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

Source: Santa Fe MSA, New Mexico Workforce Solutions
WHERE DOES THE FOOD ECONOMY FALL WITHIN THESE SECTORS?

Santa Fe MSA Top Industries, Share of Gross Receipts

- Retail Trade: 28.1%
- Construction: 14.1%
- Accommodation & Food Services: 13.6%
- Other Svcs.: 9.8%
- Professional & Tech. Svcs.: 8.5%
- Information: 5.8%
- All Other: 20.1%
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FOOD ECONOMY
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

MANUFACTURING: 16%
WHOLESALE: 2%
RETAIL: 30%
ACCOM. & FOOD SERVICE: 67%

FOOD ECONOMY
TRACKING OUR FOOD ECONOMY
SF COUNTY GROSS RECEIPTS 2016

- Food, $961,348,563
- Retail (non-food), $1,368,008,064
- Accommodation (non-food), $164,794,398
- Manufacturing (non-food), $154,988,054
- Wholesale (non-food), $222,181,694
- All other (non-food), $2,858,054,245
TRACKING OUR FOOD ECONOMY

SF COUNTY GROSS TAX 2016

- **FOOD**, $45,380,023
- **Retail (non-food)**, $62,153,860
- **Accommodation (non-food)**, $12,230,618
- **Wholesale (non-food)**, $5,353,545
- **Manufacturing (non-food)**, $4,095,872
- **All Other (non-food)**, $156,858,177
City of Santa Fe
2016 NAICS Data: Annual Gross Receipts
Share of Food Economy

MANUFACTURING: 19%
WHOLESALE: 3%
RETAIL: 27%
ACCOM. & FOOD SERVICE: 67%
TRACKING OUR FOOD ECONOMY
CITY OF SANTA FE GROSS RECEIPTS 2016

$808,078,745 Food

$2,213,240,663 All other (non-food)

$1,269,847,626 Retail (non-food)

$145,373,996 Accommodation (non-food)

$191,897,941 Wholesale (non-food)

$120,120,190 Manufacturing (non-food)
TRACKING OUR FOOD ECONOMY
CITY OF SANTA FE GROSS RECEIPTS TAXES 2016

Food, $38,433,602
Retail (non-food), $58,147,720
Accommodation (non-food), $11,186,155
Wholesale (non-food), $4,689,982
Manufacturing (non-food), $3,618,341
All Other (non-food), $123,642,278
Food-related agriculture data traditionally hard to capture.

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

SF COUNTY AGRICULTURE GROSS RECEIPTS DATA 2016

$10,236,634 GROSS RECEIPTS
$624,769 GROSS RECEIPTS TAX
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)

Source: NMSU, 2014 Circular
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)

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