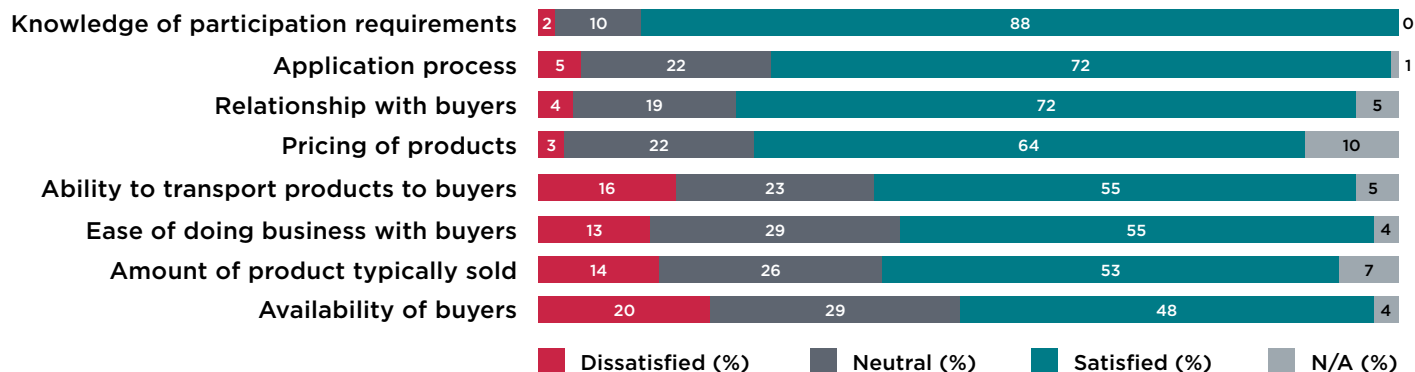


NEW MEXICO GROWN: PARTICIPANT PERSPECTIVES

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 surveys, interviews, site visits, and focus groups with NM Grown buyers, Approved Suppliers, administering agencies and stakeholders that participated in New Mexico Grown from July 2023 through June 2025 (Fiscal Years 2023-2025).

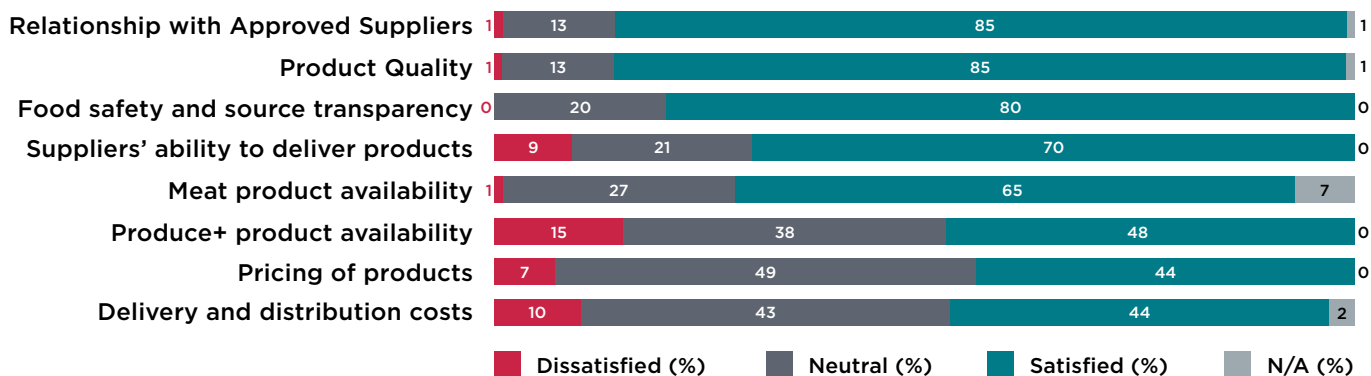
Among 58 Approved Suppliers (farmers, ranchers, processors, food hubs, and distributors) across New Mexico that participated in a survey, most were satisfied with knowledge of participation requirements (88%), the application process (72%), and overall relationship with buyers (72%). Some were dissatisfied with availability of buyers (20%), ability to transport products to buyers (16%), and amount of product typically sold (14%).

Approved Suppliers' Satisfaction with NM Grown:



Among 88 buyers (schools, early childhood and senior centers, food banks) across New Mexico that participated in a survey, most were satisfied with overall relationship with Approved Suppliers (85%), quality of products (85%), and food safety and source transparency (80%). Some were dissatisfied with availability of Produce+ products in needed volumes (15%), delivery and distribution costs (10%), and suppliers' ability to deliver products (9%).

Buyers' Satisfaction with NM Grown:



Buyers Reported Needing More:



NEW MEXICO GROWN: PARTICIPANT PERSPECTIVES

The top 5 motivations for participating in NM Grown were:

APPROVED SUPPLIERS	%
Connecting with the community	88%
Increasing sales	82%
Building new relationships with buyers	82%
Improving interest in agriculture/local food procurement	75%
Improving health	73%

BUYERS	%
Supporting the local economy	90%
Expanding local food offerings	78%
Improving recipients' health	73%
Building new relationships with suppliers	72%
Offering more culturally relevant foods	64%

96% of buyers and **94%** of Approved Suppliers said they would participate in NM Grown in the future.

NM GROWN STRENGTHS

NM Grown positively impacts food producers, buyers, vulnerable populations, communities, and the local economy. Products are high-quality, culturally-relevant, and fresh, improving menu variety and nutritional value. Strong local relationships and collaboration, community and administrative support, and alignment with values and traditions promote program success. Specific strengths and impacts mentioned by participants include:

- **Approved Suppliers:** new markets, increased revenue, new certifications and training, new opportunities for leadership and advocacy
- **Buyers:** product quality and shelf-life, diversified and appealing menus, marketing/education opportunity
- **Vulnerable Populations:** improved diet quality and variety, stronger relationships with food and agriculture, excitement about new and familiar culturally-relevant products
- **Administrative Agencies:** responsive, supportive, knowledgeable program leaders and champions
- **Communities:** new connections and networks; impacts extend to youth, buyer staff, and recipients' families
- **Local Economy:** local food procurement, essential revenue stream, production and staff expansion

NM GROWN CHALLENGES

Buyers and Approved Suppliers note barriers related to capacity, staffing and labor shortages and turnover, product prices, inconsistent timing in the rollout of funds (and gaps in ability to spend) and funding award misalignment with sowing and growing seasons, inability to guarantee sales, delivery and distribution feasibility and costs, and administrative burdens. Certain NM Grown participants have more challenges:

- **Small-scale, Rural, and Tribal Approved Suppliers:** production capacity and labor, ability to find buyers, generating revenue to sustain operations, land and water
- **Large and Rural Buyers:** high staff turnover and training needs, finding nearby suppliers with capacity to produce and/or deliver volume of products (especially Produce+) needed

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.

The full report is
available through the
QR code below:

