

# FY 2011 Specialty Crop Block Grant Program – Farm Bill

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New Mexico Department of Agriculture

3<sup>rd</sup> Annual Report

AMS Agreement: 12-25-B-1084

## *Project Coordinator*

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# -1084 Project 2: New Mexico Wine Consumer Awareness Program, Final Report

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## Project Summary

The New Mexico Wine Growers Association (NMWGA) saw the need for this program evidenced in a poll of New Mexico residents, the majority of who did not know that New Mexico produces wine. Of those who *did* know that New Mexico produces wine, most thought it only as novelty wines and non-award winning New Mexico wines have only 4-6% market share within our own state. This provided the industry an opportunity for growth.

The initial purpose for this project was to create awareness, education, and knowledge of the New Mexico wine industry by actively engaging novice and potential wine consumers in an open and casual exchange. The participants of the tasting panels were to learn about the processes of growing grapes, harvesting, and wine making. They also were to learn about selecting wines and what wines suit their palate. During this process, the NMWGA collected valuable consumer data about the wines sampled in order to improve their quality. Not only would there be classes, but social media and advertising were a part of this project. The overall goal of this project was to increase market share from 2-4% to 6-8% in a year. By holding these classes, we hoped to increase awareness of the wine industry, expand the customer base of wine buyers, and in turn increase sales volume.

## Project Approach

During the grant period of November 2010-September 2011, there were nine Consumer Awareness Classes held at nine separate wineries around the state. Each of these classes was attended by 14-25 participants. The material that was covered at the classes included New Mexico wine history, the current state of the industry, wine-tasting techniques, and pairing wine with food. At the end of each class, the attendees were given a survey to provide feedback. The surveys had been very positive and also demonstrated a great amount of interest in New Mexico wines. Some of the classes were even attended by winery owners who participated in a Q and A with the class attendees to give a more personal experience. Classes included wines from several wineries in the area and cheeses to complement to wines chosen. This was also a very successful advertising mechanism for the wineries. Along with the awareness classes were billboards at eight separate locations.

In addition to billboards for advertising, we produced “leave-behind” cards for people to leave at establishments that served wines exclusively from other states. This would demonstrate that there was consumer demand for New Mexico wines. There were 500,000 “leave-behind” promotional cards printed, and at this time 200,000 have been disseminated. These cards have been utilized and continue to be used quite frequently. As a result, the New Mexico Wine Growers Association has been contacted twice over the last few months from a restaurant in Albuquerque, NM, and a restaurant in Roswell, NM, with a desire to carry more New Mexico wines because of the “leave-behind” promotional cards.

NMWGA’s assistant director, Amanda Horton, played a significant role in the program. Amanda developed program material about tasting techniques as well as wine history, wine making, and basic wine concepts to incorporate into the course. She also developed the class schedule, syllabus, course themes, and recruited participants to engage in the program. Throughout the program, Amanda built invaluable relationships with the wineries and other partners to the industry. She was in charge of collecting data to analyze and distribute to wineries.

As part of the program, the organization purchased a video camera which was used to take photos as well as video of the Consumer Awareness Classes. These photos and videos were posted on our Facebook page to advertise for the classes.

### **Goals and Outcomes Achieved**

Our program activities included the classes described above. These classes along with the billboard campaign and “leave-behind” cards met our goals by increasing consumer awareness of and stirring interest in the New Mexico wine industry.

The outcomes of the classes are long-term and fall hand-in-hand with the ultimate goal of the NMWGA, which is to establish a “wine trail” across the state. The classes provided a starting point for consumers to interact with the wineries and become comfortable with an industry that is perceived as “high class” or “snobbish”. Our goals for this project were to provide a friendly atmosphere where anyone could participate and enjoy New Mexico wines, create awareness about the industry, and a want to participate further.

One of our main priorities was to have 25 participants at each class. In actuality, our numbers were low in a few classes due to bad weather. We also wanted to have “novice” wine drinkers as a majority of the class. In several classes we had more experienced wine drinkers than “novice” which made teaching the basics, moot. We solved this problem by opening up a Q & A session with the winery owners and winemakers in which all participants could ask questions, whether simple or more advanced.

The feedback on the project from winemakers and winery owners is very positive. Several participants have brought in others to experience their wines, as well as purchase from their establishments.

The Consumer Awareness Program alone has increased sales in the participating wineries by 1-2%. This percentage, combined with the Passport Program, has increased sales and traffic in tasting rooms by up to 4%; more so in the smaller wineries in the less-populated areas of the state.

The overall outcome of the Consumer Awareness Program has indeed increased the awareness of New Mexico wineries and wines, as reported by the focus groups and the wineries themselves. The percentage of market share increase has reportedly remained at 4%-6% market share throughout the year. Although our goal of increasing market share by 2% per year was not reached, the wineries consider maintaining market share during an economic downturn a success.

Wine sales within New Mexico wineries were reported to have increased by up to 3% during the last quarter of the year, which was better than expected. This is credited to the holiday season.

As for the increase in attendance at all festivals throughout the state in 2011, The Southern NM Wine Festival in May saw a 3.73% increase in attendance, but the Harvest Wine Festival in early September saw a small decrease due to unfavorable weather conditions throughout the Labor Day weekend. Albuquerque Wine Festival saw a slight increase (.5%) in attendance.

### **Beneficiaries**

The groups that benefited most from this program are the wineries that allowed the NMWGA to hold classes in their establishments. We made it a point to choose wineries in different areas of the state for each class, as well as wineries that were not well known and could thus benefit from the added

attention of hosting a class. We held these classes at St. Clair in Albuquerque; Amaro Winery, which opened within the last two years in Las Cruces; Casa Rodena, a smaller winery in Albuquerque; Cottonwood Winery in Artesia; Wines of the San Juan in the Farmington area; and other wineries in Roswell, Budaghers, and Dixon.

## **Lessons Learned**

Some suggestions given by project staff are more focused on the classes themselves. Amanda Horton, the assistant director, has suggested some improvements that could be made to the classes. For one, she believes the classes would have benefitted more if there would have been separate classes for the different levels of wine drinkers. Mixing the novice with the expert made for a confusing and maybe even uncomfortable experience for all parties. If these classes were divided, there would have been a more tailored curriculum better suited to the individuals in the class.

The unexpected outcomes of these classes were the amount of experienced wine drinkers versus the novice. Many people in these classes were very familiar with wine in general, but not with New Mexico wines. As a result, some of these expert wine-drinkers would challenge the person running the class. This was not the case for most of the classes that were held, however.

The photo and video content used on our Facebook page was lost. The person in charge of this footage was our intern who is no longer with us. In the future, this type of content will be backed up in order to lessen the likelihood of losing such content and historical recollection of these events.

A goal that was set for this program was to meet the maximum amount of participants for each class. As stated before, bad weather limited attendance at a few of the classes. In hindsight, classes in those areas should have been planned for the spring and/or summer months. More advertising for the classes could have been done, too, aside from word-of-mouth and advertising in the wineries themselves. This leads to better budgeting and management of funds. Most of the money was put into contracting and travel, whereas more money should have gone to supplies and compensation.

## **Contact Person:**

Bridget Perrault, Executive Director of NMWGA  
(575) 649-8994  
execdirector@nmwine.com

## **Additional Information**

See Appendix for photos.

# -1084 Project 3: Promoting New Mexico Specialty Food and Beverage Products, Final Report

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## Project Summary

The purpose of the project was to continue working with growers, processors, distributors, and operators (The intended beneficiaries) involved with specialty crops to help them promote, develop, and grow business. The project funded trade and promotional activities for the specialty crops value-added food and beverage products. This effectively enhanced the competitiveness of New Mexico specialty crops in domestic and foreign markets.

The Food Service Specialist (FSS) work for the beneficiaries primarily within the food service industry. The FFS helped the beneficiaries to grow business in new and existing markets. NMDA through the FSS was able to reach out to more New Mexico Foods Service (NMFS) companies; therefore building on prior food service projects.

## Project Approach

The project approach was to build on prior food service projects. The project was to continue with marketing strategies and trade and promotional activities. The approach was to expand into new markets with new and existing NMFS companies. The funding was used solely to enhance the competitiveness of specialty crops.

NMDA and the FSS were very careful to ensure that the project funds were used for specialty crops, considering that some of the growers and processors produced items other than specialty crops. When NMDA was the sole promoter of an event, we only promoted the specialty crops produced by the grower or processor, whereas, other grower/processor promotions that included non- specialty crops and specialty crops, the funding was always partial and calculated proportionately according to the products promoted. In many cases the grower/producer only promoted their specialty crops at trade shows and promotional activities. Example: Navajo Agricultural Products Industry (NAPI) would only promote potatoes and beans with the funding assistance. Funding assistance for producers of value-added products using specialty crops received partial funding on a proportional basis of specialty crop products to non-specialty crop products. All growers and processors that NMDA worked with clearly knew that the funding assistance was solely for the promotion and enhanced competitiveness of specialty crops.

Most of the activities for the project started in March 2011 and carried through February 2012. The task provided in the work plan overlapped with the previous and following food service projects. Therefore, the actual activities performed follow the work plan January 2011 from project 1084 through February 2012 from project 1244.

Monthly activities involved meeting with operators and processors within New Mexico and its surrounding states to promote New Mexico specialty crops and to identify ways NMDA might be of assistance in helping them procure items. The FSS also met with processors to help them in promotional and sales activities. Trade show assistance was most needed by processors whereas the FSS would

assist companies through the processors involved with trade shows; distributor and association shows, booking, set-up, merchandising, staffing, selling, lead retrieval, cooking demo, potential customer introductions/contacts, collateral materials, and show follow up. Financial assistance to help processors get involved with the tradeshow was and is critical to their presence in gaining market share and sales.

Some of the highlight shows were: The Winter Fancy Food Show in San Francisco, California; The American Culinary Federation Show in Scottsdale, Arizona; The International Restaurant Show in Las Vegas, Nevada; The National Restaurant Association Show in Chicago, Illinois; The Southwest Expo/Texas Restaurant Association Show in Dallas, Texas; West Expo Colorado Restaurant Association, Produce Marketing Association Show in Atlanta, Georgia; Food and Beverage at the Global Gaming Expo in Las Vegas, Nevada; and Ag Fest in Albuquerque, New Mexico.

We were involved with assisting processors and growers at many distributor trade shows such as: SYSCO, Shamrock, Ben E Keith, US Foods, and Labatt in New Mexico, Texas, Arizona, Nevada, California, Utah, and Colorado.

More highlights:

Goal	Actual
Represent New Mexico food products in four (4) distributor trade shows.	Accomplished. Represented New Mexico food products in eleven (11) distributor shows.
Set-up and work booth at three (3) national/international food shows.	Accomplished. Set-up and worked booths at over ten (10) shows.
Conduct in-store demos/market introduction programs in four regional markets.	Accomplished. Conducted in-store demos/market introduction programs in over seven (7) markets.

