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New Mexico Department of Agriculture launches campaign to promote local products

Campaign seeks to bolster agriculture industry and overall economy

LAS CRUCES – The New Mexico Department of Agriculture and its NEW MEXICO–Taste the Tradition®/Grown with Tradition® logo program have launched the “Elevate New Mexico Agriculture \$5 at a Time” campaign.

This campaign was created with the purpose of encouraging New Mexicans to support locally-grown and -made agricultural products.

Also known as the \$5 Challenge, the “Elevate New Mexico Agriculture \$5 at a Time” campaign specifically aims to inspire every New Mexico household to spend \$5 or increase spending by at least \$5 on locally-grown and -made products every week. This simple goal ensures New Mexicans across the state can do their part to support New Mexico agriculture and small business.

As part of the campaign, shoppers will see promotional materials in grocery stores across the state, bringing attention to the \$5 Challenge and the New Mexico products themselves. The campaign includes social media promotions and contests, as well as a new website, ElevateNMAg.com featuring recipes, videos and a growing list of New Mexico producers.

“It’s especially important to encourage New Mexicans to take the challenge at a time like the present, when so many businesses are trying to recover from the effects of the COVID-19 pandemic,” said New Mexico Agriculture Secretary Jeff Witte.

Over 150 retailers in New Mexico will take part in the campaign, including both chain grocery stores and independently-owned food businesses. Locally-grown and -made products are easily identifiable with the NEW MEXICO–Taste the Tradition®/Grown with Tradition® logo. Examples of these products include salsa, pecans, dry mixes,

saucers, wine, flowers, honey, beef and jam, and they may be found at many retailers throughout the state.

Purchasing locally-grown and -made agricultural products not only gives consumers confidence of product quality and freshness, but it is also one of the most simple and effective ways to support New Mexico agriculture and the state economy.

“New Mexico produces iconic food products that start at the farm and ranch,” said Witte. “I encourage everyone to look for local products, taste the tradition, and help grow our local economy in your own community.”

More information about the “Elevate New Mexico Agriculture \$5 at a Time” campaign may be found at ElevateNMAg.com and on Taste the Tradition’s Instagram, Facebook, Twitter, Pinterest and YouTube.

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Cutline: The New Mexico Department of Agriculture and its NEW MEXICO–Taste the Tradition®/Grown with Tradition® logo program have launched the “Elevate New Mexico Agriculture \$5 at a Time” campaign, encouraging New Mexicans to purchase local products and to look for this logo on packaging.



Cutline: The New Mexico Department of Agriculture and its NEW MEXICO–Taste the Tradition®/Grown with Tradition® logo program have launched the “Elevate New Mexico Agriculture \$5 at a Time” campaign, encouraging New Mexicans to purchase locally-grown and -made products, choosing from a wide variety of items.