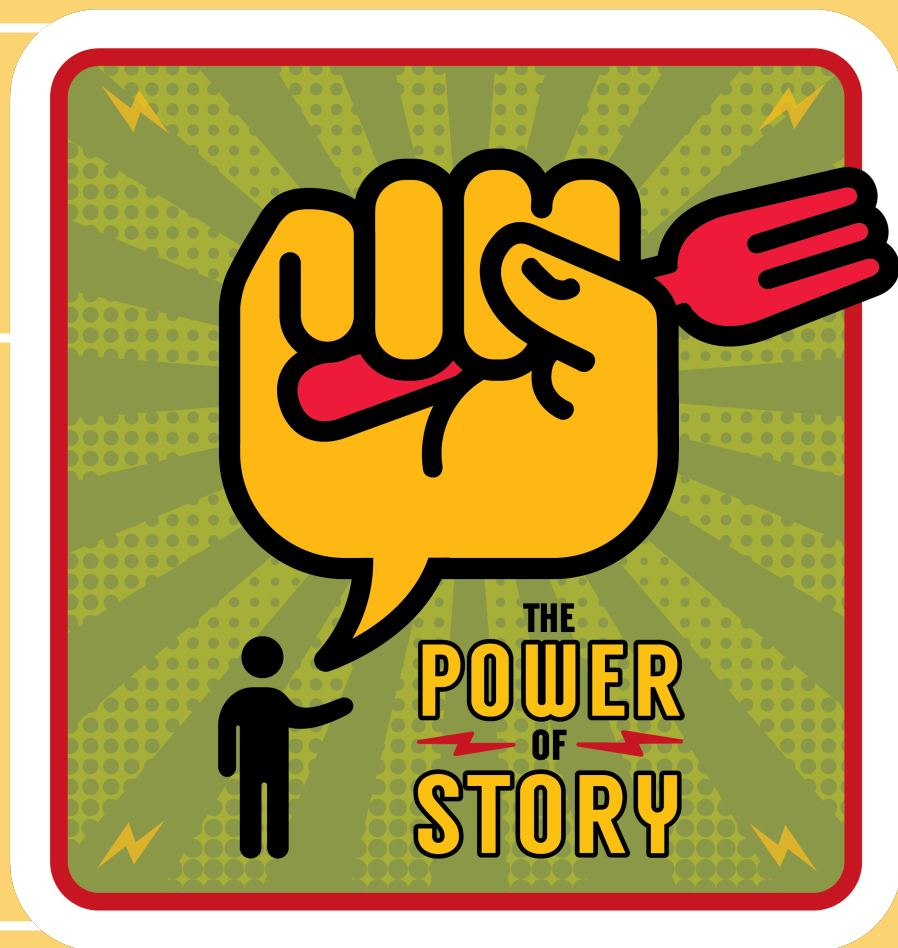


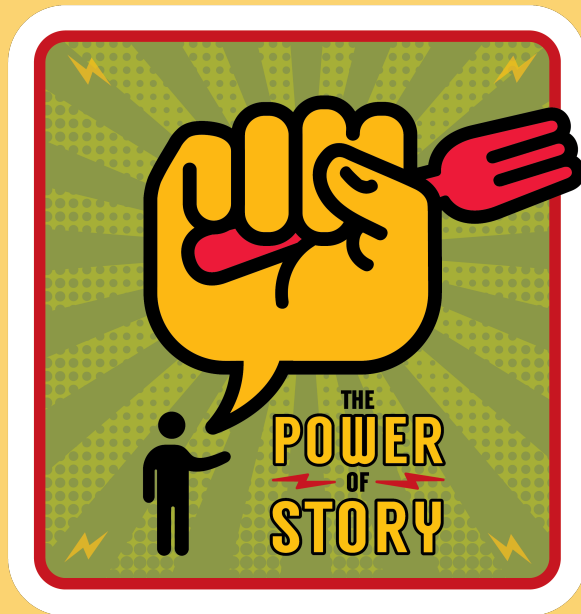
# 2025 State of the Plate

March 6, 2025, Santa Fe Community College



Denise Miller, Executive Director





- Who we are
- What we do
- How it's going
- What we're up to





## 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**



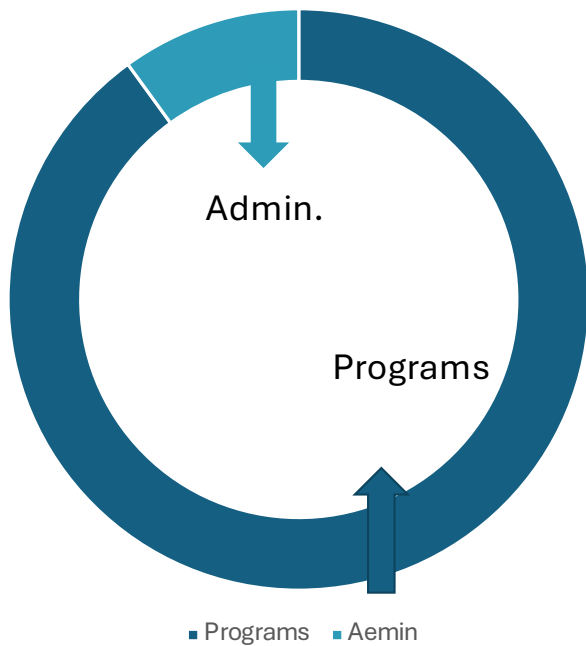