## Goals and Outcomes Achieved

NMDA and the FSS worked with over 15 New Mexico processors/growers of New Mexico specialty crops all based in New Mexico including: Bueno Foods, Foods of New Mexico, M.A. and Sons, Navajo Agricultural Products Industry, Mesilla Valley Produce, Carzalia Onions, Border Foods, New Mexico Pinion Coffee, Cervantes Salsa, El Pinto, The Truck Farm, South Valley Economic Development, Comfort Foods, Seco Spice, Apple Canyon Gourmet, Black Mesa Winery, New Mexico Wine Growers Association, Albuquerque Tortilla, New Mexico Pecan Company, Southwest Wines, New Mexico Green Chile Company, Biad Chile, and Sun Country Honey. All of these companies that NMDA worked with under the project experienced 3 to 27 percent distribution growth.

New Mexico specialty crops products were introduced into new geographical distribution markets in: northern and southern California; Austin, Houston and Dallas, Texas; Salt Lake City, Utah; Las Vegas, Nevada; Phoenix and Tucson, Arizona; Denver, Colorado; and Reno, Nevada. Conducting in-store demos in new markets, involved tastings, chile roasting promos, local awareness, nutritional awareness, and processor goodwill.

New items developed and marketed through NMDA assistance under the project included: Frozen red and green chile sauces, chile rellenos, tamalitos, and custom packed pecans. Whole chile pods

introduced have not been successful in the food service markets, but are successful in retail and website markets.

When working with food service operators, the FSS reviews the operator’s food and beverage inventories to determine if there are any products in inventory that can be replaced with New Mexico specialty crop items. In the state of New Mexico, most operators are immediately willing to use a New Mexico product. Best examples are operators switching from canned chiles from Mexico to frozen fresh chiles from New Mexico. Also, operators are adding New Mexico wines to their list, thus benefiting the New Mexico grape industry. We have also had much success in ensuring that New Mexico operators are using New Mexico onions, potatoes, melons, and pecans. We have worked with large operators such as: University of New Mexico, New Mexico State University, New Mexico school districts, large casino/hotel operations, and contractors: ARAMARK, Sodexo, Chartwells, SMG, Ovations, and Comcast Spectator. We have concluded that a survey would not fit the vast groups that we work with on this project.

The sales process is always evolving. New business starts and stops. Follow through is continuous. While we can realize that NMDA is helpful in growing business for New Mexico processors of specialty crops, it is still a joint effort and not always possible to determine whether NMDA or the processor is solely responsible for new and continued sales. The companies that NMDA works with are also competitors in many cases, whereas the companies will not readily share specific accounts sales.

Through cooperative promotional efforts between NMDA, some new sales successes are as follows, which include products made with New Mexico red and green chile, New Mexico beans, potatoes, onions, and grapes.

Company	New sales
What-a-Burger	\$2.4 million
Texas Independent School Districts	\$1.8 million
Subway	\$5.4 million
Southwest Wines	\$810 K
Costco/Sam’s	\$800 K
Harrah’s	\$960 K
Boyd Gaming	\$280 K

NMDA and the FSS have been very instrumental in providing sales leads, business contracts, and association support for New Mexico food and beverage companies. NMDA assistance with trade and distributor shows and use of lead retrieval systems has generated at least 30-60 strong sales leads per show for New Mexico companies.

<b>GOALS ESTABLISHED</b>	<b>ACTUAL ACCOMPLISHMENTS</b>
<p>Market New Mexico value-added food and beverage products to the foodservice industry.</p>	<p>Active involvement with the New Mexico Restaurant Association, New Mexico Wine Growers Association, American Culinary Federation, National Restaurant Association, Food Marketing Institute, Chile Roasting Promos, Produce Marketing Association, <i>Sunbelt Food Service</i> Publications, New Mexico Department of Tourism, and New Mexico State Fair Specialty Crop Promotions.</p> <p>Promoting to Food Service Contractors, Sodexo, Aramark, Compass/Chartwells, Ovations, Service Systems, SMG, and Comcast Spectator.</p> <p>Targeting and promoting to high-volume food and beverage operators in the south-west US including convention centers, universities, resort/hotel/casino operations, school districts, and travel centers.</p> <ul style="list-style-type: none"> <li>- New Mexico Organic Commission</li> <li>- South Valley Economic Development Food Processors.</li> </ul>
<p>Trade and promotional activities</p> <p>a. Develop New Mexico food products for the food service sector.</p>	<p>Introduced into the food service sector: New Mexico Pecan Company, New Mexico Green Chile Company, Carzalia Valley onions, NAPI potatoes, New Mexico wines, red and green chile jerky's, El Pinto Salsas, Rio Grande Snack pistachios, New Mexico Piñon Coffee Company, Diamond K frozen whole chile pods, Green Chile Foods, kiosk, Cervantes, and Chile Traditions, Gruet Winery, and Apple Canyon Gourmet.</p>
<p>b. Represent New Mexico food products in four distributor trade shows.</p>	<p>Represented New Mexico food products at 11 distributor trade shows including: U.S. Foods, SYSCO, Ben E. Keith, Shamrock, and Zanios/Labatts in New Mexico, Colorado, Arizona, Nevada, California, and Texas.</p>
<p>c. Set-up and work New Mexico booth at three national international food shows.</p>	<ul style="list-style-type: none"> <li>• National Restaurant Association- Chicago, IL</li> <li>• West Expo- Denver, CO</li> <li>• Winter Fancy Foods Show-Sacramento, CA</li> <li>• Southwest Expo- Houston, CO</li> <li>• PMA Food Service-Monterey, CA</li> <li>• Restaurant Depot Vendor Show-Phoenix and Glendale, AZ.</li> <li>• Texas School Nutrition Show- Lubbock, TX</li> <li>• Winter Fancy Food Show- San Francisco, CA</li> </ul> <p>Over ten national/international trade shows.</p>

<p>d. Conduct in-store demos/market introduction programs in four regional markets.</p>	<p>Conducted in Arizona, Texas, Colorado, New Mexico, Nevada, DC.</p> <ul style="list-style-type: none"> <li>– University of Arizona</li> <li>– Texas State University</li> <li>– University of New Mexico</li> <li>– Boyd Gaming Group</li> <li>– Chef Knock-Out/Albuquerque</li> <li>– USDA-Chile Promo</li> <li>– New Mexico State Fair Watermelon Promo</li> <li>– Las Vegas Chile Roasting</li> <li>– New Mexico Wine Growers Tastings</li> <li>– Albuquerque and Santa Fe</li> <li>– AG Fest—New Mexico</li> <li>– What-A-Burger</li> <li>– Laguna Development</li> <li>– Phoenix Convention Center</li> </ul>
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**Beneficiaries**

The beneficiaries’ project is the growers, processors, distributors, and operators involved with specialty crops. The project has helped all of these beneficiaries to grow their business through the Food Service Industry. Working to benefit the processors of specialty crops whereas, their growth benefits the growers and distributors. The operators also benefit by providing local, sustainable, and quality value-added products.

**Lessons Learned**

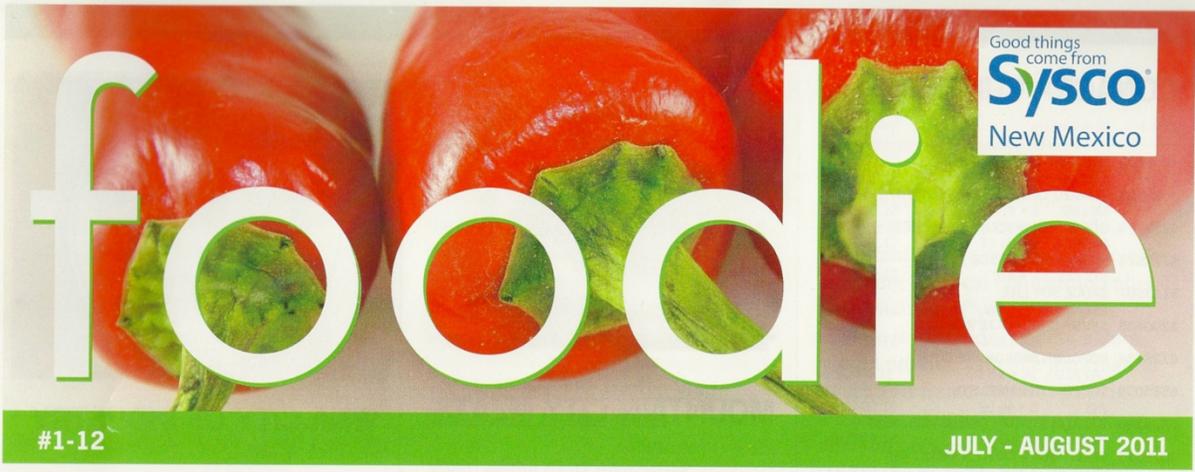
There continues to be a great need from growers and processors of support from NMDA through the Food Service Project. The NMFS companies realize the benefits of the assistance, trade, and promotional activity; whereas they might not have been able to participate in such trade and promotional activities. Also, learned is new NMFS companies are reaching out to NMDA recognizing NMDA expertise in helping them market product and grow business. Through the work of the project, NMDA and MMFS companies realize the enormous potential business that exists for them in other states, especially in the U.S. southwest.

**Contact Person**

Dennis F. Hogan, 575-646-4929, [dhogan@nmda.nmsu.edu](mailto:dhogan@nmda.nmsu.edu)

**Additional Information**

See Appendix for additional photos.



## THE NEW MEXICO DEPARTMENT OF AGRICULTURE

### HERE TO HELP YOU!



Few words these days can grab the attention of foodies and a growing cross section of other consumers as powerfully as the word “local.” The National Restaurant Association’s 2011 “What’s Hot” survey puts locally sourced meats/seafood and locally grown produce as the No. 1 and No. 2 trends, respectively, among the top 20 industry menu trends, as determined by many of the nation’s chefs.

The question is, How are *you* responding to these trends?

We at New Mexico Department of Agriculture (NMDA) challenge you to look through your product inventory, paying special attention to the geography of your menu items. Where do the majority of them come from? Which ones come from New Mexico? And which items are you buying elsewhere that you could be sourcing here at home?



NMDA and SYSCO are on a shared mission to connect local food producers with consumers. The two recently partnered on a project to get more New Mexico beef into more local restaurants. Out of that effort has grown SYSCO’s “Where Food Comes From” program, which you will soon be hearing more about.

Continued on page 4

## THE NEW MEXICO DEPARTMENT OF AGRICULTURE

Continued from page 1

Dennis Hogan has been a key player in such projects. Hogan is the food service specialist at NMDA working to help New Mexico operators like you navigate the logistical landscape that exists between producers and consumers. He brings more than 30 years of experience across the country

in the food and beverage, sales and marketing, and hospitality industries.

