



**NEW MEXICO  
GROWN**  
**APPROVED SUPPLIER**  
• PROGRAM •

# Transforming Lives from the ground up



Impact investing in New Mexico's  
people, food, and local economies

August 2025



# Agriculture, Health, and Economic Well-being



- Community-informed programs designed to transform New Mexico's local food system
- A catalyst for nutrition security, economic resiliency for farmers and ranchers, value chain stabilization, and long-term operational viability
- Meeting emerging needs, opportunities, and continued stakeholder engagement

**Fostering Systems Change**



## INTEGRATED STRATEGIES

Nutrition security investments create the conditions for **long-term healthy food economies, and open new markets** for local farmers, ranchers, and food producers. Strengthening market demand and logistical pathways increases locally grown and raised food in NM



## PREVENTION VS. REACTIVITY

A resilient food system is proactive, not reactive. New Mexico's investments are shifting focus from emergency response to prevention — using smart food policy to **lower long-term healthcare costs, improve quality of life, and strengthen the entire system.**



## UNLOCKING RESILIENCE

New Mexico's investments are using smart food policy to enhance community-driven, environmentally responsible efforts that deliver nutritious food for all New Mexicans and-strengthen the entire system.



# Delivering cross-sector integration across NM's priority areas

## 1. Community Food Programs



Integrating and innovating NM's hunger relief and nutrition security efforts so resources can be optimized for health, equity, and efficiency.

### ASP & Double Up program examples:

- Healthy Universal school meals
- Senior local food box program
- Bright Bites for preschools
- SNAP Double Up Food Bucks

Total State Investment: \$168,169,260  
 Total Federal Dollars Leveraged: \$1,118,658,653

## 2. Farmers, Ranchers, Food Entrepreneurs



Investing in NM producers through the value-based expansion of locally sourced food programs and intentional resourcing of land, water, and other inputs needed for fair market access.

### ASP & Double Up program examples:

- NM Grown procurement programs
- Scratch cooking/menu support
- Capacity-building for farmers' markets
- SNAP Double Up Food Bucks

Total State Investment: \$9,613,965  
 Total Federal Dollars Leveraged: \$9,675,489

## 3. Supply Chain



Measurably improving food supply chain infrastructure to eliminate gaps, address weak linkages, and mitigate regulatory roadblocks.

### ASP & Double Up program examples:

- NMEDD's Healthy Food Financing Initiative (HFFI)
- NMDA's Regional Food System Infrastructure (RFSI) program
- Rural grocery retail infrastructure supporting Double Up Food Bucks

Total State Investment: \$31,975,000  
 total Federal Dollars Leveraged: \$7,628,304

## 4. Sustainability



Working with partners to create a sustainable financial model to support the Governor's Food Initiative mission.

### ASP & Double Up program examples:

- Value-based procurement model
- Monitoring impact through dashboards and shared reporting tools
- Leveraging millions of federal dollars

**De-Siloing Food & Agriculture Programs**



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# Delivering reliable local agricultural markets

**Local Producers**

Year after year, these proven programs are helping feed New Mexicans and spur economic resiliency for farmers and ranchers. **This is what transforming the local food system looks like.**

**New Mexico Grown Markets**

- PED
- ALTSD
- ECECD
- DOH



**\$13.5M** NM Grown local food sales FY2023-FY25

**Infrastructure Resources**

- NMDA
- NMEDD
- NMED



**\$1.74M\*** infrastructure/supply chain grants FY2023-FY25

\*HFFF grants thru FY25. Does not include \$3.7M for RFSI that is not yet deployed, nor \$2M designated for HFFF for FY26.

**Direct-to-consumer Markets**

- Farmers Markets
- Grocery Stores
- Food Is Medicine



**\$7M\*\*** sales FY2023-FY25 (est.)

\*\*Sales at farmers' markets include only SNAP Double Up Food Bucks, NOT total market sales.



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## Milestones and Wins: **Why it Matters**

The **Approved Supplier Program** supports safe, traceable local food sourcing while helping NM producers connect with schools, institutions, and buyers to meet growing demand for local agriculture products.



250+ farmers & ranchers



282,647 people accessed local food



253 schools, senior centers, preschools, food banks



More than 1,539,735 complete meals

New Mexico Grown primary state agency partners *(NM Dept. of Health impact not shown)*

### For Farmers/Ranchers

FY 2024 Impact:

- **250+** farmers certified, inv. **85** produce +, **32** ranchers, and **165** more who sell through food hubs, etc.
- **65%** of Approved Suppliers have farmers under 10 acres
- **55%** of suppliers are considered historically marginalized
- **\$4.5 million** economic benefit to NM farmers and ranchers



### For Students

FY 2024 Impact:

- **62** School Food Authorities in **24** counties
- **534,176** meals
- **260,774** students served in **632** schools
- **641,001** pounds of food from **155** local farmers/ranchers



### For Seniors

FY 2024 Impact:

- **163** senior centers in **28** counties
- **276,298** meals
- **29,840** unduplicated seniors served
- **82,876** pounds of food from **54** local farmers/ranchers



### For Preschools

FY 2024 Impact:

- **28** childcare centers in **8** counties
- **37,435** meals
- **10,505** children served
- **44,291** pounds of food from **23** local farmers/ranchers





## Milestones and Wins: **Why it Matters**

Double Up Food Bucks helps SNAP participants stretch their food budgets with healthy, locally grown fruits and vegetables, thus improving nutrition security and supporting NM farmers and other producers.