**ENVIRONMENT**





# Leveraging Resources for Farmers & Communities

2023 Annual Revenue \$4.3M



## 4 Key Program Areas



Market  
Outlet  
Support



TA for Producers  
& NM Grown  
buyers

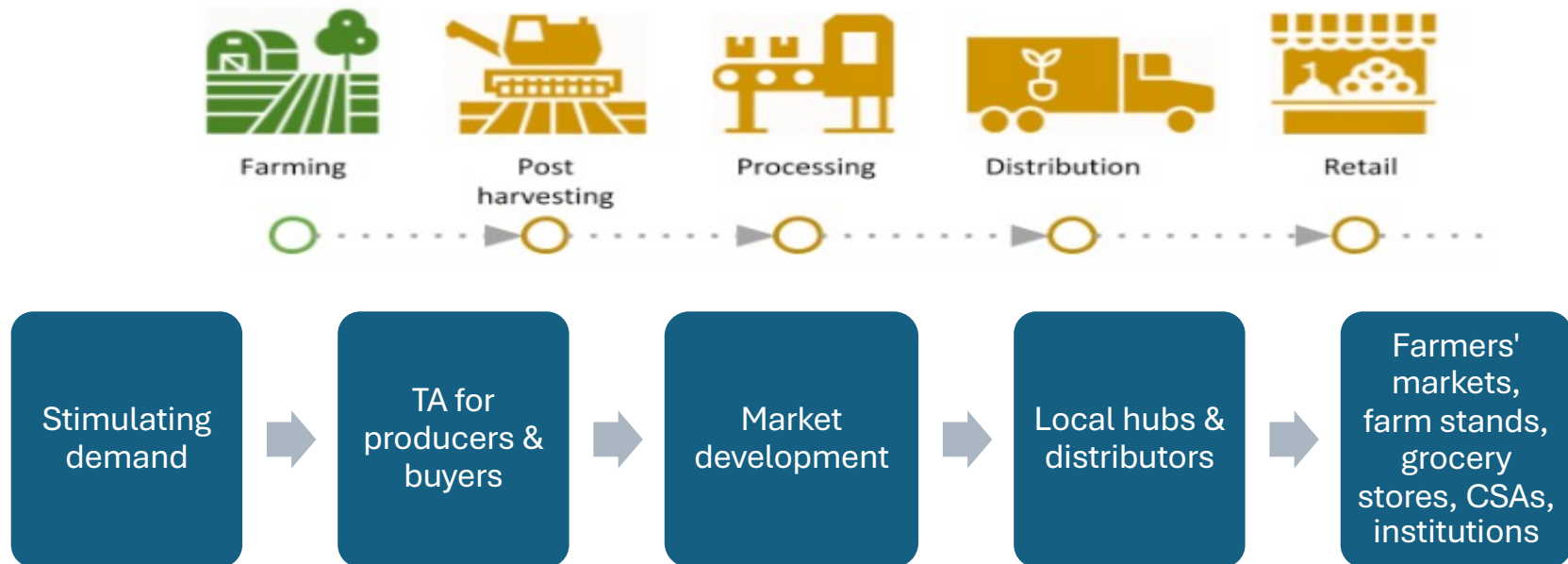


Nutrition  
Access &  
Education



Advocacy for  
producers &  
communities

# Building Relationships for a Shorter Value Chain



*Food supply value chain graphic by Laura Simmons*



