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FISCALIMPACTREPORT

SPONSOR:	Larranaga	DATE TYPED:	01/21/00) НВ	108
SHORT TITLE: Market		NM Agricultural Products		SB	
				ANALYST	Pacheco-Perez

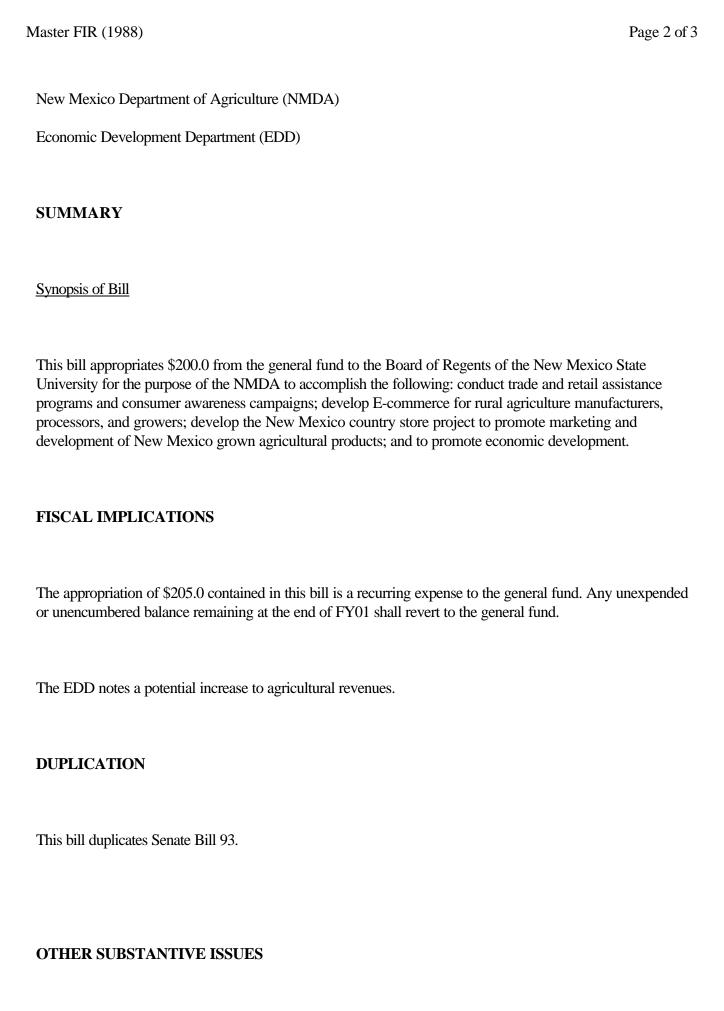
APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring	Fund
FY00	FY01	FY00	FY01	or Non-Rec	Affected
	\$ 200.0			Rec	GF

(Parenthesis () Indicate Expenditure Decreases)

Duplicates **SB93**

SOURCES OF INFORMATION



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The following programs provide technical assistance to small-scale, rural agricultural manufacturers, processors, and growers and require a 50/50 match from private sector.

- 1) <u>Trade Show Assistance Program</u> provides matching/supplemental funding for New Mexico food companies to attend in-state and national trade shows. Participation allows New Mexico companies to promote and establish new markets, find distributors to targeted markets, establish new markets and maintain existing market share, and increase sales.
- 2) <u>Retail Assistance Program</u> provides matching monies up to \$900 per retail store to promote New Mexico food products. This serves an as incentive for New Mexico retailers to stock, promote, and sell New Mexico food products.
- 3) <u>Advertising and Promotion</u> helps to create interest and generate sales. Advertising in key trade publications and newspapers is needed. It is important to provide timely exposure and promotion of New Mexico products to generate sales.
- 4) New Mexico Country Store at the New Mexico State Fair was originally created to showcase New Mexico food products. It has since evolved into a successful testing ground for New Mexico products as well as an alternative sales outlet for food processors. Processors can receive direct feedback on new products by sampling to the public.
- 5) <u>Commodity Promotions</u> assistance has been requested from the onion, chile, and apple industries. Assistance has been requested for mass promotion including print and radio advertising bill boards, point-of-purchase materials, and implementation of seasonal promotion and sales campaigns.

APP/njw