

How Much Can I Earn? What Can I Expect to Pay?

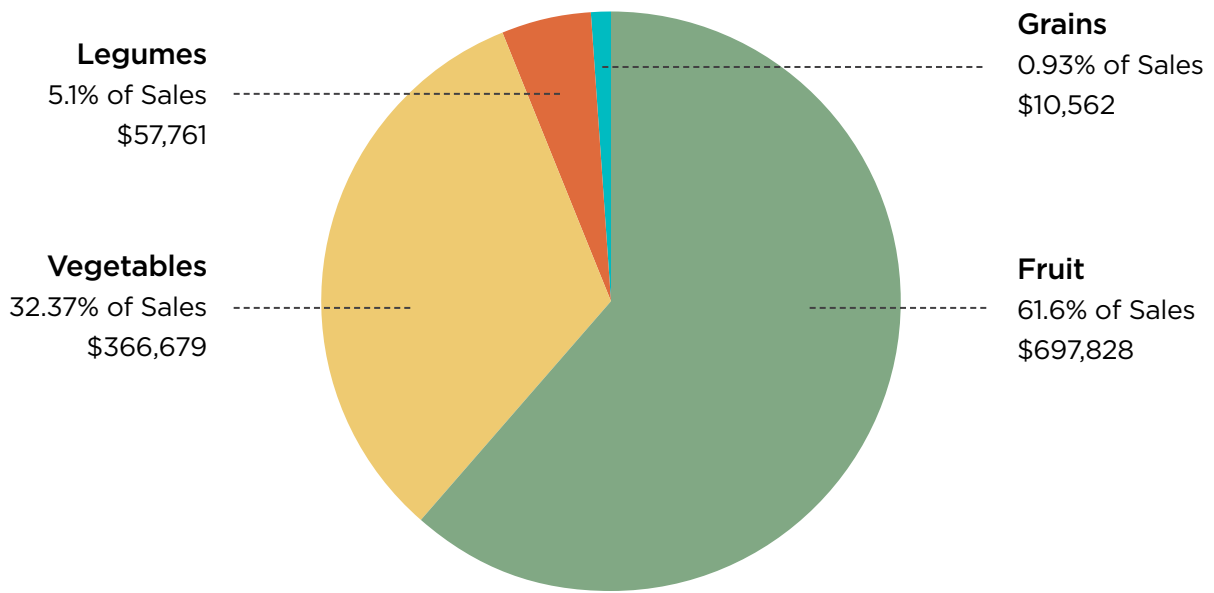
The purpose of this product and pricing guide is to both inform farmers as they consider schools and other institutions as possible markets for their crops and to support buyers in their procurement processes. This baseline data from School Year 2019-2020 is critical for farmers because understanding the average price paid and average amount purchased for various crops supports an understanding of the economics for 'scaling-up' into institutional procurement, thereby supporting efficiencies in farm business models and production plans. Note that sales prices fluctuate by vendor, product, budget, and season. While the product and pricing data does reflect actual sales prices, this resource is intended for general planning purposes only. Data presented are from July 1, 2019 through June 30, 2020.

The Dataset

Data for this report was compiled by the Public Education Department (PED) from schools and school districts across New Mexico that participate in the agency's New Mexico Grown Farm to School program. Data was aggregated from invoices and includes prices paid per product to local farmers, product poundage/case amounts, and district purchasing records. Total sales data consists of both state funding (New Mexico Grown) as well as external funding sources like federal reimbursements, grants, and the United States Department of Agriculture's Fresh Fruit and Vegetable Program. State-funded spending was tracked by extraction of invoice data from the PED's Operating Budget Management System (OBMS). External funding was voluntarily self-reported by participating schools and school districts, and thus the following dataset does not include all local purchases made between July 1, 2019 through June 30, 2020. For example, New Mexico commodities commonly purchased through the Department of Defense (DoD) Fresh program and/or broadline distributor purchases made by schools and districts not participating in New Mexico Grown are not included in this dataset.

