



Local Food Economy

SANTA FE COUNTY
CITY OF SANTA FE

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A SIMPLE QUESTION: HOW BIG IS SANTA FE'S FOOD ECONOMY?

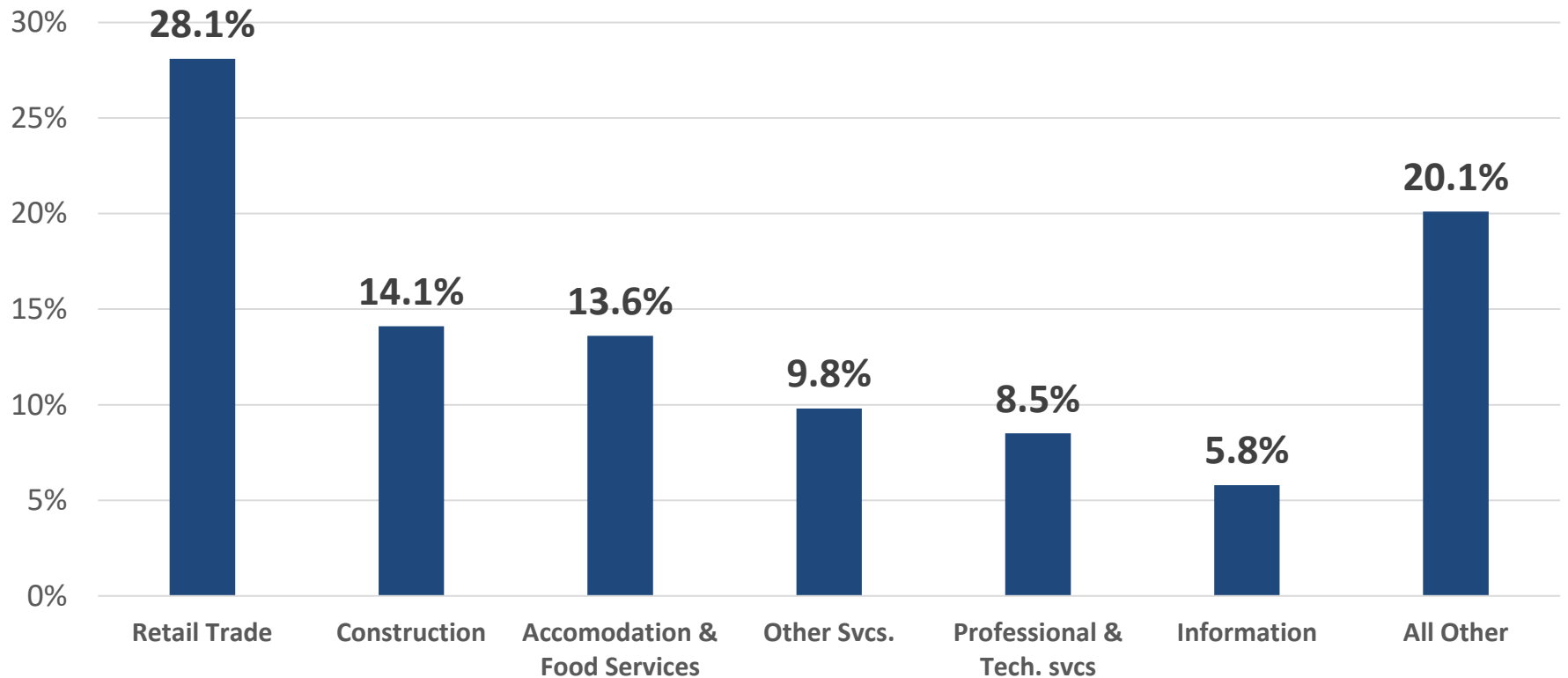


WHAT ARE THE LEADING INDUSTRIES OF OUR ECONOMY?

1. Retail
2. Construction
3. Accommodation & Food Services
4. Other Services
5. Professional & Technology Services
6. Information
7. Health Care & Social Services
8. Utilities
9. Real Estate

