



Local Food Data Portal Dashboards Report
Regional Farm to Food Bank (RF2FB) Program
October 2025

Introduction

This report provides a summary of buyer purchases and supplier sales made by and to food bank buyers through the USDA-funded Regional Farm to Food Bank (RF2FB) program during the entirety of the grant project (July 2022 through September 2025). During this time, RF2FB was an initiative of New Mexico (NM) Grown, which is the state of New Mexico's local food procurement program for purchasing locally produced food from New Mexican farmers, ranchers, food hubs, distributors, and other food businesses. The Food Depot (TFD) managed all RF2FB procurement, and the purchases were made on a regional basis for the five food banks represented in the NM Association of Food Banks: the Economic Council Helping Others (ECHO) Inc., based in Farmington; the Food Bank of Eastern New Mexico (FBENM), based in Clovis; Road Runner Food Bank (RRFB), based in Albuquerque; The Community Pantry (TCP), based in Gallup; and TFD, based in Santa Fe. Food purchased through the RF2FB program reached food bank and food pantry clients in all 33 counties in the state.

The data presented in the report comes from buyer invoice information that was entered into the NM Local Food Data Portal by TFD staff. The report includes four main sections: I) overall and monthly purchases; II) purchases and sales by food categories and by individual food products; III) purchases and sales by production methods and processing types; and IV) market supply and demand maps. In addition, further detailed data broken out by each of the five food banks is provided in the appendices.

I. Overall and Monthly Purchases

During the RF2FB program, \$4.64 million in purchases were made between February 2022 and September 2025.¹ Table 1 provides overall purchasing totals along with purchasing amounts and the number of counties reached per regional food bank.

Table 1. Total and per Agency Purchasing Amounts and Counties Reached

Agency	\$ Amount	# Counties Reached*
ECHO	\$585 K	3
FBENM	\$712 K	6
RRFB	\$1.8 M	25

¹ The entire RF2FB grant period was from July 2022 through September 2025, though purchasing did not begin until February 2023.



TCP	\$605 K	8
TFD	\$933 K	10
TOTAL	\$4.64 M	33

* Some food banks distributed food in the same counties, which is why the # of counties reached, when summed, is more than 33.

In terms of seasonal purchasing patterns, August and September had the highest by month dollar amounts of purchasing during the program (at just over \$900K and nearly \$650K respectively), and these were followed by October (approximately \$580K), July (\$479K), and May (\$464K). The months with the least amount of purchasing during the program were January (\$157K) and February (just over \$100K). Figure 1 shows the dollar amounts of RF2FB purchases by month that were made during the program.²

Figure 1. RF2FB Purchases by Month

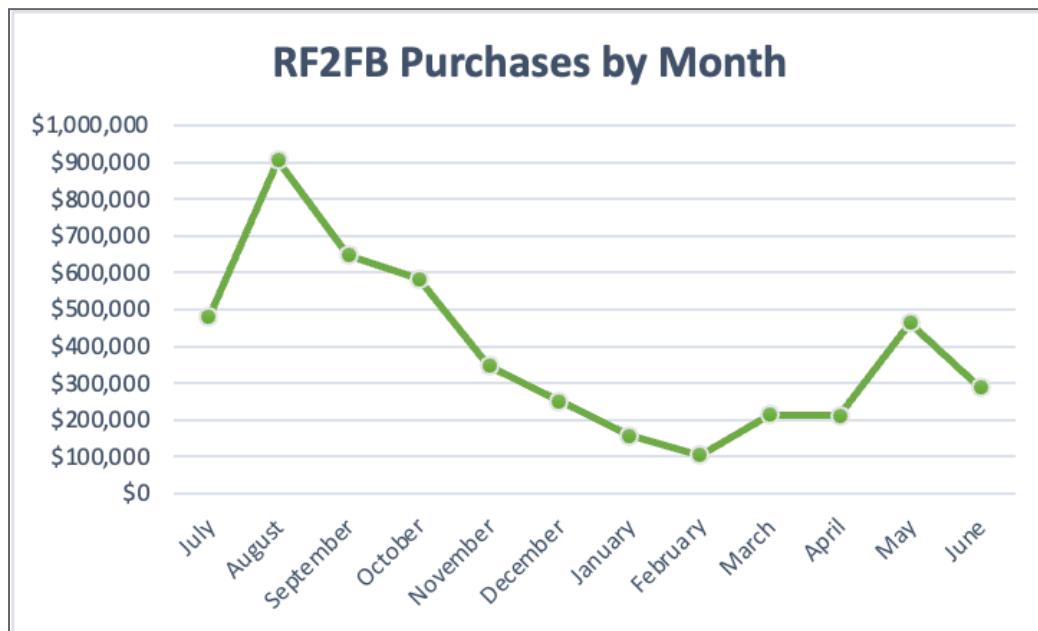


Table 2 shows RF2FB purchase amounts by month as well as the purchasing budget utilization on a per month and cumulative basis through the July-June fiscal year.

