

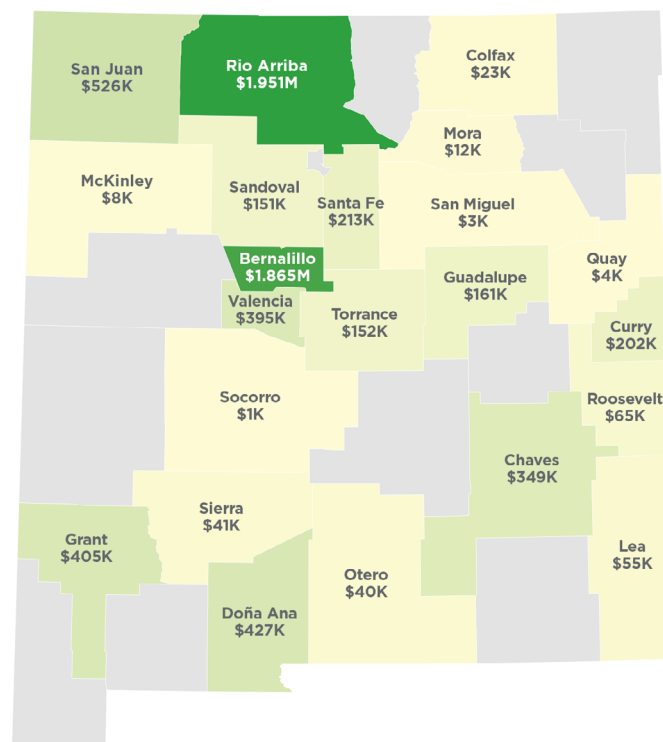
NEW MEXICO GROWN: ECONOMIC IMPACTS

NM GROWN FUELS LOCAL ECONOMIES

NM Grown is the state's local food procurement program, providing resources to institutions to purchase locally produced food from New Mexican Approved Suppliers. A comprehensive NM Grown evaluation was conducted in 2025. The evaluation included an economic impact analysis for FY25 using data from the Local Food Data Portal. Total sales for each individual food product for FY25 by county were analyzed to calculate direct, indirect, and induced economic impact in 2025 dollars by county.

To estimate statewide and county-level economic impacts of NM Grown we used IMPLAN, a widely used economic modeling tool for input-output analysis. Aggregated county product sales from suppliers were mapped to IMPLAN sectors to estimate economic impacts. **Statewide, in FY2025 NM Grown generated an estimated \$7.05 million in total economic output, supporting approximately 139 jobs and \$2.41 million in labor income across New Mexico.** County-level impacts varied significantly, and it is also important to note that many NM Grown sales were made by food hubs, processors, and other food businesses that aggregate product from numerous farmers and ranchers, many of whom are located in neighboring counties to those aggregator businesses. As the Local Food Data Portal has no way to track that level of detail, the county-level economic impacts for farmers and ranchers who were based in a different county from the aggregator they sold their products to are not reflected in this analysis.

