



New Mexico Farmers' Markets Promotion & Development

(11/8/12)

Request: \$85,000 to develop and promote direct market agriculture in New Mexico
Sponsor: Representative Don Tripp
Agency: New Mexico Department of Agriculture

Background: Direct market agriculture keeps small-scale growers in business, allowing them to sell directly to consumers at retail prices, cover their costs and stay on their farms. Farmers' markets contribute to regional economies and are important sources of fresh, healthy food. Land and water rights stay in production, preserving agricultural knowledge. Nutrition programs offer low-income residents vital fresh-food access.

- The Association leverages more than \$1 million federal dollars annually
- 61 farmers' markets in 27 counties across New Mexico
- 1,000+ small-scale farmers participate
- 30,000+ customers shop at markets each week
- \$6.2 million annual sales generated in 2011 (up from \$1.4 m 1998)

Cost-Benefit of Farmers' Markets Detailed in 2012 Economic Impact Studies

*The following figures are expressed as a range across the five Albuquerque markets studied.**

- Annual Economic Impact on Vendors: \$199,931 - 1,710,910
- Annual Economic Impact on Nearby Businesses: \$7,187 - \$481,753
- Annual Economic Impact on the Community: \$207,118 - \$2,192,663
- Sales Per Customer Transaction \$16.37 - \$27.44 (compared to national grocer average of \$26.78)
- Cost/Benefit Ratio for Community: 73 to 1 – 314 to 1

Legislative Funding Provides:

- Technical assistance to develop and support the state's 61 (and growing) farmers' markets
- Public education and marketing to promote sales of locally grown food statewide
- Nutrition program support and promotion (WIC, Senior, SNAP) to maximize federal dollars
- Professional training programs for market managers and community health partners
- Development of programs targeting obesity and diabetes among children and vulnerable populations in partnership with community healthcare providers and networks
- Development of programs for roadside stands, CSAs and other direct marketing activities

* 5 SEED Studies conducted in Albuquerque; full report available.