## Farmer Direct 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

## 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.



# Building Local Markets for Producers

Food Production TA

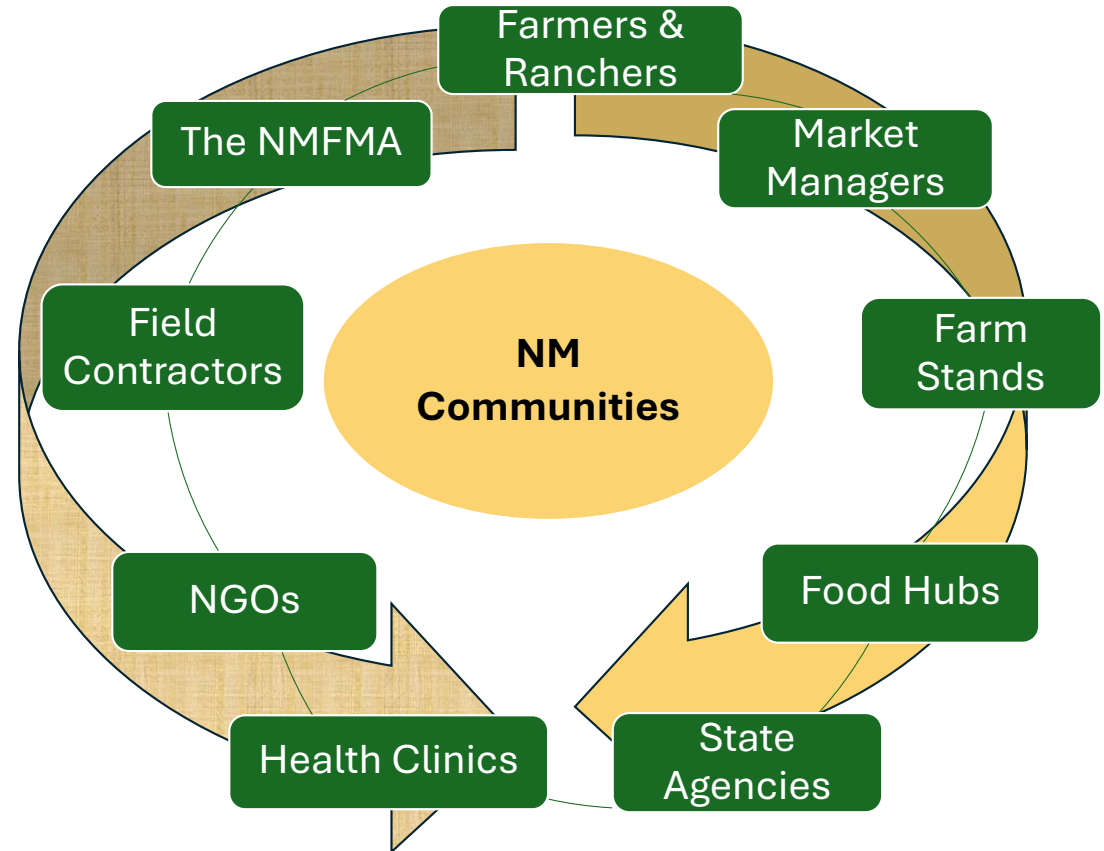
Retail TA

Distribution Support

Purchasing Support

Relationship Building

Education & Outreach



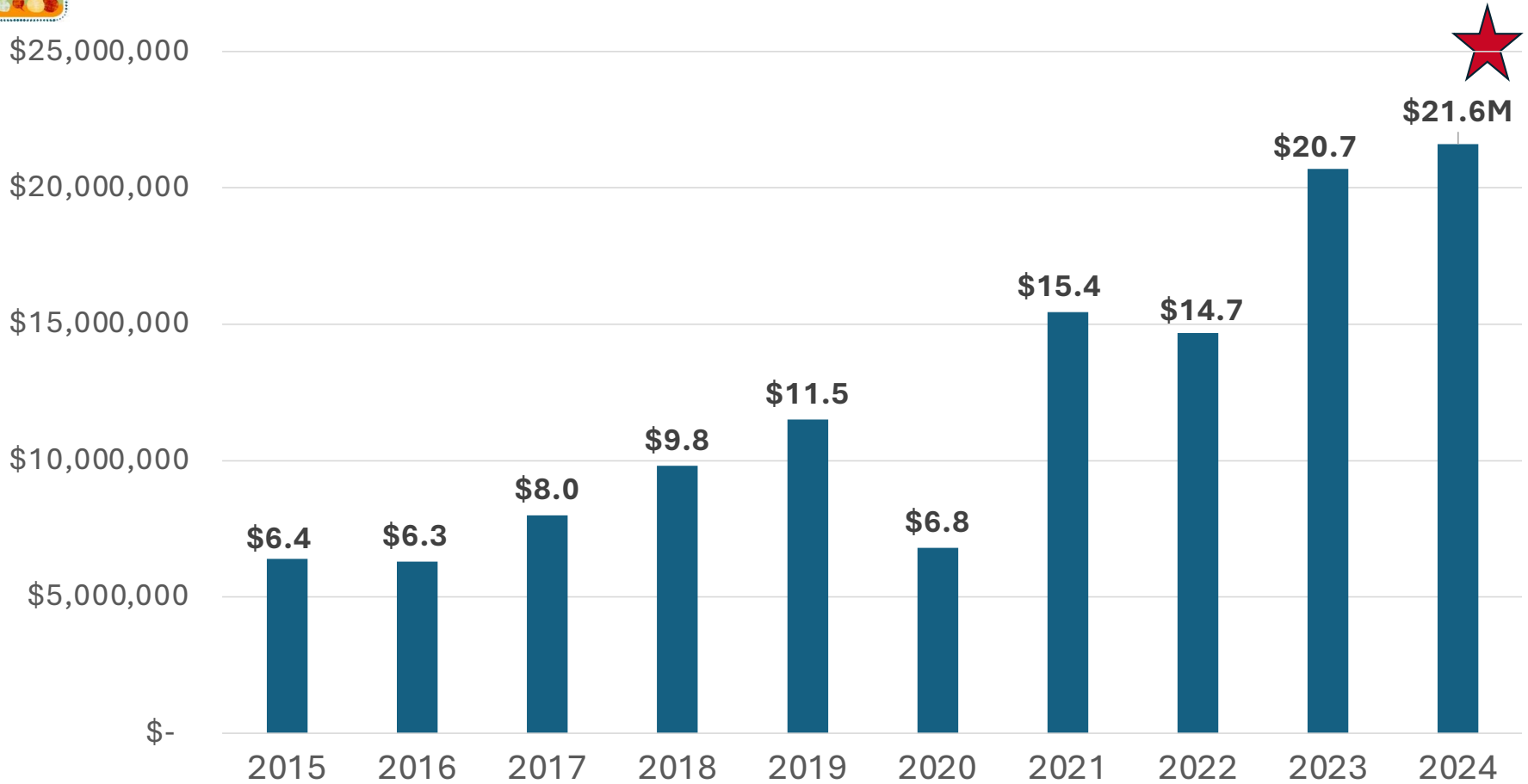