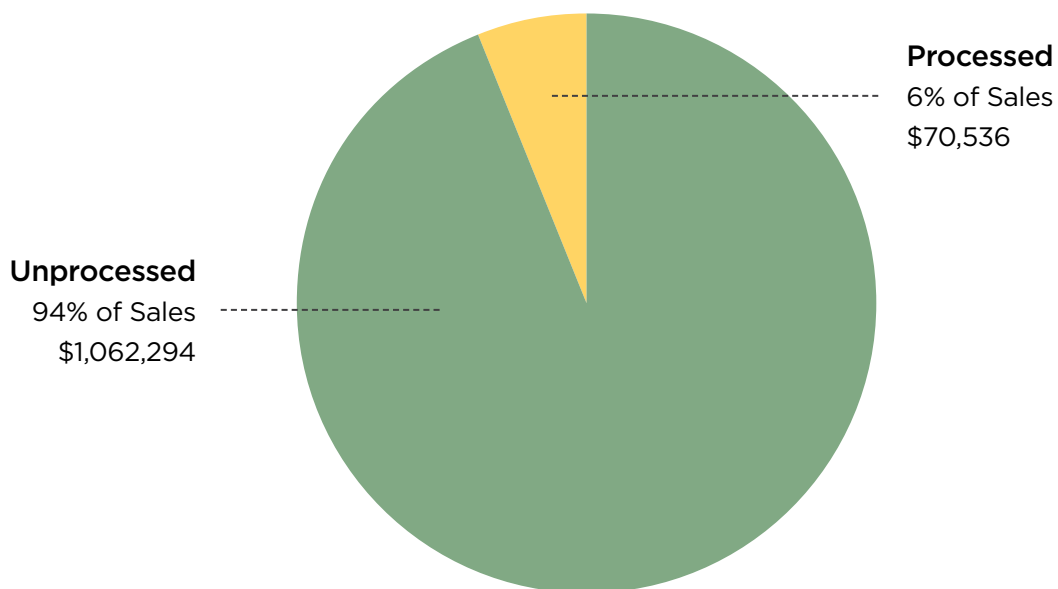


Most Frequently Purchased New Mexico Grown Foods July 2019 – June 2020



Total Sales: \$1,132,830

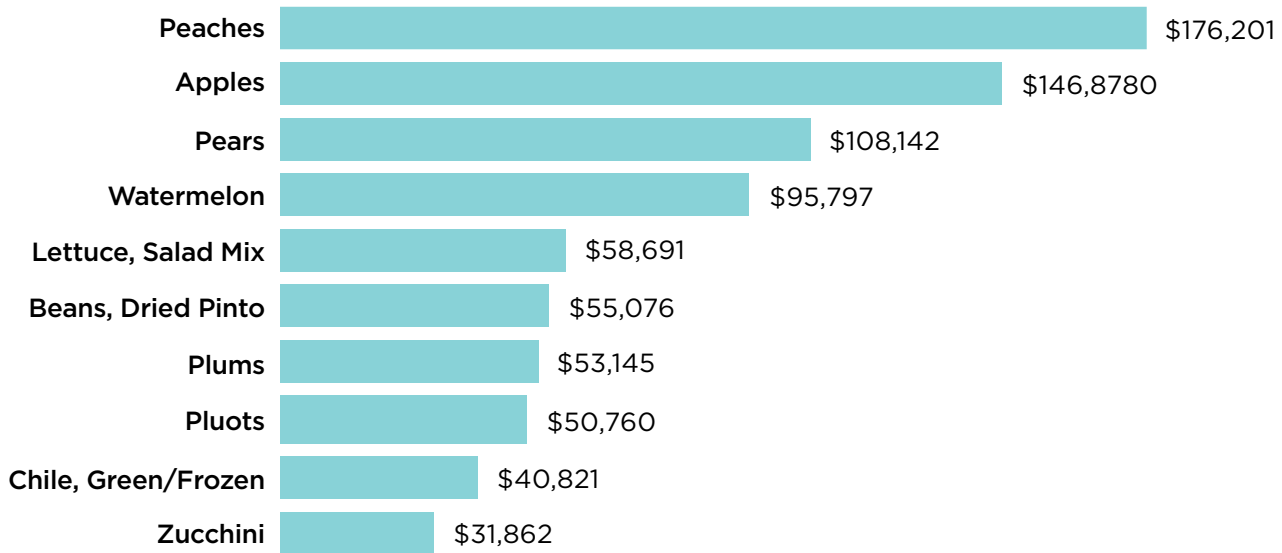
Percentage Unprocessed/Processed New Mexico Grown Foods July 2019 – June 2020