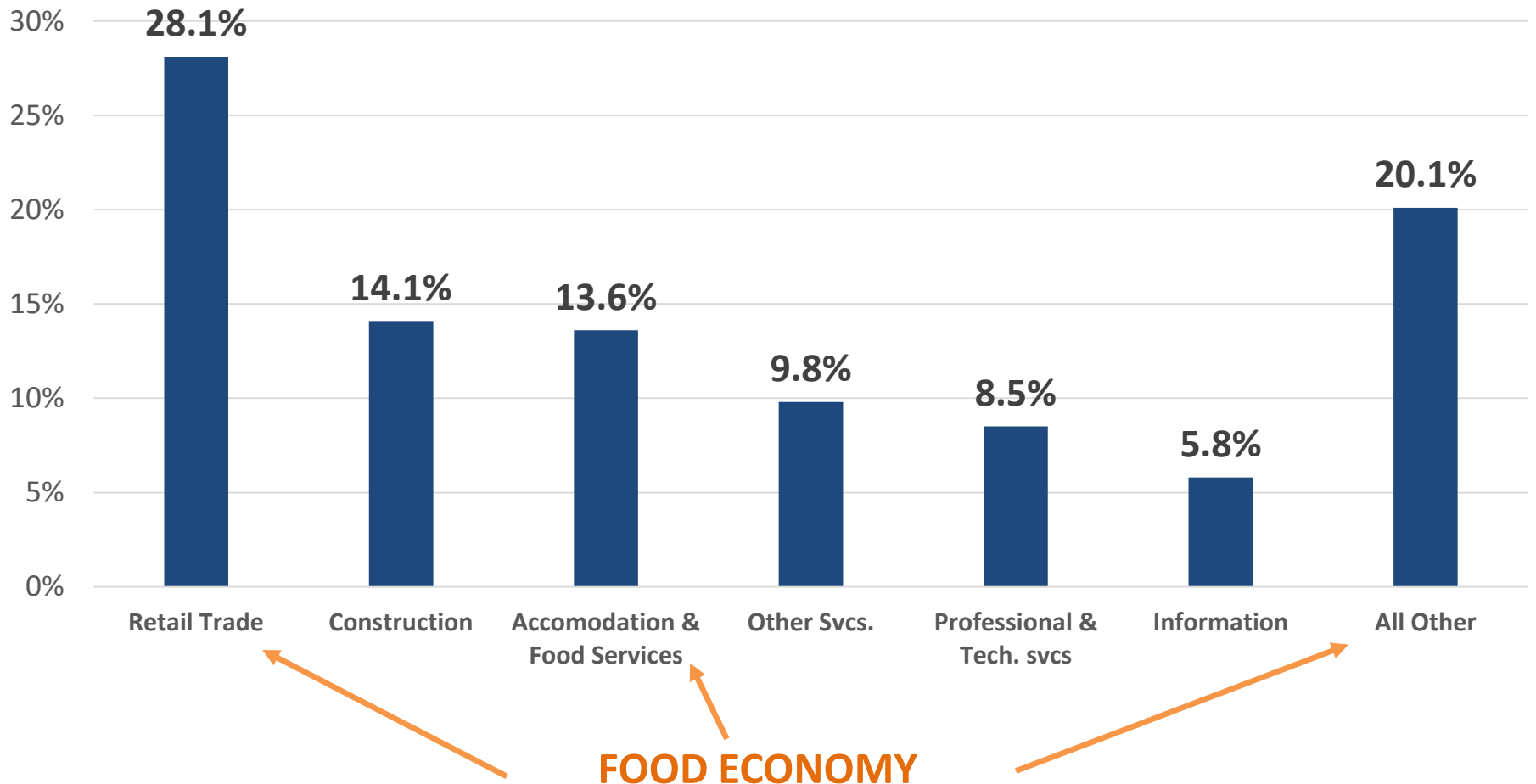
WHERE DOES THE FOOD ECONOMY FALL WITHIN THESE SECTORS?

Santa Fe MSA Top Industries, Share