



NEW MEXICO GROWN

FOOD FROM THE LAND, NOURISHMENT FOR THE PEOPLE

What Is New Mexico (NM) Grown?

NM Grown is a local food purchasing program for early childhood education sites, K-12 schools, senior centers, and food banks who operate meal programs. The program funds the purchase of NM Grown fresh produce, minimally processed products, and meat from small family farms and ranchers. This funding enables institutions to source local food and fairly compensate producers.

Why Purchase NM Grown?

Strengthens Local Food Systems

- Buying from NM Grown food producers creates a stable local market for their products. This strengthens our food system, enhances access to local foods, keeps farmers farming, and supports healthy, self-reliant communities.

Improves Food Quality

- Incorporating NM Grown enhances food quality, providing fresher, better-tasting foods, that last longer.

Increases Meal Program Participation

- Additionally, NM Grown can boost participation in your meal programs and improve access to nutritious foods in your community.



What Products Can I Buy with NM Grown?

As a participating nutrition provider, you can purchase **Allowable Products** from the **Produce+** and **Meat** products lists. You may also purchase foods that are produced and processed in New Mexico such as cornmeal (including atole and blue corn mush), posole, chicos, and red and green chile (including frozen, powdered, and sauce).

Where Can I Purchase NM Grown Products?

Products must be sourced from an NM Grown Approved Supplier to be reimbursed with 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 needs of smaller-scale producers who may not otherwise have access to selling to local institutions.



NEW MEXICO GROWN

FOOD FROM THE LAND, NOURISHMENT FOR THE PEOPLE

Getting Started with NM Grown

NM Grown foods can be used in meals, snacks, special events, and food distribution to families. The program promotes trying new foods, integrating nutrition education lessons, and engaging families and the community. Here are some tips for getting started:

Start Small

- **Try it out!** Celebrate NM Grown month in October. Incorporating NM Grown foods even once a month helps children, seniors, and families become familiar with new foods and eager to experience more.
- **Buy local:** Identify opportunities to purchase products from local producers instead of from the store or your main distributor.
- **Engage and educate:** Use locally grown food in trainings, family events, and community activities.

Build on What Works

- **Start with tradition:** Use foods and recipes important to your community's food traditions.
- **Source locally:** Ask your existing vendor about local products or reach out to producers in your community.
- **Promote your efforts!** Highlight the local foods in your program.
- **Celebrate Nuevo Thursdays** to showcase local foods and producers.



Questions?

If you have questions about NM Grown or local purchasing, please contact:

Aaron Moore (aaron.moore@ped.nm.gov)
Mitch Gray (mitch.gray@altsd.nm.gov)
Anna Martin (anna.martin@eceed.nm.gov)

Bonnie Murphy (bmurphy@thefooddepot.org)
Alena Paisano (alena@farmersmarketsnm.org)



Develop Relationships with Local Farmers — Communication Is Key!

- **Build relationships:** Understand each other's operations to foster strong working relationships.
- **Specify needs clearly:** Communicate product type, quantity, packaging, distribution, and payment requirements.
- **Be flexible:** Exploring new products and varieties is a benefit of sourcing local foods and promotes learning within the community.
- **Mutual learning:** Selling to institutions is new for producers, just as buying from them is for you.

Highlight Your Success

- **Capture moments:** Photograph local food as you receive, prepare, and serve it. Share these images with families and producers.
- **Gather feedback:** Collect eater feedback to identify successful products and develop new menus.
- **Share your story:** As an NM Grown champion, share your experience and inspire others.
- **Track purchases:** Keep records of local purchases and successful relationships for future use.