

# Economic Development & Policy Committee Meeting

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## Agricultural Marketing & Promotion, Meat Value Chain Coordination

July 15, 2022

*Jason New  
Division Director  
NMDA Marketing & Development*



*"Our Spirit Remains"*



# NM AGRICULTURE—Industry at a Glance

## \$3 Billion

*New Mexico crop and livestock product sales in 2020 totaled almost \$3 billion. Total cash receipts from livestock products were \$2.37 billion. The No. 1 cash commodity for the state was milk, followed by cattle and calves.*

## 140,000

*An estimated 140,000 jobs are directly related to food and agriculture in New Mexico.*

## 97%

*97% of all NM farms and ranches are family owned, the number of farms increased 18 percent from the previous census to 24,721, and minority farms similarly increased. American Indian operated farms jumped from 4,493 to 5,202, and Hispanic-operated farms jumped from 6,475 to 9,377.*

## Cattle

*Cattle and calves totaled 1,390,000 head as of January 1, 2021; down 2.8 percent from 2020.*

*Beef cow inventory was 3.5 percent lower than the previous year at 463,000 head*

*Gross income from cattle and calves totaled \$969 million in 2020, up from the previous year.*

## Top 10

*New Mexico ranks in the top 10 in the U.S. in the production of:*

- Chile (No. 1)*
- Pecans (No. 2)*
- Cheese (No. 4)*
- Dry Onions (No. 5)*
- Milk (No. 6)*

*Rated second-most favorable industry in the state, according to a survey by The Garrity Group*

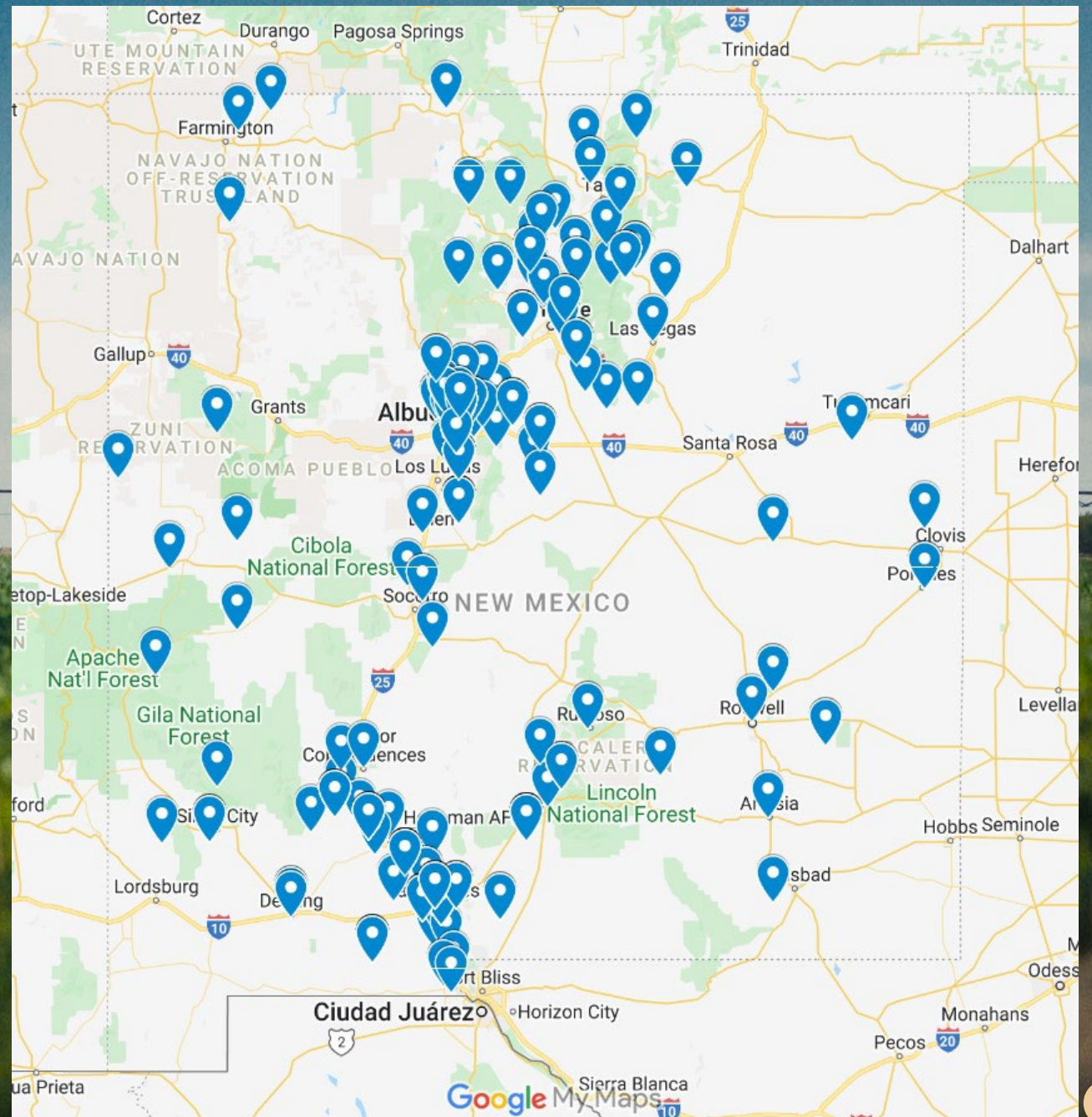
# NEW MEXICO—Farm and ranch sector economic analysis