The food products Hogan and his fellow marketing specialists at NMDA work with often bear the NEW MEXICO-Taste the Tradition® and NEW MEXICO-Grown with

ITEM #	DESCRIPTION	SAVINGS
5170444	Lettuce Spring Mix Fresh PACKER 4 • 3LB	\$1.50/Case
1060623	Eggplant Whl Fresh PACKER 1 • 18CT	\$1.00/Case

Tradition® logos (see on page 1 and 5). The logo program was created about ten years ago to brand foods grown and/or processed in the Land of Enchantment. Today you'll find the Zia symbol-

Continued on page 5

## THE NEW MEXICO DEPARTMENT OF AGRICULTURE

Continued from page 4

inspired logo printed on salsa jars and seasoning mixes; on flags flying at farmers' markets; and, increasingly, displayed at restaurants where "local" is front and center. The logo program identifies companies as part of the growing "eat local" social movement – and it puts them in good stead to apply for funding to advertise and to attend trade shows.

To learn more about Taste the Tradition and Grown with Tradition, visit [www.newmexicotradition.com](http://www.newmexicotradition.com). To learn more about how NMDA can help you grow your business by sourcing more local foods, contact Dennis Hogan at (575) 646-4929 or at [dhogan@nmda.nmsu.edu](mailto:dhogan@nmda.nmsu.edu).



# -1084 Project 4: New Mexico Specialty Crop Traceability Initiative—Outreach and Educational Seminars, Final Report

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## Project Summary

The purpose of this project was to provide outreach and education through seminars to inform the specialty crop industry in New Mexico of the importance of product traceability on a local, national and international scale. Specialty crop producers, processors, and shippers contacted the New Mexico Department of Agriculture (NMDA) and requested assistance in trying to understand product traceability. Staff from the NMDA decided the best approach to answering their questions was to bring in a traceability expert and provide several workshops throughout the state.

International Agricultural Marketing Management (IAMM), LLC provided grower training on behalf of NMDA. Five workshops were completed in February and March of 2012. The approach, execution, outcome, results and conclusions are included in the following.

## Project Approach

The following steps were taken in the setup of the program:

### Pre-Seminar Prep

- Research and creation of Program, Seminar Content, and Curriculum – IAMM, LLC
- Development of a bound workbook with CD-ROM (same content) for attendees – IAMM, LLC
- Development of a Power Point Presentation and script for seminars – IAMM, LLC
- Seminar Marketing – Development of an electronic flyer for pre-event marketing -- IAMM, LLC
- Development of Program Schedule Handout with Welcome, Introductions, and Event Day Timeline – IAMM, LLC
- Development of two (pre and post event) surveys to gauge awareness and retention of materials – IAMM, LLC
- Deliverables for all Program Phases including workbook with CD-ROM which includes links to useful websites – IAMM, LLC
- Identify seminar locations and send invites – NMDA
  - NMDA identified five locations state wide to host the Traceability Seminars in Albuquerque, Santa Fe, Artesia, Hatch and Las Cruces, New Mexico
  - Invitations direct mailed to specialty crop grower organizations, information tables at The Chile Conference, Western Pecan Growers Conference and the New Mexico Organic Conference. Invitations were distributed to all Cooperative Extension offices in the state.

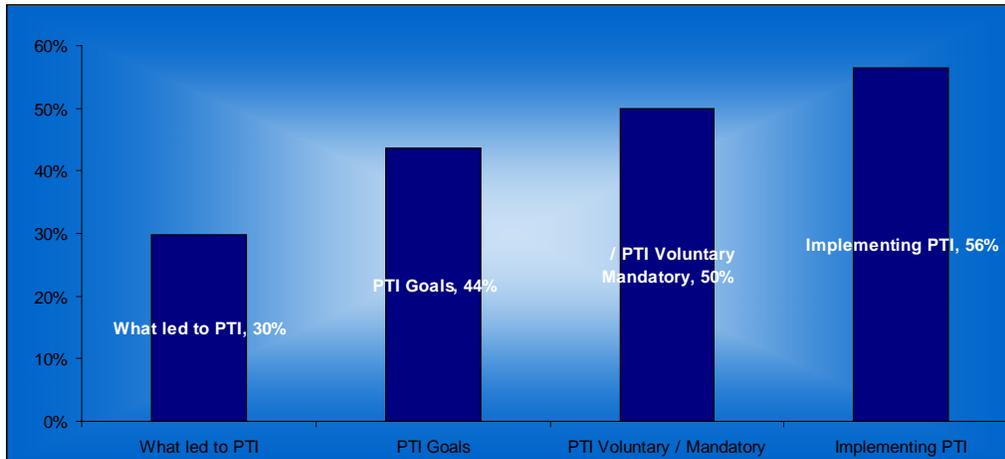
Seminars were conducted by IAMM, LLC and hosted by NMDA. NMDA assisted IAMM, LLC in conducting the pre and post surveys. IAMM, LLC compiled the data from the survey and the results were used to determine content for future seminars such as the GAP/GMP project funded with SCBGP funds in 2012.

## Goals and Outcomes Achieved

At the beginning of each workshop to gauge the knowledge base and the awareness of the Produce Traceability Initiative (PTI), we conducted a quiz that is summarized herein. There were 95 Responses filled out from meetings in Albuquerque, Pojoaque, Las Cruces, Artesia and Hatch.

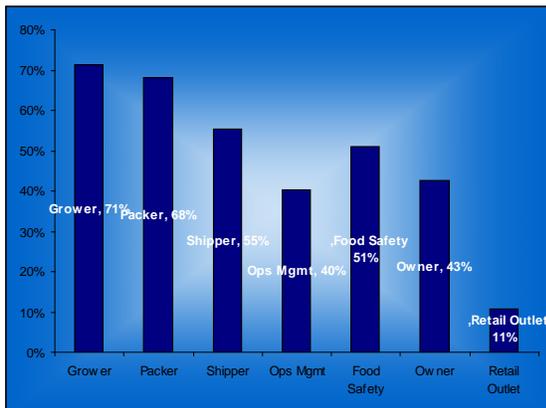
### PRE-WORKSHOP SURVEYS

#### Pre-Workshop Quiz Correct Responses



Prior to the workshops, we found that almost a third of the attendees knew that the spinach problem was what led to PTI, almost half knew the goals, half knew it was voluntary versus mandatory and almost two-thirds were going to implement PTI procedures.

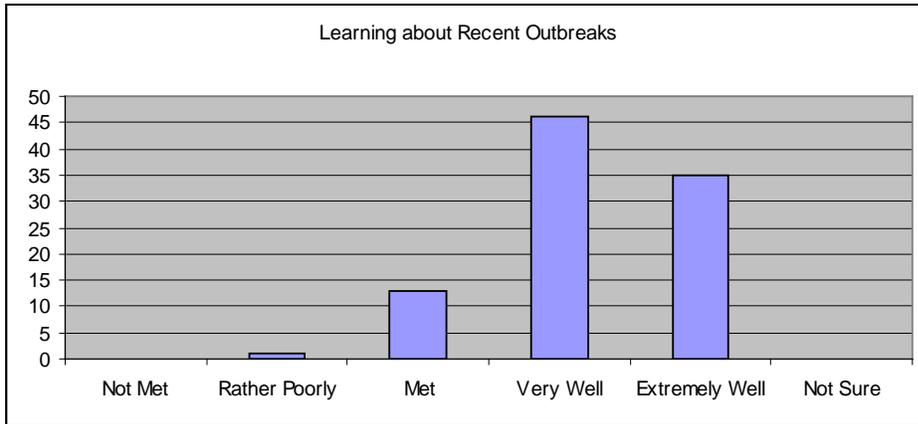
#### Breakdown of Job Duties



The breakdown of attendees showed that they are typical of many small growers and hold multiple responsibilities. Grower/Packer/Shippers were two-thirds to three quarters of attendees with half of the people being involved in Food Safety. Almost half of the attendees were owners. Only 11% noted that they sold products at retail.

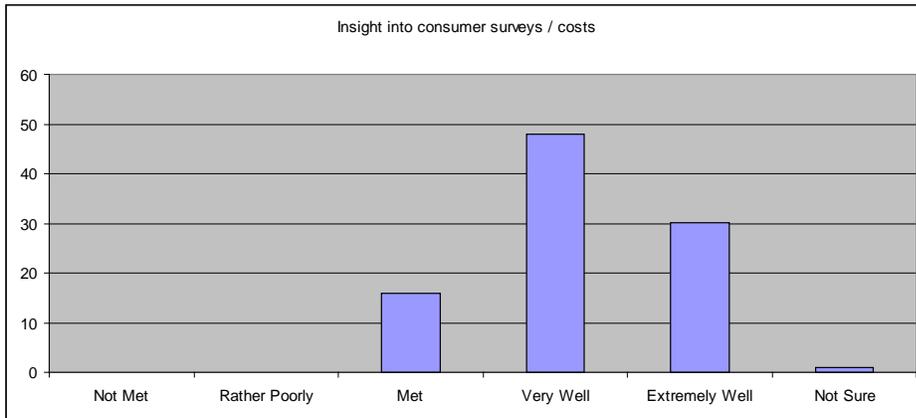
At the end of each workshop, attendees filled out feedback questionnaires giving their perceptions about their expectations and the information presented.

*Learning about recent outbreaks and what led to PTI*



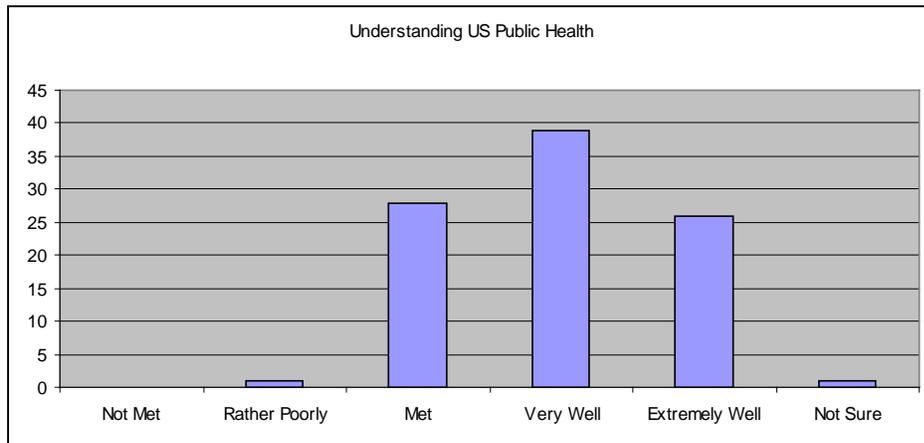
Over 85% of the attendees responded that the information shared about the recent outbreaks was presented “very well and extremely well” (99% indicated expectations were met or exceeded).

