



December 12, 2020

Re: Requesting Your Support for and expansion of the NM Grown Fruits and Vegetables for School, Senior and Early Childhood Meal Programs; Double Up Food Bucks (SNAP) Expansion; Healthy Food Financing Initiative; and, Soil Health and Conservation Programs

Dear Honorable Legislative Education Study Committee Members:

On behalf of the **New Mexico Food and Agriculture Policy Council, Farm to Table, NM Farmers' Marketing Association, La Semilla Food Center, Agricultura Cooperative Network, and Center for Health Innovations**, we are requesting the Legislative Education Study Committee's support for the following programs in the Legislative Budget:

Healthy Food Financing Initiative (HFFI):

(administered by Economic Development Department): The HFFI is an effective, viable, and economically sustainable solution to bring locally grown food and jobs into underserved communities without sufficient access to affordable, nutritious foods. The fund is a combination of public and private dollars that can achieve multiple goals: reducing health disparities, improving the health of families and children, creating quality jobs, and stimulating long-term local economic development in low-income communities. A **\$200,000** legislative investment in the HFFI can leverage \$2 million in federal funds annually. Legislative Sponsor: Representative Angelica Rubio

NM Grown for School Meals:

(administered by the NM Public Education Nutrition and Wellness Department): Retain **\$400,000** in recurring funds to continue expansion for the program. The Legislative incentive is helping school districts learn how to purchase local produce and build it into their budgets. In 2019-20 schools purchased \$1.15+ million.

NM Grown for Early Childhood Food & Nutrition Programs:

(administered by Early Childhood Department): **\$100,000** for Early Childhood food and nutrition programs to be able to purchase NM grown fruits and vegetables for their meal programs such as summer meal programs and the Child and Adult Care Food Program. Legislative Sponsor: Representative Rebecca Dow

Purchase NM Grown Fruits and Vegetables for a Senior Citizen Meals Program

(administered by Aging and Long-Term Service Department): **\$250,000** for city, county, tribal, and non-profit administered NM senior centers to be able to purchase NM grown fruits and vegetables for their meal programs. New in 2019, this program needs time to get off the ground like the PED initiative that is highly successful. This would serve seniors across the state and create a new economic market for farmers. Legislative Sponsors: Senator Liz Stefanics and Representative Gale Armstrong. Endorsed by the Health and Human Service Interim Committee

Double Up Food Bucks Program:

(administered by the NM Department of Agriculture) **\$500,000** recurring to expand the Double Up Food Bucks Program that doubles SNAP (Supplemental Nutrition Assistance Program) dollars when purchasing NM grown at participating farmers’ markets, roadside stands, and 29 grocery stores including 21 Lowes. The recurring funds will leverage \$7.5 million in federal funding through the 4-year USDA NIFA grant (FY2022-2025) and \$19.4M in total economic impact.

Healthy Soil Program:

(Administered by the NM Department of Agriculture) Maintain **\$227,000** in recurring funds in the NM Department of Agriculture budget to incentivize farming and ranching systems that improve the health, yield and profitability of the soils of the state. Funds support project grants for farmers and ranchers, program administration, education and outreach. Demand for the Healthy Soil Program has been strong, far exceeding available state funding, which is being matched with federal funds from USDA NRCS.

These programs will: enhance children’s diets while promoting healthier lifestyles and increasing academic achievement; increase access to New Mexico-grown fruits and vegetables for seniors; develop an agricultural workforce; provide soil health training and technical assistance to farmers and ranchers; and, strengthen New Mexico’s farming economy and rural sectors by expanding market opportunities for farmers.

Please feel free to call us if you have any questions. I can be reached at 505-660-8403.

Thank you for your consideration.

Sincerely,

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All are representative members of the NM Food & Agriculture Policy Council

LA SEMILLA FOOD CENTER

THE NEW MEXICO
HEALTHY FOOD
FINANCING INITIATIVE

Cultivating New Mexico's nutritional & economic health



LA SEMILLA
LEARN • GROW • INSPIRE



CONTACT US

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Agriculture in New Mexico has incredible potential. Our agriculture is valued at over **\$2 billion**, and over **25,000 farms** in the state produce a variety of fruits, vegetables, nuts, grains, and dairy.



At the same time, **324,000 New Mexicans** do not have access to enough food for a healthy, active life. That includes **118,030—nearly 1 in 4—children**. According to the most recent estimate by the U.S. Department of Agriculture, almost **30% of New Mexicans** live in low-income census tracts with low access to food retail.

New Mexicans living in low-income areas with low access to nutritious foods also struggle with diabetes, obesity, heart disease & other diet-related conditions. In 2017, **220,000 New Mexico** adults had diabetes and **over 28%** suffered from obesity. Heart disease is the leading cause of death in the state.



We need to strengthen infrastructure that connects New Mexicans living in **low-income areas with low food access to nutritious food** grown in our state. We can do this with a program that also develops the economy in those areas...