of Gross Receipts



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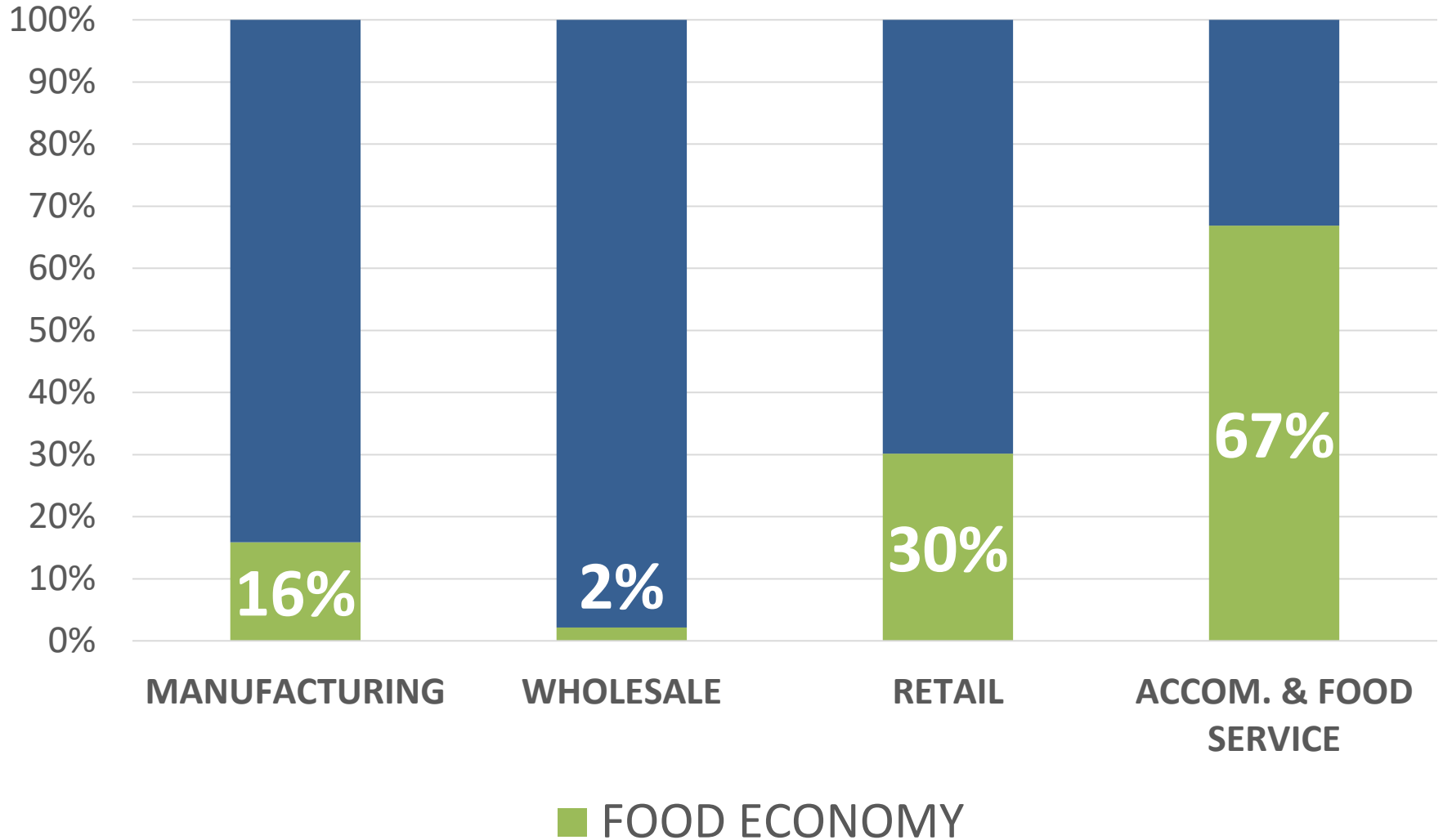


