food is Medicine programs

FST for Community Gardens

Economic Development (HFFF, RFSI)

NM Grown Coalition

Local Foods Promotion & Education

Procurement & Production Planning

Value-Added Product Expansion

Industry Engagement & Advocacy

Regional Networking Events

## SUSTAINING GROWTH FOR PRODUCERS AND COMMUNITIES

### THE ASP FUELS \$8.8M IN ECONOMIC IMPACT!

Over the past 5 years, NM Grown and the Approved Supplier Program have undergone tremendous expansion. **Local food purchases have increased nearly tenfold since FY21 when the ASP first received state funding (\$200k).**

**All of this means that more communities and individuals are benefiting from NM Grown and the ASP** – including food producers, children of all ages, elders, and food insecure families.

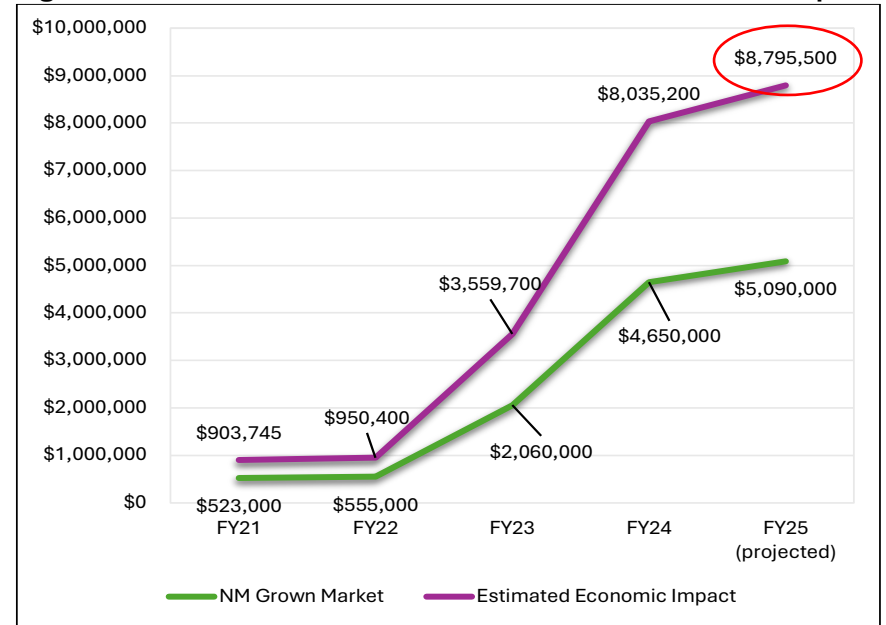
### MORE BUYERS, SUPPLIERS, & PRODUCTS!

Increased sales have been driven by massive increases in the number of buyers, food producers, hubs, distributors, types of food products available for purchase, and the number of meals served using NM Grown products.

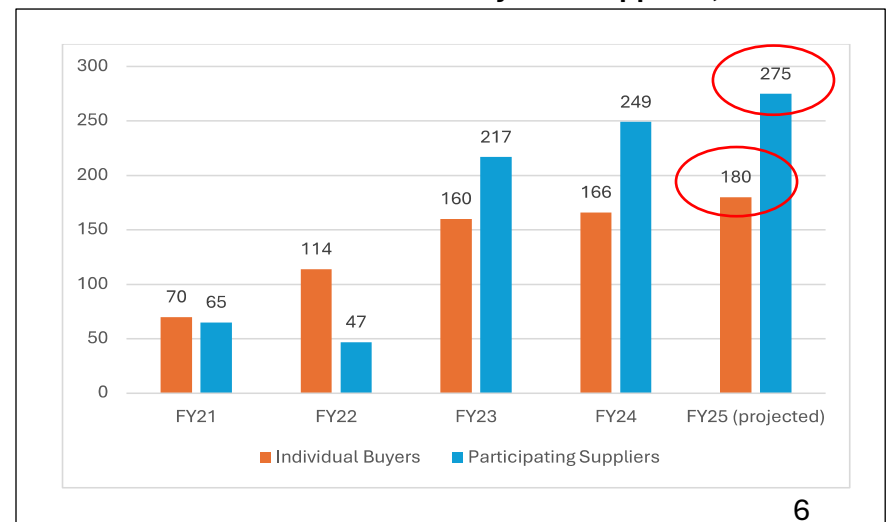
Until FY23, NM Grown funding was received solely through the State. In FY23, a 3-year federal grant was secured that allows food banks to purchase local food through FY25. **Regional Farm to Food Bank became part of the broader NM Grown Program and is providing \$4.1M over three years for local food purchases**, or about 35% of total NM Grown purchases during this period.

As NM Grown market opportunities have skyrocketed, so too have **annual increases in the number of suppliers**. By FY25, 275 suppliers from 28 counties will participate. These are mostly small-scale producers who identify as socially disadvantaged. The number of institutional buyers has also risen dramatically, and by FY25, 180 buyers in 29 NM counties are expected. Counting food bank access points, there will be 300+ buyer locations by 2025.

