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Base Grant: \$500,000
Specialty Crop Grant: \$900,000
Total Grant: \$1,400,000

Onion Culture and Mechanical Harvesting:

New Mexico Dry Onion Commission, \$100,000.

- Conduct a three-season research project to develop onion varieties and cultural practices for mechanical harvesting.

Improved Research Capabilities:

New Mexico Chile Commission - Extension Plant Science Department, \$100,000.

- Establish a research facility to conduct Good Laboratory Practice (GLP).
- field residue studies, maintain files, and respond to quality assurance reports generated by regional and national Interregional Research Project No. 4 (IR-4) offices.
- Conduct 15 to 20 field or greenhouse studies per year.
- Develop coordination between NMSU pest management researchers, extension specialist, NMDA personnel, New Mexico speciality crop producers, and the regional and national IR-4 management structure.
- Hire a fully qualified field research director.

Farmers Market Promotion:

Taos County Farmers Market, \$1,200.

- Conduct market activities and promote the farmers market.

Market Development:

Stahmann Farms, Inc., \$25,000.

- Conduct market development activities in the Pacific Rim.
- Conduct activities to increase the use of pecans, including trade shows, industrial seminars, and in-store promotions.
- Take advantage of direct matching funds and cost sharing from existing dried fruit and nut activities.

Wine Promotion:

New Mexico Wine Growers Association, \$50,000.

- Implement a two year promotional campaign for New Mexico wine.
- Advertising to include any combination of television, print media, radio, and billboards.
- Reprint color brochure.
- Utilize the NEW MEXICO-Taste the Tradition logo.

Plant Nutrition Requirement Research:

New Mexico State University, \$10,000.

- Conduct on-farm research to measure soil moisture and fertilizer levels for chile, onions, and melons.
- Recruit six commercial growers for the research.
- Hire an undergraduate student from NMSU to serve as an intern for the project.

Marketing Program:

New Mexico Food Producers & Processors Association, \$35,000.

- Prepare a catalog insert presenting up to 28 New Mexico companies to be used in *Specialty Foods Magazine*.
- Implement a matching funds advertising program for members.
- Provide marketing information to members.
- Manage the New Mexico Country Store at the New Mexico State Fair.

Growers Market Promotion:

Albuquerque Growers Market, \$4,350.

- Conduct vendor recruitment and education.
- Advertise and promote the market.
- Develop signage in three languages.
- Utilize the NEW MEXICO-Taste the Tradition and/or NEW MEXICO-Grown with Tradition logos.
- Develop customer mailing list and conduct customer survey.

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Chile Research:

New Mexico Chile Commission-Agronomy & Horticulture Department, \$29,800.

- Conduct research to improve New Mexico 6-4 and NuMex Big Jim cultivars.
- Hire student labor to work on the research project.

Organic Marketing:

New Mexico Organic Commodity Commission, \$27,300.

- Develop and print a *Retail, Restaurant and Wholesale Marketing Guide*, an *Organic Supplier Directory*, and an *Organic Marketing Handbook*.
- Conduct statewide marketing seminars for organic growers/processors.
- Setup New Mexico booth at the All Things Organic Trade Show in Austin, Texas.
- Utilize the NEW MEXICO-Taste the Tradition and NEW MEXICO-Grown with Tradition logos.

Chile Research:

New Mexico Chile Commission, \$20,680.

- Conduct research to develop an early maturing, high yielding, Phytophthora and root rot resistant cayenne cultivar for southern New Mexico.

Refrigeration Infrastructure:

New Mexico Apple Council, \$20,000.

- Purchase and place two refrigerated vans (reefers) in the Albuquerque and Velarde, New Mexico areas. Locations to be determined by the New Mexico Apple Council.
- Establish procedures for use of the reefers. Include usage fees, mileage fees, and shared cost for maintenance and operation.
- Allow usage on an equitable basis (as determined by the New Mexico Apple Council) to all members.
- Use the NEW MEXICO-Taste the Tradition and/or NEW MEXICO-Grown with Tradition logo.

Community Garden Development:

Taos Economic Development Corporation, \$5,000.

- Purchase and construct greenhouse for the community garden.

Child Nutrition:

Cooking With Kids, \$4,800.