NAICS codes are our friends!

- North American Industry Classification System (NAICS)
- Used on business license/NM CRS applications.
- Define business establishments based on the activities in which they are primarily engaged.
- Classifies establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy.

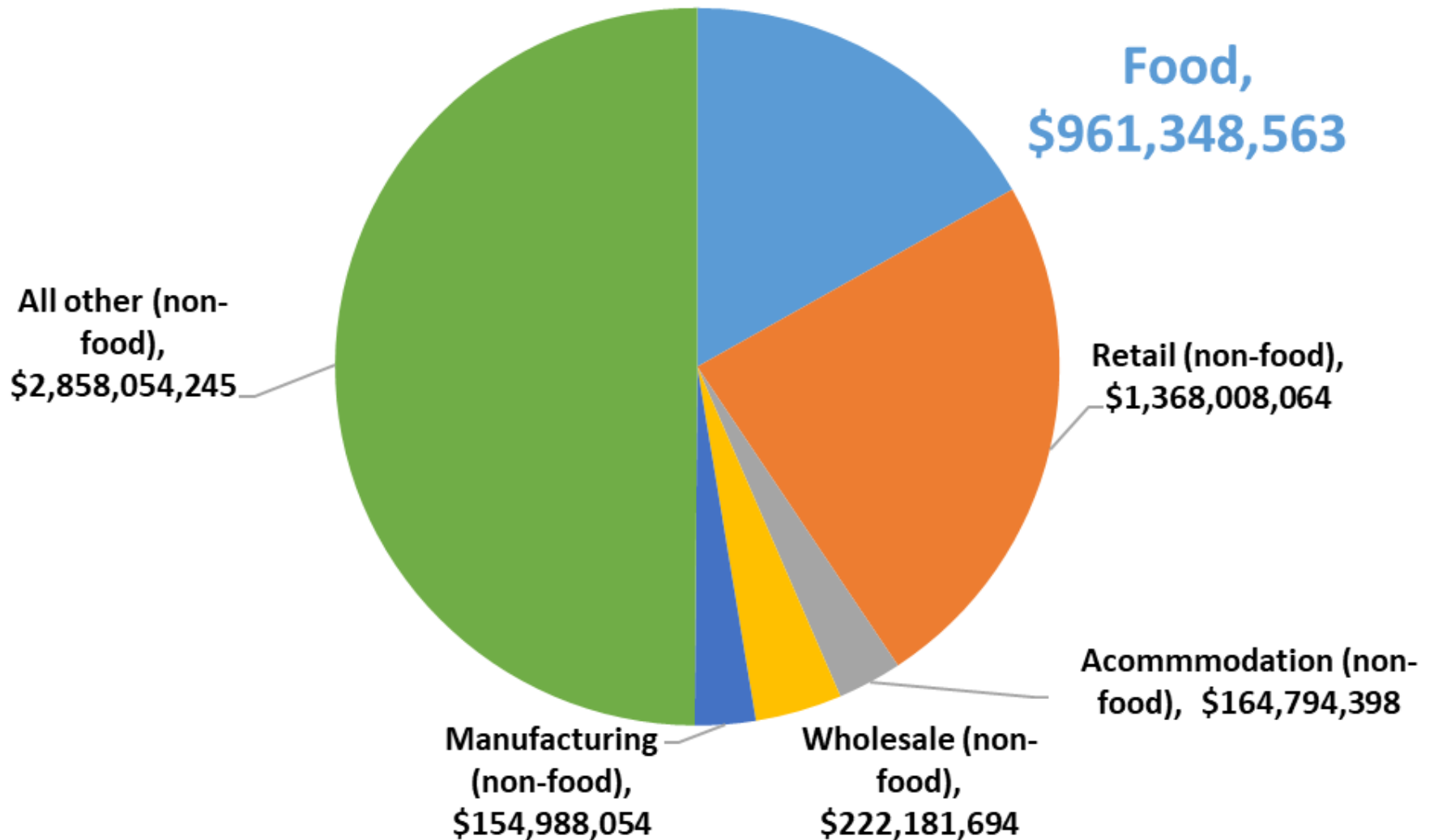
Santa Fe County

2016 NAICS Data: Annual Gross Receipts
Share of Food Economy



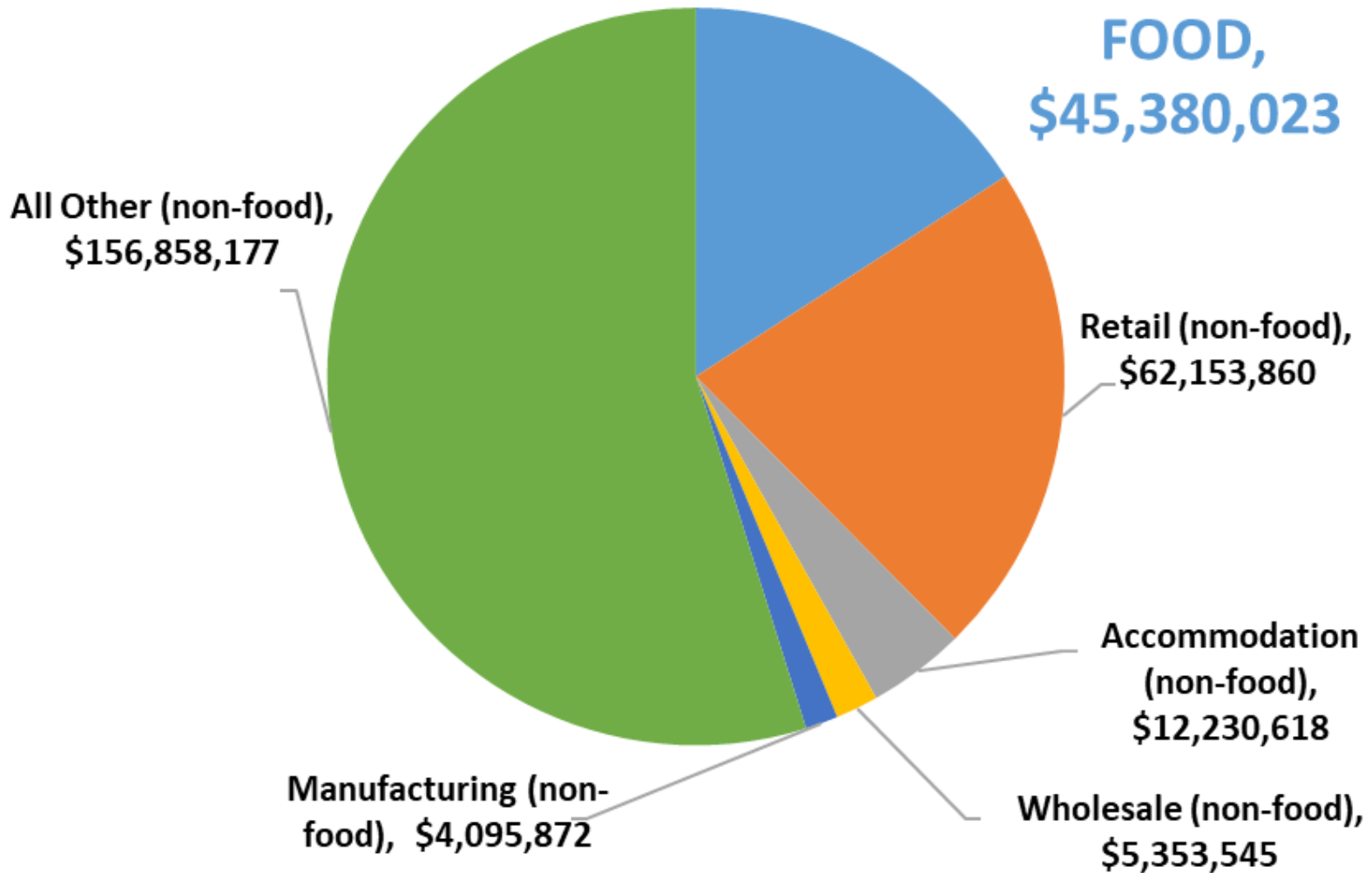
