



Come and See What We are Doing for YOU

**The agricultural industry is very important to the New Mexico economy
with cash receipts totaling more than \$3.12 billion in 2008.
Total economic impact was a little more than \$6 billion.**

NMMDA

New Mexico Department of Agriculture

As a constitutionally established, Cabinet-level agency and as part of NMSU, NMDA is dedicated to serving the citizens of New Mexico and enhancing our state's food and agricultural industry.



Bet'cha Didn't Know



- **Milk is the number one cash commodity for New Mexico**, producing more than \$1.36 billion.
- **New Mexico ranks** ninth in the United States for **milk production and fourth in cheese production**.
- **New Mexico produces 16 percent of the nation's cheese**.
- The **New Mexico Green Chile promotion** continues to be the **largest single promotion in the history of NMDA**.
- There are more than **20,000 New Mexico farms**.
- **Did you know NMDA has traveled to various states** including Texas, California, Virginia, Kansas, Missouri, and New York (just to name a few) to **promote our very own New Mexico green chile?**
- NMDA also **provides international marketing assistance**. Marketing and Development staff have traveled to areas such as France, Hong Kong, Germany, China, Dubai, and Singapore **promoting New Mexico agricultural products**.
- In 2007 and 2008, **New Mexico pecan exports reached more than 25 million pounds**, resulting in approximately \$40 million in net sales directly to the grower.
- **NMDA developed the "NEW MEXICO – Taste the Tradition®" and "Grown with Tradition®" logo program** in an effort to identify and **promote all New Mexico agricultural products** including food, fiber, wine, produce, nuts, and livestock through the use of one easily recognizable logo.
- **NMDA is the first department in the nation** to conduct monthly tests on cheese products for four major bacteria species.
- **NMDA is working to protect our food supply**. How? Through inspections, laboratory diagnostics, working with the industry to **ensure quality products**, and collecting samples of commodities to be checked for pesticide residues.
- **NMDA** also works to **protect our food supply from agroterrorism and bioterrorism**. NMDA helped create the Southwest Border Food Safety and Defense Center which addresses industry needs in response to these threats. **Our programs now serve as a model for other agencies across the nation**.

Bet'cha Didn't Know

- The New Mexico Fruit and Vegetable Program **inspected over 1.5 million pounds of produce** between 2007 and 2009.
- **NMDA's Office of Agricultural Biosecurity created AGROGUARD.** This is similar to a neighborhood watch program with an emphasis on agriculture and protecting our states food supply. This program uses a statewide, toll free number that allows individuals to report suspicious activities to authorities.
- NMDA's Veterinary Diagnostic Services lab **assists in the diagnosis of disease** in wildlife, zoo animals, domestic animals, and livestock.
- NMDA is involved in soil and water conservation programs.
- Our inspectors **monitor for compliance to ensure ground water protection.**
- NMDA works to **protect our state's natural resources and the environment.**
- NMDA inspectors continue to minimize the occurrence of unapproved ingredients. They **perform inspections at retail establishments to ensure that you, the consumer, get what you pay for.** This includes: milk, eggs, produce, petroleum products (meaning when you fill up at the pump), ornamental plants, and cut flowers.
- NMDA is **responsible for the annual inspection and testing of all commercial petroleum measuring devices** used in the state as well as **ensuring product quality** for gasoline, diesel, kerosene, brake fluid, antifreeze, and lubricating oil.
- NMDA inspected and tested more than **61,000 petroleum measuring devices** and collected and analyzed **12,173 product samples** from 2007 to 2009.
- NMDA is **committed to working with landowners and agricultural industries** on alternative energy programs.
- NMDA **monitors the quality of feed, fertilizer, and seed** sold in the state.
- NMDA **supports over fifty farmers' markets statewide.**
- NMDA **funds the "Farm-to-School"** pilot projects, which **provide salad bars and local produce to public schools.**

always working for you