Table 2. RF2FB Purchases and Percent Budget Utilization by Month

Month	\$ Amount	Month Utilization	Cumulative Utilization
July	\$479 K	10.3%	10.3%

² The RF2FB program ran on the state of New Mexico's fiscal year, which is from July through June.



August	\$905 K	19.5%	29.8%
September	\$647 K	13.9%	43.7%
October	\$582 K	12.5%	56.2%
November	\$346 K	7.4%	63.7%
December	\$252 K	5.4%	69.1%
January	\$157 K	3.4%	72.5%
February	\$104 K	2.2%	74.7%
March	\$213 K	4.6%	79.3%
April	\$211 K	4.5%	83.8%
May	\$464 K	10.0%	93.8%
June	\$287 K	6.2%	100.0%
Total	\$4.64 M	100%	100%

II. Purchases and Sales by Food Categories & Food Products

Table 3 summarizes purchases/sales overall and by main NM Grown food product category (i.e., Meat Products and Produce+)³ for the following data points: dollar value of the purchases / sales; the number of buyers making purchases and suppliers making sales; the dollar range of individual buyer total purchases and supplier total sales from the year (from the smallest (“min.”) to the largest (“max.”); and the average dollar amount of a buyer’s total purchases and a supplier’s total sales for the year. **Appendix A** provides this information detailed out for each regional food bank.

Table 3. NM Grown Purchases and Sales - Overall and by Main Food Product Category

	Overall	Produce+	Meat
\$ Value of Purchases / Sales	\$4.64 M	\$2.57 M*	\$1.99 M*
# of Food Banks Making Purchases	5	5	5
Purchasing \$ Amount Range per Food Bank	\$585 K min. - \$1.8 M max.	\$203 K min. - \$773 K max.	\$220 K min. - \$1.02 M max.

³ Eligible meat products for all NM Grown purchases (RF2FB included) are: beef, bison, lamb/mutton, and pork products; Produce+ products are fruits, vegetables, nuts, grains, and legumes. In addition, Produce+ includes eggs, which are not a current allowable product for other NM Grown programs but were purchased through two pilot initiatives during RF2FB.



Average Purchasing \$ Amount per Buyer	\$928 K	\$514 K	\$398 K
# of Suppliers Making Sales**	57	43	18
Supplier Sales \$ Amount Range	\$29.00 min. - \$647 K max.	\$22.00 min. - \$466 K max.	\$1,620 min. - \$259 K max.
Average Sales \$ Amount per Supplier	\$81,530	\$59,739	\$110,569

* Produce+ and Meat sales totals are approximately \$4.56 M, and the remainder of sales was for transportation costs, which some suppliers charged as a separate line item on sales invoices that included sales of multiple food products. This meant that transportation could not be charged to or tracked for each specific food item sold.

** Many approved suppliers are hubs, distributors, processors, or other food businesses that aggregate the products they sell to NM Grown buyers from numerous farmers and ranchers. The “# of suppliers making sales” does not account for the number of individual producers contributing to sales made by hubs and others that aggregate food from multiple producers.

