



**FOR IMMEDIATE RELEASE:**

**Contact:** Kristie Garcia  
Director of Public Affairs, New Mexico Department of Agriculture  
[kgarcia@nmda.nmsu.edu](mailto:kgarcia@nmda.nmsu.edu)  
Office: 575-646-2804  
Cell: 575-339-5011

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**New Mexico Department of Agriculture announces new chef ambassadors**

*Chefs Isaacson, Young to promote New Mexico products at culinary events*

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LAS CRUCES – The New Mexico Department of Agriculture (NMDA) has selected Chefs Jordan Isaacson and Jon Young as the second class of the NEW MEXICO—Taste the Tradition Chef Ambassador Program.

Originally from Barrington, Illinois, Isaacson began his culinary education at the Illinois Institute of Art and completed his degree at the Art Institute of Colorado in Denver. He obtained a Bachelor of Arts in culinary management and graduated magna cum laude. After culinary school, he worked at and managed some of the best kitchens in Denver, eventually earning a spot as the lead instructor at a culinary school. He later spent a season cooking at a Forbes 5-star resort, Magee Homestead, in rural Wyoming, where he honed his creativity and technique. Isaacson currently works as the head chef at Grounded Cafe in downtown Las Cruces, New Mexico, where he has created a menu that represents how he likes to cook: plant-forward, technique-driven and house-made. He is passionate about educating others and is excited to bring New Mexico growers into the spotlight.

Young is a classically-trained French and Italian chef with over 30 years of food service experience, including designing menus and owning several New Mexico restaurants. He currently owns – and is the executive chef of – a successful farm-to-table catering business. He also owns a private chef business, for which he sources ingredients from his 1.5-acre farm located in Corrales, New Mexico. Being a fourth-generation New Mexican, his knowledge of New Mexican cuisine and culture is extensive and close to his heart. Young strives to use his vast experience, knowledge and love of New Mexico and its people to create resources for food entrepreneurs by leading a commission to create commissary kitchens for farmers and food providers.

Isaacson and Young replace Chefs Rocky Durham and John Hartley, who have served as the first-ever chef ambassadors since the program's inception in 2018.

The ambassadors were selected through a competitive application process and will serve a two-year term advocating for and promoting New Mexico food and agriculture at various events, such as the New Mexico State Fair and HomeGrown: A New Mexico Food Show & Gift Market, as well as industry conferences and tradeshow.

New Mexico Agriculture Secretary Jeff Witte said the chefs will receive recognition and gain industry exposure while providing a voice for New Mexico agriculture.

“The new chef ambassadors will continue to do an excellent job of promoting New Mexico products,” said Witte. “Jon and Jordan are very talented and bring lots of experience to the program. We look forward to the chefs increasing awareness of New Mexico food and beverages while bringing attention to their personal craft and brand.”

Visit the [ElevateNMag.com](http://ElevateNMag.com) website for more information about the NEW MEXICO—Taste the Tradition Chef Ambassador Program. Previous chef ambassador cooking demonstration videos may be viewed at the [NEW MEXICO—Taste the Tradition YouTube channel](#).

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Cutline: Chef Jordan Isaacson (left) and Chef Jon Young (right) have been selected to the second class of the NEW MEXICO—Taste the Tradition Chef Ambassador Program after a competitive application and interview process. Chef Isaacson currently works as the head chef at Grounded Cafe in downtown Las Cruces, New Mexico. Chef Young currently owns – and is the executive chef of – a successful farm-to-table catering business. He also owns a private chef business, for which he sources ingredients from his 1.5-acre farm located in Corrales, New Mexico. (Photo courtesy New Mexico Department of Agriculture)



*Chef Ambassador*

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NEW MEXICO DEPARTMENT OF AGRICULTURE