



HOMEGROWN SOLUTIONS FEEDING NEW MEXICO:

Economic development & resilience for local food producers

Support economic development programs that are a triple-win: supporting farmers and ranchers, strengthening local economies, and improving the health of our most vulnerable populations.

Key Programs Managed by the NEW MEXICO FARMERS' MARKETING ASSOCIATION

SNAP Double Up Food Bucks (since 2015) and Protein Plus (starting Sep '26)



DOUBLE UP FOOD BUCKS

Double Up Food Bucks provides \$1 for \$1 match to SNAP customers when they buy NM-grown fruits and vegetables.

Double Up drives sales for farmers and other local food producers at farmers' markets, farm stands, and local grocers, stimulating local economies while improving food access. Every \$1 of SNAP benefits spent generate \$1.54 of economic activity in the state.

During FY26:

- 685 farmers and other food producers participated
- \$1.7 million in producer sales at 70 local food outlets in 25 counties
- Estimated 106,333 SNAP recipients benefited



protein PLUS

Protein-Plus, a brand-new companion program to Double Up Food Bucks, will provide food-insecure shoppers at NM farmers' markets, farm stands, and select grocery stores with incentives to purchase locally grown and raised meat, nuts, and eggs. Protein-Plus will help under-resourced populations afford local protein and provide new sales opportunities for NM ranchers as well as nut and egg producers. Spurring attendance at local markets also encourages additional agricultural sales.

Estimated FY27 projections:

- 300 ranchers and nut and egg producers will participate
- \$630,000 in sales for participating producers at 60 farmers' markets and farm stands in 20 counties
- 75,000 food-insecure people will benefit

Approved Supplier Program (since 2019)



NEW MEXICO GROWN APPROVED SUPPLIER PROGRAM

The Approved Supplier Program (ASP) diversifies the base of producers selling to schools, senior centers, and other institutions. It is a trust-based certification program that helps ensure produce, meat, and other foods are safe, traceable, and come from

local sources using sound and current food safety practices. In FY25 alone, NM Grown generated an estimated \$7 million in total economic output, supporting approximately 139 jobs and \$2.4 million in labor income across the state.

During FY26:

- 288 farmers, ranchers, food hubs and distributors qualified as Approved Suppliers
- \$4.6 million in producer sales to 150+ school, early childcare, senior center, and food bank buyers in 31 counties
- Estimated 1.5 million meals served



Contact: Denise Miller, Executive Director • dmiller@farmersmarketsnm.org • 505-699-2064