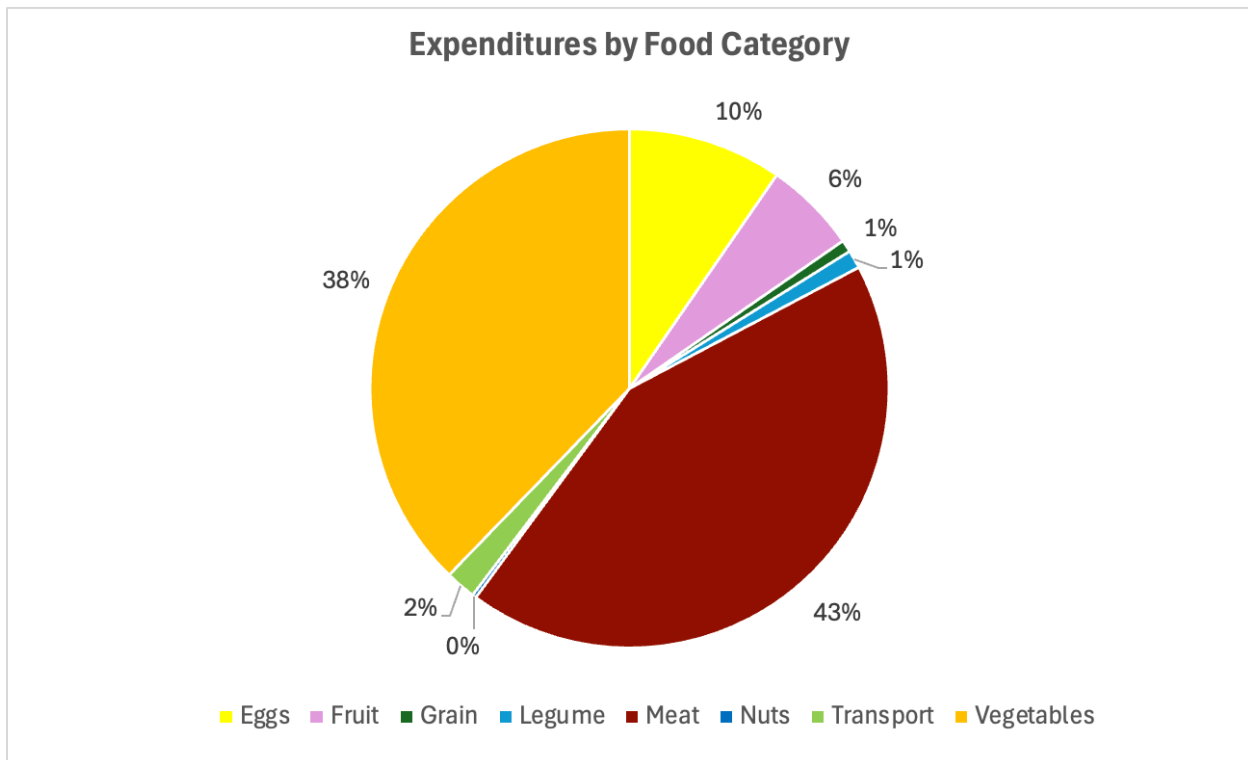
As Table 3 above shows, RF2FB purchased locally grown food products from 57 Approved Suppliers, with an average purchasing amount per food bank of \$928K and an average sales amount per supplier of \$81,530. Supplier sales varied significantly, from a minimum of overall sales of \$29.00 to the highest sales for any single supplier being nearly \$650K, with 15 suppliers selling at least \$100K of food products. Of those with sales greater than \$100K, five were food hubs, four were meat processors, three were individual meat producers, one was both a meat producer and processor, one was a vegetable producer, and one was a meat cooperative. Table 4 provides a breakdown of the number of suppliers per a range of sales.

Table 4. Approved Supplier RF2FB Sales Ranges

Supplier Sales Range	# of Suppliers
Greater than \$200 K	7
\$100 K — \$200 K	8
\$50 K — \$100 K	9
\$25 K — \$50 K	12
\$10 K — \$25 K	7
\$1 K — \$10 K	8
Less than \$1,000	6
Total	57

Looking at buyer purchases/ supplier sales by main food categories, Figure 3 shows the percentages of purchases/ sales that were made for each category. As the figure shows, meat products were 43% of purchases/ sales, vegetables were 38%, eggs were 10%, fruits were 6%, and nuts, grains, and legumes combined totaled 2% of purchases/ sales. Transportation also accounted for 2% of purchases/sales.

Figure 3. Percentage of FY25 NM Grown Purchases/Sales by Food Category



Honing in on individual food products, Figure 4 provides a graph of the top meat products by purchasing/ sales dollar amount. As the figure shows, ground beef was by far the most purchased/sold product, at nearly \$1.35 million. Ground pork and lamb bone-in stew meat were the other meat products with purchases/ sales greater than \$100K.

Figure 5, meanwhile, shows purchases/ sales of \$50,000 or more for all Produce+ and other categories, with mixed produce boxes being the most popular product (just under \$745K) and eggs being the second most purchased/ sold product at nearly \$450K.⁴ Additional products that had purchases/ sales of over \$50K include:

- \$75K — \$90K green chile, roasted (fresh or frozen); onions; and transportation
- \$60K — \$75K: potatoes-waxy; romaine lettuce; dried corn kernels; apples
- \$50K — \$60K: pomegranates; cucumbers; squash-winter mixed; squash-summer mixed

⁴ As noted above, eggs are not a current allowable product for other NM Grown programs but they were purchased through two pilot initiatives during RF2FB.

