

LFC Requester:	Connor Jorgensen
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AGENCY BILL ANALYSIS - 2025 REGULAR SESSION

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO
AgencyAnalysis.nmlegis.gov and email to billanalysis@dfa.nm.gov
(Analysis must be uploaded as a PDF)

SECTION I: GENERAL INFORMATION

{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}

Date 2/18/25 *Check all that apply:*
Prepared: _____
Bill Number: SB 415 Original Correct
 _____ Amend _____ ion
 _____ ment _____ Substit _____
 _____ ute _____

Sponsor: Pat Boone
Agency Name and Code Number: NMDA – 199
Person Writing Analysis: Jeff Witte
Short Title: Agritourism Marketing Program
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SECTION II: FISCAL IMPACT

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY25	FY26		
N/A	\$350.0	Nonrecurring	General Fund

(Parenthesis () indicate expenditure decreases)

REVENUE (dollars in thousands)

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY25	FY26	FY27		
N/A	N/A	N/A	N/A	N/A

(Parenthesis () indicate revenue decreases)

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY25	FY26	FY27	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected

Total	N/A	N/A	N/A	N/A	N/A	N/A
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(Parenthesis () Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to:
 Duplicates/Relates to Appropriation in the General Appropriation Act

SECTION III: NARRATIVE

BILL SUMMARY

Senate Bill 415 (SB 415) makes an appropriation of three hundred fifty thousand dollars (\$350.0) to the board of regents of New Mexico state university for the New Mexico department of agriculture (NMDA) to operate a marketing and promotion program focused on the state’s agritourism industry in fiscal year 2026.

FISCAL IMPLICATIONS

There would be no fiscal implications to NMDA. NMDA would administer the appropriation using existing staff and resources.

SIGNIFICANT ISSUES

The marketing and development division (MD) of NMDA is mandated by the Agricultural Market Development Act of 1979 to develop new markets, and expand existing markets, for New Mexico agricultural products and therefore has a longstanding record of and expertise in supporting New Mexico agriculture through various marketing strategies, initiatives, and campaigns.

NMDA supports New Mexico farmers, ranchers and other agribusinesses through a variety of marketing, economic development, promotional, and sales activities. In 2023, NMDA MD hosted an agritourism symposium for potential and existing agritourism operators to network and expand their knowledge and expertise. Over 60 individuals participated in this symposium. Through a cost-share program, MD has also supported numerous existing operators in professional development through participation in the North American farm direct marketing association (NAFDMA) conference of which MD is a member. NAFDMA is a group of entrepreneurial farm families who invite customers to visit their farms and experience the food and the fun they create to sustain their livelihood. Their global membership is made up of farmers, extension agents, industry suppliers, researchers, farmers’ market participants, and government officials. Together they work to advance agritourism including on-farm retail, pick your own, consumer-supported agriculture, direct delivery, and farmers' markets. They facilitate events, resources, communications, and peer-to-peer exchanges that bring together new relationships and opportunities.

According to the national agricultural law center, agritourism is “the crossroads of tourism and agriculture.” Stated more technically, agritourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors while generating income for the farm, ranch, or business owner. The national agricultural law center suggests that any definition of agritourism should include the following four factors: 1) combines the essential elements of the tourism and agriculture industries; 2) attracts members of the public to visit agricultural operations; 3) is designed to increase farm income; and 4) provides recreation, entertainment, and/or educational experiences to visitors.

[\(https://nationalaglawcenter.org/overview/agritourism/\)](https://nationalaglawcenter.org/overview/agritourism/)

Agritourism brings visitors to farms, ranches, wineries, farmers’ markets, and rural businesses. Tourists spend

money on lodging, dining, and local products creating a multiplier effect and value-added opportunities to benefit entire communities. Many small farms rely on agritourism, like farm stays, u-pick operations, dude ranches, mazes, and farm-to-table initiatives to diversify revenue sources beyond that of traditional agricultural product sales. Agritourism showcases the state's unique agricultural culture and heritage, from weaving wool, moving cattle from winter to summer pasture, grinding heritage corn, and growing specialty crops such as wine grapes, chile, and lavender using ditch or acequia water. Agritourism aligns with New Mexico's tourism strengths, in culture, food and outdoor experiences, creating authentic travel and engagement opportunities for both state residents and out of state visitors. Agritourism encourages agricultural education and appreciation by promoting farm visits, cooking classes, and harvest festivals that help educate the public about where their food comes from. This builds appreciation for local agriculture, strengthening community support for farmers and ranchers. Farmers can attract new customer bases, including eco-tourists, food enthusiasts, and schools looking for educational field trips.

According to the United States department of agriculture national agricultural statistics service's state level data, there were 326 farms designated as agritourism and recreational services in the 2022 census report, down from 465 in the 2017 census report. The value in the 2022 census report was \$20.391, up from \$18,663 in the 2017 census report.

ADMINISTRATIVE IMPLICATIONS

There would be no administrative implications to NMDA. NMDA would administer the appropriation using existing staff and resources.

CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP

N/A

TECHNICAL ISSUES

N/A

OTHER SUBSTANTIVE ISSUES

N/A

ALTERNATIVES

N/A

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

NMDA will not receive a \$350.0 appropriation in fiscal year 2026 to operate a program focused on the marketing and promotion of the state's agritourism industry that would generate economic benefits, strengthen local agriculture, and position New Mexico as a leading destination for authentic farm and ranch experiences. NMDA will continue to support the state's agritourism industry utilizing existing marketing and development resources.

AMENDMENTS

N/A