# Direct Sales





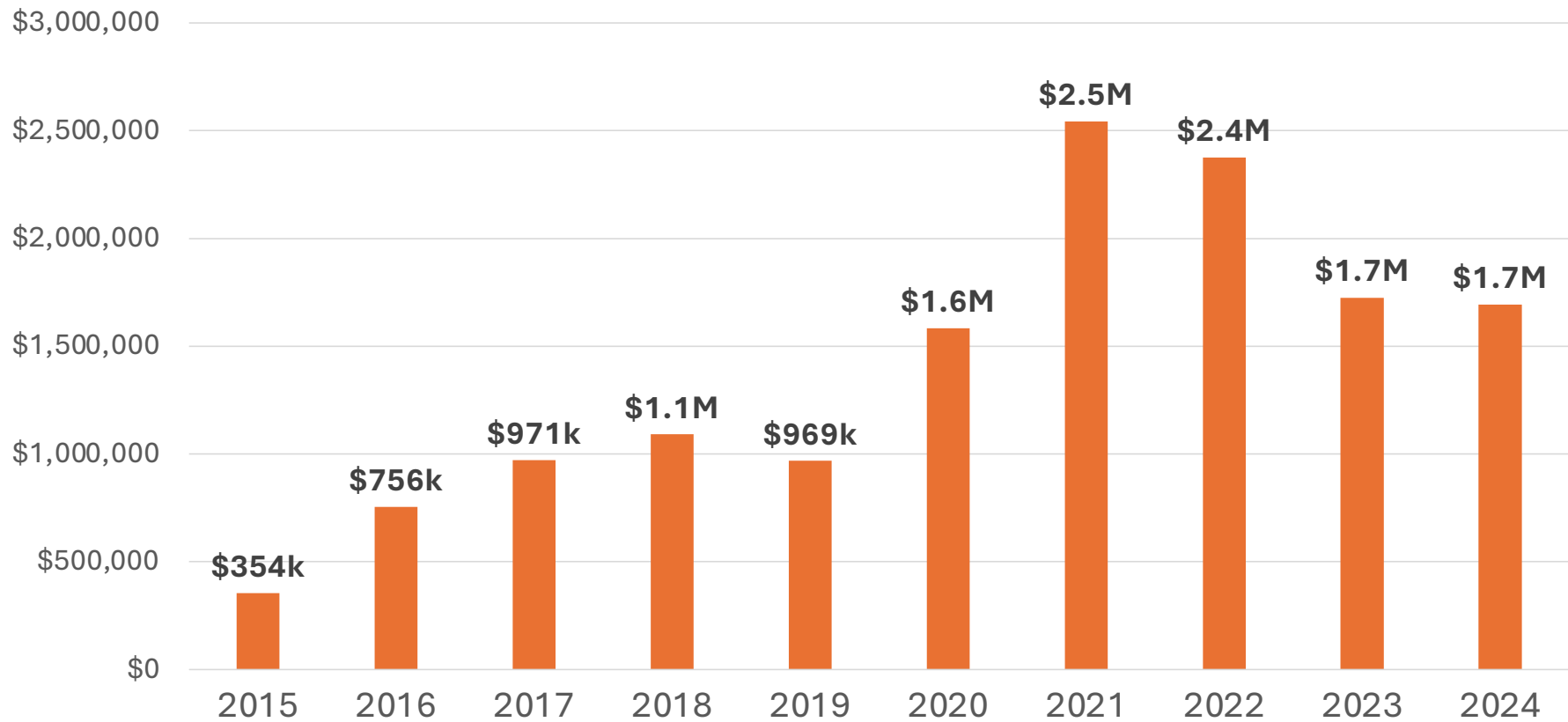


## Market Data Trends – Total Sales, All Outlets (\$M)



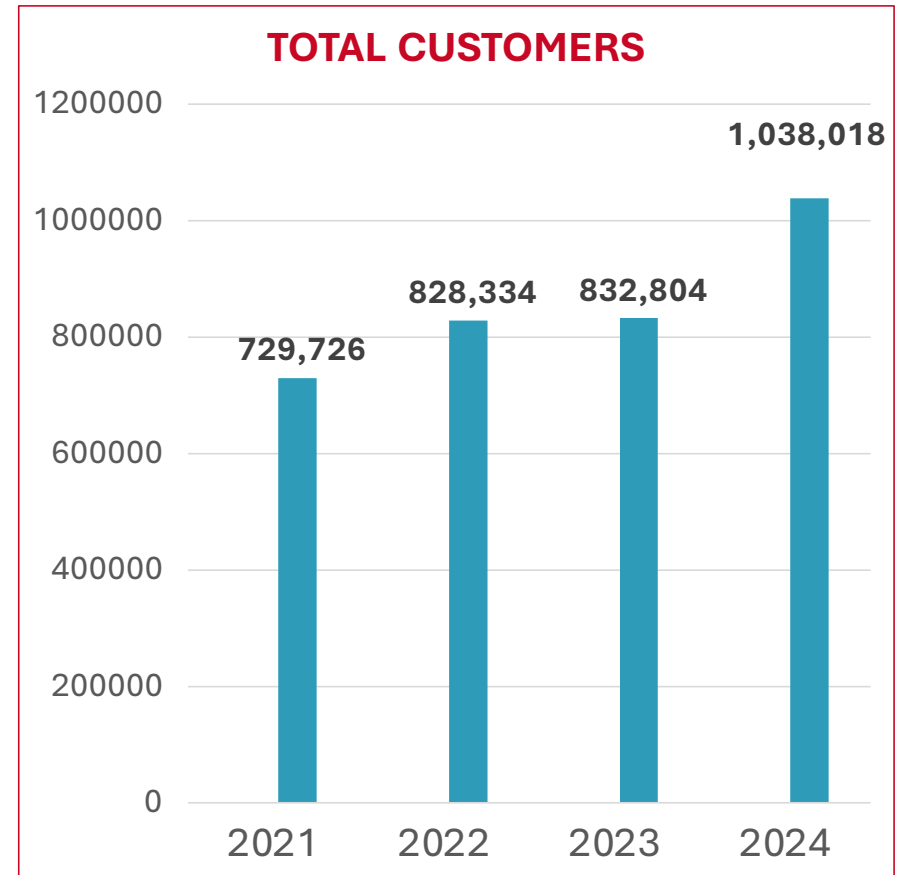
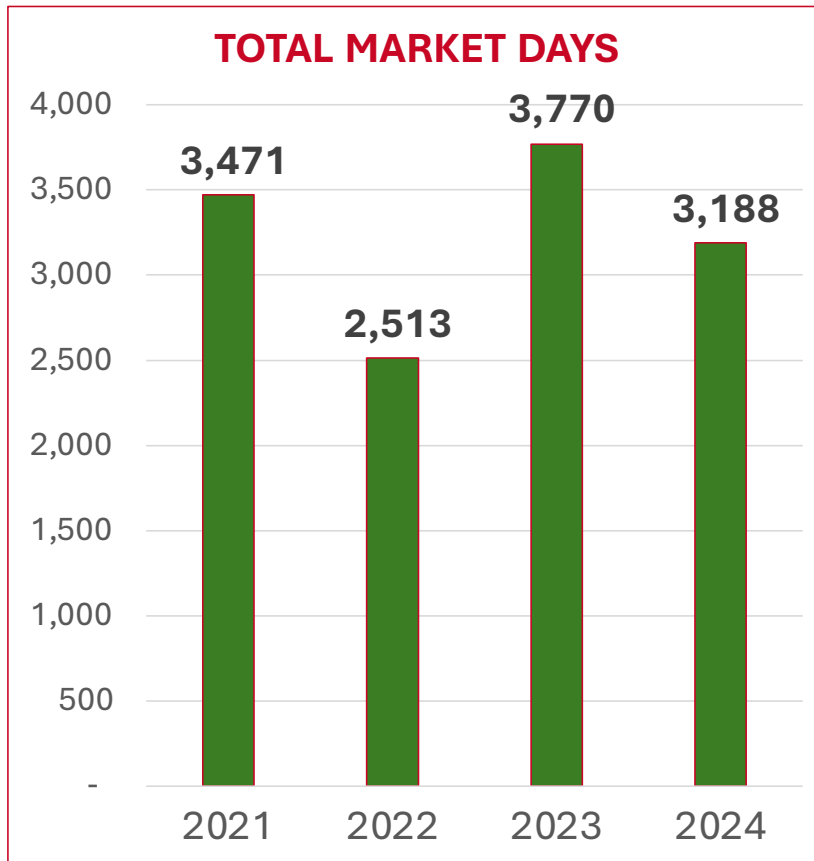


## SNAP & Double Up Food Bucks Sales, All Outlets (\$M)





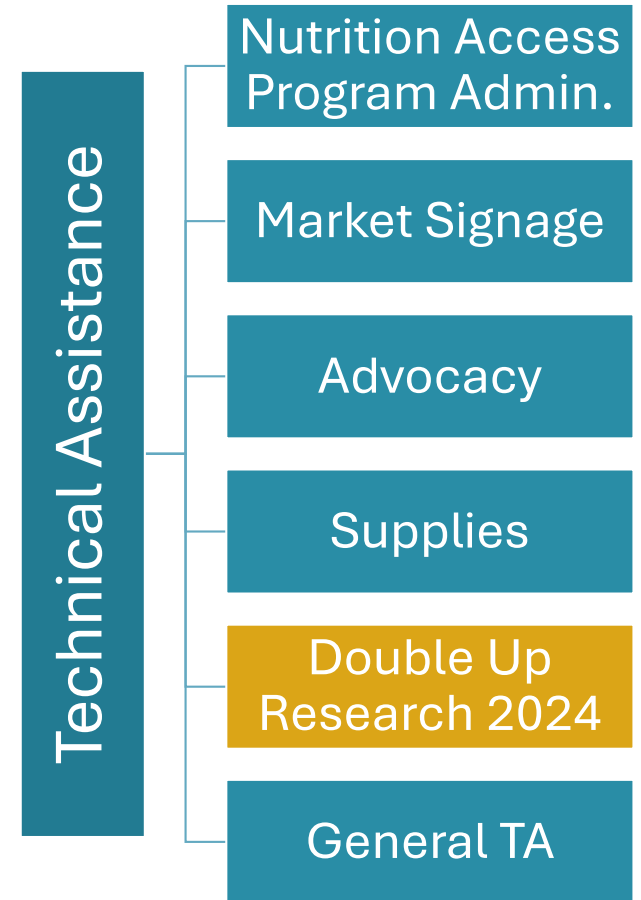
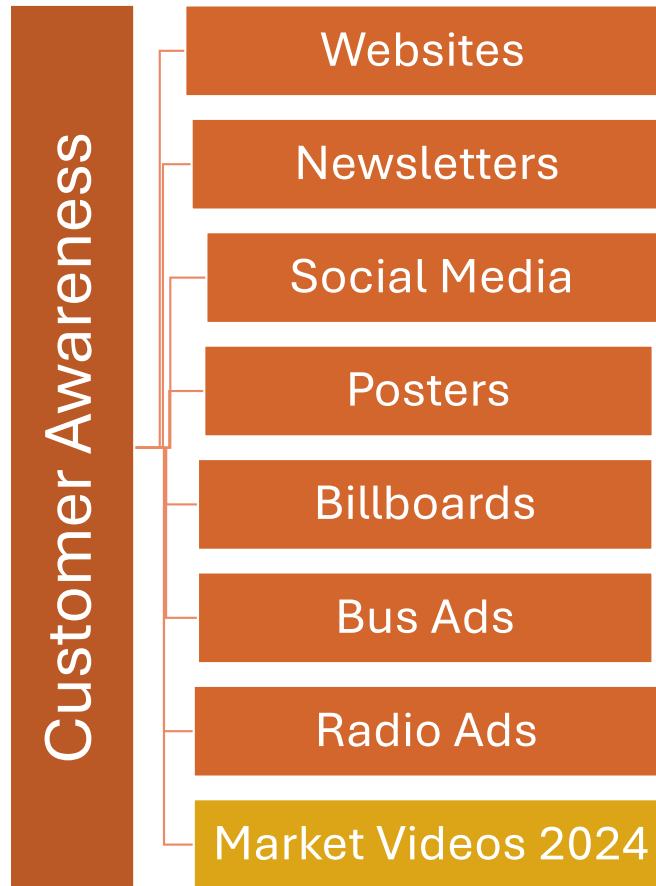
# Market Data Trends – Days & Customers, All Outlets, 2021-2024