*Insight into the consumer surveys and the costs associated with outbreaks*



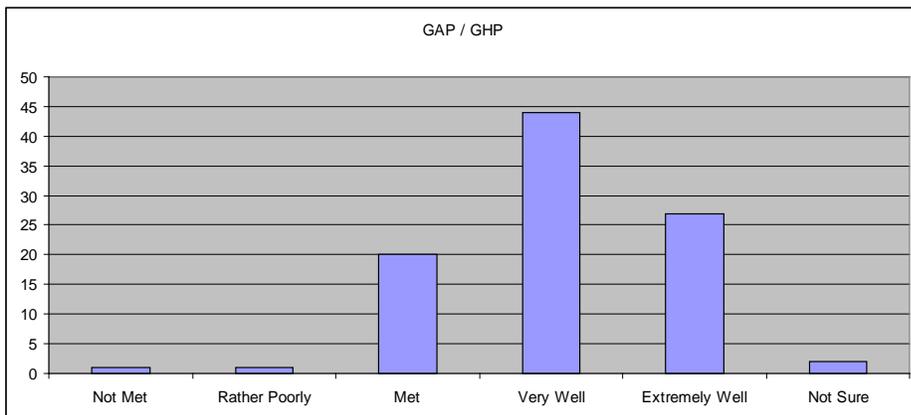
Over 82% of the attendees responded that the information shared about the consumer survey insights and related costs were presented “very well and extremely well” (100% indicated expectations were met or exceeded).

### *Understanding how US public health investigations are performed*



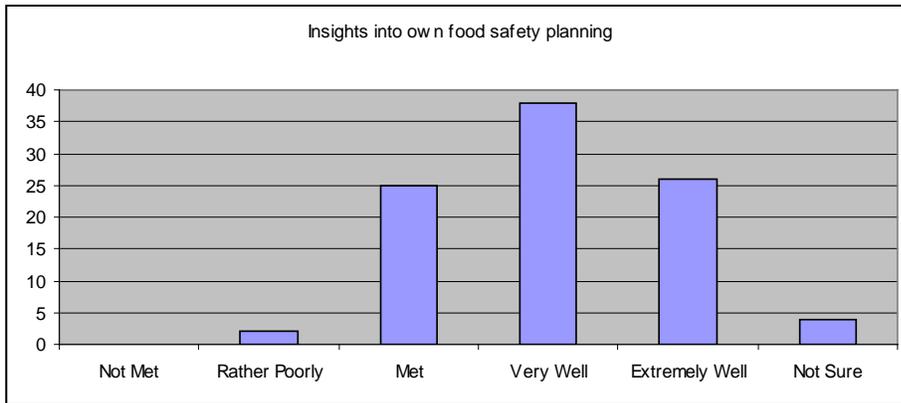
When it came to understanding how US public health investigations were performed, about 68% of the attendees responded that the information shared about was presented “very well and extremely well” (98% indicated expectations were met or exceeded).

### *Learning more about GAP / GHP*



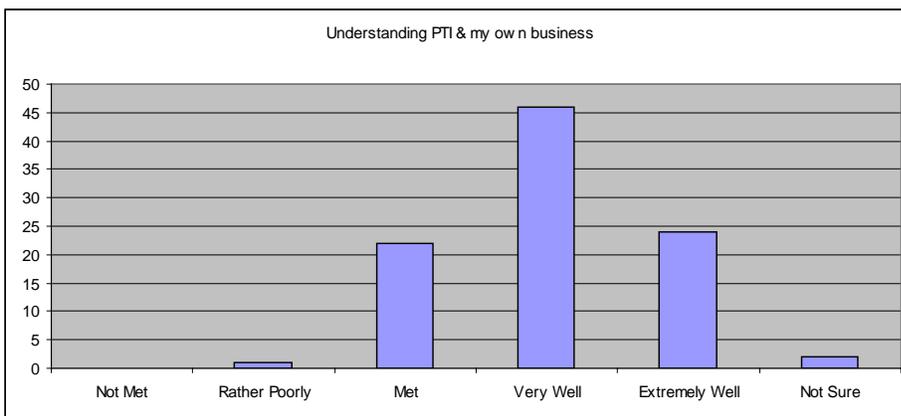
Next was a question regarding the explanations of Good Agricultural Practices (GAP) and Good Handling Practices (GHP). About 75% of the attendees responded that the information shared about was presented “very well and extremely well” (96% indicated expectations were met or exceeded). We modified the presentation after the first two workshops, when NMDA felt the presentation was repetitive in some sections.

### *Insights into food safety planning within my own business*



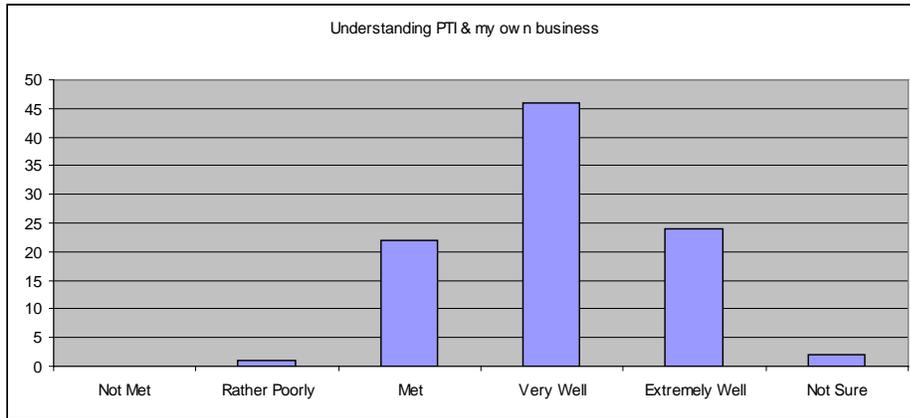
The noted question addressed how well insights into food safety planning were received. About 67% of the attendees responded that the information shared about was presented “very well and extremely well” (94% indicated expectations were met or exceeded). Our take-away from this part of the workshop is that it is difficult to address all of the differences and issues within each company (and their people) in a consistent way. What is potentially good for one operation may not be the same for another. Regardless, this part created considerable discussion.

### *Understanding PTI – and how I can implement it in my business*



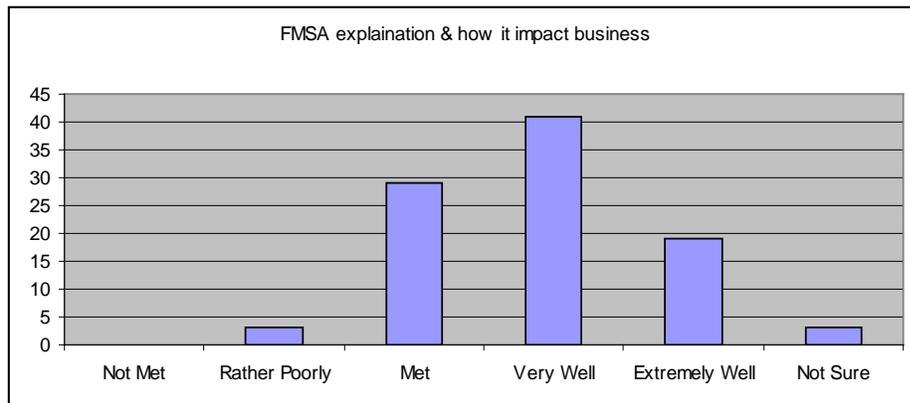
Another question regarding the attendee’s business was their understanding and how they could implement the Produce Traceability Initiative (PTI) into their businesses. About 74% of the attendees responded that the information shared about was presented “very well and extremely well” (97% indicated expectations were met or exceeded). Again, this was somewhat a challenge due to the differences and issues within each individuals operation.

### *Your understanding how to do GTIN in your own business*



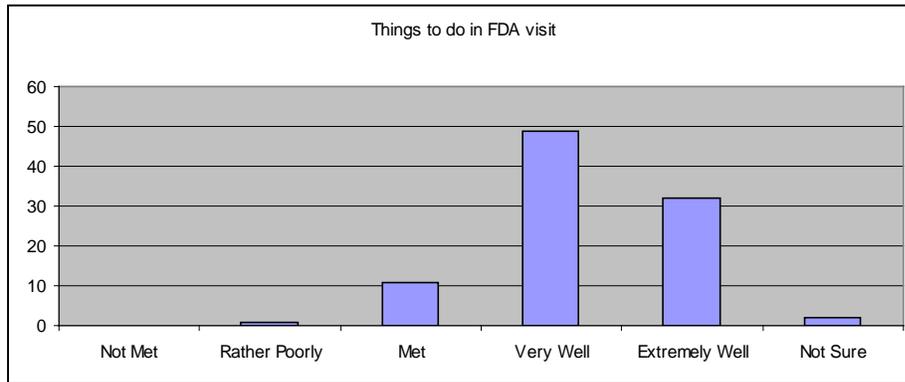
The next question was surrounding how well Global Trade Item Numbers (GTIN) are understood as well as how to adopt them into their businesses. A little over half of the attendees responded that the information shared about was presented “very well and extremely well” (90% indicated expectations were met or exceeded). Again this was a tougher issue, as some people had little to no understanding of GTIN – and that took precedence over understanding how it could work or be implemented in their individual operations.

### *The explanation of FSMA – and how it affects my business*



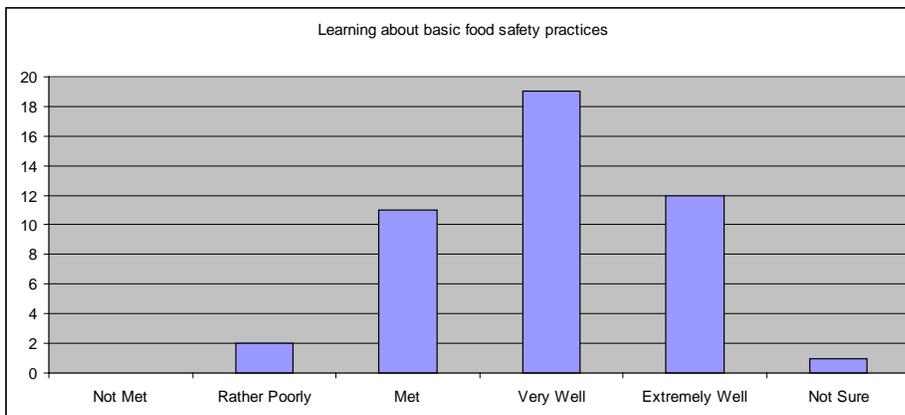
This question was covering the explanation and adoption of the rules of the Food Safety Modernization Act (FSMA). Two-thirds of the attendees responded that the information was presented “very well and extremely well” (98% indicated expectations were met or exceeded). FSMA is another subject that will have varying ways of affecting individual companies, so the questions related to specific concerns at the individuals operation.