THE NEW MEXICO HEALTHY FOOD FINANCING INITIATIVE

The New Mexico Healthy Food Financing Initiative is a statewide financing program created to finance healthy food production, aggregation, distribution, processing, marketing & retail projects that benefit underserved communities across the state. The program aims to **improve the health** of New Mexicans by increasing access to nutritious food. It also seeks to **strengthen New Mexico's economy** by creating jobs.



Financing

The program makes low-interest and forgivable loans available to food and farm businesses like farmers, food hubs & grocery stores to improve food access in our communities.

Join us in improving New Mexico's nutritional & economic health!





New Mexico Grown Farm to School Program

How It Works

New Mexico Grown is a program that serves K-12 students in public, private, and Bureau of Indian Education (BIE) school settings through incentivizing the purchase and distribution of locally-grown fresh fruits and vegetables for meal and snack programs. Funds are allocated through an application process to schools and school districts that operate the National School Lunch Program (NSLP), administered through the NM Public Education Department (PED).



New Mexico Grown participants believe in local purchasing: \$1,042,364 was invested in New Mexico-grown fruits and vegetables in school year 2019-2020, with the average school district spending 15% of their produce budget on local products.

School Year 2019-2020 Impact

- An estimated **171,000** students were served school meals featuring local produce items across the state.
- School garden programs are operated in **18 schools and school districts** to complement serving local in the school cafeteria.
- Student grown produce is served in **7** school cafeteria settings.
- **64 vendors** sold to schools through the program, including distributors, grower cooperatives, and individual farming operations.

Projected SY21 Impact

| | |
|----------------------|----------|
| Award Amount | \$332,00 |
| # of Grantees | 53 |
| # of Sites | 514 |
| # of Students Served | 183,318 |



Contact: Kendal Chavez | Kendal.Chavez@state.nm.us |
(505) 827-1807 | <https://webnew.ped.state.nm.us/bureaus/student-success-wellness/nutrition/farm-to-school/>



NEW MEXICO

Public Education Department

New Mexico Grown Local Produce Grant, Fund 27183 Final Award FY20-21

| District/SFA Name | Revised Final Allocation | Initial Approved Budget | BAR Amount |
|---|--------------------------|-------------------------|---------------|
| ALBUQUERQUE PUBLIC SCHOOLS | \$49,840.00 | \$60,000.00 | (\$10,160.00) |
| ALDO LEOPOLD CHARTER | \$1,661.00 | \$2,000.00 | (\$339.00) |
| AZTEC MUNICIPAL SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| BELEN SCHOOL DISTRICT | \$8,305.00 | \$10,000.00 | (\$1,695.00) |
| BERNALILLO PUBLIC SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| BLOOMFIELD SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| CAPITAN MUNICIPAL SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| CARLSBAD MUNICIPAL SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| CENTRAL CONSOLIDATED SCHOOL DISTRICT | \$8,305.00 | \$10,000.00 | (\$1,695.00) |
| CHRISTINE DUNCAN'S HERITAGE ACADEMY | \$1,661.00 | \$2,000.00 | (\$339.00) |
| CLOVIS MUNICIPAL SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| CORONA PUBLIC SCHOOLS | \$830.00 | \$1,000.00 | (\$170.00) |
| DEXTER CONSOLIDATED SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| ELIDA MUNICIPAL SCHOOLS | \$1,661.00 | \$2,000.00 | (\$339.00) |
| ESTANCIA MUNICIPAL SCHOOLS | \$2,491.00 | \$3,000.00 | (\$509.00) |
| FARMINGTON MUNICIPAL SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| FLOYD MUNICIPAL SCHOOLS | \$1,246.00 | \$1,500.00 | (\$254.00) |
| GADSDEN INDEPENDENT SCHOOL DISTRICT | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| GUADALUPE MONTESSORI SCHOOL | \$1,661.00 | \$2,000.00 | (\$339.00) |
| HATCH VALLEY PUBLIC SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| HOBBS MUNICIPAL SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| HOUSE MUNICIPAL SCHOOLS | \$623.00 | \$750.00 | (\$127.00) |
| JEMEZ VALLEY PUBLIC SCHOOLS | \$1,661.00 | \$2,000.00 | (\$339.00) |
| LAS CRUCES PUBLIC SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| LAS VEGAS CITY SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| LOGAN MUNICIPAL SCHOOLS | \$1,661.00 | \$2,000.00 | (\$339.00) |
| LORDSBURG MUNICIPAL SCHOOL | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| LOS LUNAS SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| MAGDALENA MUNICIPAL SCHOOLS | \$1,661.00 | \$2,000.00 | (\$339.00) |
| MAXWELL MUNICIPAL SCHOOLS | \$1,661.00 | \$2,000.00 | (\$339.00) |
| MELROSE MUNICIPAL SCHOOLS | \$1,246.00 | \$1,500.00 | (\$254.00) |
| MISSION ACHIEVEMENT AND SUCCESS CHARTER | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| MONTE DEL SOL CHARTER SCHOOL | \$1,661.00 | \$2,000.00 | (\$339.00) |
| MORA INDEPENDENT SCHOOL DISTRICT | \$4,152.00 | \$5,000.00 | (\$848.00) |
| MORIARTY-EDGEWOOD SCHOOL DISTRICT | \$4,775.00 | \$5,750.00 | (\$975.00) |
| MOUNTAINAIR PUBLIC SCHOOLS | \$1,246.00 | \$1,500.00 | (\$254.00) |
| PECOS INDEPENDENT SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| PENASCO INDEPENDENT SCHOOLS | \$1,038.00 | \$1,250.00 | (\$212.00) |
| POJOAQUE VALLEY SCHOOLS | \$830.00 | \$1,000.00 | (\$170.00) |
| PORTALES MUNICIPAL SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| QUESTA INDEPENDENT SCHOOL DISTRICT | \$1,661.00 | \$2,000.00 | (\$339.00) |
| RATON PUBLIC SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| RED RIVER VALLEY CHARTER | \$830.00 | \$1,000.00 | (\$170.00) |
| RIO RANCHO PUBLIC SCHOOLS | \$8,305.00 | \$10,000.00 | (\$1,695.00) |
| ROSWELL IND. SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |
| SANTA FE PUBLIC SCHOOLS | \$12,457.00 | \$15,000.00 | (\$2,543.00) |