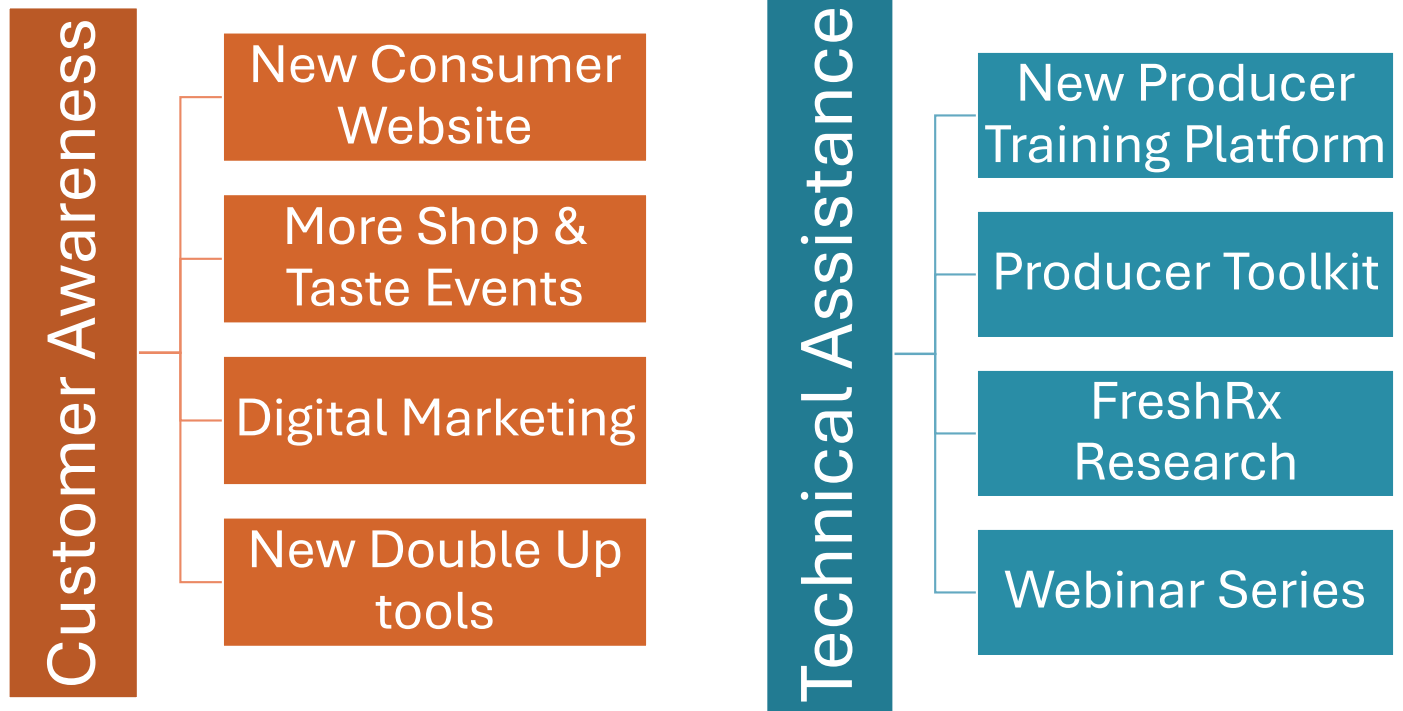


# Consumer Market Outlet Support





# Market Outlet Support, New in 2025



# Wholesale Sales



**NEW MEXICO  
GROWN**



**NEW MEXICO  
GROWN**

**APPROVED SUPPLIER**

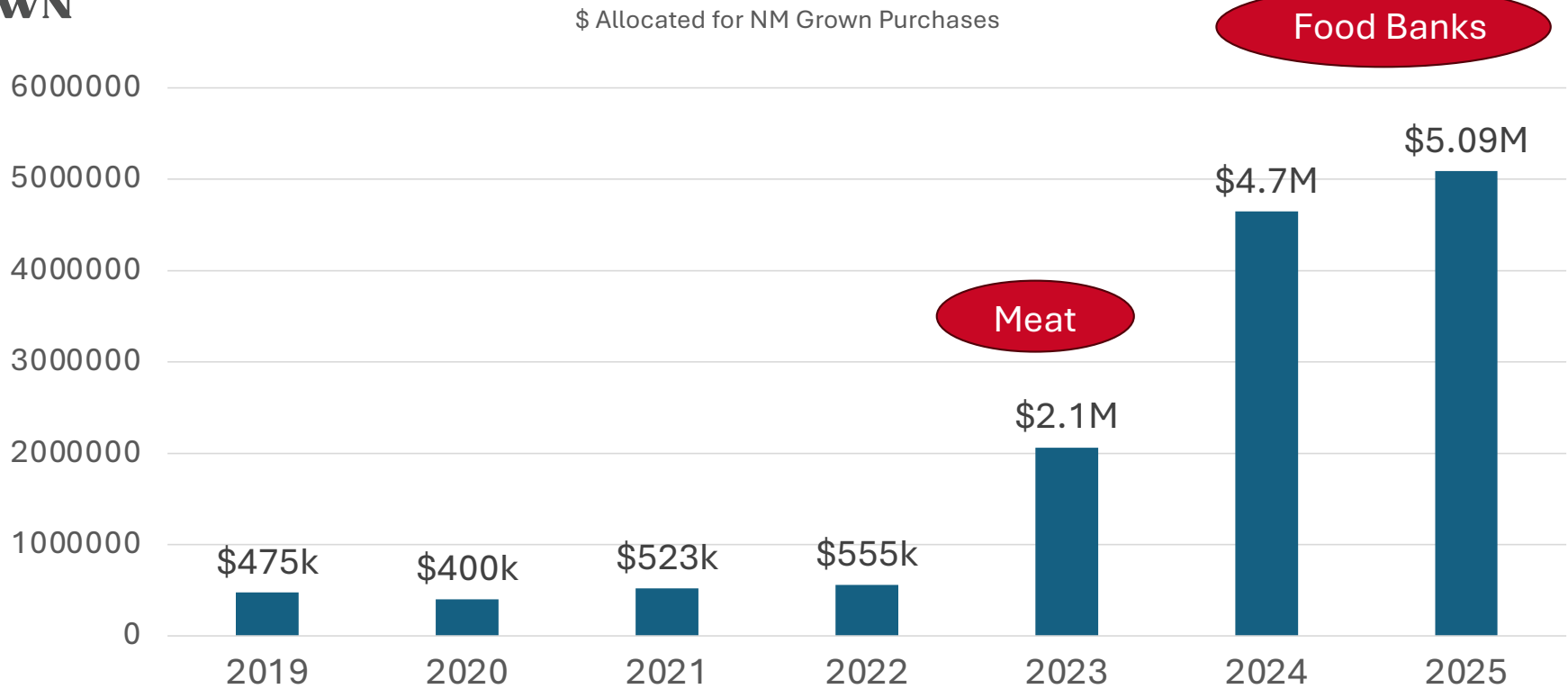
• P R O G R A M •



**NEW MEXICO  
GROWN**

# Market Data Trends, NM Grown 2019-2025\*, (\$M)

projected



