



NEW MEXICO GROWN

FOOD FROM THE LAND, NOURISHMENT FOR THE PEOPLE

What Is NM Grown?

NM Grown is a local food purchasing program for public institutions operating nutrition programs that serve early childcare education sites, k-12 schools, senior centers, and food banks across the state. The program provides funding to purchase NM Grown fresh fruits and vegetables, minimally processed products, and meat grown by our small family farms and ranchers. NM Grown funding allows institutions to source local food and compensate producers fairly.

Why Purchase NM Grown?

Because it's the right thing to do! When preschools, schools, and senior centers purchase locally, it supports our local farmers, ranchers, food hubs and distributors by providing a local, stable market for their products – this helps strengthen our local food system, increase access to local foods, keeps farmers farming, and helps communities stay healthy and self-reliant. Adding local foods to your program increases food quality – these foods are fresher, last longer, and taste better. Additionally, NM Grown can help increase participation in your meal programs and improve access to nutritious foods in your community.



What Products Can I Buy With NM Grown?

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Where Can I Purchase NM Grown Products?

Products must be sourced from a NM Grown Approved Supplier to be reimbursed from NM Grown funding. The Approved Supplier Program is managed by the New Mexico Farmers' Marketing Association on behalf of state agencies and food banks. The program is designed to meet the specific needs of smaller-scale producers who otherwise may not have access to selling to local institutions.



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Getting Started With NM Grown

NM Grown foods can be incorporated in many ways, such as in meals, snacks, special events, and food distribution to families. The program encourages exploration of new foods, integration of nutrition education lessons, and supports family and community engagement. Here are some tips for getting started:

Start Small

- Try it out! A great way to get started is to celebrate NM Grown month in September and October. Incorporating NM Grown foods even once per month will help children, seniors, and families become familiar with new foods and eager to experience more.
- Identify opportunities to purchase products from local producers instead of purchasing from the store or your main distributor.
- Incorporate locally grown food into trainings and Family and Community Engagement events.

Build on What Works

- Start with foods and recipes that are important to the food traditions of your community.
- Ask your existing vendor if they have local products available or reach out to producers in your community.
- Promote your efforts! Make sure you are promoting the local foods in your program.
- Use Nuevo Thursdays to celebrate our local foods and producers.



Questions?

If you have any questions about NM Grown or local purchasing and would like to request more resources, please contact:

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Develop Relationships With Local Farmers — Communication Is Key!

- Take the time to learn about each other's operations and build working relationships.
- Be clear about your purchasing needs – product type, quantity, packaging, distribution, and payment requirements..
- Be flexible. Exploring new products and varieties is one of the benefits of sourcing local foods and provides an opportunity for learning within the community.
- Remember – Selling to institutions is as new to producers as buying from them is new to you.

Highlight Your Success

- A picture is worth a thousand words. Take pictures of the local food as you receive, prepare, and serve – these are great to share with families and the producers you are working with.
- Get feedback. Ask about the new foods you offer – this will help you identify what products are successful and change menus in the future.
- Share your story. You are an NM Grown champion. Others will want to learn from your experiences so they can get started!
- Be sure to track all your local purchases and save information about successful purchasing relationships for future use.

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