*Understanding some of the things I need to do if the FDA visits my business*

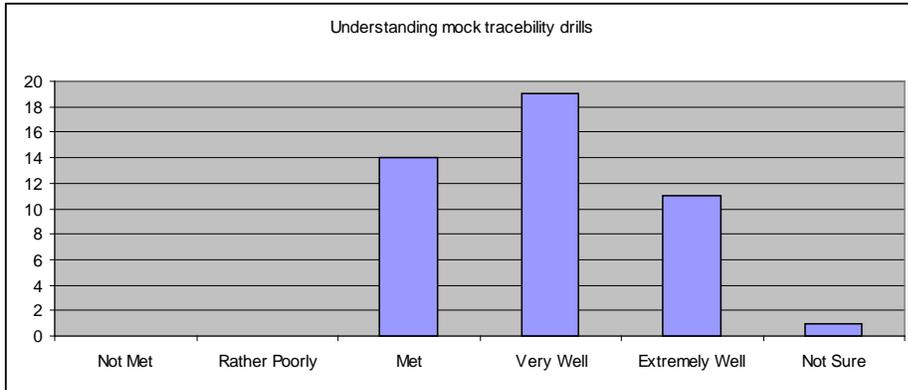


This question was assessing how well the participants felt we covered what they needed to do if the Food and Drug Administration (FDA) visited their businesses. About 85% of the attendees responded that the information shared about was presented “very well and extremely well” (97% indicated expectations were met or exceeded).

*From Albuquerque & Pojoaque Surveys Only (Primarily Small & Local Grower Operations)*



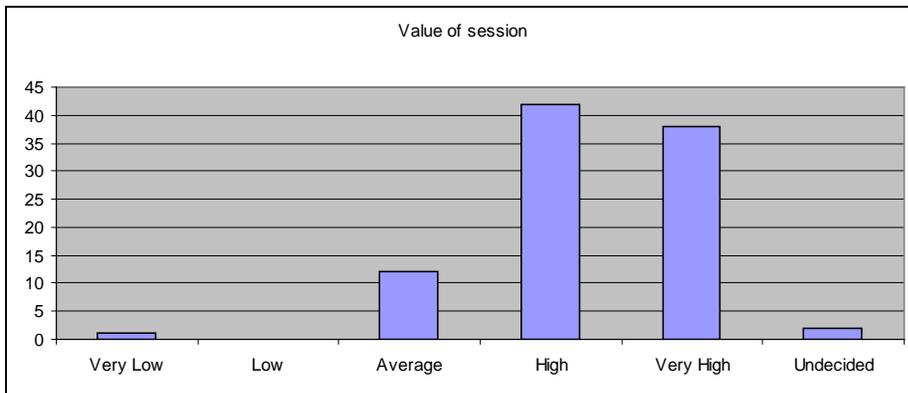
For the first two workshops, we asked two questions that were dropped for the remaining meetings. The first question was assessing how well the participants felt we covered basic food safety practices. Even though good marks were received (69% of the attendees responded that the information shared about was presented “very well and extremely well” and 93% indicated expectations were met or exceeded), we found it was better to better target our responses.



We found in the first workshops that undertaking mock traceability drill discussions in a group workshop was of lesser importance / interest as compared to other subject matter. We therefore trimmed that part of the presentation down for the latter workshops and dropped the assessment question. Regardless, two-thirds of the participants responded that the information shared was presented “very well and extremely well” and 98% indicated expectations were met or exceeded).

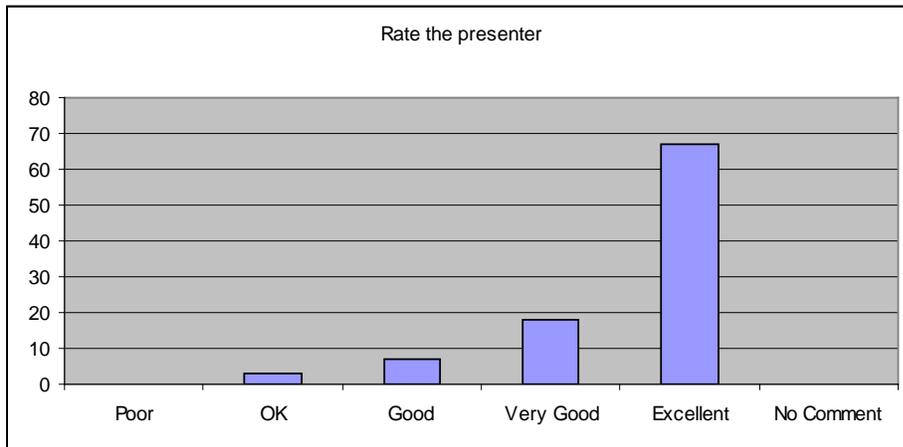
### **POST SEMINAR SURVEY**

*Relate the value (return on your time spent) they received from this session*



We asked participants to rate their “time” return on investment for the workshop; 85% of the participants responded that their return on time spent was high or very high and 98% said the value was average, high and very high.

### *Rate how the presenter did (knowledge, effectiveness & presentation)*



With respect to the question of rating how the presenter did, 90% thought she was Very Good and Excellent. When including OK and Good in responses, the rating was 100%. The graph indicates total number of responses and percentage calculated to by type of response.

### *Final Survey Questions*

Within all responses, we allowed for write-in comments for two final questions. We have included those in the following:

#### *What did the participant learn that can be used in their business?*

Albuquerque (primarily small & local growers) - Awareness, PTI in business, mock traceability, know my grower, take look at in-house cleanliness, making sure everything is documented, data tracking options, no camera policy, local farmer info excellent, case labeling, how to implement GAP, creating food safety culture, all new, manual systems OK, create log, safety in production & distribution, how traceability protects producer, being prepared for event, document everything

- Pojoaque (primarily small & local growers) - Record keeping, using bleach (x2), how to follow dirt to table, local grower info, PTI, awareness, Traceability (x3), preparing for inspection, planning, food safety, recall book, bar labels
- Las Cruces - Crisis management, inspection prep (x3), GTIN (x4), PTI (x4), bonus material, GIP (x2), GAP (x2), Bleach (x2), bar coding (x2), Thought presentation was excellent
- Artesia - PTI, start slow, evaluate, training, talk to lawyer, insurance, storing papers
- Hatch - PTI, FSMA, 3rd party audits, GTIN (x3), implementing something, PTI Website

#### *What would you like to see better addressed in the produce industry?*

- Albuquerque( primarily small & local growers) - Risk management plan, wax coatings, clear CFR for grower GAP, mock recalls, product labeling, specifics on what needs traced, cheaper label software, clarity on imports, better explain importance to small farmers, Clorox or hydrogen peroxide use, how traceability affect small farmers, small producer safety, disease origins, need microphone (x3)
- Pojoaque( primarily small & local growers) - Small farm implications, current regulations, apple growing industry, more in depth planning, need larger room

- Las Cruces - Food safety details, farmer buyer relationship, regulation language, USDS, technology, streamline regulations, marketer requirements, how to research PTI, marketing abroad, Technical resources, how farmer can get more of food \$\$\$
- Artesia - More positive info to consumers, help with regulations
- Hatch - Food Safety Regulations, actual traceability steps through chain

## Conclusions

What follows is a summary of actual accomplishments with respect to the goals original goals established.

- Seminars were held as planned in five locations the weeks of February 28<sup>th</sup> in Northern New Mexico and March 5<sup>th</sup> for Southern New Mexico
- Presentation of Workshop content was performed as planned in Albuquerque, Santa Fe, Las Cruces, Hatch and Artesia.
- Metric evaluations of each event from pre and post attendee surveys were completed as planned and presented in this document
- Evaluations showed that the seminars were well received and the information valuable to the large majority of the attendees

## Beneficiaries

Beneficiaries to this project included specialty crop growers, packer, and shippers. It was evident, after attending the workshop, the 95 attendees gained extensive knowledge on what traceability is and how to implement a program or modify their existing programs in their operations.

## Lessons Learned

*Offer insights into the lessons learned by the project staff as a result of completing this project.*

- There is a hunger for more meetings and information on the subjects covered.
- Were pleased to know that this community and their operations, in most cases, had some knowledge of the information presented but wanted more
- There is an opportunity to do more education in more detail about FSMA, Food Safety, PTI, Go to Market Strategies for Farmers, dealing with the Seller-Buyer Relationship in today's market place, for example.

*Provide unexpected outcomes or results that were an effect of implementing this project.*

The interest level and perception of attendee on Big AG vs. Small AG – and how the two “camps” can agree on operational philosophies in the future.

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## Additional Information

Samples of Seminar invitations, workshop handbooks, and CD of seminar presentation will be sent under separate cover.

## -1084 Project 5: New Mexico Green Chile Promotion, Final Report

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### Project Summary

This project builds on the success of a previously funded Specialty Crop project by expanding our annual New Mexico green chile promotion into new domestic markets while supporting the efforts of retailers in previously identified markets with repeat participation in the promotion. The project focuses on reaching “foodie”-type consumers, primarily, as well as chile-“addicted” New Mexicans now living in these markets.

Although demand is fairly constant within and surrounding the production areas, the desire to expand marketing channels regionally and nationally presents new constraints to current marketing practices. These constraints center around the marketing challenges associated with the introduction of a traditional local product into non-traditional regional and national markets. In an effort to increase market share for New Mexico green chile in national markets we will address these constraints through demographic analysis, specialized technical supplies, technical training seminars, webinars, and innovative taste and preferences introduction. The ultimate focus will be educating retailers on proper roasting methods and creative merchandising concepts. By educating the consumer on preparation and usage, increased awareness will result in satisfaction, confidence and loyalty in capturing new market share.

Competitiveness and expansion into new markets is an integral part of the market development for the fresh green chile industry. In New Mexico, with its rich tri-cultural heritage, fresh roasted green chile is a traditional component of our historical background. Herein lies the challenge before us, the traditional food we understand and love in New Mexico is perceived outside of our immediate borders as a nontraditional food, which is misunderstood through preparation techniques, heat levels, consumption, and handling. This perception extends from the wholesaler/distributor, retailer, and ultimately, the final consumer. As we move into new markets, addressing these misperceptions will be paramount to the success of our ability to initiate and maintain competitiveness in this venue. Tastes and preferences, in the case of fresh green chile, will be focused on the gourmet roasted flavor and the mild, medium, or hot heat levels. This assessment will be critical in addressing the demands of each new market and refining current market needs. Concurrent training on the use of technical tools, such as specialized roasting equipment, will transition the preparation process and effectively ease consumer’s fears in regard to these misperceptions.