Figure 4. Top RF2FB Meat Products by Purchasing/ Sales Amount

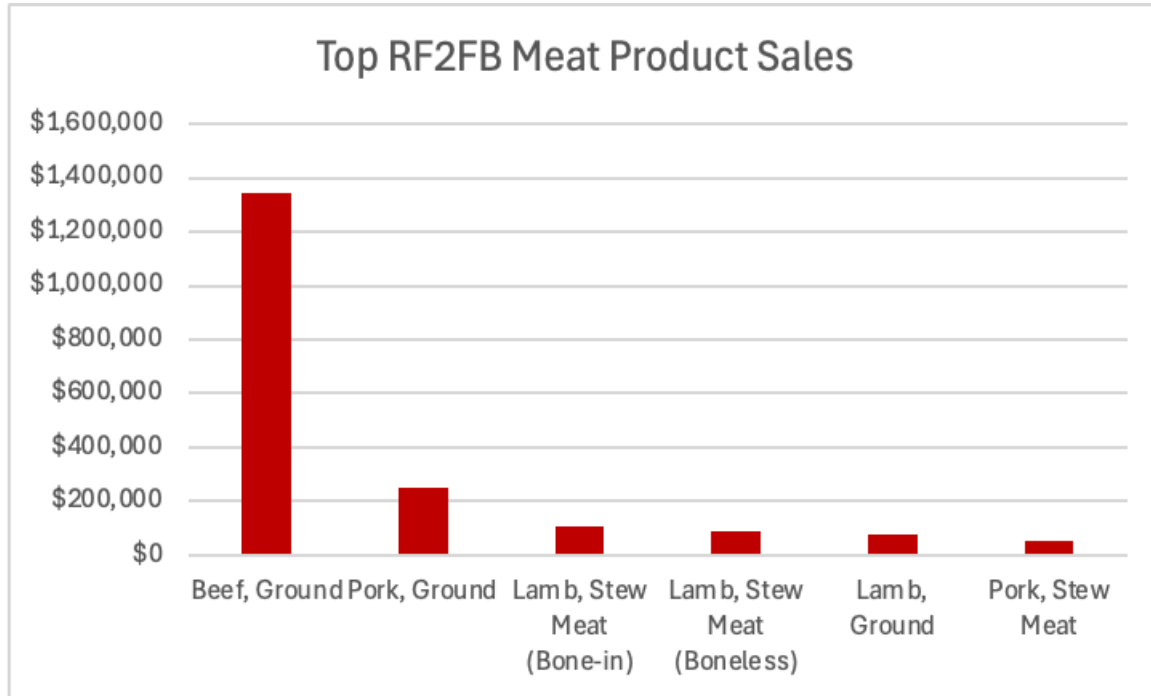
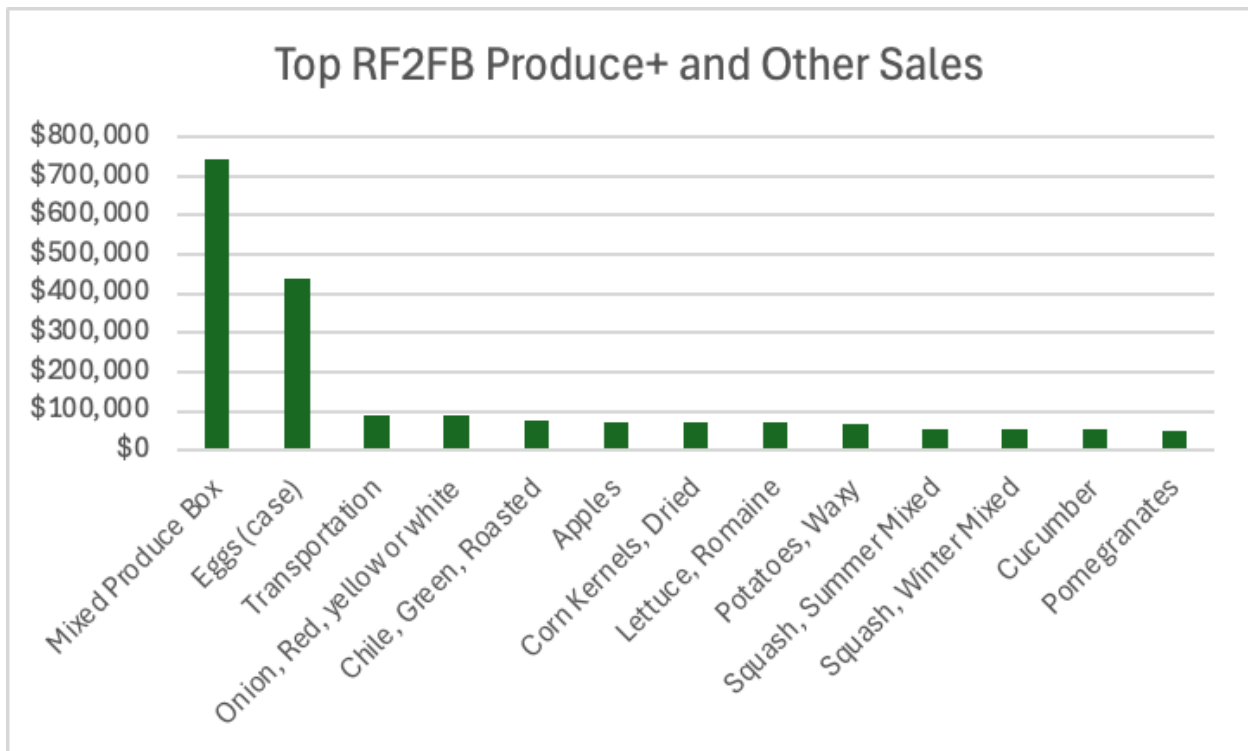