NEW MEXICO

Public Education Department

**New Mexico Grown Local Produce Grant, Fund 27183
Final Award FY20-21**

| District/SFA Name | Revised Final Allocation | Initial Approved Budget | BAR Amount |
|---|--------------------------|-------------------------|----------------------|
| SOCORRO CONSOLIDATED SCHOOLS | \$2,076.00 | \$2,500.00 | (\$424.00) |
| SOUTH VALLEY PREPARATORY SCHOOL | \$1,038.00 | \$1,250.00 | (\$212.00) |
| TAOS MUNICIPAL SCHOOLS | \$9,135.00 | \$11,000.00 | (\$1,865.00) |
| TAOS INTEGRATED SCHOOL OF THE ARTS | \$830.00 | \$1,000.00 | (\$170.00) |
| TRUTH OR CONSEQUENCES MUNICIPAL SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| TUCUMCARI PUBLIC SCHOOLS | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| WEST LAS VEGAS SCHOOL DISTRICT | \$8,305.00 | \$10,000.00 | (\$1,695.00) |
| ZUNI PUBLIC SCHOOL DISTRICT | \$4,983.00 | \$6,000.00 | (\$1,017.00) |
| Total | \$332,200.00 | \$400,000.00 | (\$67,800.00) |



STATE OF NEW MEXICO
Aging & Long-Term Services
Governor Michelle Lujan Grisham
Katrina Hotrum-Lopez, Cabinet Secretary
Sam Ojinaga, Deputy Cabinet Secretary
Buffie Saavedra, Deputy Cabinet Secretary



ALTSD Contact: Denise King
Aging Network Division Director
Denise.King@state.nm.us
505.469.1933

Farm to Table Contact: Pam Roy,
Executive Director, Farm to Table,
pam@farmtotablenm.org
505.660.8403

September 18, 2020

New Mexico Grown Fruits and Vegetables for Senior Meals Program Pilot Succeeds

NEW MEXICO- In a time when New Mexican's are challenged by the COVID-19 pandemic, and seniors and students are no longer able to participate in meals at senior centers and schools, New Mexico seniors are benefiting from a new state initiative called the **New Mexico Grown Fruits and Vegetables for Senior Meals Program**.

Through a new pilot program from the New Mexico Aging and Long-Term Services Department (ALTSD), seniors who generally participate in congregate and home delivered meals at the 15 senior centers located in Sandoval, Socorro and San Juan counties have been enjoying the bounties of New Mexico grown produce in the winter and spring. The pilot program is a partnership between the ALTSD, Farm to Table a New Mexico non-profit organization, the New Mexico Farmers' Marketing Association, the three county senior services departments, Agricultura Cooperative Network, and New Mexico farmers. The program was inspired by Senator Liz Stefanics and Representative Gail Armstrong, avid supporters of senior and school nutrition programs. The 2019 State Legislature approved \$50,000 for the pilot program.

Within seven months, and despite the coronavirus, the three counties were able to purchase and provide \$50,000 of New Mexico grown fruits and vegetables through their meal programs. Since the beginning of February, the three counties have served 101,800 meals including New Mexico produce. The program was in its sixth week when the COVID-19 shut down senior centers. At that point, the three counties were serving an average of just over 2,900 congregate meals at their 15 centers, and approximately 1,750 home delivered meals weekly. Once the COVID-19 shut down public meal programs, senior centers across the state had to move to curbside pick-up by seniors and home delivery. Home deliveries almost doubled across the three counties. Curbside pick-up, though not every day still served almost 2,900 meals weekly.

The three county Senior Center Directors and partners continued to champion the NM Grown Fruits and Vegetables for Senior Meals Program and were determined to make the program a success. The program worked due to a strong partnership between Farm to Table and the New Mexico Farmers Marketing Association, Value Chain Coordinate, Michael Vintecinque. The two non-profit organizations coordinated between the ALTSD, the three counties, and farmers. The pilot program was further supported by agency partners at the NM Department of Health's Farmers' Market Nutrition Program, Healthy Kids, Healthy Communities Program, and the NM Department of Agriculture and Public Education Department Farm to School Program.

