



New Mexico Department of Agriculture

FOR IMMEDIATE RELEASE:

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Good Food Foundation Virtual Mercantile to feature seven New Mexico ag businesses May 26

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

LAS CRUCES – Seven New Mexico businesses will be featured on the Good Food Foundation Virtual Mercantile Event at 2 p.m. Wednesday, May 26.

The Good Food Foundation selected Apple Canyon Gourmet Inc., Cervantes Food Products Inc., Heart of the Desert Pistachios & Wines, Heidi's Raspberry Farm, Montoya Orchards, New Mexico Desert Farm and The Bossy Gourmet LLC for the event.

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.

During the 45-to-60 minute event, the New Mexico businesses will lead 20-to-25 buyers and retailers through a tasting session. During the tasting session, each business 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.

"New Mexico has so many unique, quality agricultural products to offer, and this is the perfect opportunity for businesses to gain exposure in the national market," said New Mexico Agriculture Secretary Jeff Witte. "Showcasing all of these tasty value-added products through a virtual mercantile will hopefully elevate New Mexico businesses and help them recover from the effects of the pandemic."

The May 26 virtual mercantile is part of a weekly series of events the Good Food Foundation designed to connect U.S. companies directly with retailers in April and May. The Foundation will conduct outreach recruiting of targeted buyers and will assist the New Mexico companies by providing them with best-practices information and video tutorials on virtual pitches.

Companies were eligible to apply for the event if their products consist of New Mexico-grown specialty crops, products fit into one of the Good Food Foundation's categories (excluding beer, spirits or hard ciders), met at least one standard within the selected category and are non-perishable and shelf stable for shipping purposes.

For more information, please email NMDA Marketing Specialist Zakary Barela at zbarella@nmda.nmsu.edu.

The New Mexico Department of Agriculture benefits the public by promoting the viability and advancement of New Mexico agriculture and affiliated industries. The agency promotes a fair marketplace, food protection, marketing, and economic development; supports the beneficial use and conservation of natural resources; and works cooperatively with the public and private sectors. For grant cycles beginning in 2019, the agency has administered over \$1.5 million in funds to support agriculture initiatives in the state through the Specialty Crop Block Grant Program and Healthy Soil Program combined.

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HEART OF THE DESERT



NEW MEXICO DESERT FARM



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