Total Sales: \$1,132,830

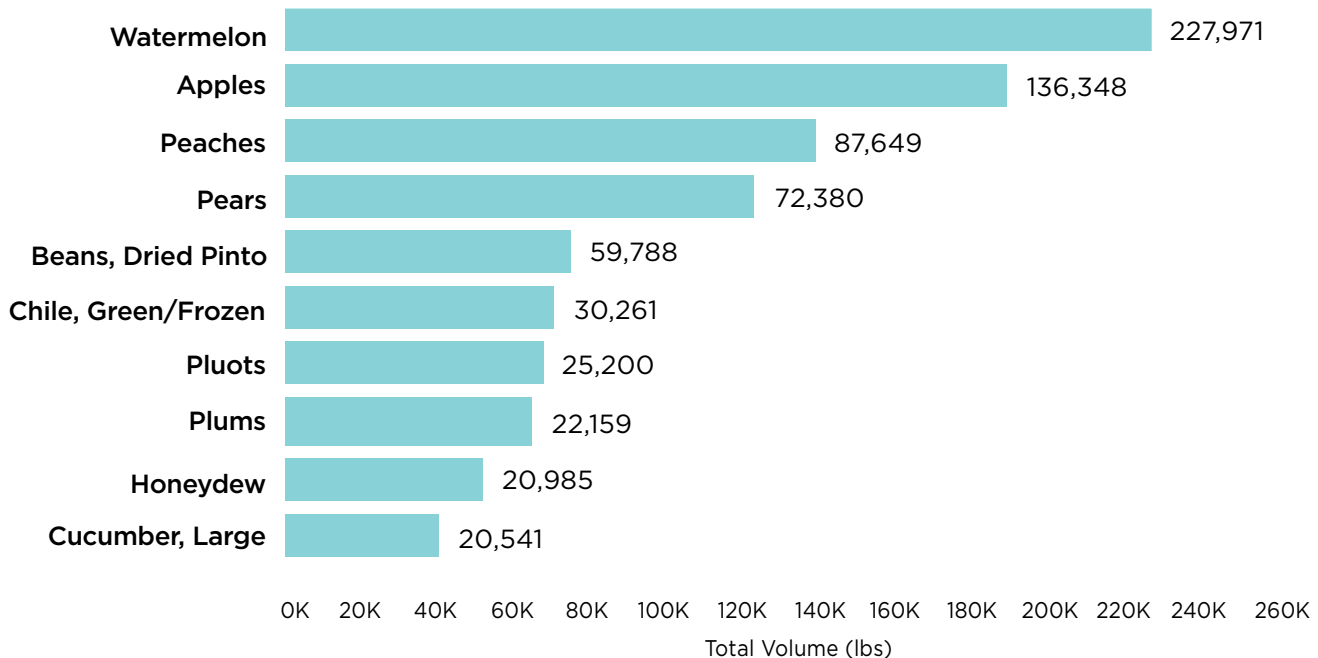
Most Popular Products (Sales)

By sales, the top ten products are listed in the chart below. Peaches were the most popular by total sales, with more than \$176,000 purchased during the 2019-2020 school year.



Most Popular Products (Pounds)

By pounds, the top ten most popular products are in the chart below. Watermelon topped the chart at 227,971 pounds purchased during the 2019-2020 school year.



KEY TAKEAWAYS

School nutrition programs' love affair with sourcing local fruit is a combination of low prices, high levels of student acceptability, and daily/weekly meal pattern requirements that mandate fruit on the menu. This information is helpful to farmers and orchardists when identifying which products to grow for school markets.



Pinto beans are a culturally significant food that qualifies as either a meat alternative or a vegetable for menu planners in New Mexico's student nutrition programs. For this reason, pinto beans—and other varieties of beans—are a competitive product perfectly suited for school meals. While pinto beans are currently the most popular legume sold to schools, other varieties like black beans, navy beans, and garbanzo beans are potential products of interest to buyers.

Top Vegetables (Sales)

PRODUCT	% OF TOTAL VEGETABLE PURCHASES *
Lettuce, Salad Mix	16%
Beans, Dried Pinto	15%
Chile, Frozen/Green	11%
Squash, Zucchini	8%
Cucumbers	7%
Tomato, Cherry/Grape	5%
Lettuce, Butterhead	5%
Spinach	4%
Bell Peppers	4%
Chile, Sauce/Red	3%

* rounded to the nearest 1%

Top Fruit (Sales)

PRODUCT	% OF TOTAL FRUIT PURCHASES *
Peaches	25%
Apples	21%
Pears	16%
Watermelon	14%
Plums	8%
Pluots	7%
Cherries	3%
Honeydew	2%
Cantaloupe	2%
Honeyloupe	1%

* rounded to the nearest 1%

KEY TAKEAWAYS

Salads are regular menu items on a year-round basis for school cafeterias: salad greens (mixed greens, head lettuce, and spinach), cucumbers, and tomatoes are popular products in schools due to daily availability to New Mexico students.