- Total value of the agriculture sector output from New Mexico totaled \$3.34 billion
  - The value of livestock production decreased to \$2.33 billion in 2020
  - Crop value also decreased to \$607 million, down 11 percent from a year earlier
- Revenues from farm-related income totaled over \$405 million in 2020, up 34 percent from the previous year.
- After deductions for production expenses, hired labor, and other economic factors, the state's net farm income was down to \$967 million.
- New Mexico farmers and ranchers purchased \$1.94 billion of inputs in 2020 to produce crops and livestock. This was up 7.2 percent from the previous year.
- New Mexico crop and livestock product sales in 2020 totaled almost \$3 billion, a 5 percent decrease from the previous year.
- Total cash receipts from livestock products in 2020 decreased 4 percent from the previous year to \$2.37 billion. The number one cash commodity for the state was milk, followed by cattle and calves.



## NMTTT®/NM GWT® Buy Local Logo Program

- 300+ members including, but not limited to:
  - Producers
  - Processors
  - Manufacturers
  - Distributors
  - Wholesalers
  - Retailers
- Longevity—First Launched in 2000
- Comprehensive, Statewide Advertising Campaign
- Cost-Share Reimbursement Programs
- Branded Point of Purchase Materials
- In-state Events Hosted by NMDA
- National and International Business-to-Business Events
- Chef Ambassador Program
- In-Store Demos



# DOMESTIC MARKETING

## Digital Marketing & General Advertising

- Digital campaign featuring NM pecans—worked with contractor, Chef's Roll, to develop new, high quality, restaurant-ready recipes (4) with pecans and shared them with culinary professionals and consumers alike through various digital platforms (300k impressions for one day). NMDA Chef Ambassadors incorporated.
- NM-TTT® and NM-GWT® Campaign included a robust television commercial campaign, digital ads, one print ad, and many social media posts on Facebook, Twitter, and Instagram
  - "Our Spirit Remains" Commercial Won 2 Awards:
    - Bronze Telly Award, Local TV Category
    - First-Tier Silver ADDY Award, American Advertising Federation, best in its local market

## Largest Domestic Marketing Campaign—Get Your Fix

- Conducted technical seminars and training events for retail grocers across the US
- Produced two new roasting training videos—One for commercial chile roasting and one for roasting at home
- Planned and executed a digital campaign targeting foodies through six social media influencers with large followings in key regional markets-- Included recipe development and sharing of content among multiple platforms