TRACKING OUR FOOD ECONOMY

SF COUNTY GROSS RECEIPTS 2016



TRACKING OUR FOOD ECONOMY

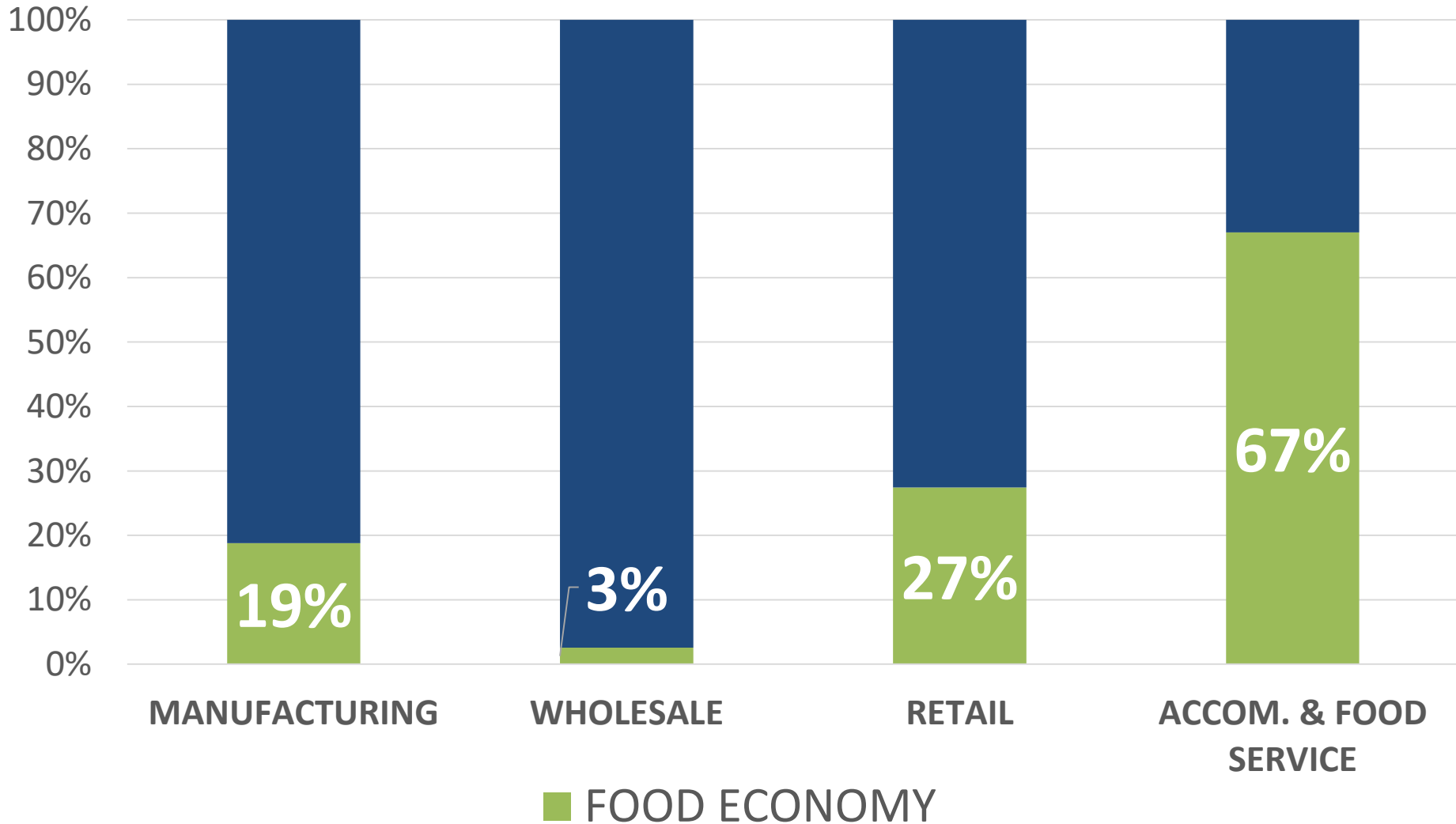
SF COUNTY GROSS TAX 2016



City of Santa Fe

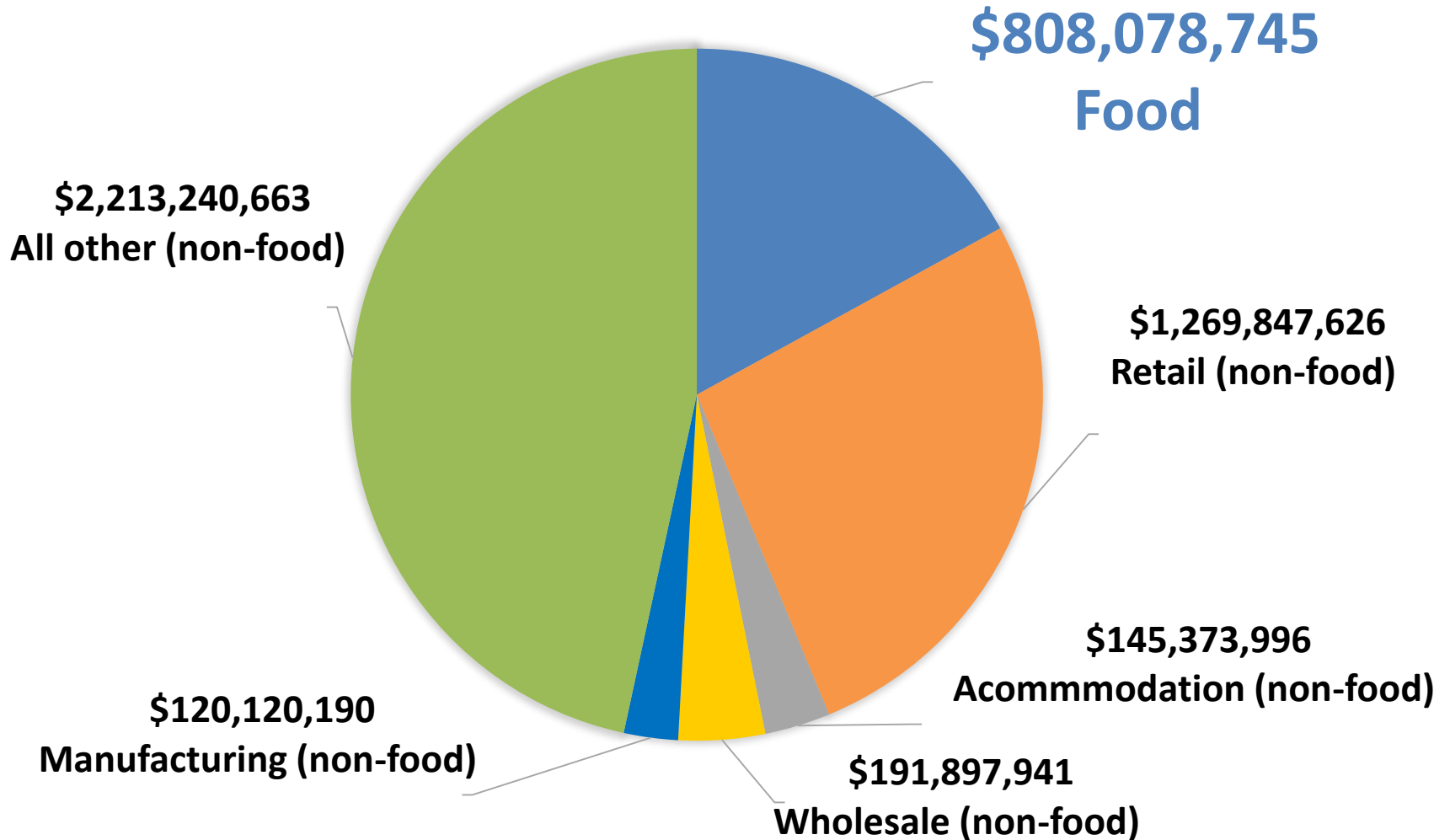