Meals prepared by the senior services included beautiful lettuce for Silverleaf Farm (Corrales), tomatoes from Growing Opportunities (Velarde), apples from Wagner Farms (Corrales) and Curby Orchards (Farmington), onions from Rancho La Joya (Velarde), blue corn atole from Santa Cruz Farm (Espanola), chile and beans from the Rosales Farm (Socorro), a variety of vegetables from Agricultura Cooperative Network (South Valley Albuquerque), winter squash, carrots, and black beans from the Schwebach Farm (Moriarty), pinto beans from Graves Farm (Roswell) and more.

Donald Ravizza, Sandoval County Senior Services Food and Nutrition Manager stated, "The seniors love the program and can't get enough of the beautiful lettuces and tomatoes".

As food insecurity is prevalent in New Mexico and the state's senior population is the second fastest growing in the country, this is the most important time to make sure our seniors get the best meals they can. At the same time, it is expanding business opportunities for New Mexico farmers of all sizes and from across the state. The program proves that even under the most difficult constraints, with strong partners, and good coordination, New Mexico farmers can provide produce year-round.

The ALTSD and partners have committed to expansion of the New Mexico Grown Fruits and Vegetables for Senior Meals Program statewide the New Mexico Grown Fruits and Vegetables for Senior Meals Program and began coordination and outreach in July.

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Partners in Lifelong Independence and Healthy Aging
PO Box 27118 • Santa Fe, New Mexico 87502-7118
505-476-4799 • Toll-free 1-800-432-2080 • www.nmaging.state.nm.us

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SENATE BILL

55TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2021

INTRODUCED BY

*Senator Liz Stefanics & Representative Gail Armstrong
Endorsed by the Health & Human Services Interim Committee*

DISCUSSION DRAFT

AN ACT

MAKING AN APPROPRIATION TO THE AGING AND LONG-TERM SERVICES
DEPARTMENT TO PURCHASE NEW-MEXICO-GROWN FRUITS AND VEGETABLES
FOR SENIOR CENTER MEAL PROGRAMS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. APPROPRIATION.--Two hundred fifty thousand dollars (\$250,000) is appropriated from the general fund to the aging and long-term services department for expenditure in fiscal year 2022 to purchase New-Mexico-grown fruits and vegetables for senior center meal programs; provided that not more than ten thousand dollars (\$10,000) shall be used for associated program administration or promotion. Any unexpended or unencumbered balance remaining at the end of fiscal year 2022 shall revert to the general fund.

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HOUSE BILL
55TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2021

INTRODUCED BY

Representative Rebecca Dowr

DISCUSSION DRAFT

AN ACT

MAKING AN APPROPRIATION TO THE EARLY CHILDHOOD EDUCATION AND CARE DEPARTMENT TO CREATE A PROGRAM FOR CHILD CARE CENTERS TO PURCHASE NEW MEXICO-GROWN FRUITS AND VEGETABLES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. APPROPRIATION.--One hundred thousand dollars (\$100,000) is appropriated from the general fund to the early childhood education and care department for expenditure in fiscal year 2022 to create a program for child care centers to purchase New Mexico-grown fruits and vegetables. Any unexpended or unencumbered balance remaining at the end of fiscal year 2022 shall revert to the general fund.

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DOUBLE UP FOOD BUCKS

A 10-YEAR SUCCESS STORY

READY TO LEVERAGE **\$7.5M** FEDERAL FUNDS &
STIMULATE **\$19.4M** IN ECONOMIC IMPACT



**PROGRAM REPORT
and
FY2022 Legislative
Request: \$500K, Recurring**

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

Creating a More Vibrant, Fair, and Sustainable Food System—and Seeing Measurable Results

Ten years of success shows the Double Up Food Bucks (Double Up) program:

- ✓ Improves food insecurity
- ✓ Makes it easier for low-income New Mexicans to eat fresh fruits and vegetables
- ✓ Supports family farmers
- ✓ Grows our local economies



ADDRESSING HUNGER THROUGH FRESH FOOD ACCESS

Double Up helps reduce food insecurity by increasing affordability of, and access to, local produce at statewide food outlets.

SNAP customers stretch their fresh food budgets at 91 local grocery stores, farmers' markets, farm stands, and CSAs statewide!



DRIVING SALES FOR NEW MEXICO FARMERS

\$1M per year of local food sales—\$2.4M annually by 2024!

More than 1,000 farmers in 31 counties increase their sales because of Double Up and SNAP. Sales are expected to increase by 71% over the next 4 years.



CREATING LOCAL ECONOMIC IMPACT STATEWIDE

\$19.4M in local economic impact during 2021-2024!