# DOMESTIC AND GLOBAL MARKETING

## Signature Events & NM Pavilions

- Homegrown–Partnership with the New Mexico Farm & Ranch Heritage Museum: "A New Mexico Food Show and Gift Market" that brings loyal exhibitors, regional shoppers, foodies, chefs, and the media together
- NM Country Store and Agricultural Pavilion at the NM State Fair and Eastern New Mexico State Fair
  - Promotional Events--
    - Battle of the Salsas
    - Green Chile Cheeseburger Challenge
    - New Mexico Wine, Beer, and Beef Happy Hours
- NMDA Tradeshow Pavilions 2022
  - SIAL Americas Tradeshow in Las Vegas, NV
  - National Restaurant Association in Chicago, IL
  - Americas Food & Beverage in Miami, FL (Upcoming)

## Global Markets & Cooperatives

- Programs primarily funded through USDA Foreign Agricultural Service(FAS) Market Access Program (MAP) Cooperators, including the Western United States Agricultural Trade Association (WUSATA) and U.S. Livestock Genetics Export, Inc. (USLGE).
- **WUSATA** - 2 Virtual Business to Business Trade Events
- **USLGE** - 2 Mexico livestock genetics inbound trade missions; and 2 media events with MX stockmen groups.
- Total Value Agriculture Exports \$762 million (USTR)
- Top 5: tree nuts \$207 million, dairy products \$189 million, other plant products \$91 million, beef/veal \$89 million and vegetables \$38 million

# GRANTS, PASS-THROUGH FUNDS, AND COST-SHARE REIMBURSEMENT PROGRAMS

## Administration of Federal and State Funding

- **USDA-AMS Funds**
  - **Specialty Crop Block Grant Program (SCBGP) and Federal State Marketing Improvement Program (FSMIP)**
    - Currently administering 5 cycles of funds SCBGP and 1 cycle for FSMIP
    - Total Projects = 43
    - Funding Currently Administering = \$3,289,070
  - **Local Food Procurement Assistance Program**
    - Funding Currently Administering = \$1.98 M (currently funded @ 60%)- Anticipated expansion to \$3.23 M
- **State Appropriated Recurring Partnership Funds**
  - **SNAP, Farmers' Markets Support & Expansion, Fruits & Veggies in Schools, Nutrition Programming, & On-Farm Education**
    - Total Programs/Projects = 8
    - Funding Currently Administering = \$914,879
- **State Appropriated Non-Recurring Pass-Through Funds**
  - **FFH DUFB General + County Specific, Approved Supplier Program and Vineyard Restoration**
    - Funding Currently Administering = \$2,436,700
- **Cost-Share Reimbursement Programs--**
  - \$59,130 in cost-share advertising expenses and lead-generating events to 56 NM companies last FY

# OTHER MARKETING AND DEVELOPMENTS PROGRAMS

## ORGANIC PROGRAM

- Supports industry stakeholders to successfully navigate the certification process; both attaining and maintaining certification
- The organic and naturally grown sectors benefits from a specialized marketing and promotion program designed to enhance market share regionally, nationally, and internationally

## MARKET NEWS

- Federal-State Market News—gather and report daily market information from NM, along with national markets and resources, through a cooperative agreement between NMDA and USDA's Agricultural Marketing Service (AMS) Livestock, Poultry & Grain Market News Division
  - Reports Include: New Mexico Range & Feedlot Report and the weekly livestock auction reports for sales in Roswell, Clovis, Belen and Santa Teresa

## AGRICULTURAL STATISTICS BULLETIN

- In association with the National Agricultural Statistics Service (NASS), NMDA publishes the *Agricultural Statistics Bulletin*—The ag stats greatly assists agribusinesses by providing a base for statistical information specific to NM agriculture

## FRUIT & VEGETABLE INSPECTION PROGRAM

- New Mexico Fruit and Vegetable Inspection Program: self-supporting and fee-based
  - Inspected more than 429 million pounds of produce for quality and grade-- Included over 215 million pounds of imported onions from Mexico, 33 million pounds of domestic onions, 11 million pounds of pecans, and an excess of 167 million pounds of peanuts from NM and TX
- Works with local produce and vegetable shippers by assisting them in meeting national food safety compliance standards
  - Conducts Good Agricultural Practices (GAP) and Good Handling Practices (GHP) audits, leafy greens audits, and USDA Harmonized GAP Plus audits