- Work to improve children's nutrition by involving public school students in hands-on learning about New Mexico specialty crops.
- Provide market dollars for public school students to purchase locally grown fruits and vegetables at the farmers' market.

Farmers' Market Promotion:

San Felipe Pueblo Farmers' Market, \$6,500.

- Develop promotional/marketing printed materials and a farmers' market calendar. Promote the market.
- Utilize the NEW MEXICO-Taste the Tradition and NEW MEXICO-Grown with Tradition logos.
- Provide incentives to farmers at the market.

Farmers' Market Promotion:

Santa Fe Farmers' Market, \$20,600.

- Advertise and promote the market and farmers products available at the market.
- Conduct monthly meetings with farmers. Coordinate workshops, seminars, and demonstrations.
- Utilize the NEW MEXICO-Taste the Tradition and NEW MEXICO-Grown with Tradition logos.

Herb Production:

The Regents of New Mexico State University, McKinley County Cooperative Extension, \$8,000.

- Purchase and set up green house for herb production.

Farmers' Market Development:

New Mexico Farmers' Marketing Association, \$40,000.

- Provide market manager training.
- Provide assistance to develop marketing plans.
- Assist markets in recruiting and managing volunteers.
- Work to provide education and training to specialty crop growers to meet consumer demands.
- Assist markets to become self-sustaining.

Pecan Promotion and Research:

New Mexico Pecan Growers, \$113,400.

- Conduct instate and national advertising and promotion for New Mexico pecans and the New Mexico Pecan Growers Association.
- Coordinate with shellers to set up local and national distribution of New Mexico pecans.
- Utilize the NEW MEXICO-Taste the Tradition and NEW MEXICO-Grown with Tradition logos.
- Coordinate with Young Pecan Company to promote New Mexico pecans and develop international markets.
- Focus international trade activities in Europe, specifically Greece, Czech Republic, and Hungary.
- Contract with New Mexico State University to conduct research on pecan wood disposal.

Pest Management Research:

The Regents of New Mexico State University, College of Agriculture and Home Economics, Department of Entomology, Plant Pathology and Weed Science, \$27,500.

- Evaluate the regional corn earworm population for resistance to bifenthrin.
- Quantify and optimize insecticide deposition of Capture 2EC in green bean canopy.
- Quantify insecticide efficacy as it is related to insecticide deposition.
- Determine the residual of bifenthrin insecticide under center pivot irrigation.
- Publicize research findings.

Food Processing Development:

The Regents of New Mexico State University, Cooperative Extension Service, Food Technology Program, \$12,500.

- Purchase electric dehydrator and monitoring equipment.
- Provide assistance to New Mexico food processors.

Xeriscape Landscaping:

New Mexico Landscape and Maintenance Professional: \$54,000.

- Develop and print a xeriscaping guidebook which demonstrates planting methods and irrigation techniques for New Mexico's high desert environment.
- Print 100,000 copies of Xeriscape Guidebook.
- Distribute the Xeriscape Guidebook.

Integration of New Technology:

The Regents of New Mexico State University, College of Agriculture and Home Economics, \$15,000.

- Implement a pilot project utilizing Personal Digital Assistants (PDA's) to improve grower access to needed production information such as pest alerts, pesticide information, research results, and other information.

Hay Research:

New Mexico Hay Association, \$108,000.

- Contract with New Mexico State University to conduct hay research.

Nursery Marketing:

Santa Fe Family Farmers Cooperative, \$4,800.

- Design a retail display for nursery plants.
- Place the retail display with plants in retail stores.

Growers Market Promotion:

Albuquerque Area Growers Market Coalition, \$4,070.

- Provide a desktop calendar promoting the market and providing information on market events, seasons, specialty crops at the markets, and other information on community resources, web site and the moon phases.

Pest Management Research:

New Mexico Chile Commission, \$32,500.

- Conduct research in New Mexico to investigate the efficiency of using different Brassica residue as a management tool for a variety of soilborne diseases found in the state.
- Research will address eight treatments and compare fungal soil population, disease Phytophthora root rot, Verticillium wilt, and root rot nematodes and evaluation with respect to yields.

Information Access:

The Regents of New Mexico State University, Cooperative Extension Service, \$20,000.

- Provide farmers and ranchers with live and archived access to information on New Mexico agricultural production, pests, and diseases; marketing; and other topics utilizing computer-based technologies.