



FOR IMMEDIATE RELEASE:

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New Mexico ag businesses encouraged to apply for Good Food Foundation opportunity

Selected businesses will lead 20-to-25 buyers through a tasting of their products

LAS CRUCES – New Mexico businesses are encouraged to apply for a chance to be featured on the Good Food Foundation Virtual Mercantile Event Wednesday, May 26. The application deadline is Tuesday, April 6.

Companies with products that meet the following criteria are eligible to apply:

1. Products must be New Mexico-grown specialty crops, such as fruits, vegetables, tree nuts, culinary herbs and spices. Visit <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop> for a list of products that meet the United State Department of Agriculture’s specialty crop definition.
2. Products must fit into one of the Good Food Foundation’s categories – excluding beer, spirits or hard ciders – and meet at least one standard within the selected category. Visit <https://goodfoodfdn.org/awards/categories/>, and click on the individual category to view the standards.
3. Products must be non-perishable and shelf stable for shipping purposes.

The New Mexico Department of Agriculture (NMDA) is hosting the event in an effort to help support New Mexico businesses as they attempt to recover from the COVID-19 pandemic.

The Good Food Foundation has designed a weekly series of events to connect U.S. companies directly with retailers via a virtual platform in April and May. During the 45-to-60 minute May 26 event, up to eight New Mexico companies/agricultural producers will lead 20-to-25 buyers and retailers through a tasting session. During the tasting session, each New Mexico company will have the opportunity to educate buyers about its products, whether it’s regarding uniqueness, taste, ingredients or nutritional value. The session will conclude with a question-and-answer segment.

NMDA staff will screen New Mexico companies to ensure they align with the Good Food Standards and that their products consist of a New Mexico specialty crop. Ultimately, the Good Food Foundation and its partner retailers will select up to eight New Mexico companies to participate in the virtual mercantile.

The Good Food Foundation will conduct outreach recruiting of targeted buyers and will assist New Mexico companies by providing them with best-practices information and video tutorials on virtual pitches. The Foundation will consolidate an address list of buyers and support in coordinating sample shipments. The selected New Mexico companies will be responsible for shipping their 20-to-25 samples to NMDA prior to the virtual event.

New Mexico companies should [click here](#) to apply to be featured on the Good Food Foundation Virtual Mercantile Event. For more information, please email zbarela@nmda.nmsu.edu.

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[Haga clic aquí para la versión en español.](#)

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Cutline: New Mexico businesses are encouraged to apply for a chance to be featured on the Good Food Foundation Virtual Mercantile Event Wednesday, May 26. The New Mexico Department of Agriculture is hosting the event in an effort to help support New Mexico businesses as they attempt to recover from the COVID-19 pandemic. (Logo courtesy Good Food Foundation)

NMDA

New Mexico Department of Agriculture

Cutline: The New Mexico Department of Agriculture is hosting the Good Food Foundation Virtual Mercantile Event Wednesday, May 26. New Mexico businesses are encouraged to apply for a chance to pitch their products to buyers during the tasting event. (Logo courtesy New Mexico Department of Agriculture)



Cutline: New Mexico businesses are encouraged to apply for a chance to be featured on the Good Food Foundation Virtual Mercantile Event Wednesday, May 26. A value-added snack product, such as salsa – made from the New Mexico-grown specialty crop, pepper – is an eligible product. (Photo courtesy New Mexico Department of Agriculture)



Cutline: New Mexico businesses are encouraged to apply for a chance to be featured on the Good Food Foundation Virtual Mercantile Event Wednesday, May 26. Pecans – a New Mexico-grown specialty crop – is an eligible product. (Photo courtesy New Mexico Department of Agriculture)