### Project Approach

The goal of this project was to increase market share for New Mexico Green Chile by identifying new markets, both regionally and nationally. The objective in new market expansion was projected at three new markets for 2011. Two new markets in the Pacific Northwest were identified; Portland, Oregon and Seattle, Washington. The Whole Foods Markets in this region, representing 14 selected stores which were targeted for chile roasting promotions. To penetrate these markets effectively, we instituted pre promotion programs, which included technical assistance and educational seminars we affectionately refer to as ‘Chile Boot Camp – 101’ at both locations in late July. This ‘Chile Boot Camp 101’ provided historical data, common misconceptions of green chile, event planning, roasting and preparation strategies, cross merchandising, promotional materials and educational outreach for consumers. Consumers were also targeted during roasting demonstrations and in store demos which focused on sampling of fresh roasted green chile. The proper training and education of the store personnel conducting these demonstrations was an integral component in establishing a one on one connection

with the consumer. Educational outreach was expanded in the form of our “Get Your Fix” DVD’s which provided consumers how to instruction on roasting chile at home, along with several easy to prepared dishes using green chile with printable recipes. We followed up with each of these stores at both locations during August promotional period.

We also provided additional training in Austin, Houston and San Antonio to a major chain of retail grocers to reinforce the importance of proper technical assistance and the educational seminar component to repositioned and new employees to the green chile program, which represented over 70 stores.

In the Kansas City, Missouri area we conducted a joint ‘Peach and Pepper’ promotion at a grand opening with a new store concept in this area. The target market, affluent buyers and foodies, was the focus of this new concept store and provided an excellent platform for the inclusion of fresh roasted green chiles in their promotional program. We were interviewed by three on site radio stations and also were the featured guest on a live broadcast of a very popular local chef, educating his listening audience on the health benefits and culinary versatility of roasted green chile. This chef has two famous local Italian restaurants and was very receptive to a green chile promotion next year at his restaurants.

In conjunction with our food service cooperators, we planned a roasting demonstration and chile sampling promotion at the Oasis restaurant in Austin, Texas. However, due to severe drought conditions and local fires in the area this event was cancelled. The objective of this opportunity was to bring together the local retailer, HEB and the Oasis in a cooperative outreach program in which the consumers could enjoy green chile with their meal at the Oasis and buy fresh roasted green chile at the local HEB to take home. This event will be reinstated next August/September with both entities enthusiastically participating, weather permitting of course.

Another innovative component initiated this season was the inclusion of the NMSU Alumni associations in Houston and Phoenix. These roasting events in which the alumni organized with a local pub/restaurant was extremely successful as the alumni were great ambassadors and the restaurants included fresh roasted green chile on their menus. We plan to continue this innovative venture with the focus of placing green chile on the menu year around.

## **Goals and Outcomes Achieved**

In the area of new market expansion, we did not meet our goal of three new markets where fresh roasted green chile was introduced to three new supermarket chains. Due to drought conditions reported by the media, several retail chains did not initiate or limited their promotions due to reported shortages and potential limited availability. This misinformation and a late harvest, unfortunately led to many retailers cancelling events. We did however develop two new markets in the Pacific Northwest in Portland, Oregon and Seattle, Washington representing 14 stores participating in the Green Chile events, falling short of our projected goal of 18 stores and three new markets. Our case volume was lower than the expected 10,000 cases, coming in around 4500 cases. One of the unexpected outcomes of market development in this region is the potential to be roasting green chile internationally. Our newest and first international market will be in British Columbia, Canada during the 2012 harvest season.

## **Beneficiaries**

The entire chile industry in New Mexico benefits greatly from the external exposure in new markets the “Get Your Fix” green chile promotions have brought. The education, experience, and acceptance of the fresh roasted green chile in these new markets have provided certain enlightenment toward our states variety of chile products. The direct beneficiaries are the six major fresh market green chile shippers and their growers resulting in increased economics and production. The grower base in New Mexico represents over 600 chile growers, of which the majority is Hispanic.

## **Lessons Learned**

The need for technical assistance, educational outreach, seminars, and providing a taste of New Mexico is even more important as we expand into new markets. We are continually redefining and expanding our target demographics as we encounter new barriers and preconceived obstacles in regard to peppers. Our expectations on volume of green chile needs to be readdressed for new markets in certain regions and extended to include second and third season events to really capture market share. I guess not everybody falls in love with fresh roasted green chile at first bite! As we continue to expand into new markets, both regionally and nationally, and now internationally we are not only educating consumers about the health benefits, ease of preparation and non-traditional uses of fresh roasted green chile, but learning ourselves of new opportunities in marketing our official ‘state vegetable’ globally.

## **Contact Person**

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## **Additional Information**

See photos in Appendix.

# -1084 Project 6: Promoting New Mexico Specialty Crops at Tradeshows, Final Report

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## Project Summary

The New Mexico Dry Onion Commission (NMDOC) represents the onion industry in New Mexico, which is a major player in supplying the United States with summer non-storage onions. From May to August, New Mexico supplies approximately 34 percent of the onions consumed in the U.S. With the development of new onion varieties throughout the U.S., New Mexico's marketing window has decreased, creating an overlap and competition for the same customer.

The majority of the Commission's members not only produce onions; they grow a diverse array of specialty crops. These include chile, pecans, lettuce, cabbage, and potatoes, to name a few. The NMDOC recognizes the cross-functional benefits of promoting specialty crops together in an effort to improve the health of the specialty crops industry as a whole.

Exhibition at tradeshows has proved to be an effective way for New Mexico producers to maintain and capture new market share. The Produce Marketing Association's (PMA) Fresh Summit was the venue the Commission determined would best accomplish the objective. SCBGP funding was secured to cover primarily the booth/rental costs for the 2010 PMA Fresh Summit in Orlando, Florida.

## Project Approach

As requested by industry through the NMDOC, the New Mexico Department of Agriculture secured and coordinated a booth at the 2010 PMA Expo. The show typically draws more than 18,000 attendees, many of which (86 percent, according to the PMA website) have "the final say or significant influence over the buying process." Face-time with major buyers is the primary reason New Mexico shippers choose to continue participating in this show.

Five major onion shippers participated in the PMA Expo. Each occupied either a 10'x10' or 10'x20' booth in the New Mexico Pavilion during the three-day show. They agreed to provide feedback afterwards to measure the benefit of their participation.

## Goals and Outcomes Achieved

A survey was emailed to all New Mexico companies that exhibited in the New Mexico Pavilion at the 2010 PMA show to determine if the outcomes achieved matched the goals set. Of the nine companies that exhibited, seven responded to the survey. Of the seven respondents, two sell onions exclusively and the remaining five sell a variety of specialty crops including onions, watermelons, pumpkins, green chile, dried red chile, pecans, potatoes, and pinto beans. The survey indicated that, as a direct result of participating in the 2010 PMA show, all exhibiting New Mexico onion shippers gained sales leads, as well as new sales ranging from \$30,000 to \$1.5 million. The average of total reported sales for 2010 was \$110,500; a 43% increase from the previous year which far exceeded our goal of a 5% increase.

Other survey highlights are as follows: Participation in the PMA show with assistance from NMDA ranges from one to eight years.

- More companies (6) ranked “meeting with existing customers” as being the most important reason for participating in the show.
- “Looking for business” also ranked as being an important reason for participating.
- The number of new leads gained from the expo ranged from one to 30. This range is wider than the previous year’s range of three to 20 new leads. When comparing averages for the two years, the number of new leads gained remained stable.
- Six of the seven respondents said they could not (or would not) participate in the PMA show if funding from NMDA and the SCBGP was not available.
- Of the respondents that expressed an interest in exhibiting in other produce tradeshow, four named “foodservice” as the type of shows/markets they are interested in attending.
- Overall satisfaction of the show was good (an average rating of 8.34 out of 10). The level of overall satisfaction of the previous year’s show was not measured; however, a comparison would not be entirely accurate considering all the variables such as location.

Although increasing sales is the ultimate goal of our growers and shippers, participating in the PMA show provides some secondary benefits, as well. The show provides a venue for them to meet with multiple buyers face-to-face without having to make several trips throughout the year. Also, without the ability to combine resources from USDA, NMDA, and the private sector, New Mexico wouldn’t have a strong, unified presence at the show or throughout the produce industry. Having the New Mexico Pavilion allows for the participants to better showcase their products and provides more exposure to buyers versus having a small booth on their own.

	<i>Grant Budget</i>	<i>Actual Expenses</i>
<b>Booth Space and Rental</b>	\$50,000	\$ 98,878
<b>Product Transportation, Drayage, Booth Set-up</b>	\$10,000	\$ 28,812
	\$60,000	\$127,690

The actual cost of \$127,690 excludes all travel costs for NMDA as well as the participating companies. In addition to travel expenses, each exhibitor in the New Mexico Pavilion paid the following:

- \$1,000 up-front commitment
- \$29.50 per square foot of booth space over a standard 10’x10’ booth
- Product transportation and drayage based on weight
- Electricity

Reimbursements from private sector for the above totaled \$21,015, approximately 16 percent of the total cost of attending. Specialty crops funds covered another 46 percent, while contributions from NMDA and the New Mexico Chile Commission account for the remaining 38 percent of total show expenses.

## Beneficiaries

Beneficiaries of the project include the eight produce shippers (five of which sell onions) that exhibited as well as the many growers they represent. The ninth exhibitor, a produce equipment manufacturer, also gained business through interacting with the many produce packer/shippers that exhibited at the show. These companies are located in northwestern, southwestern, and south-central New Mexico (primarily in San Juan, Dona Ana, and Luna counties).

An accurate return-on-investment (ROI) is difficult to calculate based on the estimated sales gained as a direct result of exhibiting at the show. However, if a conservative average of \$50,000 of new business gained per exhibitor was used, the estimated ROI would be:

$$\$50,000 \times 7 \text{ companies surveyed} = \$350,000 / \$127,690 = 2.7$$

For every dollar invested in the show, more than two dollars are returned by New Mexico specialty crop growers/shippers. This ROI is slightly higher than the 2009 ROI of 2.3.

## Lessons Learned

New Mexico's participation in a recurring event such as the PMA expo continues to depend on the needs of the industry, recent show successes, and the availability of funding through the SCBGP and other contributors. The New Mexico Dry Onion Commission will continue to evaluate this activity as it does all the marketing and research activities it funds, which is as an investment toward the continued success of the industry. Post-show surveys prove to be an effective way to gather, measure, and report these successes.

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## Additional Information

See Appendix for photos.

# -1084 Project 7: Good Handling Practices and Good Agricultural Practices Audit, Final Report

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## Project Summary

The food safety landscape – especially as it relates to the specialty crop industry – is dynamic. Each buyer, (whether a retailer, restaurant, distributor, or processor) has its own set of standards and certification that is required of its specialty crop suppliers. It is then the suppliers' responsibility to meet those requirements in order to sell their product and remain in the marketplace.