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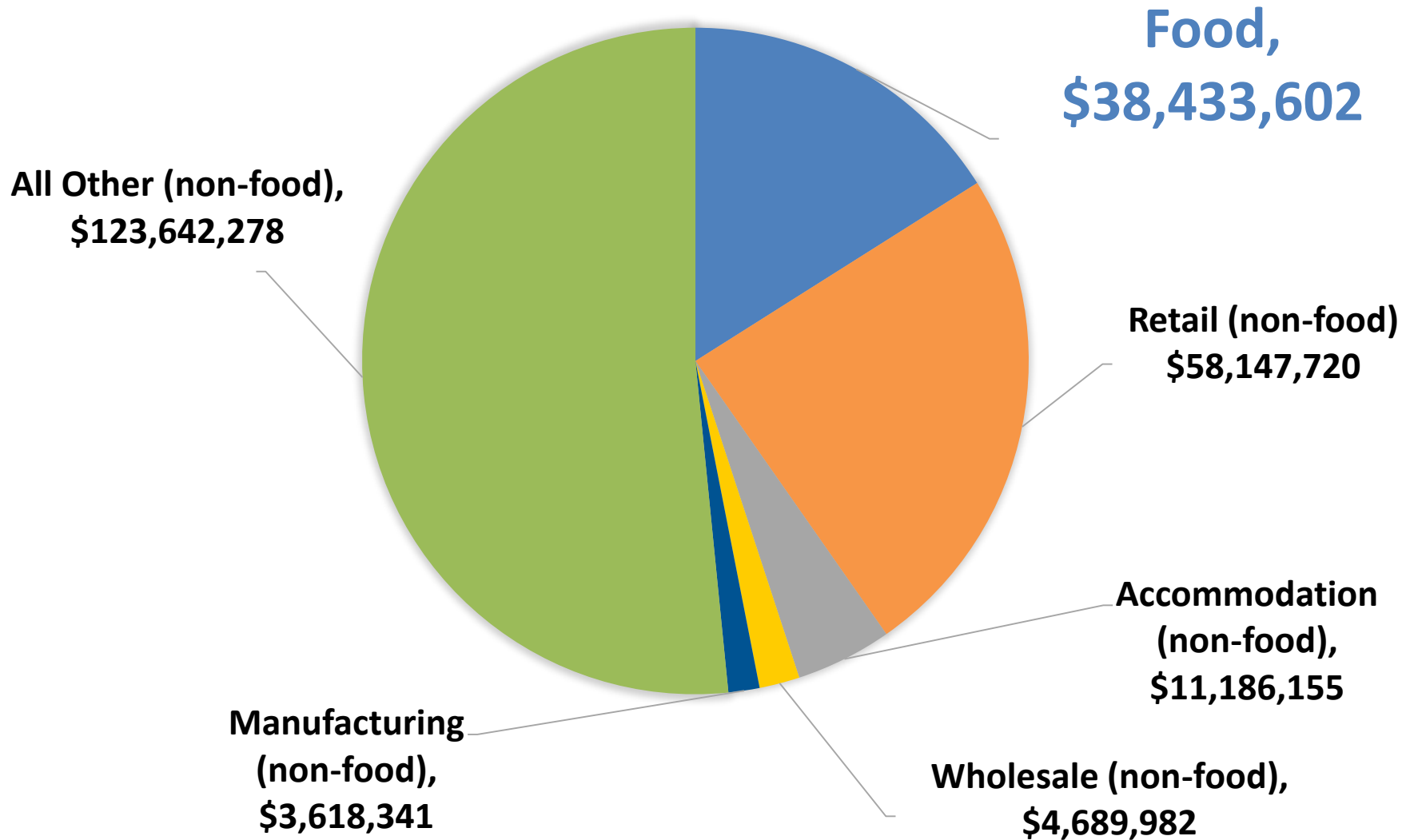
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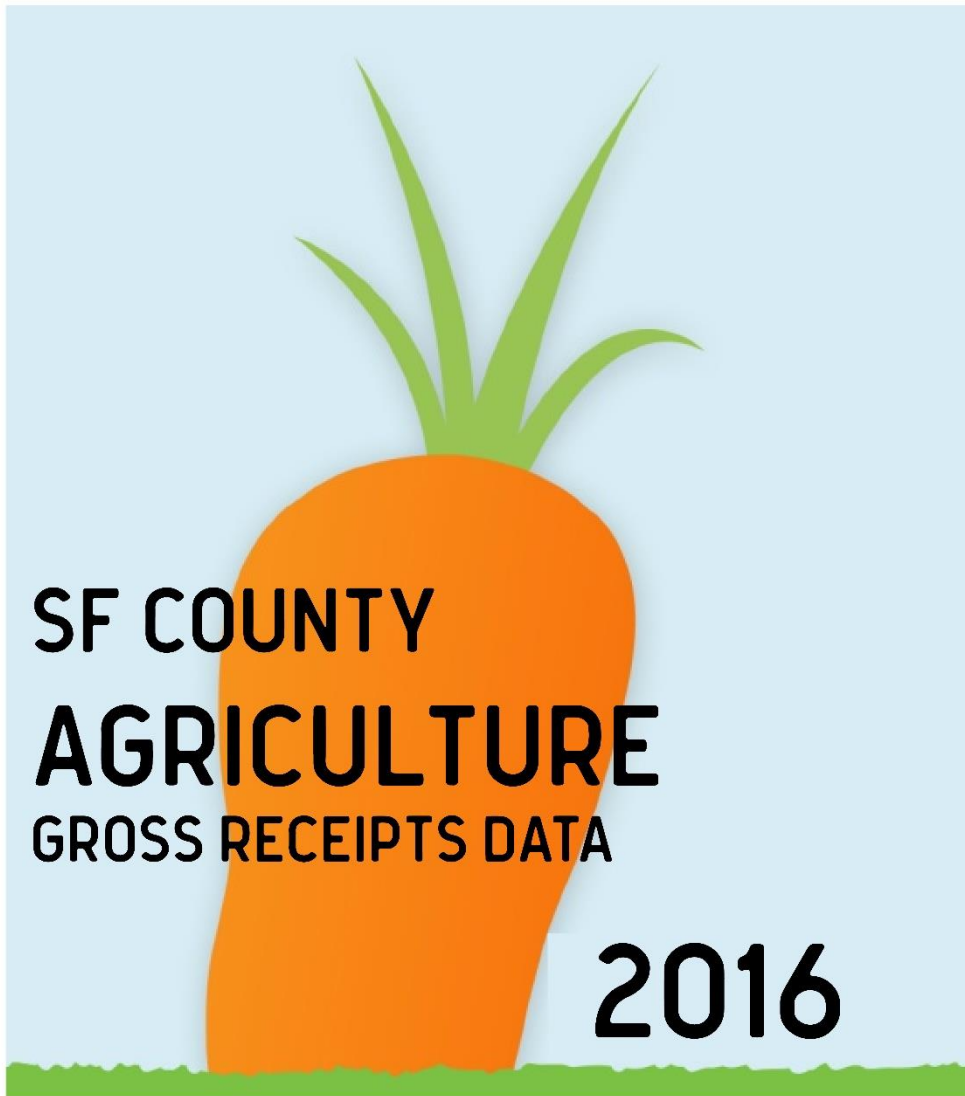
CITY OF SANTA FE GROSS RECEIPTS 2016