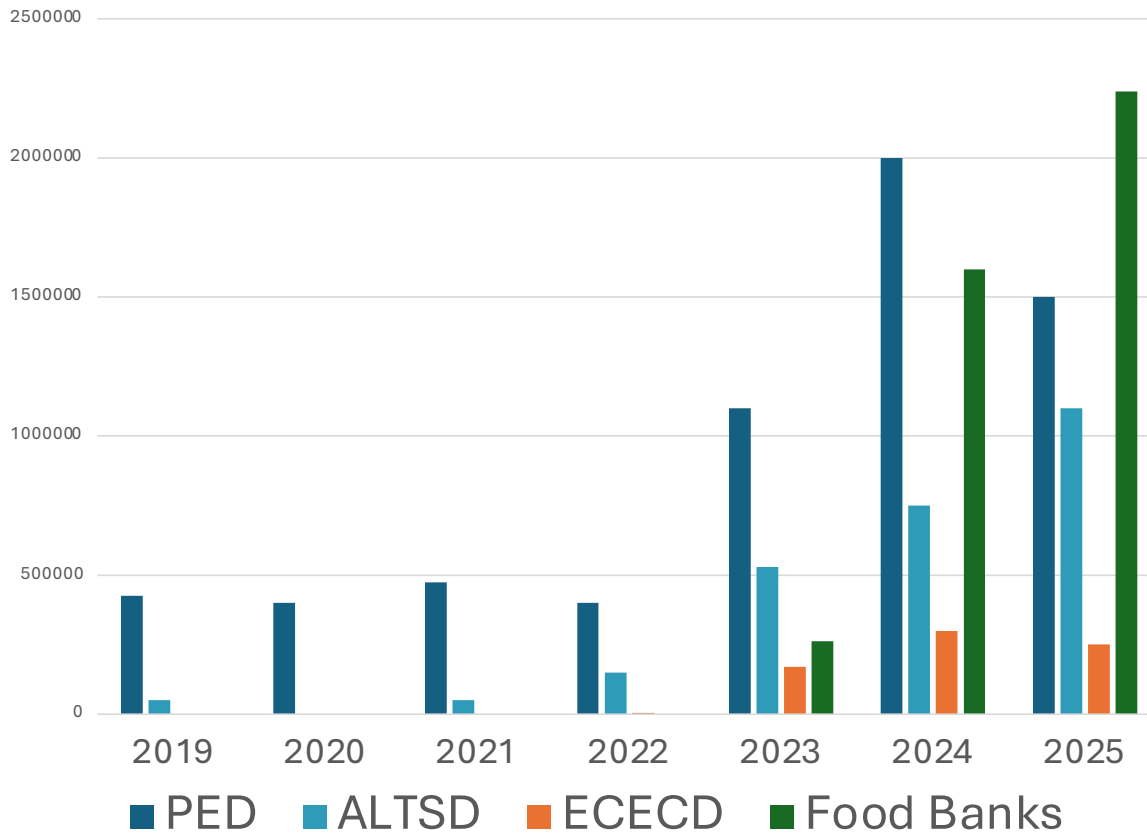




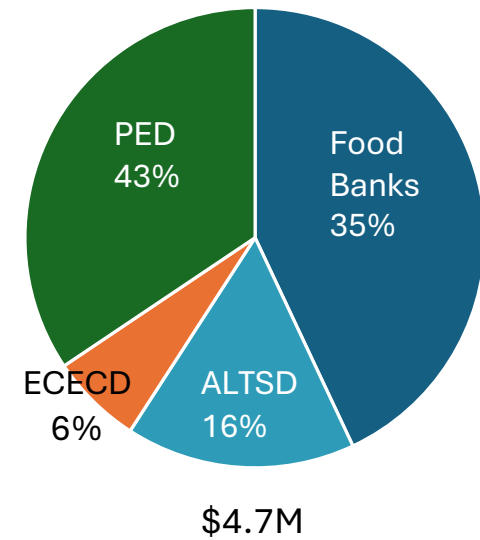
**NEW MEXICO  
GROWN**

# NM Grown, \$ Volume by Buyer Type, 2019-2025\*

\*projected



2024 – 166 Buyers

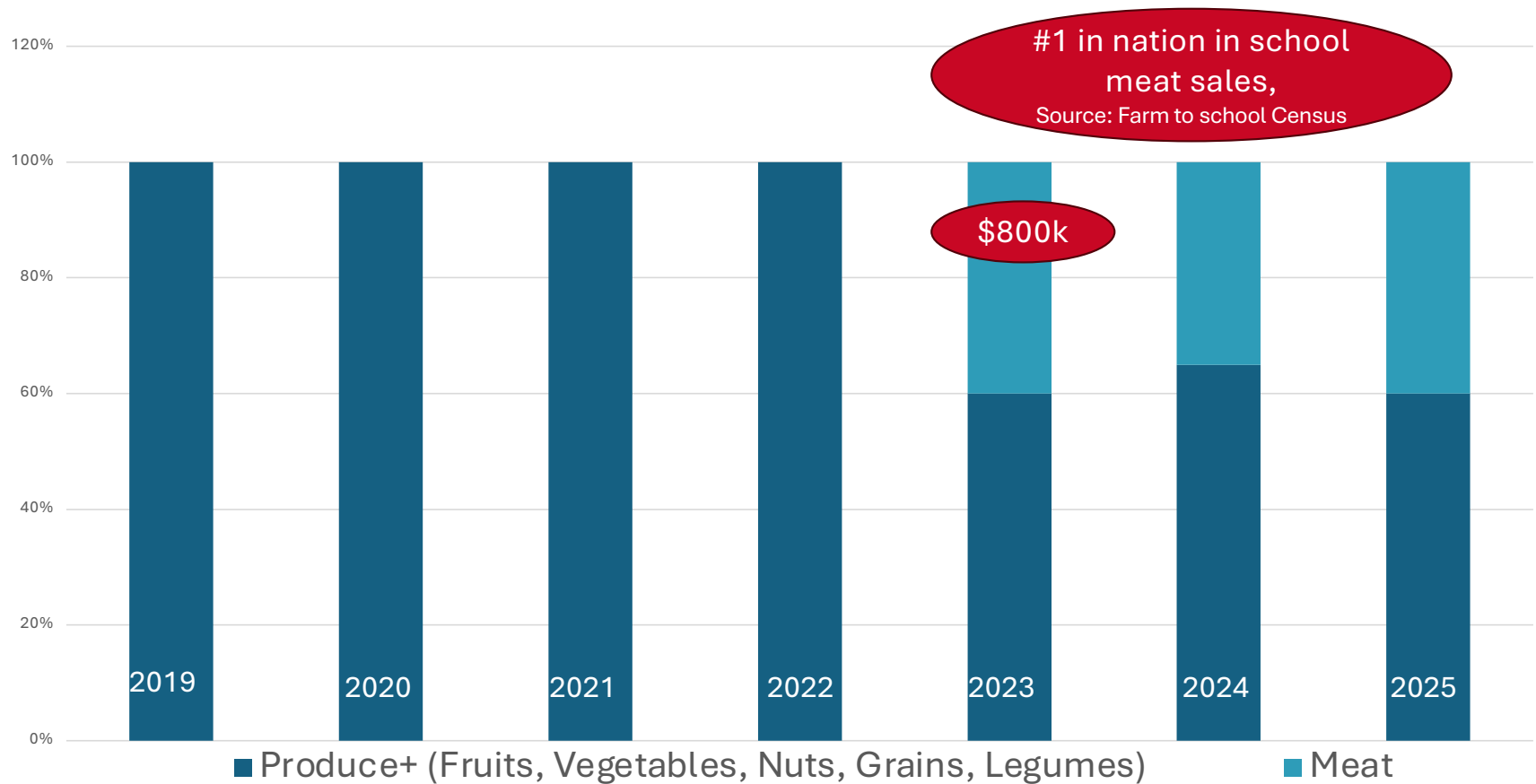




**NEW MEXICO  
GROWN**

# Product Type Purchased (est.), 2019- 2025\*

\*projected

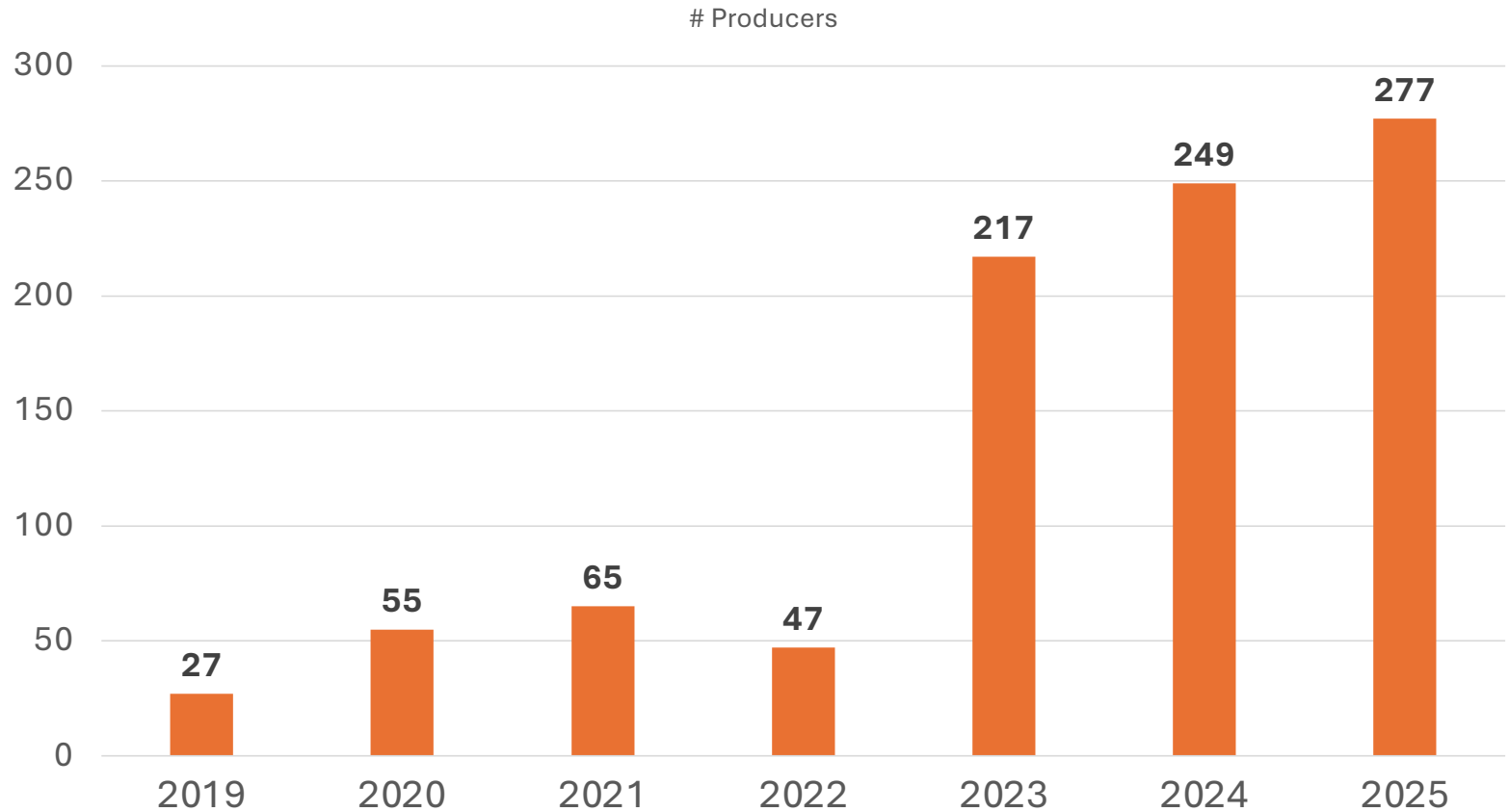




**NEW MEXICO  
GROWN**