# MAJOR PROGRAMS & INITIATIVES

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## Year-Round Activities

- Advertising & Social Media Marketing
- Website <https://www.elevatenmag.com>
- Administration of all State and Federal Funding (including Chile Labor Incentive Program and Vine Restoration Program)
- Staff Training/Cross-Training
- In-Store Demos and Promotion
- NM Grown/Food, Farm, & Hunger Initiatives

- Fruit & Vegetable Inspection Program, Organic Education, Ag Stats, and Market News
- Commissions & Other Affiliations
- Registering/Reregistering Logo Program Members & Bolstering Program
- Phase 2 of elevatenMag.com website
- Monitoring, Measuring, and Reporting
- Legislative Analysis



# Nick Frazzini—Ag-marketing specialist

## Focus: meat value-chain coordination, domestic marketing and special events



## Marketing & Promotion

- Utilized funding to enhance “Our Spirit Remains” Campaign highlighting New Mexico beef during NBA finals on local networks bringing awareness.
- Developed NM—Grown with Tradition beef promotion, and promotional materials, for events and for use by retailers, processors, and education programs (butcher coats, hats, freezer labels, insulated bags, stickers).
- Coordinated and developed local "Tik-tok style" meat recipe videos with NM—Taste the Tradition Chef Ambassador, John Hartley, to help promote less popular meat cuts encouraging whole carcass utilization.
- Accompanied, and offered cost-share to, three NM livestock processing companies to AAMP Annual Convention for networking and business development.
- Participated in NCBA Convention and Livestock Congress.



# Nick Frazzini—Ag-marketing specialist, Focus: meat value-chain coordination, domestic marketing and special events

## Stakeholder Engagement

- Traveled to and engaged 32 state NM processors to collect information and evaluate challenges and needs.
- Collaborative work with NGOs and affiliated industry groups: Presented at NM Cattle Growers Annual Convention; provided updates to industry on state processor capabilities, marketing plan, and available grant/funding resources.
- Technical support to NMSU Cooperative Extension Service: NM Youth Feeder Beef Contest and Mesalands Animal Science College meat cutting program.
- Aided and connected local value-added businesses to local livestock slaughter operations.

## Information and Analytics

- Through engagement efforts, gained understanding of primary constraints conveyed by NM packers/
- Hiring and retention of skilled and unskilled meat cutters.
- Needs for facility upgrades to increase processing capacity and efficiencies (ex. larger processing/staging areas, processing equipment/technologies, larger warehouse/cold/freezer storage).
- Research and analytics on state production and processing capabilities (ex. New Mexico producers feeding New Mexicans).
- Average processing lag (ex. 6-8 months kill date schedule).