New Mexico's farm to school program is slowly introducing more processed items into the mix. Due to current funding restrictions associated with the New Mexico Grown Local Produce Grant, only lightly processed items that have been frozen, dried, ground/milled, or are in sauce form (red chile only) are allowable at this time. While school buyers consistently express interest in purchasing processed and frozen zucchini, winter squash, and carrots, no sales were reported at time of reporting.

Honorable Mentions (Vegetables by Sales)

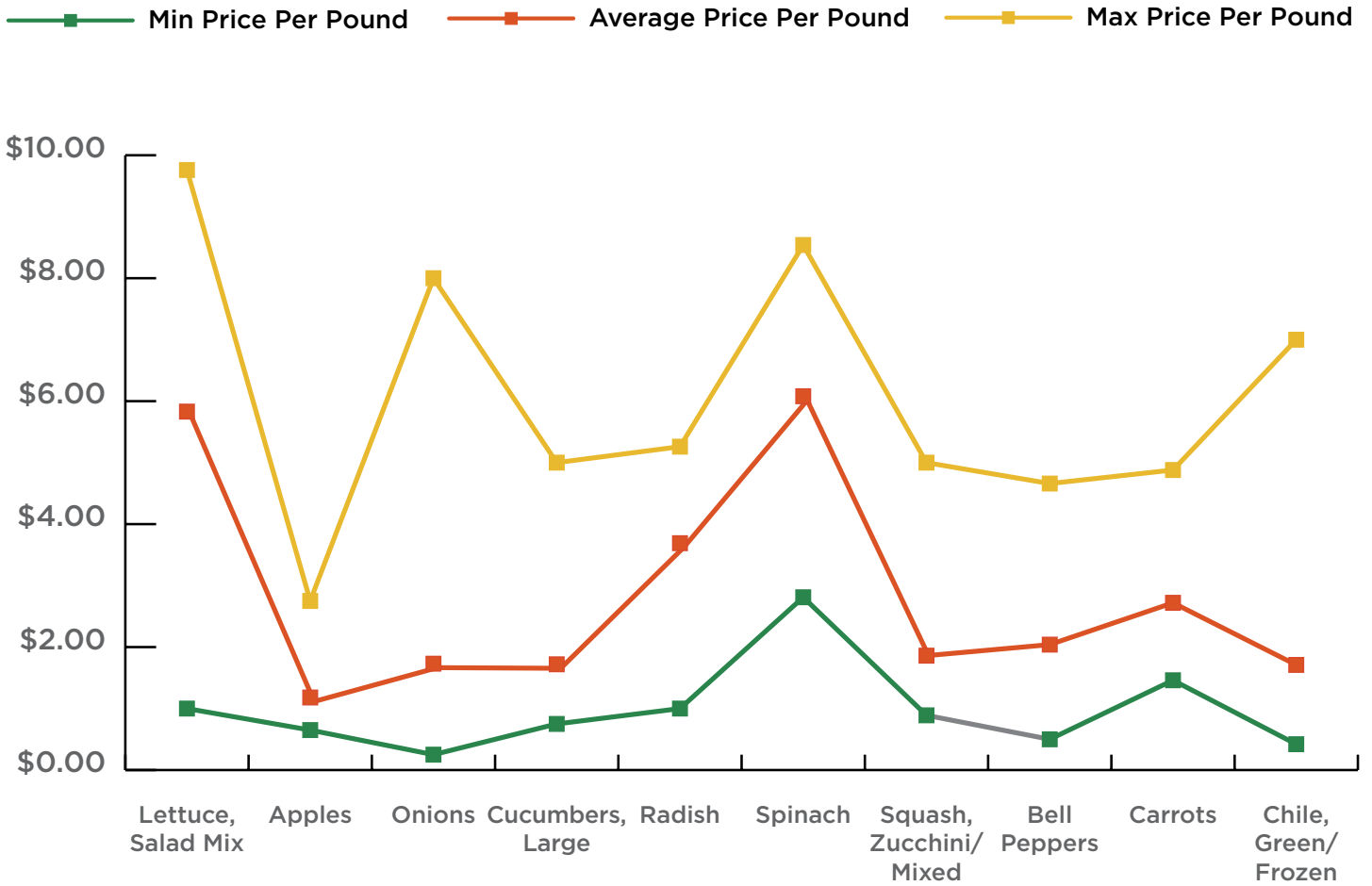
PRODUCT	SALES
Carrots	\$ 12,496
Lettuce, Romaine	\$ 12,107
Tomato, Large Red	\$ 11,577
Onions	\$ 9,500
Radish	\$ 9,210

