



FOR IMMEDIATE RELEASE:

Contact: Kristie Garcia
Director of Public Affairs, New Mexico Department of Agriculture
kr Garcia@nmda.nmsu.edu
575-646-2804

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**Agriculture industry photos sought for “NM Ag Never Stops”
display at New Mexico State Fair**

NMDA to highlight stories of resilience during pandemic

LAS CRUCES – The New Mexico Department of Agriculture is seeking photos from the state’s agriculture industry for its display at the New Mexico State Fair in Albuquerque in September.

Titled “NM Agriculture Never Stops,” the display will feature photos and captions of those in the agriculture and food industry who demonstrated resilience during the COVID-19 pandemic. Food and agriculture-related businesses are “essential” every day, and the pandemic emphasized the importance of the local food supply. The state’s Public Health Order recognized the importance of the food and agriculture sector, ensuring that its operations could continue. And New Mexico producers never stopped.

Anyone interested in submitting a photo (high resolution only) should email it to pio@nmda.nmsu.edu by Wednesday, July 28. Please include a caption of 200 words or fewer describing the photo.

New Mexico Agriculture Secretary Jeff Witte said this is the perfect opportunity to highlight the state’s agriculture industry for its effort and fortitude during the pandemic.

“During a pandemic, agriculture does not just stop,” said Witte. “People and animals still need food, crops still need to be harvested, cows need to be milked, and food still needs to be processed. New Mexico’s farmers, ranchers, processors, retailers – and the entire ag community – found ways to continue to deliver for fellow citizens. This display will allow us to tell the story of how ag never stopped.”

The New Mexico State Fair runs Thursday, Sept. 9 through Sunday, Sept. 19. The “NM Ag Never Stops” display will be located adjacent to the Country Store in the Agriculture Building, located west of the Manuel Lujan building.

NMDA cannot guarantee all submitted photos will be used, as space is limited.

For more information, please call the NMDA Marketing Division at 575-649-4929.

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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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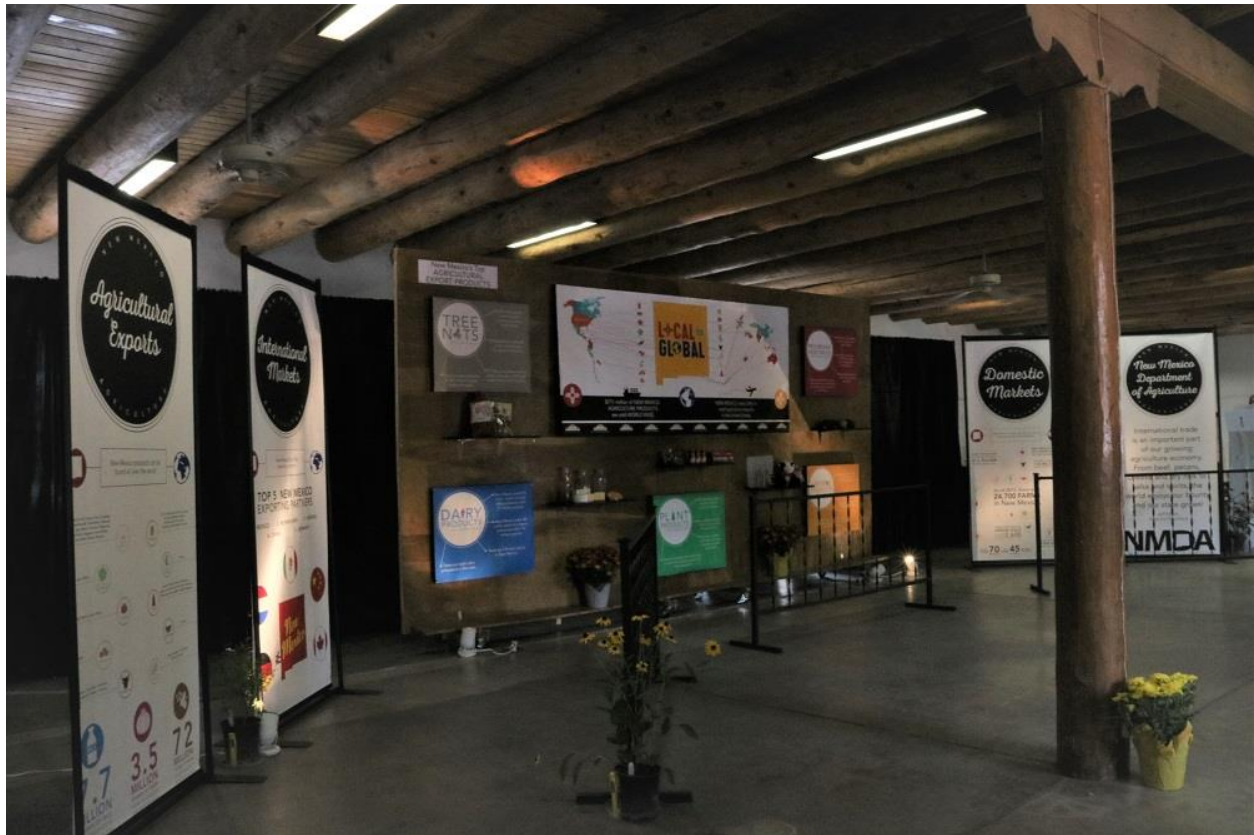
YouTube: NMDeptAg

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Cutline: The New Mexico Department of Agriculture seeks photos from the state's agriculture industry for its "NM Ag Never Stops" display at the 2021 New Mexico State Fair in Albuquerque in September. The 2019 display featured New Mexico export products. (Photo courtesy New Mexico Department of Agriculture)



Cutline: The New Mexico Department of Agriculture (NMDA) seeks photos from the state's agriculture industry for its "NM Ag Never Stops" display at the 2021 New Mexico State Fair in Albuquerque in September. The 2018 display highlighted NMDA's domestic and international marketing efforts. (Photo courtesy New Mexico Department of Agriculture)



Cutline: The New Mexico Department of Agriculture seeks photos from the state’s agriculture industry for its “NM Ag Never Stops” display at the 2021 New Mexico State Fair in Albuquerque in September. The theme of the 2016 display was “The Next Face of New Mexico Agriculture.” (Photo courtesy New Mexico Department of Agriculture)