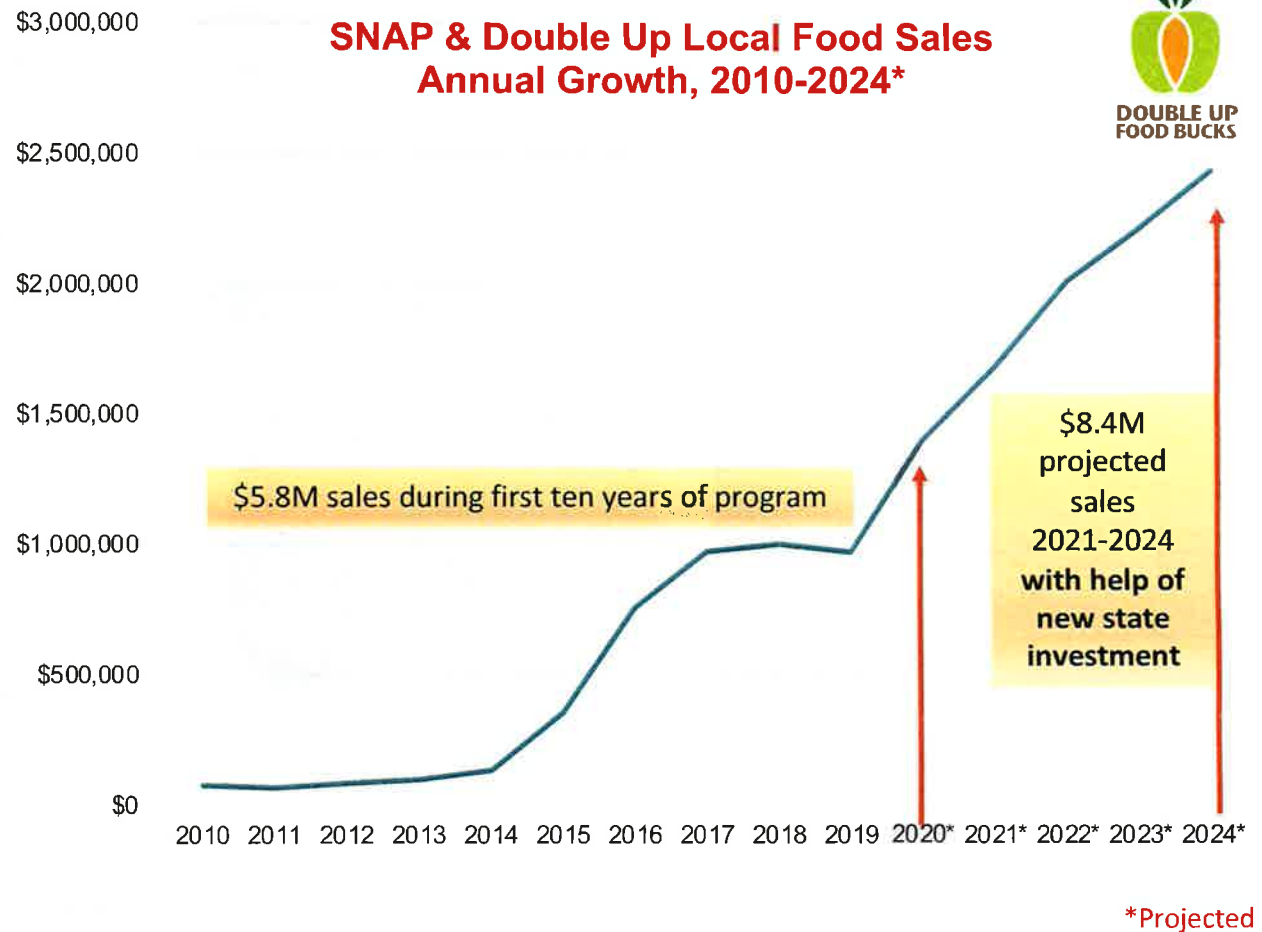
Every dollar spent locally stimulates \$1.80 in the local economy. With new state investment, total program dollars and SNAP spending over the next four years will generate \$10.8M. With the multiplier, it will result in \$19.4M in economic impact. The ripple effects include supporting jobs and creating sales at local businesses of all kinds, including shops where farmers buy inputs and more.



Ten Years of Sales Growth and Exploding!

What is responsible for the spike in sales during 2020, and why sales are expected to surge during 2021-2024?

- ✓ Food insecurity boomed during 2020 due to Covid-19, and the economic outlook for the coming years continues to be weak.
- ✓ New P-EBT and increased SNAP benefits were provided in 2020.
- ✓ The addition of all 21 Lowe's grocery stores across the state will provide great sales growth.
- ✓ The addition of new categories of qualifying NM produce to the Double Up program will increase sales. With the help of new state investment, the program will also include frozen, cut, dried, and lightly processed NM produce.



Grocery Stores Are the Next Frontier for Double Up Growth

The next four years promise substantial sales growth, particularly at **grocery stores, now at 29 statewide, including all 21 NM Lowe's Markets.**

Grocery stores offer:

- ✓ Increased access to fresh food (long hours)
- ✓ Locations that SNAP participants are already comfortable shopping in
- ✓ Greater market potential for farmers
- ✓ Wide marketing reach

The Lowe's stores in places like Gallup, Eunice, Jal, Clovis, Tularosa, and Tucumcari ensure that **RURAL** SNAP customers have access to Double Up. **URBAN** stores help ensure all of NM's food deserts also have access to affordable fresh food.