Figure 5. Top RF2FB Produce+ and Other Products by Purchasing/ Sales Amount





In total, there were 110 products purchased/ sold through the RF2FB program, including 22 products with less than \$1,000 in purchases/ sales, and 37 products with purchases/sales between \$1,000 — \$5,000. Table 5 includes a list of the top 20 individual products and their purchase/ sales amounts. **Appendix B** has the top 20 items purchased/sold per food bank.

Table 5. Top 20 RF2FB Individual Product Purchase/Sales Amounts

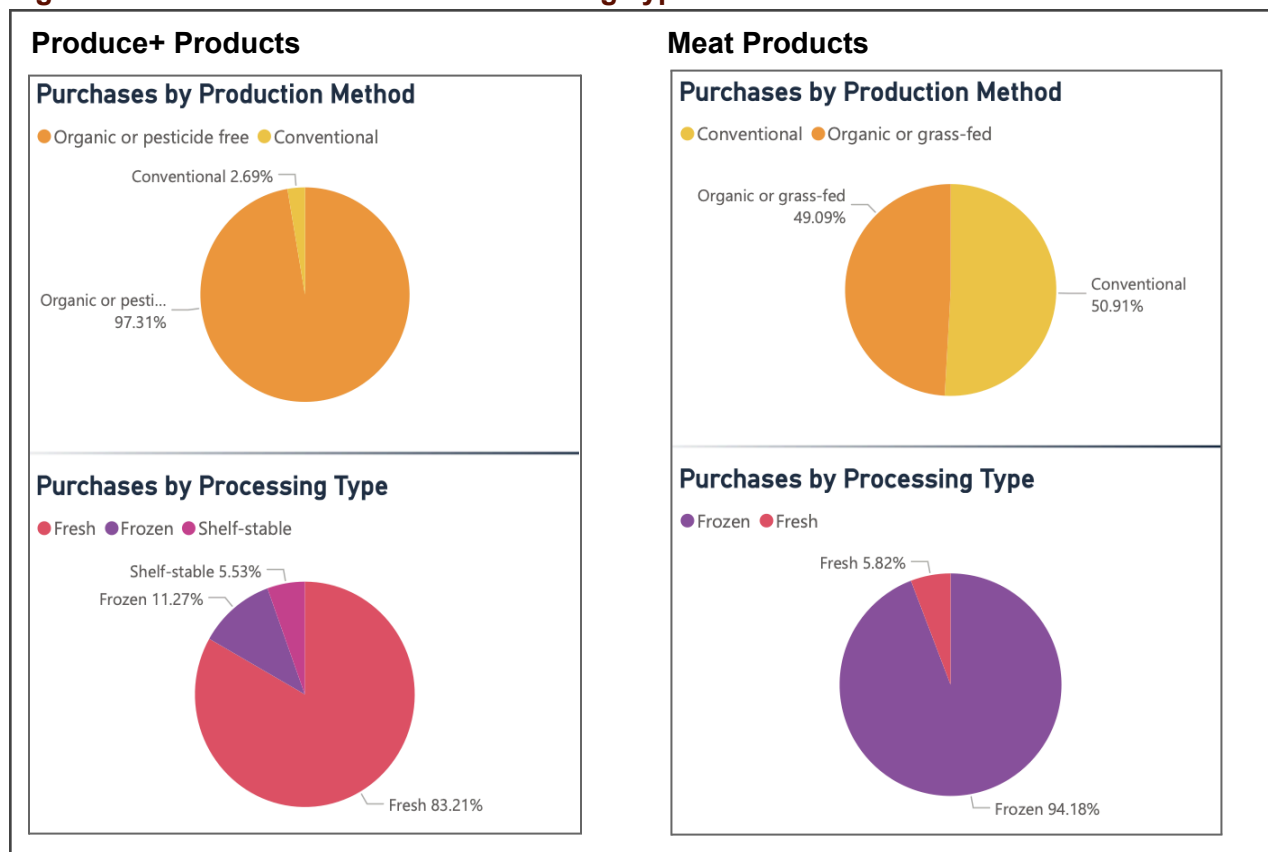
Product	\$ Amount
Beef, Ground	\$1,346,449
Mixed Produce Box	\$743,002
Eggs (case)	\$436,847
Pork, Ground	\$248,305
Lamb/Mutton, Stew Meat (Bone-in)	\$108,080
Lamb/Mutton, Stew Meat (Boneless)	\$89,585
Transportation	\$88,232
Onion, Red, yellow or white	\$88,198
Lamb/Mutton, Ground	\$77,878
Chile, Green, Roasted Fresh or Frozen	\$77,336
Apples	\$72,427
Corn Kernels, Dried	\$71,935
Lettuce, Romaine	\$69,983
Potatoes, Waxy	\$66,816
Squash, Summer Mixed	\$55,915
Squash, Winter Mixed	\$54,848
Cucumber, General	\$52,641
Pomegranates	\$50,630
Pork, Stew Meat	\$49,847
Beans, Pinto	\$47,203

