

Develop & Promote Farmers' Markets in NM

HB 100 & SB 219 \$85,000 — Sponsors Rep. Don Tripp & Sen. Mary Kay Papen

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LEGISLATIVE SESSION 2013



More information:
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farmersmarketsnm.org

To develop and promote NM's farmers' markets that support our regional economies, improve health and nutrition and expand food access.

Administered by the NM Department of Agriculture

WORKING TO:

- Increase sales for direct-market farmers, ranchers and food producers so that they can stay on their land, keep their water rights and continue to feed their communities
- Increase fresh food access and food security across our state
- Improve the nutritional health of our citizens
- Increase economic activity in food-related sectors of the economy, helping both rural and urban communities build and maintain prosperity

STATEWIDE IMPACT:

- Leverage \$1 million+ of federal funds annually
- Deliver \$580,000+ of nutrition funding directly to farmers
- Improve the diets of 25,000+ low-income women, children, seniors, and SNAP recipients
- Provide technical assistance, training and marketing support to 67 markets in 27 counties
- Generate \$8 million+ gross sales in 2012 (up 256% in 5 years)
- Promote healthy eating for pediatric obesity patients via health clinic partnerships



Good Food, Good Business, Good Health

For 18 years, the NMFMA has been creating a level playing field for local farmers and consumers through public education, training and outreach.

2013 Priority Programs of the NMFMA

- **Fruit & Vegetable Prescription Program.** Now in its 3rd year, this partnership with local health clinics targets pediatric obesity by connecting low-income families with fresh food from local farmers' markets. Clinic staff become key market champions.
- **Community Health Worker Connection.** This new program will link CHWs and promotoras in rural, underserved areas of the state with healthy fresh food options for their patients.
- **Eat Local Campaign.** Public education about the benefits of eating fresh and local food helps drive consumer demand and profit.

How Funds Will Be Spent

NUTRITION PROGRAMS

\$25,000 Fruit & Vegetable Prescription Program (FVRx): \$20,000 to fund food benefits for pediatric anti-obesity program in San Juan, San Miguel, Socorro, and Rio Arriba Counties, with \$5,000 used for admin. costs for otherwise unpaid market managers.

\$15,000 Community Health Worker Connection: To create a pilot program network with food incentives and nutrition education promoting farmers' markets and fresh food options in the Colonias, on the reservations and pueblos, and/or in other rural, underserved areas.

PUBLIC EDUCATION

\$15,000 for media to promote "Eat Local" campaign.

\$15,000 for "Locally Grown Food Guide" distributed statewide to health clinics, promotoras, nutritionists, Income Support Division offices, community centers, more. Possible funding match from the NM Human Service Department.

\$15,000 for education and outreach for the SNAP program, community health workers and clinics participating in FVRx program.

Funding History

The NMFMA started with a \$50,000 grant from the New Mexico Department of Agriculture in 1994. Over the years, the NM Legislature has increased its investment as the number of markets and scope of work has increased. From its high in 2007 at \$190,000, total state funds invested annually are now \$105,000 due to the "sunsetting" of several bills.

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