To help get more NM-grown food into the grocery stores, the NMFMA provides technical assistance to food hubs and farmers of all scales. Our value chain coordinator has helped move \$3M+ into Double Up grocery outlets since 2018.

Double Up Outlets 2020, by Type

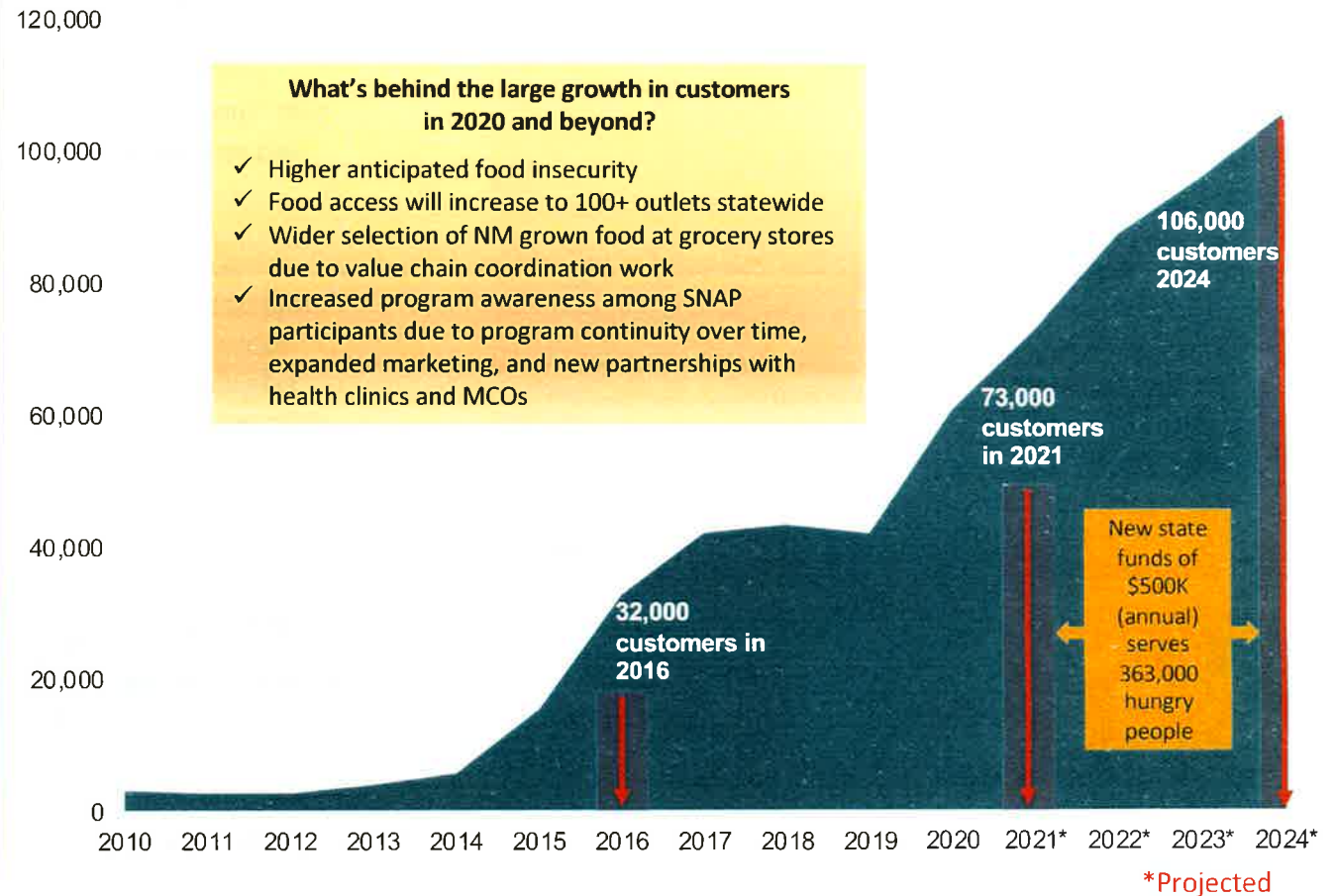


By 2024, About 619,600* Rural and Urban SNAP Participants Will Have Stretched Their Food Budgets With Double Up, Improving Their Food Security and Healthy Eating

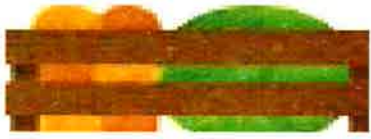
Without new state funds for federal match, the projected number of Double Up participants over the next four years will drop by more than 135,000 people.

** According to NM purchase data, the average Double Up transaction amount is \$23. Estimated number of participants is derived by dividing total sales by 23. The estimate does not account for repeat customers.*

Annual Customer Growth 2010-2024*



A Win for New Mexico Families, Farmers, and Communities



NM Households Increase Food Security

- ✓ **93%** of Double Up participants who shop at farmers' markets report that the incentives have helped them purchase more fresh food for children in their household.
- ✓ **87%** report that the incentives have increased their sense of food security.



