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**NMDA re-launches NEW MEXICO–Taste the Tradition/Grown
with Tradition Logo Program**

New Mexico businesses encouraged to join free program to help bolster sales

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LAS CRUCES, N.M. – Over 20 years ago, the New Mexico Department of Agriculture (NMDA) launched the NEW MEXICO–Taste the Tradition and NEW MEXICO–Grown with Tradition Logo Program to promote New Mexico products and identify them as grown or made in the state.

NMDA is re-launching the free program this summer with refreshed logos businesses may use to promote their New Mexico products.

“Our logo program has grown immensely since 2000, and it now offers even more benefits to members,” said New Mexico Agriculture Secretary Jeff Witte. “First and foremost, our logo program membership is absolutely free. There is no catch. Not only does Taste and Grown help identify New Mexico products, but businesses receive many other benefits and services from our team, as well. It’s a brand that works for you.”

Membership is open to producers, processors, manufacturers, distributors, wholesalers, retailers and more. Since its inception, the program has expanded the types of businesses expressly eligible for membership, including pet food manufacturers, restaurants and farmers market stands.

Tom Floren, owner of LavendeRx, said the NEW MEXICO–Taste the Tradition/Grown with Tradition Logo Program has allowed his company to bring its products to market and make a difference in the lives of – not only New Mexicans – but people all over the globe.

“If it weren’t for the NMDA mentoring our small farm and skincare business, we would have never known of the extremely valuable opportunities and resources that have taken

a small farm and business to a thriving agritourism destination,” said Floren. “The cost-sharing opportunities enabled us to learn from agritourism experts from around the world and implement what we learned into immediate action and subsequent profitable success.”

Lane Grado, owner of Freeze Dried Products, LLC said NMDA’s programs have opened doors and helped grow his business.

“Our relationship with NMDA has introduced us to many wonderful opportunities, and we are blessed to work with such a great, supportive team,” said Grado. “We look forward to working with the NMDA team for many years to come.”

Logo program members receive many benefits, including branded point-of-purchase materials and opportunities for funding and event participation. Upcoming benefits to members include NMDA’s Power Lunch Series, covering topics such as “Social Media for Beginners,” “Refining Your Social Media (Intermediate),” “Steps to Going International,” as well as “A Guide to Tradeshows and Other Member Benefits.”

Businesses may visit ElevateNMag.com to view a full list of perks, review the logo use guidelines and learn more about which businesses are eligible for memberships.

For more information, please email tastethetradition@nmda.nmsu.edu or call 575-646-4929.

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ElevateNMag.com

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Attachments:



NEW MEXICO–Taste the Tradition logo



NEW MEXICO–Grown with Tradition logo