## Partnerships

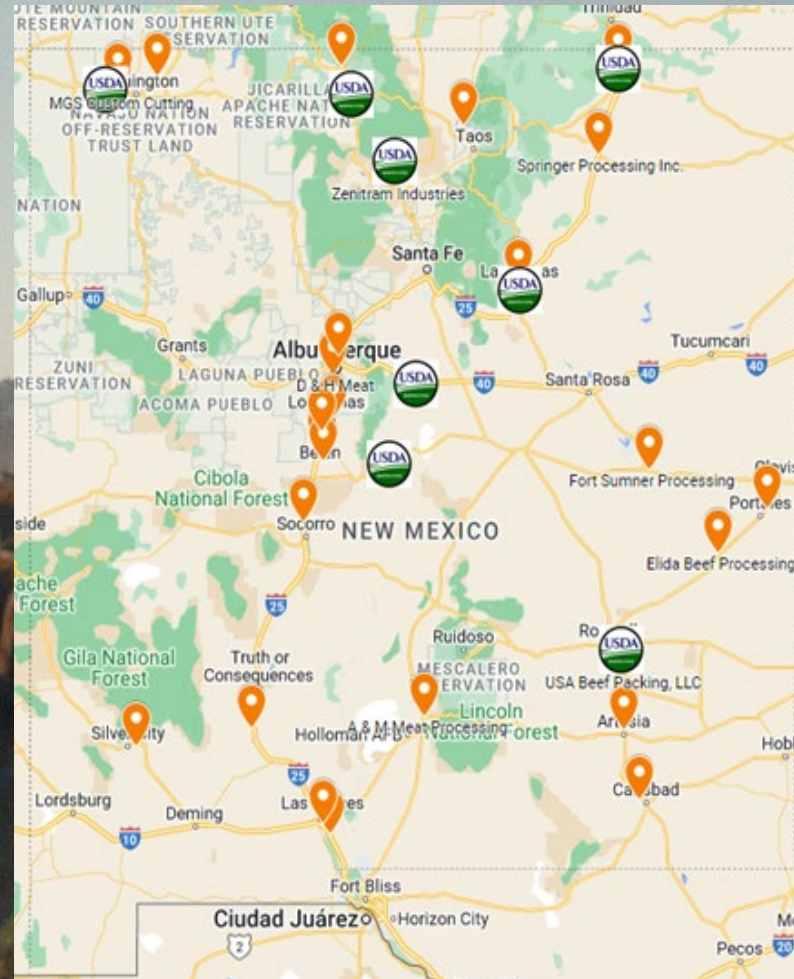
- Coordinated roundtable meetings and assisted the Governor's office in developing guidelines for the New Mexico Grown Initiative to include local meat to local institutions.
- Gathered support from industry and local government for, and helped draft, NMSU's grant application for the USDA Meat and Poultry Processing Expansion Program to help with funds for new meat lab.
- Supported industry in grant proposals exceeding \$32.4 million in state/federal funding for meat processing expansion initiatives.
- Ranch-to-Institutions Program with Farm-To-Table through federal grants to secure \$50k in funds for FY23 to generate new market avenues for state meat supply chain businesses and promote locally raised meat proteins into local school menus (funding pending).



# Nick Frazzini—Ag-marketing specialist, Focus: meat value-chain coordination, domestic marketing and special events

## Resources Created

- Collaborated with USDA Rural Development and researched online databases to create active list of grants and loan opportunities for New Mexico-based meat supply chain businesses.
- Created interactive geo-map of known livestock processing facilities in the state and made it available through NMDA's website (link on next slide).
- Facilitated access for 12 interested New Mexico Livestock Slaughter Processing Facilities, through a cost-share, to American Association of Meat Processors membership benefits-- grant writing, food safety information, technical assistance in daily operations, HACCP, and SSOP solutions.
- Developed draft outline for multi-state meat co-op feasibility study with RMFU.



New Mexico Department of Agriculture

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### Meat Supply Chain Project Funding Resources

New Mexico livestock producers, handlers and processors interested in pursuing funding opportunities, including grants or loans, may search for programs from the list below. Programs are frequently announced and will be updated on this page.

Tips for applying for grants and loans:

- Obtain a Data Universal Numbering System (DUNS) number and System of Award Management (SAM) number through [credits.org](#), before applying for federal grants.
- Review the RFA (Request for Applications) thoroughly for details before and during the application process.
- Have a well thought-out, clear and measurable plan for a proposal before applying.
- The [Colorado State University Food Systems website](#) contains information to assist with applying for food systems grants.
- If you need assistance filling out a grant application, consider reviewing the list of [Grant Writing Consultants](#).

Questions? Please contact New Mexico Department of Agriculture Marketing Specialist Nick Frazzini at 575-646-1940 or [nfrazzini@nmda.nm.gov](mailto:nfrazzini@nmda.nm.gov).

**Meat Supply Grants**  
Updated 7/1/22

**Food Supply Chain Guaranteed Loan Program**  
Agency USDA Rural Development  
Amount: Unspecified  
Availability: Year round

**The Food Supply Chain Guaranteed Loan Program** is a part of USDA's Build Back Better initiative to strengthen critical supply chains and our food system. This program guarantees loans of up to \$40 million for qualified lenders to finance food systems projects, specifically for the start-up or expansion of activities in the middle of the food supply chain.

**Job Training Incentive Program**  
Agency New Mexico Economic Development Department  
Amount: Unspecified  
Availability: Year round

The **Job Training Incentive Program (JTIP)** funds classroom and on-the-job training for newly-created jobs in expanding or relocating businesses for up to 6 months. The program reimburses 50-75% of employee wages. Custom training at a New Mexico public educational institution may also be reimbursed.