NM Families Have More Healthy Food Choices

- ✓ **94%** of Double Up participants who shop at farmers' markets report eating more fruits and vegetables, including more varieties.
- ✓ **89%** report that the selection, quality, and prices of produce were better at farmers' markets compared to where they usually shop.



NM Farmers Increase Their Incomes

- ✓ **90%** of farmers who participate in Double Up report selling more fruits and vegetables; **85%** report making more money.
- ✓ **70%** of farmers who participate in Double Up reported expanding and diversifying production due to new Double Up sales.



NM Economies Thrive

- ✓ A dollar spent at a farmers' market can generate an extra **\$1.80** for the community's economy.
- ✓ When SNAP customers spend their federal food dollars on local food, those dollars recirculate in our local economies.

Funding History — Double Up in New Mexico



FEDERAL

2015: \$100,000 1-year “Pilot” federal grant.

2016- 2020: \$2.1M 4-year “Large Scale” federal grant.

2021-2024: \$3.3M federal grant request will be submitted in May 2021. State match must be in hand. Outlook for federal funding is excellent!



PHILANTHROPIC

More than \$500,000 of private funds have been raised to support Double Up and used as federal match. The funds have supported retail sales engagement and value chain coordination activities to improve local food supply in participating grocery stores.



STATE OF NM

In FY16, the state of NM appropriated \$400K to support this federal nutrition program. The effort, led by Rep. Don Tripp (R) and Rep. Larry Larrañaga (R), was successful because legislators believed in the program and understood the power of leveraging \$2.1M in federal funds for NM. Annual total investment by the state is now \$367K.

MOVING FOWARD: Required for FY2022 and beyond

A new state appropriation of \$500K will be matched with \$3.3M in federal funding via the 4-year USDA NIFA grant (FY2022-2025).

\$500K in annual recurring funds, plus current annual state funds of \$367K will allow the Double Up program to continue growing. Less state money would mean less federal money—and that would mean less food benefits for SNAP participants and less sales for farmers.

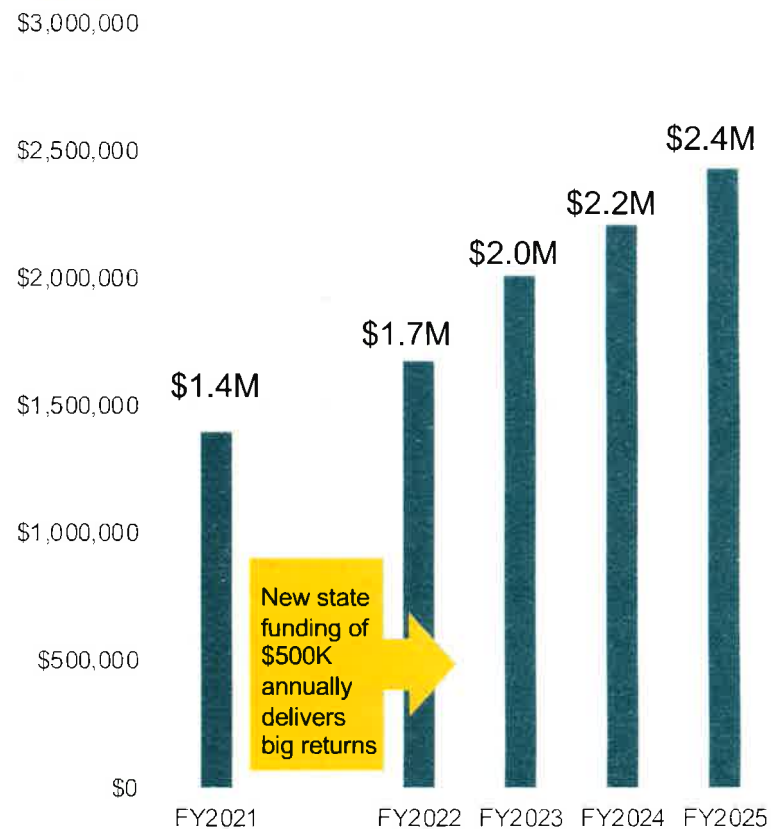
The match for all four years must be secured at the time of federal grant application. If state funds are not recurring, the NMFMA cannot guarantee the match, thereby forfeiting the full amount of federal funds needed by this project.

