



FOR IMMEDIATE RELEASE:

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NMDA hosts re-launch party for New Mexico- Taste the Tradition/Grown with Tradition Logo Program

The celebration of a program that works for New Mexico businesses

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LAS CRUCES, N.M. – To showcase New Mexico products, the New Mexico Department of Agriculture (NMDA) created the NEW MEXICO- Taste the Tradition and the NEW MEXICO-Grown with Tradition Logo Program. As this program celebrates 23 years of service, NMDA is re-launching the program this summer with new logos businesses can use to promote their New Mexico products. An in-person re-launch celebration will take place Sept. 15 from 3 to 5 p.m. at the Agriculture Building at the New Mexico State Fairgrounds. The celebration will coincide with NMDA's Reds, Whites and Brews Happy Hour, also starting at 3 p.m.

On July 25, a virtual toast was held introducing members to the program's new features, as well as the inspiration behind the new logos. NMDA is excited about the in-person celebration, as many logo program members will be featured in the New Mexico State Fair Country Store.

The re-launch party will include demonstrations from NEW MEXICO—Taste the Tradition Chef Ambassadors using products from the Country Store (featuring samples and desserts), networking opportunities for logo program members and a chance to learn how this program can benefit local businesses. The event will conclude with a toast to the new logos and new members.

“We are so excited for this re-launch as it gives us a better opportunity to support New Mexico companies,” said New Mexico Secretary of Agriculture Jeff Witte. “There is no catch, this program is made for companies to showcase their talents with no extra cost.”

The theme of the virtual toast, as well as the in-person celebration – “Traditions Old and New” – emphasizes the transition to new logos for local businesses to use, as well as new and expanded features of the NEW MEXICO—Taste the Tradition/Grown with Tradition Logo Program.

NMDA encourages state food and agricultural producers, processors, and related businesses to apply to the program. Members enjoy many benefits, such as cost share reimbursements for marketing, access to branded point-of-purchase materials, advertising, events and more.

“The goal of this program has always been to grow New Mexico businesses,” said Witte. “We are excited to welcome new businesses to the program and, of course, continue to support those already involved.”

New membership benefits associated with the re-launch 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 are encouraged to visit ElevateNMAg.com to view a full list of membership benefits and to 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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NEW MEXICO

GROWN WITH TRADITION®

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