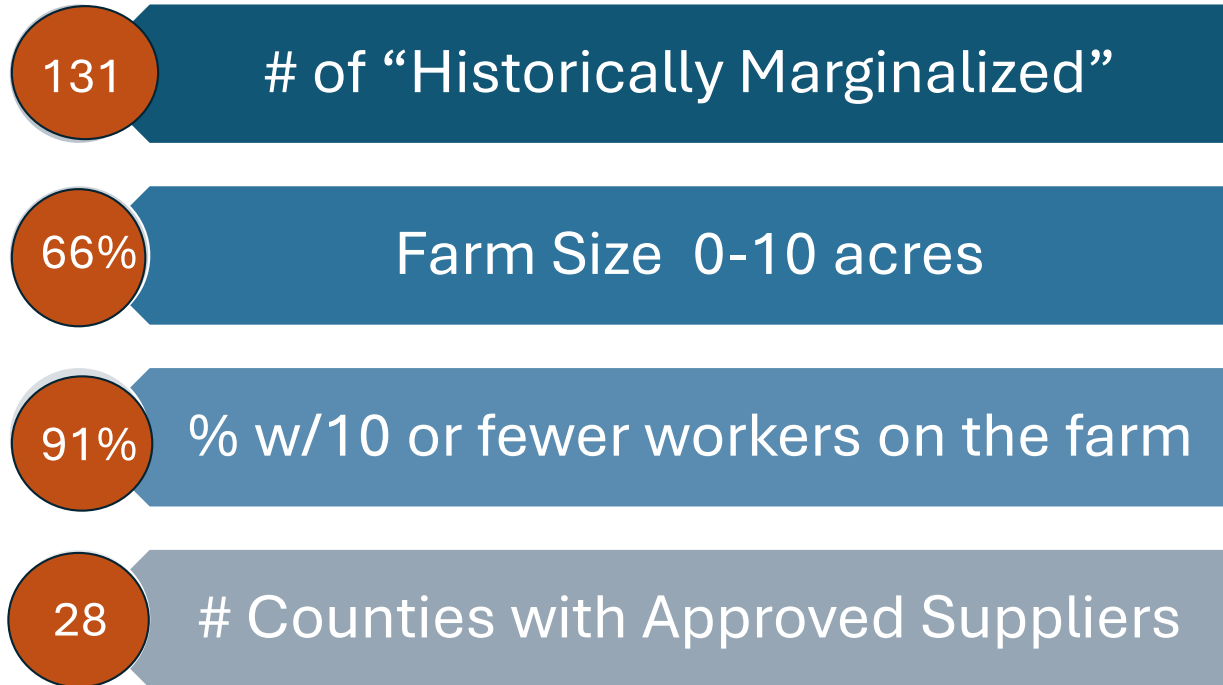
# Number of NM Grown Producers, 2019- 2025\*

\*projected





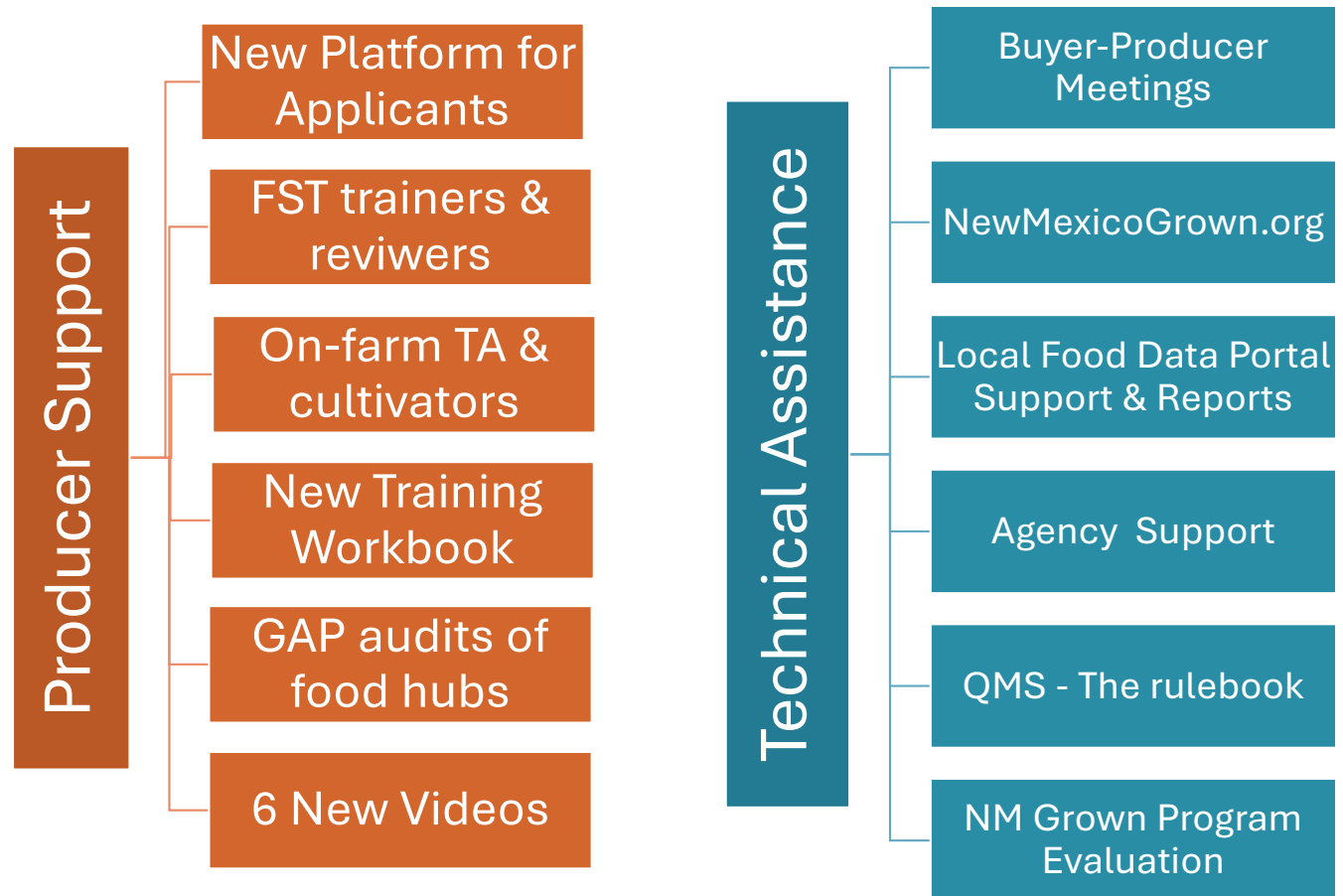
## Approved Suppliers, Farm Characteristics, 2024





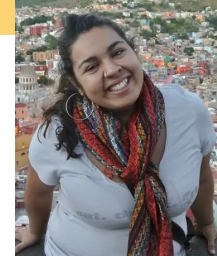


# NM Grown Support – Ongoing & New



# The NMFMA Staff

## Nutrition Access & Education



## NM Grown Approved Supplier Program



New  
VCC coming  
in spring

## Marketing & Outlet Support



New  
Comms.  
person in  
spring

## Operations



Board elections  
today at 4:15!

# The NMFMA Board of Directors



Jedrek Lamb, Chair



Ralph Vigil, Vice Chair



Todd Taylor, Treasurer



Contessa Archuletta, Sec.



Cindy Talamantes



Linda & Mario Rosales



Bryce Townsend



Josh Cunningham

Joe Phy



Carrie Thielen





*Thank you!*