III. Purchases and Sales by Production Methods and Processing Types

RF2FB purchasing invoices also tracked production methods as well as processing types, and in the data dashboards these are categorized according to Produce+ and Meat products. For Produce+, an invoice noted if the product was produced either using organic or pesticide-free methods; for meat, an invoice noted if the product was produced using organic methods and/or

if it was a grass-fed product. In both cases these were then compared with conventional production methods. In terms of processing types, Produce+ and meat products alike were categorized as fresh, frozen, or shelf stable. Figure 6 below shows production methods and processing types for Produce+ and meat product purchases and sales.

Figure 6. Production Methods & Processing Types for Produce+ & Meat Purchases/Sales



IV. Market Supply & Demand Maps

The final section of this report shows sales dollar amounts by supplier county (i.e., the county where the supplier making a sale is located). Figure 7 below provides a heat map showing total NM Grown sales concentrations at the county level, where yellow indicates lower sales totals, and pinkish-purple indicates higher sales totals. It is important to remember that the sales made by aggregators (hubs, processors, etc.) do not show individual producers the aggregators sourced from. While the map shows supplier sales from 16 counties in New Mexico, there were certainly individual producers that sold through hubs in counties that are not represented on this map. At this time, the data portal simply does not have the capacity to track such information. In addition, one meat supplier was a processor based in Apache County, Arizona; they were able to participate in RF2FB and the broader NM Grown program because they sourced from New Mexico ranchers and met all program eligibility requirements for being an approved meat vendor.