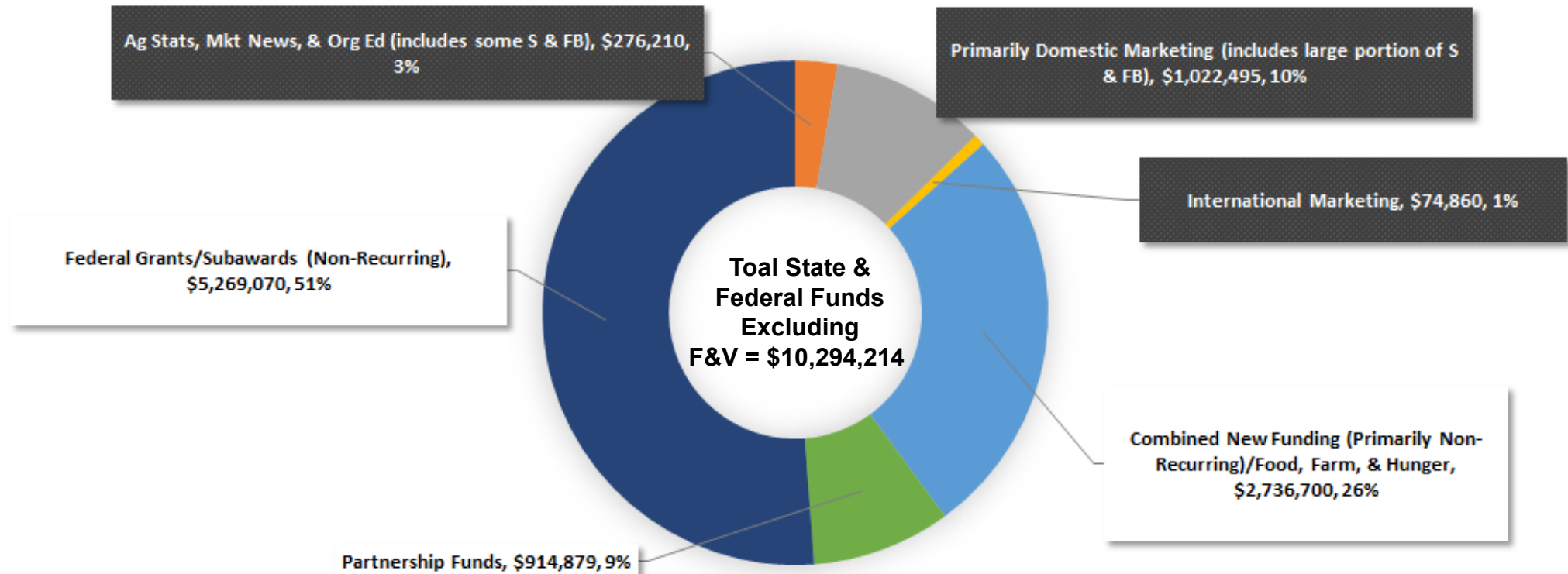
**Marketing**

- Domestic Marketing
- International Marketing
- Funding Opportunities
- New Mexico Trade Shows, TradeFest & Trade Shows
- Trade Shows with TradeFest
- Market Events & Cook Alleviate
- NMDA Grants Program
- Meat Supply Chain Project Funding Resources
- Commodity Sales
- International Livestock Exposition

<https://nmdeptag.nmsu.edu/marketing-and-development/meat-supply-chain-project-funding-resources.html>

[https://www.google.com/maps/d/embed?mid=1WaNu\\_m01ISOamYNWA0-s-Kh\\_sRIImno9Xq&ehbc=2E312F&ll=34.91113561750189%2C-106.54352773269284&z=7](https://www.google.com/maps/d/embed?mid=1WaNu_m01ISOamYNWA0-s-Kh_sRIImno9Xq&ehbc=2E312F&ll=34.91113561750189%2C-106.54352773269284&z=7)

# FY 23 FUNDING AT A GLANCE



# THANK YOU!

 [jnew@nmda.nmsu.edu](mailto:jnew@nmda.nmsu.edu)

 575.646.4929

**NMDA**  
New Mexico Department of Agriculture