\$500K New Annual State Investment Delivers Food Benefits, Farmer Sales, and Economic Opportunity


- ✓ **\$7.5M in federal funds to be leveraged between FY2022-2025.**
- ✓ **363,000 SNAP participants to be served between FY2022-2025.**
- ✓ **\$8.4M total local food sales, FY2022-2025 (71% growth).**
- ✓ **New eligible categories for NM produce will include dried, frozen, and processed (without oil or salt), thus opening BIG entrepreneurial opportunities for NM-grown value-added food.**
- ✓ **16 new grocery stores** are Double Up partners as of late September 2020. The Lowe's grocery partnership (21 stores total statewide) reaches the RIGHT customer (avg. 30% are SNAP participants) in the neighborhoods where they live and shop. **Increasing total food dollars is critical for meeting the growing demand and expanded Double Up food access.**



SNAP & Double Up Projected Sales for Local Food, FY2022-2025



What's At Stake **WITHOUT** the New State Investment?

|  | WITH \$500K New Annual Investment, Plus Current \$367K | WITHOUT New \$500K annual investment | WHY New State Investment is Critical |
|---|---|---|---|
| Statewide Impact | How Many/ How Much | How Many/ How Much | Lost Opportunity |
| # SNAP Participants Served 4-year total — FY2022-2025 (Total food \$/\$23 avg. transaction) | 361,565 people | 226,435 people | 135,130 SNAP participants will not get Double Up incentives for fresh food. |
| Local Food Sales 4-year total — FY2022-2025 | \$8.4M (Double Up & SNAP) | \$5.2 (Double Up & SNAP) | \$3.2M in local food sales will be lost. |
| Value Added Foods, NM Grown and Produced: Frozen, Dry, Processed | \$4.2M | \$2.6M | \$1.6M will be lost for value-added food as fresh produce will be prioritized. This reduces entrepreneurial opportunities. |
| Grocery Store Benefits for Shoppers | No daily transaction limit | Transaction limit of \$20 per customer | Customers will have less buying power. Daily transaction limits hurt those with larger families. |
| Federal Dollars Leveraged <i>(Federal Grant Funds + SNAP Food \$ Spent by Customers)</i> | \$7,458,000 | \$4,704,000 | \$2.8M federal dollars will be sacrificed. |
| Total Economic Impact 4-year total — FY2022-2025 (Total Program Funds + SNAP Food \$ x \$1.80) | \$19.4M | \$12.2M | \$7.2M in total economic impact will be lost. This includes jobs and small business support. |

Summary of Request: What \$500K New Annual Investment (+ Current \$367K) Buys, FY2022-2025

| Double Up Grant Year | Federal Grant Funds | State Funds Available for Match (90% used for food) | Other Match (private + in-kind) | Total Program Funds, \$M | Double Up Food \$ (63% of total program) | SNAP Food \$ Spent By Customers (to get Double Up) | Total Local Food Sales (Double Up + SNAP) \$M | Total Federal Funds Leveraged* |
|---------------------------------|---------------------|---|---------------------------------|--------------------------|--|--|---|--------------------------------|
| 2021-2024 (Annual \$) | \$825,000 | \$817,000 | \$8,000 | \$1,650,000 | \$1,039,500 | \$1,039,500 | \$2,079,000 | \$1,864,500 |
| 4 Year Total | \$3,300,000 | \$3,268,000 | \$32,000 | \$6,600,000 | \$4,158,600 | \$4,158,000 | \$8,316,000 | \$7,458,000 |

\$3.2M represents the available 4-year state match after NMSU's annual 5% deduction (from \$867K per year).
During 2021-2024, total out-of-pocket investment for state will be \$867K per year, or \$3.5M total.

| Double Up Grant Year | Federal Grant Funds | State Funds Available for Match (90% used for food) | Other Match (private + in-kind) | Total Program Funds, \$M | Double Up Food \$ (63% of total program) | SNAP Food \$ Spent By Customers (to get Double Up) | Total Local Food Sales (Double Up + SNAP) \$M | Total Federal Funds Leveraged* |
|---------------------------------|---------------------|---|---------------------------------|--------------------------|--|--|---|--------------------------------|
| 2016-2020 (Annual \$) | \$525,000 | \$357,336 | \$177,000 | \$1,050,000 | \$651,000 | \$651,000 | \$1,302,000 | \$1,596,000 |
| 4 Year Total | \$2,100,000 | \$1,429,344 | \$708,000 | \$4,200,000 | \$2,604,000 | \$2,604,000 | \$5,208,000 | \$4,704,000 |

\$1.4M was the available state match for USDA federal grant after shaving and NMSU annual 5% deduction. Original state appropriation in FY2016 was \$400K. During 2016-2020, total out-of-pocket for state was \$1.5M.

- ✓ Leverages \$7.5M in federal funds* Returning \$2 for every state \$1
- ✓ Drives \$19.4M in total economic impact** Returning \$6 for every state \$1
- ✓ Helps feed an additional 135,000 food insecure people (361,565 total)
- ✓ Provides \$3.2M in additional sales directly to farmers (\$8.4M total)

*Total Federal Funds Leveraged = Federal Grant Funds + SNAP Food \$ Spent by Customers

** Total Economic Impact = Total Program Dollars + SNAP Food \$ Spent by Customers x \$1.80

DOUBLE UP FOOD BUCKS

A 10-YEAR SUCCESS STORY

READY TO LEVERAGE **\$7.5M** OF FEDERAL FUNDS, 2021-2024

Thank you for supporting this investment that addresses hunger, nutrition, and the economic health of our farmers and communities.



**DOUBLE UP
FOOD BUCKS**



**NEW MEXICO
FARMERS'
MARKETING
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