TRACKING OUR FOOD ECONOMY

CITY OF SANTA FE GROSS RECEIPTS TAXES 2016





Food-related agriculture data traditionally hard to capture.

- NAICS agriculture codes are co-mingled with non-food
- Largely cash market

WHAT ARE THE ECONOMIC MULTIPLIERS OF LOCAL FOOD?

For every \$1.00 spent = an additional \$0.80 is generated.

PLUS!

In 2012, New Mexico agriculture and food processing:

- produced **\$10.6 billion** in output
- created **50,886 jobs**
- generated **\$523 million** in taxes (personal, corporate and indirect business taxes)

A LARGE FOOD ECONOMY, BUT FOOD INSECURITY ABOUNDS

SF County: 24% of children are food insecure
Statewide: 27% of children are food insecure

New Mexico has the **2nd** highest food insecurity rate among children



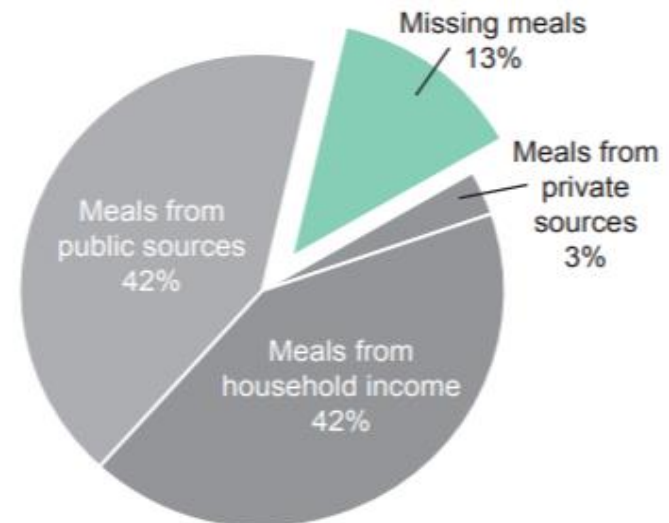
27% of our children don't have access to enough nutritious food

Low-income* New Mexicans miss, on average, **3 meals per week**



*Low income = \$31,244 for a family of 3 (185% of FPL)

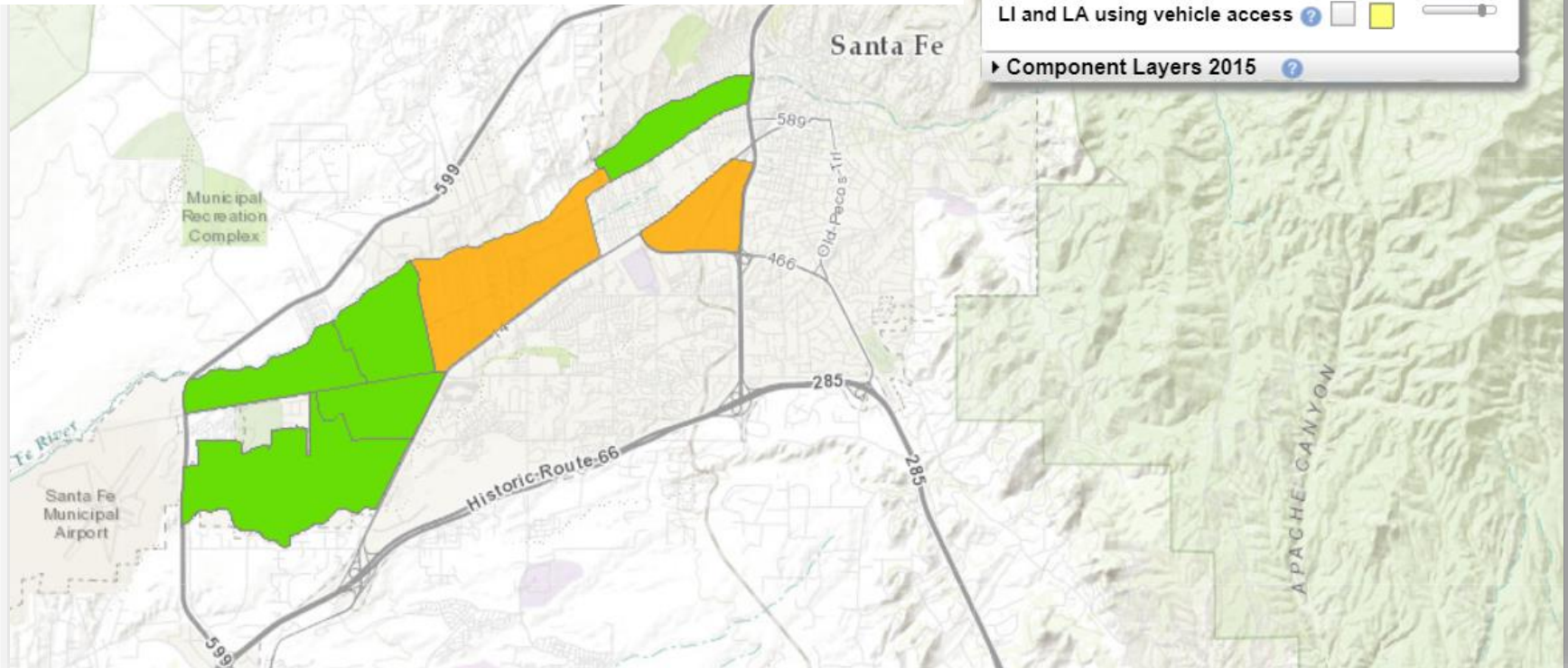
Food-insecure New Mexicans miss **13%** of their meals



Source: NM Voices for Children & KIDS COUNT, 2015.

Low Income & Low Access

USDA Food Access Research Atlas



- **10%** of Santa Fe County lives a mile or more from a grocery store.
- **37%** of Santa Fe County children, and **29%** of seniors live more than a mile from a grocery store.
- **36%** of restaurants in Santa Fe County are fast food outlets.
- Between 2007 and 2009, fast food restaurants in Santa Fe **increased by 12.5%**

QUESTIONS FOR TODAY

- How do we reconcile the disparity between the food economy and food insecurity?
- What opportunities are there to expand our local food economy to create more jobs and economic growth?
- What policies/programs are needed?
- What are the roles of policymakers and community organizations to achieve a resilient and healthy community?