NM Grown Economic Impacts | Fiscal Year 2025

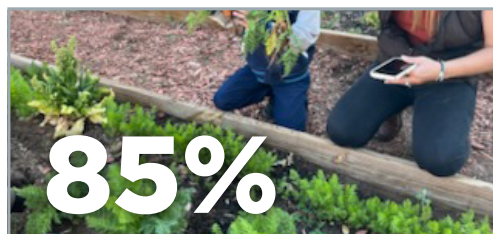
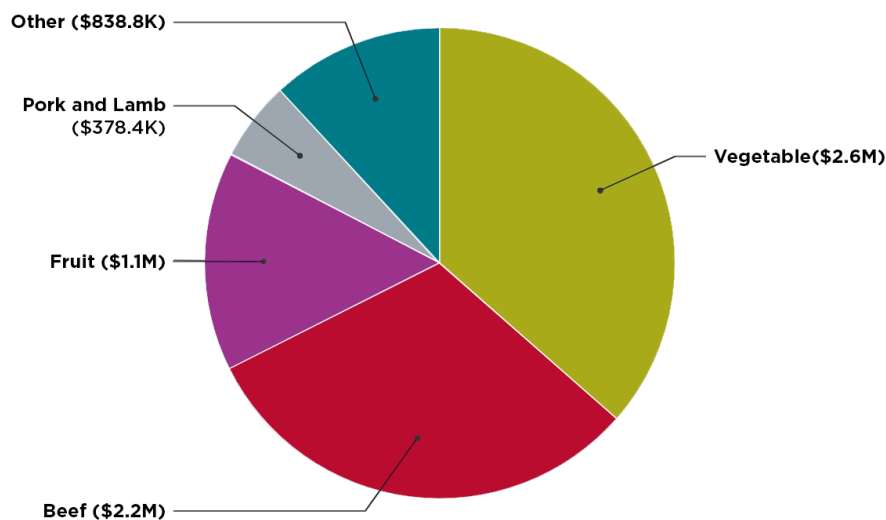


Estimated using IMPLAN input-output software from fiscal year 2025 NM Grown supplier sales data.

Map: The University of New Mexico (UNM) Assessment, Planning, and Evaluation Lab (APEL), and the UNM Evaluation Lab

Source: Local Food Data Portal | Created with Datawrapper

NM Grown Economic Impacts by Food Type



85%
of buyers agreed NM Grown provides Approved Suppliers with an important economic opportunity.

Estimated using IMPLAN input-output software from fiscal year 2025 NM Grown supplier sales data. Other category includes tree nuts, juices, milling, and all other crops.

Chart: The University of New Mexico (UNM) Assessment, Planning, and Evaluation Lab (APEL), and the UNM Evaluation Lab

Source: Local Food Data Portal | Created with Datawrapper

The above figure shows the proportion of statewide economic impact attributable to each food type. Vegetable sales accounted for \$2.6M of the total statewide economic impacts, while beef sales contributed another \$2.2M.

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Supporting the local economy was the

#1 buyer motivation

for participating in NM Grown.

QUOTES

"Opportunity is the greatest impact ... So it is imperative that we continue this program to be able to provide these opportunities, get more producers at the table, get more funding to the table to provide this opportunity of getting healthy, nutritious, local foods back into our state."

- Small-scale rural farmer

"When we have guaranteed sales through the institutional market of being an approved supplier through the New Mexico Grown program, then we're able to make those types of moves in growth."

- Small-scale rural farmer

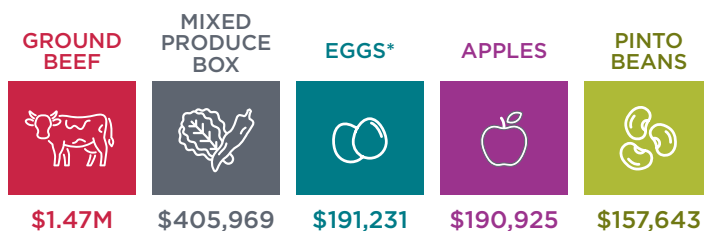
"The New Mexico Grown program has helped us with consistent purchasing. It has opened our customer base to institutional markets."

- Rural supplier

"I think it's brought a positive impact to the community because we're helping out local farms, whether it's in our own area here or Los Lunas, Roswell. These are local families that have created a business out of providing local product for us, and we're able to put it on the plate."

- Small rural school district

Top five food product categories purchased:



*Eggs were not an eligible product for standard NM Grown programs but were allowed for food bank purchasing through two pilot initiatives

NM Grown website: <https://newmexicogrown.org/>

Interested in becoming an Approved Supplier?
<https://newmexicogrown.org/asp/apply/>

Funding for this evaluation was provided by the New Mexico Farmers' Marketing Association.



Scan the QR code to access the full report.



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