Figure 7. RF2FB Supplier Market Maps at the County Level

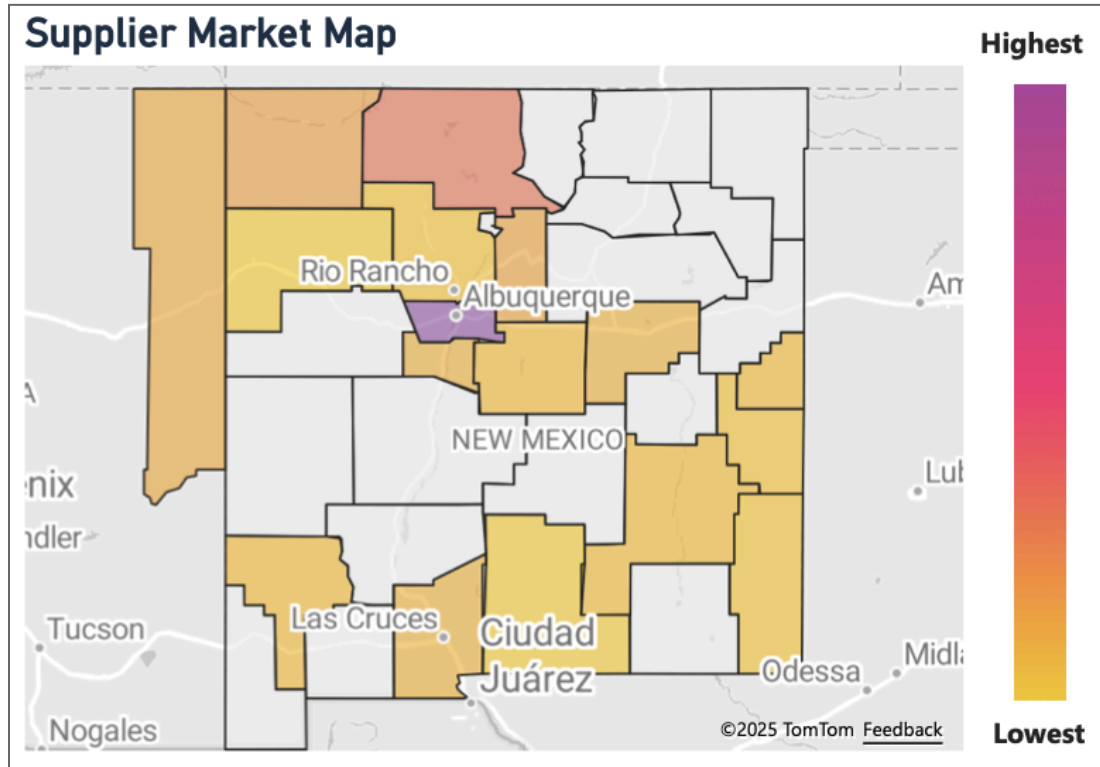


Table 6 below provides dollar amounts of supplier sales by county. As the table shows, suppliers from 16 counties in New Mexico plus the one county in Arizona made sales during the RF2FB program. Supplier sales ranged from \$29.00 to \$1.8 million per county.

Table 6. FY25 NM Grown Buyer Purchase and Supplier Sales Amounts by County

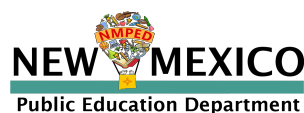
County	Supplier Sales \$
BERNALILLO	\$1.8 M
CHAVES	\$112 K
CURRY	\$127 K
DONA ANA	\$168 K
GRANT	\$126 K
GUADALUPE	\$179 K
LEA	\$33 K
MCKINLEY	\$7 K
OTERO	\$29.00

RIO ARRIBA	\$659 K
ROOSEVELT	\$95 K
SAN JUAN	\$335 K
SANDOVAL	\$103 K
SANTA FE	\$284 K
TORRANCE	\$135 K
VALENCIA	\$217 K
APACHE (AZ)	\$262 K
Total	\$4.64 M

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The NM Local Food Data Portal is a collaborative effort led by the New Mexico Farmers' Marketing Association in partnership with NM Grown administering agencies including the Aging & Long-Term Services Department, the Early Childhood Education & Care Department, the Public Education Department, and The Food Depot. This report was prepared using the portal dashboards, which are produced based on NM Grown purchasing invoice data entered into the portal database by participating agencies.

The Local Food Data Portal is powered by Falling Colors.



For questions or to request additional information, please contact:
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Appendix A

RF2FB Sales - Overall and by Food Bank

	<u>TOTAL</u>			<u>ECHO</u>			<u>FBENM</u>		
	Overall	Produce+	Meat	Overall	Produce+	Meat	Overall	Produce+	Meat
\$ Value of Purchases / Sales	\$4.64M	\$2.57M	\$1.99M	\$585K	\$369K	\$203K	\$712K	\$220K	\$487K
# of Suppliers Making Sales	57	43	18	18	13	5	15	10	7
Supplier Sales Range	Min: \$29	Min: \$22	Min: \$1,620	Min: \$758	Min: \$758	Min: \$6K	Min: \$529	Min: \$529	Min: \$41K
	Max: \$647K	Max: \$466K	Max: \$259K	Max: \$122K	Max: \$101K	Max: \$101K	Max: \$179K	Max: \$91K	Max: \$179K
Average Sales per Supplier	\$81,530	\$59,739	\$110,569	\$32,433	\$28,451	\$40,616	\$48,285	\$22,048	\$69,599
	<u>RRFB</u>			<u>TCP</u>			<u>TFD</u>		
	Overall	Produce+	Meat	Overall	Produce+	Meat	Overall	Produce+	Meat
\$ Value of Purchases / Sales	\$1.8M	\$1.02M	\$773K	\$605K	\$326K	\$251K	\$933K	\$632K	\$277K
# of Suppliers Making Sales	29	22	12	18	12	7	17	14	5
Supplier Sales Range	Min: \$29	Min: \$22	Min: \$1,620	Min: \$217	Min: \$217	Min: \$3K	Min: \$529	Min: \$529	Min: \$14K
	Max: \$220K	Max: \$207K	Max: \$151K	Max: \$177K	Max: \$157K	Max: \$109K	Max: \$198K	Max: \$198K	Max: \$167K
Average Sales per Supplier	\$62,779	\$46,386	\$64,404	\$33,599	\$27,194	\$35,804	\$53,755	\$45,116	\$55,300

