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**New Mexico Department of Agriculture commercial produced by
Media Matched Advertising wins first-tier Silver ADDY Award**
“Our Spirit” commercial features New Mexico farmers, ranchers

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ALBUQUERQUE – The “Our Spirit” television commercial featuring New Mexico agriculture and produced by Media Matched Advertising Agency earned a first-tier 2022 Silver ADDY Award from the American Advertising Federation.

Featuring New Mexico farmers, ranchers and agricultural products, the commercial earned the award in the “film, video and sound 60-second spot” category and may be viewed on the [NEW MEXICO – Taste the Tradition YouTube channel](#).

Conducted annually by the American Advertising Federation, the local tier of the American Advertising Awards is the first of a three-tier, national competition. The “Our Spirit” television commercial received the Silver ADDY Award on the local-tier level. Concurrently, across the country, local entrants vie to receive an ADDY Award—recognition as the very best in their markets.

New Mexico Agriculture Secretary Jeff Witte said the commercial is a true representation of New Mexico agriculture and a reminder to support your local producer, processor, retailer and distributor.

“The ‘Our Spirit’ commercial really captures the essence of New Mexico’s hard-working farmers and ranchers, from growing to harvesting and from packaging to the dinner plate,” said Witte. “It’s nice to see the faces of our fellow New Mexicans on the TV screen reminding us all of the importance of buying local.”

Traci van der Ploeg and her family were featured in the commercial. The van der Ploegs own Mid-Frisian Dairy and The Milkshed in Eastern New Mexico.

“We were very impressed and moved by the beautiful ‘Our Spirit’ commercial highlighting New Mexico agriculture,” said van der Ploeg. “It was an honor for our

family and farm to be included. We're grateful for NMDA giving us an opportunity to share with consumers a small glimpse into our everyday life that they may not otherwise get to see."

Rae DeGroat, Navajo Agricultural Products Industry Public Relations Coordinator, said it was an honor and a pleasure to participate in the commercial.

"It is imperative for us to share our Navajo Pride story, especially alongside other farmers," said DeGoat. "Together, we take pride in our hardworking employees, our supportive families, and our daily tasks throughout the farm. The commercial was a reminder as to how vital the agricultural industry remains and allowed us to come together as New Mexican farmers."

Elia Sanchez of Red Doc Farms hopes the commercial will spark an interest in agriculture among the younger generation.

"Farming is a great life and a wonderful environment in which to raise your children, and everything is okay, as long as our daily food products are available at the local grocers," said Sanchez. "Our family has been in New Mexico for over 400 years, but we still get back to basics, so our newer generation can continue to grow independently. There are fewer farmers today, except for you. Yes, you! You can make a difference! Get your jeans, seeds, and your hat on, and let's get started. It takes each one of us to change the pace of where this country is going."

The "Our Spirit" campaign highlights the NEW MEXICO—Taste the Tradition® and —Grown with Tradition® Logo Program, which the New Mexico Department of Agriculture created in 2000 to market New Mexico-made and -grown agricultural products.

The logo program was started because department staff learned that strong traditions form a common thread across all New Mexico agricultural products, and all New Mexico agricultural products have a history steeped in family traditions worth emphasizing and celebrating. Qualified members enjoy complimentary access to the state's longstanding and recognizable NEW MEXICO—Taste the Tradition® and —Grown with Tradition® buy-local program with benefits including, but not limited to, annual statewide food and agricultural media campaigns; access to cost-share reimbursement programs for lead-generating events; media and advertising; access to buy-local branded point of purchase materials; and opportunities to participate in NMDA marketing events, such as HomeGrown: A New Mexico Food Show & Gift Market, New Mexico State Fair, promotional events, tradeshow, and business-to-business activities specifically designed to connect our food and agricultural industries with potential buyers.

There are currently over 300 logo program members, including producers, processors, manufacturers, distributors, wholesalers, retailers and more. Information on becoming a member is available at the [ElevateNMag website](#).

The commercial was a collaboration between Media Matched Advertising and the New Mexico Department of Agriculture. The team included:

- Shelley Gregory (Media Matched Advertising), strategic director

- Keagan Karnes (Inspirado Production Company), executive producer
- Richard Farmer (Inspirado Production Company), executive producer
- Robby Dugan (Inspirado Production Company), director
- Felicia Frost (New Mexico Department of Agriculture), location manager

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Cutline: The “Our Spirit” television commercial featuring New Mexico agriculture and produced by Media Matched Advertising Agency earned a first-tier 2022 Silver ADDY Award from the American Advertising Federation. The commercial features the Sanchez ranching and farming family of Belen, New Mexico. (Photo courtesy Media Matched Advertising)



Cutline: The “Our Spirit” television commercial featuring New Mexico agriculture and produced by Media Matched Advertising Agency earned a first-tier 2022 Silver ADDY Award from the American Advertising Federation. The commercial features Jesus Marquez of Red Doc Farm. (Photo courtesy Media Matched Advertising)



Cutline: The “Our Spirit” television commercial featuring New Mexico agriculture and produced by Media Matched Advertising Agency earned a first-tier 2022 Silver ADDY Award from the American Advertising Federation. The commercial features JD DeGroat of Navajo Agricultural Products Industry in Farmington, New Mexico. (Photo courtesy Media Matched Advertising)