

# ECONOMIC AND RURAL DEVELOPMENT COMMITTEE

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Value-Added Agriculture and  
Economic Development in New Mexico

New Mexico Department of Agriculture

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# NEW MEXICO DEPARTMENT OF AGRICULTURE Value-Added Programs

- New Mexico Country Store at the New Mexico State Fair
- New Mexico Green Chile Promotion
- New Mexico Dairy Export Initiative



# New Mexico Country Store

- The Country Store opened its doors in 1993
- Purpose for the Store is to highlight the Specialty Foods Industry of New Mexico



# New Mexico Country Store

- Gives companies an opportunity to showcase their products to fair attendees and test market new products
- An average of 90 New Mexico companies have participated every year featuring approximately 500 to 600 products
- Products have been test marketed at the store and then found their way into national retail grocery chains



# New Mexico Green Chile Promotion

- Program began in 2003
- Purpose of the program was to expand markets for New Mexico chile and generate higher returns to the farmer



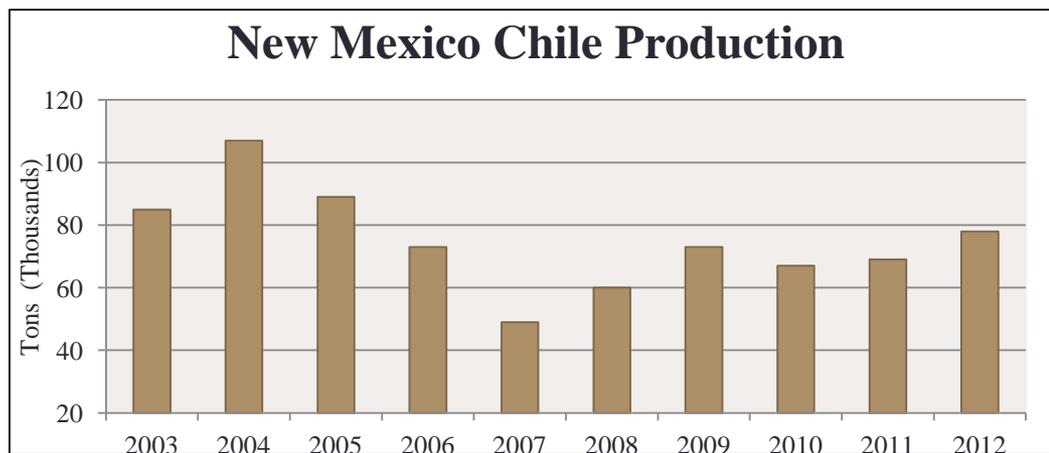
# New Mexico Green Chile Promotion

## Chile Industry Statistics for 2012

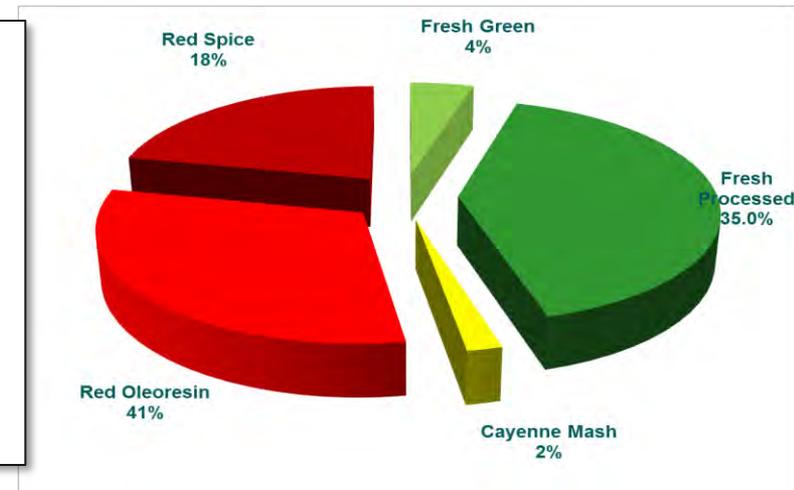
### 2012 Chile: Acreage and Production by District and County

	Planted Acreage			Harvested Acreage			Production (Tons)		
	2010	2011	2012	2010	2011	2012	2010	2011	2012
<b>Luna</b>	3,100	3,190	3,000	2,950	2,950	3,000	42,500	33,020	32,740
<b>Doña Ana</b>	2,900	2,500	2,400	2,800	2,800	2,200	29,400	21,610	25,910
<b>Other Counties</b>	3,150	4,310	4,500	2,950	3,750	4,400	16,000	14,220	19,130
<b>STATE</b>	9,150	10,000	9,900	8,700	9,500	9,600	87,900	68,850	77,780

Total Value of Production: \$65,413,000



Source: NASS



Source: New Mexico Chile Association

# New Mexico Green Chile Promotion

- Started the program with Raley's Grocery Stores in Sacramento
- Since then, the program has grown to over 2,200 stores from California to New York and Vancouver, Canada, to Florida
- Average gross return to the grower for fresh market chile is \$.42/lb. compared to \$.225/lb. for processor chile







# New Mexico Dairy Export Initiative

- New Mexico dairy industry is one of the two largest agricultural industries in the state
- The two largest cheese manufacturing facilities in the world are located in New Mexico
  - Southwest Cheese in Clovis
  - Leprino Foods in Roswell



# New Mexico Dairy Export Initiative

## Dairy Industry Statistics for 2013

- New Mexico Dairy Farm Revenue for 2013 (estimate) \$1.375 Billion
- New Mexico Dairy Plant Production for 2013 (estimate) \$2.076 Billion
- New Mexico dairy farms employ 4,380 people
- New Mexico dairy plants employ 1,418 people
- 7 large dairy processing facilities
- 147 dairy farms, bovine

# New Mexico Dairy Export Initiative

## Dairy Industry Statistics for 2013

- New Mexico is **Number 1** for per cow production with over 24,800 pounds of milk per cow, per year
- New Mexico is **Number 1** for cattle per dairy farm, averaging 2,350 per dairy farm
- New Mexico is **Number 9** for total dairy milk production in the nation
- New Mexico is **Number 4** for total cheese production in the nation

# New Mexico Dairy Export Initiative

- Began working this past year with U.S. Dairy Export Council to help market New Mexico cheese
- In May 2013, eleven buyers from Southeast Asia and the Middle East participated in a buying mission in New Mexico