NMDA extended funding to any New Mexico specialty crop supplier in pursuit of such certification. As the grant proposal was originally submitted and approved, funds would be used to help defray the cost of successfully passing a GHP/GAP audit. However, the change in industry's needs warranted a change in the scope (and extension) of the project to include other third-party audits such as, but not limited to, Global and Harmonized GAP. Furthermore, if the supplier found it necessary to hire a consultant prior to their audit, the cost of the consultant would be eligible for partial reimbursement as well as the cost of the audit itself.

Staff from NMDA's Marketing and Development Division (MD) was responsible for conducting all producer/processor outreach and facilitating the reimbursement process.

## Project Approach

- Outreach: NMDA staff notified all New Mexico specialty crop growers/shippers and processors of funding availability. Announcements were made at industry gatherings and during various site-visits and activities carried out by NMDA MD staff. The reimbursement process was explained to each interested party seeking out GHP/GAP certification or any other type of third-party audit. After receiving documentation, staff then determined if the supplier completed their certification or audit, and reimbursements were submitted accordingly.
- Third Party Audit: As a result of the change in scope of the original project to allow for other third-party audits besides the GHP/GAP audits being conducted by NMDA, 16 additional companies received financial support.
- Continuing Ed: Due to time constraints from an extensive workload, inspectors were not available to attend any continuing education courses.

## Goals and Outcomes Achieved

- The initial expectation of helping 30 to 40 companies receive a GHP/GAP certification (as stated in the original proposal) was not met. However, broadening and extending the scope of the project allowed for 16 companies to receive financial support for 3<sup>rd</sup> party audits and consults. This included various types of audits such as Land & Growing and Harvesting Practices, Packing Facility Practices, Food Processing Safety, Food Security, and Comprehensive Food Safety and Quality Management. Commodities for these audits included: chili, chili products, chile peppers, potatoes, and onions. These 16 companies benefited not only from receiving the financial

support, but by gaining the knowledge about practices to ensure a safer food supply to their customers and, ultimately, consumers.

- Continuing education: This goal was not met due to time constraints. However, the new GHP/GMP Project (FY2013) presents inspectors with the opportunity to attend workshops/trainings, should time permit.
- The overriding goal was met: to help New Mexico specialty crop producers and processors to stay in business by helping them identify deficiencies and comply with any food safety certification requirements set by their customers. While food-safety certifications and audits can be quite costly, the cost of not getting certified and losing sales is even more detrimental.

## **Beneficiaries**

The 16 companies that received their certifications or passed their audits were the direct beneficiaries. However, everyone in the food supply chain benefited; from the dozens of New Mexico growers, shippers, and processors, to the food distributors, retailers, restaurants, and the end consumers whose expectation is to purchase a safe food product.

## **Lessons Learned**

By broadening the scope of the project, NMDA MD staff members were able to better assist the New Mexico specialty crops industry in complying with the food safety requirements of their buyers. Rules prohibiting NMDA GHP/GAP auditors from providing any guidance to those they certify made the consultant funds even more useful, and those that took advantage of this option ultimately passed their audit. Also, anyone that applied for third-party audit support successfully passed their audit as well.

NMDA has received Specialty Crop Block Grant Program funds for two successors of the GHP/GAP projects of 2010 and 2011. The need for the “Traceability” project implemented in 2011-2012 came about from industry requests during the GHP/GAP certification process. Similarly, the GAP/GMP project (FY 2013) is a follow-up project that will allow NMDA to hire a consultant to hold industry workshops, a mock audit, as well as create a train-the-trainer program for NM Cooperative Extension Service agents that are in the field at the county level and are often the first level of contact for someone interested in food safety and/or GHP/GAP/GMP certification or third-party audit support.

## **Contact Person**

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## **Additional Information**

None at this time

# -1084 Project 8: Food Safety Education for Home-Based Food Processors, Final Report

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## Project Summary

The New Mexico Environment Department (NMED) review board, effective January 1, 2010, allows a permit for home-based food processing for non-potentially hazardous foods. Home-based food processors applying for this type of permit must attend a department-approved food safety course and pass a certification exam in addition to an annual permit and inspection. Outside of this training, these processors do not have much assistance to ensure food safety. Food products made under this permit (such as candy, jams, and baked goods) can be sold only through farmers' markets, road-side stands, and festivals in which the processors sell directly to the consumer could augment sales by \$1.5 million annually. Because of the change in regulations, there is the potential to add 450 to 500 vendors statewide to farmers' markets, local fiestas, and road-side stands. This is an additional burden to NMED inspectors and Cooperative Extension Service (CES) county agents that provide much of the support and training to these food processors. The objective of this project was to train NMED and CES personnel as well as farmers' market managers on the regulations and food safety issues related to home-based food processing and to provide a curriculum to train home-based food processors. Training materials and resources are now on-line and are accessible to both educators and food processors.

Funding from other sources was not received to complete this "train the trainer" project. However, specialty crop processors now have access to materials from CES personnel, farmers' market managers and on-line resources on a dedicated website. Most specialty crop producers primarily sell their products directly to consumers through farmers' markets. Additionally, most processors have selected to work out of rental space available through commercial incubator kitchens instead of home-based operations. Commercial facilities such as Taos County Economic Development Corporation (TCEDC) and South Valley Economic Development Center are easy to permit by NMED and have equipment and management to assist small food companies. Specialty crop food processors using incubator kitchens need the same training in regulations and food handling and food microbiology as well as risk analysis of food processing.

## Project Approach

The changes in the regulations were reviewed and discussed by a team from NMED and New Mexico State University to evaluate the best implementation by a home-based operation. A training program was compressed into six modules that also give information on the final certification exam. During the first year, the training modules were taught to the NMED food specialists and inspectors, CES personnel, and farmers' market managers who provide assistance to specialty crop growers in New Mexico. There were some slight modifications made to curriculum after this round of training to include more information on related regulations (water, waste management) that affected the permit process. Training of home-based food processors was then conducted through a series of workshops and conferences throughout the state. We realized that many food processors were not utilizing the home-based permitting option, so we opened training to all specialty crop food processors utilizing community incubator (shared-use) facilities and added a module on business planning and risk management creating "Starting a Food Business" workshops.

## Goals and Outcomes Achieved

- Develop a curriculum to train specialty crop home-based food processors on food processing regulations, food handling, food microbiology, and other food safety issues that may affect production in a residential and vertically operated facility.
  - Program was developed through team approach
- Develop train-the-trainer program for NMED and CES personnel as well as farmers' market managers on the regulations and food safety issues related to specialty crop home-based food processing.
  - Program was delivered to NMED (50) and CES personnel (35) as well as farmers' market managers (50) through state in-service meetings and conferences
  - Program delivered to food processors at specialty crop conferences (60) and incubator kitchen facilities (30)
- Upload home-based food processors' curriculum and other resources on a dedicated web page for specialty crop home-based food processors as well as trainers.
  - **The website** <http://aces.nmsu.edu/ces/foodtech/home-based-food-processo.html> is set up to assist home-based food processors with training modules and the NMED permit application. Over the last year, the webpage has had 340 page views with 2:19 minutes time on each page
- Start a food business workshop with a six-hour curriculum that includes the following topics:
  - Food safety SOUP and microbiology
  - FSMA implementation: FDA Produce Rule and Preventative Controls Rule
  - Getting Gramma's recipe to market
  - Product evaluation and labeling
  - Navigating permitting process
  - Food business shortfalls
  - Business plan development
  - Ready set go! Group discussion on first steps
  - Program presented in six counties to 35 participants
- **Post-program specialty crop food processor survey to evaluate the program was not completed but was replaced with a post program evaluation discussed below.**

## Beneficiaries

This project provided training on food processing regulations to New Mexico Cooperative Extension agents, farmers' market managers, and NMED food inspectors and food specialists. There are 33 counties in New Mexico with a Cooperative Extension office in each county that provide first-line assistance to specialty crop food processors and consumers. Cooperative Extension agents have close ties with the estimated 900 to 1,000 growers that participate in New Mexico farmers' markets (approximately 60 markets statewide) in any given year with sales estimated at over \$3 million. The Santa Fe Farmers' Market alone will draw 5,000 customers for Saturday sales.

There are three districts with 45 inspectors and 5 food specialists that review and issue food processing permits through NMED. The city of Albuquerque and county of Bernalillo also issue food processing

permits within their jurisdiction. However, NMED has issued 45 permits to home-based food processors.

Incubator kitchen food processing operations in various locations have been issued the following permits through NMED:

- TCEDC received 17 individual food processor NMED permits.
- Bountiful Kitchen in Sierra County and the Socorro Community Kitchen in Socorro County have food processing permits but no individual permits have been issued for these facilities.
- Silver City area has two “community” facilities -- Brewer Hill Baptist and Bayard Community Center that carry a permit for food processing.

## Lessons Learned

The NMED review board allowed for a permit for home-based food processing for non-potentially hazardous foods. The potential to add 450 to 500 vendors statewide to farmers’ markets, local fiestas, and road-side stands with the change in the regulations to include home-based food operations was not realized. The low rate of implementation may be due to several factors such as the time and money required for a permit, or management and organizational skills needed for a home-based operation. Additionally waste and water management in rural settings could also be cost prohibitive.

When the training programs were modified for all food business startups, participants indicated topics on “business” were more helpful than “food safety and regulations.” Topics providing information on “permitting with agencies” were also more helpful to participants. Participants found discussion forum more useful than lecture setup. Food business workshop participants generally were older people and on their second or third career.