**800** farmers statewide



**538,125** people accessed local fruits & veggies FY2021-25



**70** farmers' markets, farm stands, CSAs, & grocery stores



**\$8.2 million** sales to NM farmers FY2021-2025

### For SNAP Participants:



FY 2025 Impact:

- **55,000** SNAP customers used Double Up Food Bucks in **33** counties
- **74%** say they are eating healthier
- **91%** say Double Up makes shopping more affordable

### For SNAP Families:



FY 2025 Impact:

- **112,613** families improved their meal quality with fresh local produce (avg. HH size 2.7)
- **61%** of SNAP households have children

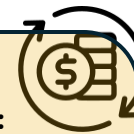
### For Farmers:



FY 2025 Impact:

- **800** unduplicated farmers from **29** counties
- **79%** say Double Up helps them earn more \$
- **56%** say they intend to grow more food due to program

### For Local Economies:



FY 2025 Impact:

- **\$3.1 million** economic impact as every dollar spent by SNAP participants generates \$1.80 in return for local businesses.

### For Leveraging State Investment:



FY 2025 Impact:

- **\$1.5 million** leveraged each year (federal & private)
- **\$2.3 million** will be leveraged in FY2026



# What Beneficiaries Say: Why it Matters

Numbers only tell part of the story. These programs make a difference in the lives of the people they serve. In their own words:



*"The New Mexico Approved Supplier Program has been lifechanging for our operation. It's just opened up so many opportunities to new markets. It's making us accessible to schools, senior living centers, the food banks."*  
-NM Grown Approved Supplier – individual producer

*"The Approved Supplier Program has allowed us... to tap into this whole statewide network of different institutional buyers that we might not normally have met here in our direct local community."*  
- NM Grown Approved Supplier – individual producer

*"Kids can have meat that has been born, raised, and processed within a 10 mile radius of their schools! I've been selling beef for 15 years now, and this is the most exciting thing to happen!"*  
- NM Grown Approved Supplier – individual producer

*"Talk to some of the seniors, and they know when it's not from New Mexico. They know when it's New Mexico carrots. They know when it's New Mexico beef. They taste the difference, and they appreciate the value of it."*  
- NM Grown Administrative Agency Partner



**CUSTOMERS**

*"Couldn't make it through without it."*

*"I would not be shopping at the farmers' market if it wasn't for DUFB."*

*"DUFB makes real food affordable and obtainable. Please continue to support this program."*

*"I think this program is the best program for nutrition, economy and total well-being of a community I have ever seen. Thank you."*

**FARMERS**

*"Great program for farmers and community."*

*"This program is a huge benefit to so many people. Thank you."*

*"We love it! Customers love it! Beautiful blessing for the community!"*

*"Thank you for this program! I see so many happy people who get more produce than they otherwise would."*





# FY2026 Appropriation Requests

## Serving NM Producers & Eaters



### \$430,000 REQUEST - RECURRING

#### NEED

Proven backbone for NM Grown local food procurement and other wholesale market opportunities. Producer training and technical assistance, food quality assurance program for buyers, plus interagency coordination and communications support.

#### BENEFICIARIES/ LOCATIONS

- **282,647** people accessed local food
- **253** schools, senior centers, preschools, food banks
- **1,539,735+** complete meals

#### PRODUCERS/ SALES

- **10x** market growth over past five years (\$550k in 2020)
- **\$5.2 million** sales, FY2025 (est.)
- **253** ASP farmers and ranchers
- **27** counties with ASP producers

### \$1,000,000 - DOUBLE UP + MEAT/PROTEIN PILOT

#### NEED

Reduced SNAP funding will mean families and veterans need to stretch their food budgets to avoid emergency food assistance. Better nutrition = reduced healthcare costs. **\$750,000** for Double Up Food Bucks and **\$250,000** for Meat/Protein Pilot.

#### BENEFICIARIES/ LOCATIONS

- **63,283** new SNAP customers will be served (est.)
- **12,500 veterans** will receive meat/protein coupons (est.)

#### PRODUCERS/ SALES

- **800** farmers
- **30** counties
- **70** locations – farmers markets, farm stands, grocery stores. New grocery stores in rural areas joining!
- **\$1.2 million** federal \$ to be leveraged in FY26!



## More Information

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Since 1994, dedicated to strengthening the local food system by supporting the state's agriculture producers and cultivating strong networks for a healthier New Mexico.

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