Appendix B

Top 20 Products per Food Bank

<u>ECHO</u>		<u>FBENM</u>		<u>RRFB</u>	
Product	\$ Amount	Product	\$ Amount	Product	\$ Amount
Beef, Ground	\$134,643	Beef, Ground	\$371,077	Beef, Ground	\$485,557
Eggs (case)	\$90,863	Pork, Ground	\$91,210	Mixed Produce Box	\$302,245
Corn Kernels, Dried	\$38,655	Mixed Produce Box	\$81,270	Eggs (case)	\$145,464
Lamb/Mutton, Stew Meat (Bone-in)	\$33,195	Chile, Green, Fresh	\$34,435	Pork, Ground	\$132,063
Cucumber, General	\$29,317	Transportation	\$16,601	Chile, Green, Roasted Fresh or Frozen	\$58,652
Mixed Produce Box	\$28,885	Onion, Red, yellow or white	\$13,075	Onion, Red, yellow or white	\$58,074
Lamb/Mutton, Stew Meat (Boneless)	\$22,718	Apples	\$13,047	Pomegranates	\$50,630
Squash, Summer Mixed	\$21,763	Beans, Pinto	\$11,644	Pork, Stew Meat	\$41,497
Lettuce, Green	\$19,033	Pecans	\$10,684	Potatoes, Waxy	\$37,976
Corn, Sweet	\$17,707	Melon, Watermelon	\$10,302	Lamb/Mutton, Stew Meat (Bone-in)	\$33,579
Squash, Zucchini Mixed	\$14,573	Pork, Loins/sirloin	\$9,970	Lamb/Mutton, Ground	\$31,501
Squash, Winter Mixed	\$14,424	Eggs (case)	\$9,936	Squash, Winter Mixed	\$29,087
Cornmeal, Blue	\$13,194	Beef, Flank/Skirt	\$8,730	Transportation	\$27,264

Transportation	\$10,837	Squash, Winter Mixed	\$7,704	Lettuce, Salad Mix	\$26,772
Tomatoes, Large	\$10,558	Chile, Green, Roasted Fresh or Frozen	\$4,667	Squash, Zucchini Mixed	\$26,336
Eggs (dozen)	\$9,936	Corn, Sweet	\$3,877	Beans, Pinto	\$25,512
Apples	\$9,652	Pork, Stew Meat	\$3,715	Squash, Summer Mixed	\$20,689
Lamb/Mutton, Ground	\$8,955	Beef, Chuck	\$2,495	Lamb/Mutton, Stew Meat (Boneless)	\$19,815
Cucumber, Specialty	\$6,938	Squash, Summer Mixed	\$2,180	Apples	\$19,280
Pepper, Jalapenos	\$5,390	Carrots	\$2,165	Tomatoes, Large	\$15,277

TCP

Product	\$ Amount
Mixed Produce Box	\$139,664
Beef, Ground	\$127,510
Eggs (case)	\$70,056
Lamb/Mutton, Stew Meat (Boneless)	\$47,053
Corn Kernels, Dried	\$33,280
Lamb/Mutton, Ground	\$31,302
Transportation	\$27,827
Pork, Ground	\$25,033

TFD

Product	\$ Amount
Beef, Ground	\$227,662
Mixed Produce Box	\$190,938
Eggs (case)	\$120,528
Lettuce, Romaine	\$67,304
Lamb/Mutton, Stew Meat (Bone-in)	\$32,010
Potatoes, Waxy	\$27,815
Spinach, Bulk	\$23,103
Apples	\$22,758

Cornmeal, Blue	\$21,609	Potatoes, Specialty	\$17,358
Chile, Green, Roasted Fresh or Frozen	\$14,016	Onion, Red, yellow or white	\$15,673
Corn, Sweet	\$13,852	Carrots	\$14,239
Lamb/Mutton, Stew Meat (Bone-in)	\$9,296	Peaches	\$12,272
Apples	\$7,690	Cucumber, General	\$11,697
Beans, Pinto	\$6,447	Pears	\$11,666
Pork, Stew Meat	\$4,636	Cabbage	\$11,426
Squash, Winter Mixed	\$3,633	Squash, Summer Mixed	\$11,283
Beef, Bones/Marrow	\$2,872	Potatoes, Russet	\$10,656
Potatoes, Russet	\$2,250	Lettuce, Salad Mix	\$10,133
Tomatoes, Large	\$2,177	Tomatoes, Large	\$9,017
Pepper, Jalapenos	\$2,009	Beef, Chuck	\$8,316