Starting food business workshop key points:

- Permitting process
- Business plan
- Food safety/ microbiology review
- Networking time allowed participants an opportunity to see community resources

# -1084 Project 2: Wine Consumer Awareness Program

## HOW TO USE YOUR PASSPORT

### "Stamping" Your Passport

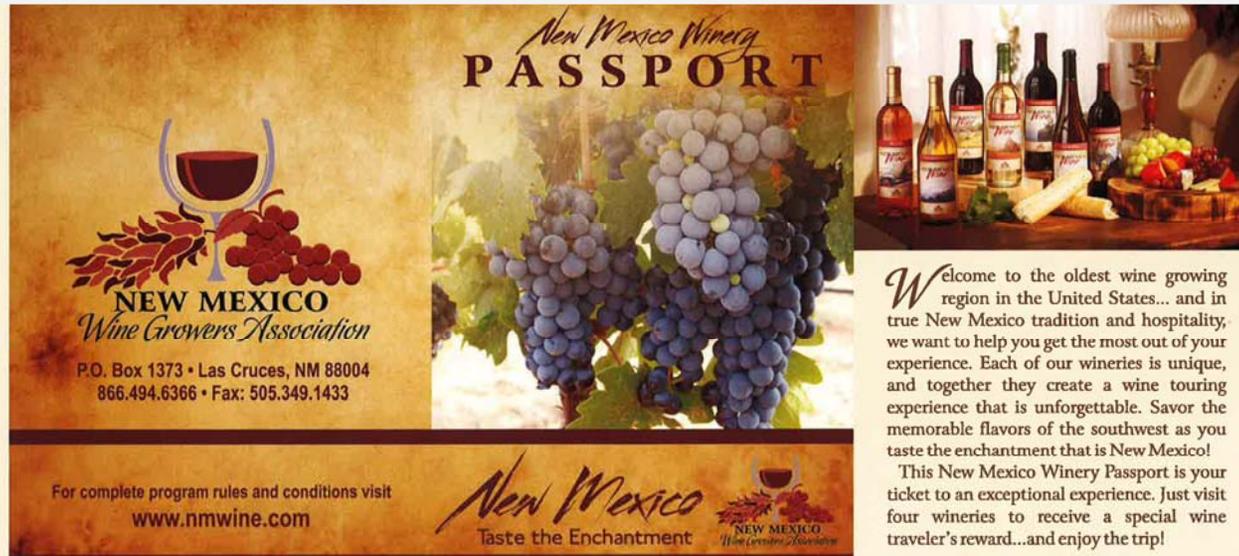
Visit any of our participating wineries. After sampling the wines, ask for your special New Mexico Passport Sticker. Apply the sticker to your passport. A \$5 minimum purchase must be made at each winery to qualify for a sticker.

### Getting Your Reward

When you have visited FOUR wineries and received your special passport sticker for each location, log on to [www.nmwine.com](http://www.nmwine.com). Click on the PASSPORT REWARD tab and enter the codes from your passport. After providing your contact information, your free reward item will be shipped to you.

### Renewing Your Passport

Once you've visited four New Mexico wineries and filled the spaces in your passport, you can start a new passport to earn additional rewards. Each passport code is unique, so you cannot use a duplicate visit to a favorite winery on your new passport. Ask for your free New Mexico Passport at any New Mexico winery.



*New Mexico Winery*  
**PASSPORT**

**NEW MEXICO**  
*Wine Growers Association*

P.O. Box 1373 • Las Cruces, NM 88004  
866.494.6366 • Fax: 505.349.1433

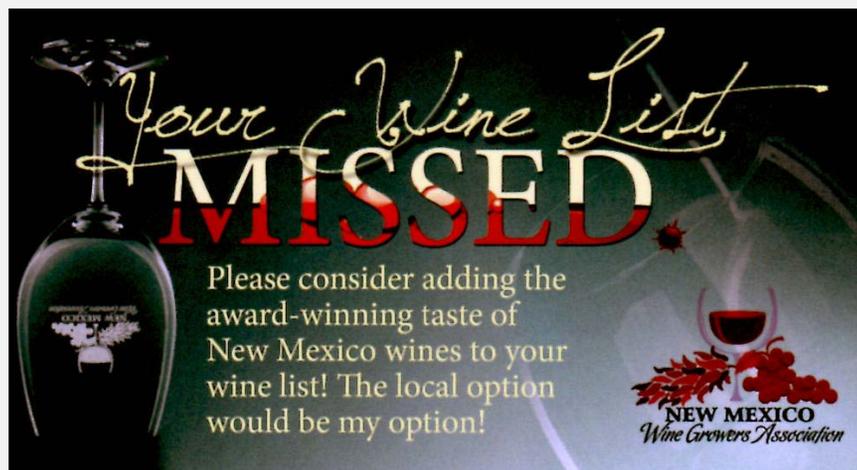
For complete program rules and conditions visit  
[www.nmwine.com](http://www.nmwine.com)

*New Mexico*  
Taste the Enchantment

**NEW MEXICO**  
*Wine Growers Association*

Welcome to the oldest wine growing region in the United States... and in true New Mexico tradition and hospitality, we want to help you get the most out of your experience. Each of our wineries is unique, and together they create a wine touring experience that is unforgettable. Savor the memorable flavors of the southwest as you taste the enchantment that is New Mexico!

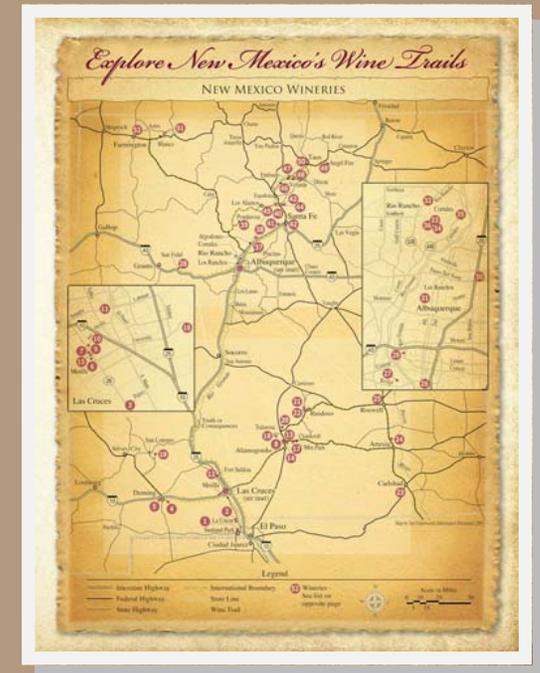
This New Mexico Winery Passport is your ticket to an exceptional experience. Just visit four wineries to receive a special wine traveler's reward...and enjoy the trip!



*Your Wine List*  
**MISSED**

Please consider adding the award-winning taste of New Mexico wines to your wine list! The local option would be my option!

**NEW MEXICO**  
*Wine Growers Association*



<http://nmwine.com/wine-passport/passport-rewards.html>

# -1084 Project 3: Food Service — Promoting New Mexico Specialty Food and Beverage Products





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## NEW MEXICO GREEN CHILE

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**GET  
YOUR  
FIX**



**Cooking Demo  
Today at 4 p.m.  
Red Bird Room  
section J & K**





# NEW MEXICO GREEN CHILE

*the gourmet pepper*

Did you know . . .

One New Mexico green chile pepper contains more vitamin A than a carrot and more Vitamin C than six oranges!

These gourmet peppers are also a great source of iron, potassium, dietary fiber, and antioxidants.

Chile or Chili? That is the question...The official New Mexico spelling is chile. Chili, at least in New Mexico, refers to the Texas style chili made with beef and tomatoes.

Capsaicin (cap-SAY-ih-sihn) is what gives the chile its bite. Capsaicin is located in the vein inside the chile pepper and not the seeds.

To temper the heat of chile, drink milk. Milk and other dairy products help dissolve the capsaicin oil, thus taming the heat.

"Hatch" is a small community located in southern New Mexico. It is not a chile variety, rather part of the growing area where New Mexico chile is grown.

New Mexico has two official state vegetables: the chile and pinto bean. Both are fruits, botanically.

The heat, or pungency, in chile peppers is measured using the Scoville heat scale. The scale is named after its creator, American chemist, Wilbur Scoville.

Chile rellenos (Reh-YEH-nos) are stuffed chile peppers that are usually battered and deep fried.

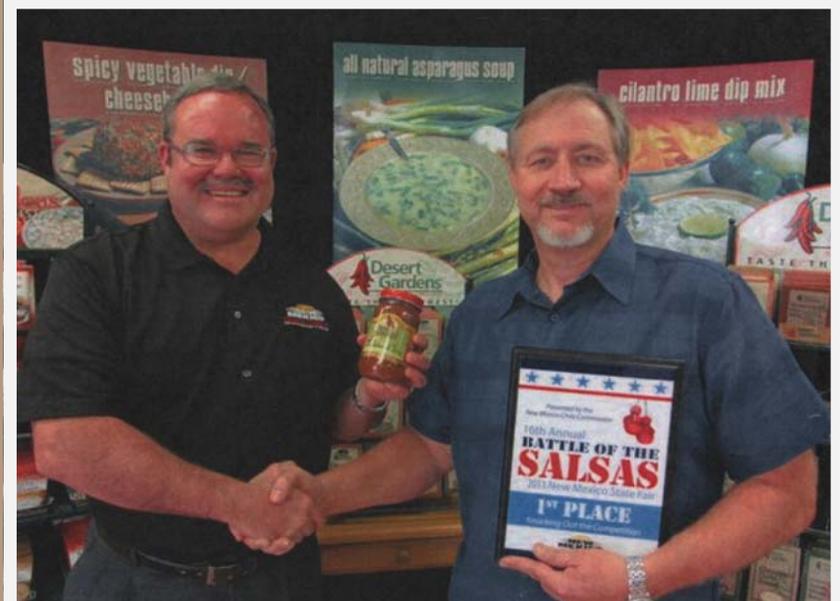
New Mexico Department of Agriculture  
(575) 646-4929  
[www.nmda.nmsu.edu](http://www.nmda.nmsu.edu)  
[tastethetradition@nmda.nmsu.edu](mailto:tastethetradition@nmda.nmsu.edu)



Add New Mexico Green Chile to:

Hamburgers	Eggs
Quiche	Queso
Baked potatoes	Beans
Pasta Alfredo	Potato salad
Lasagna	Chicken or tuna salad
Pizza	Wontons
Soups and stews	Bagels or spread
Baked breads	Burritos
Dips	Steak
Quesadillas	Stuffed mushrooms
Rice	Omeletes

## GET YOUR FIX



# -1084 Project 4: New Mexico Specialty Crop Traceability Initiative

## Traceability Workshop— Handout for Attendees

- Copy of Presentation
- Food Regulatory Inspection Manual
- PMA Regulatory Recall Manual
- PMA Crisis Management Manual
- PTI Vendors
- Building Blocks of Food Safety
- Article – Confronting Food Challenges



-1084 Project 5: New Mexico Green Chile Promotion





**ELLIS ISLAND**

**HATCH CHILE ROAST**

**AUGUST 20TH**  
6PM - 10PM

Located in the BBQ Parking Lot

Food Trucks, Fresh Roasted Hatch Chiles, Chile Beer,  
New Mexico State University, Bueno Foods,  
Watermelon Eating Contest, and more...

Look for information about the event at Facebook.com/ellislandiv  
and on Yelp\*. Follow us on twitter @ellislandiv. Check in with  
Foursquare for special offers.

Ellis Island logo, Stappi Jos logo, and other food truck logos are visible.



# -1084 Project 6: New Mexico Specialty Crops at Tradeshows



# -1084 Project 8: Food Safety Education for Home-Based Food Processors

<http://aces.nmsu.edu/ces/foodtech/home-based-food-processo.html>



New Mexico Environment Department

Environmental Health Division