**NM Grown Total Market \$ and Estimated Economic Impact**



**Number of NM Grown Individual Buyers & Suppliers, FY21-FY25**



## HELPING PRODUCERS & BUYERS EXPAND BEYOND NM GROWN

### GAP READINESS & FSMA COMPLIANCE

The Approved Supplier program is an accessible and place-based food safety training program that helps build farmers capacity for compliance with federal food safety requirements under FSMA.

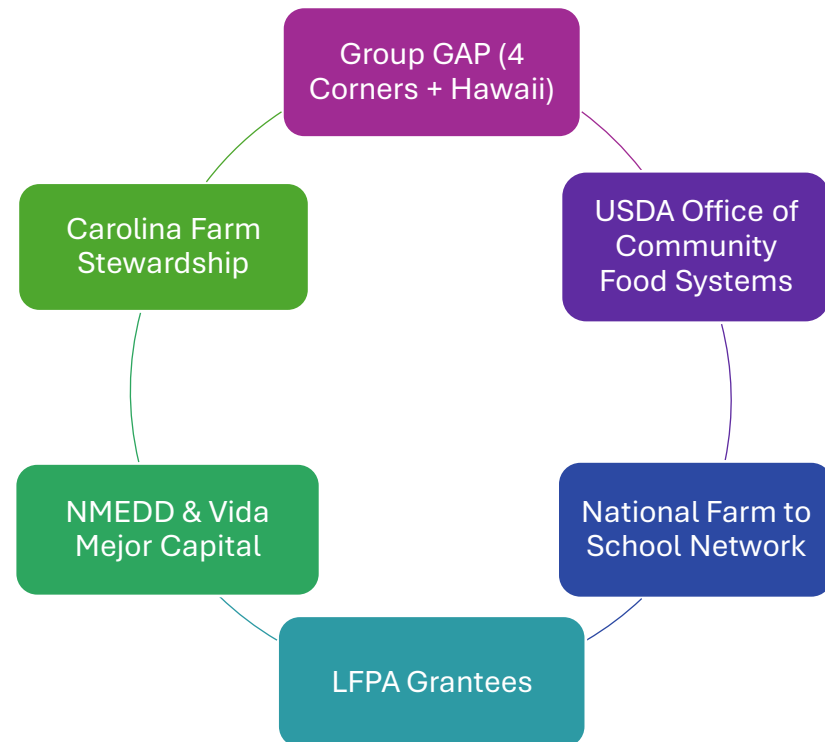
Through training and technical assistance, Approved Supplier Program participants receive support to adopt new practices, engage in record keeping and develop comprehensive food safety plans which are required for **third-party voluntary certification programs such as Good Agricultural Practices and Organic Certification.**

The NMFMA provides technical assistance for farmers and food hubs seeking GAP certification through our **GroupGAP program**, *The Farmers Group*. This initiative is a partnership with North Shore Economic Vitality Partnership (based out of Wailua, HI) that engages food safety experts from Hawaii and the 4 Corners region to provide culturally supportive HGAP+ audit services for producers. This program provides essential technical assistance to help producers prepare records while keeping audit costs low despite increases in USDA fees. It has helped increase the number of GAP certified producers in New Mexico.

The NMFMA is also working with NMDA to explore GAP cost-share programs for producers to continue to expand markets outlets and sustain this growth in economic opportunities for NM producers.

### NATIONAL RECOGNITION FOR THE ASP

The Approved Supplier program has garnered attention across the country for its unique approach to supporting producers of all scales, ensuring food quality, maintaining multi-sector partnerships, and sustaining values-based programming. In return, these partnerships enrich the ASP and provide NM stakeholders with valuable networks for continued growth.



## WANT MORE INFORMATION?

### Links to additional resources:

[ASP Impact Report](#)

[New Mexico Grown Program Website](#)

[Food Initiative Dashboard](#)

[NM Grown FY23 Meat Pilot Evaluation Report](#) (published 2024)

[Healthy Food Financing Fund – List of FY24 and FY23 Awardees](#)

[Resilient Food System Infrastructure Program in New Mexico](#)

[New Mexico LFPA Report: Building a Local Food System on Efficiency, Trust, and NM Values](#) (published 2024)

[USDA Local Food Purchase Assistance Program: Initial Impacts, Opportunities, and Recommendations](#) (published 2023)

### **AGRICULTURE CENSUS CONFIRMS GROWTH IN INSTITUTIONAL AND OTHER SALES**

The census (2017 & 2022) indicate an encouraging trend in direct farm sales. We'd like to think NM Grown and the ASP have contributed to these positive trends.

- Value in farm sales increase **from \$2.582B to \$2.949 billion in 2022; average per farm increased from \$103,112 to \$140,591 in 2022**

Aggregate of all **direct farm sale segments** increased from 8.5% (2017) to 10.8% (2022):

- a. Direct to consumer, slight decline from 5.9% (2017) to 5.4% (2022)

- b. Direct to retail, institution, and food hubs increase from 1.3% (2017) to 4.0% (2022)**

- c. Value added products sold increased from 1.3% (2017) to 1.4% (2022)

- The number of farms selling to "directly to retail markets, institutions, and food hubs for local or regionally branded products" **increased from 325 (2017) to 848 (2022).**

- The value of the food sold "directly to retail markets, institutions, and food hubs for local or regionally branded products" **increased from \$122,560,000 in 2017 to \$200,998,000 in 2022.**