Top Processed Products

PRODUCT	SALES
Chile, Green/Frozen	\$ 40,821
Chile, Red/Sauce	\$ 13,813
Posole	\$ 7,416
Chile, Red/Powder	\$ 5,339
Chicos	\$ 2,350



Pricing Per Pound



All Product Data

PRODUCT	AVERAGE PRICE PER POUND	MIN. PRICE PER POUND	MAX. PRICE PER POUND
Apple	\$ 1.18	\$ 0.65	\$ 2.75
Apricots	\$ 1.32	\$ 1.32	\$ 1.32
Arugula	\$ 7.11	\$ 7.00	\$ 7.33
Asparagus	\$ 6.00	\$ 6.00	\$ 6.00
Atole	\$ 1.50	\$ 1.50	\$ 1.50
Beans	\$ 3.26	\$ 1.38	\$ 4.25
Beans, Dried Pinto	\$ 1.03	\$ 0.60	\$ 5.00
Beets	\$ 3.91	\$ 1.09	\$ 7.33
Bell Peppers	\$ 2.04	\$ 0.50	\$ 4.66
Bok Choy	\$ 4.00	\$ 4.00	\$ 4.00
Broccoli	\$ 4.25	\$ 3.50	\$ 5.00
Broccoli Greens	\$ 7.33	\$ 7.33	\$ 7.33
Cabbage	\$ 2.87	\$ 1.00	\$ 7.00
Cantalope	\$ 1.01	\$ 0.40	\$ 1.75
Carrots	\$ 2.72	\$ 1.46	\$ 4.88
Celery	\$ 2.33	\$ 1.82	\$ 2.50
Chard	\$ 3.18	\$ 1.99	\$ 4.00
Cherries	\$ 4.00	\$ 7.33	\$ 7.33
Chicos	\$12.61	\$ 12.25	\$ 13.33

cont.

PRODUCT	AVERAGE PRICE PER POUND	MIN. PRICE PER POUND	MAX. PRICE PER POUND
Chile, Green, Fresh	\$ 2.61	\$ 1.36	\$ 4.00
Chile, Green, Frozen	\$ 1.71	\$ 0.42	\$ 7.00
Chile, Red, Powdered	\$ 6.59	\$ 5.00	\$ 10.00
Chile, Red, Sauce	\$ 7.44	\$.82	\$ 22.93
Corn	\$ 4.75	\$ 4.75	\$ 4.75
Cucumber, Large	\$ 1.72	\$ 0.75	\$ 5.00
Eggplant	\$ 4.00	\$ 1.99	\$ 5.00
Endive	\$ 8.00	\$ 8.00	\$ 8.00
Garlic	\$ 6.67	\$ 0.38	\$ 8.33
Garlic Scapes	\$ 8.00	\$ 8.00	\$ 8.00
Grapes	\$ 2.14	\$ 1.79	\$ 2.49

cont.

KEY TAKEAWAYS

On average, melons—including honeyloupe, watermelon, and muskmelon—are some of New Mexico's most inexpensive farm to school products per pound. New Mexico's lowest priced vegetables include pinto beans, green chile, onions, and cucumbers.



The most expensive items by pound are pomegranates, herbs, and chicos. Remember that price shouldn't dictate use; higher priced products are perfect for promotional meals or special occasions and can be subsidized by low-cost menu items that save money.

PRODUCT	AVERAGE PRICE PER POUND	MIN. PRICE PER POUND	MAX. PRICE PER POUND
Herbs	\$ 12.97	\$ 1.14	\$ 16.00
Honeydew	\$ 0.78	\$ 0.70	\$ 0.93
Honeyloupe	\$ 0.87	\$ 0.86	\$ 0.93
Jalapenos	\$ 2.69	\$ 1.02	\$ 5.88
Kale	\$ 4.35	\$ 2.50	\$ 7.33
Kohlrabi	\$ 4.44	\$ 4.00	\$ 4.88
Leeks	\$ 5.00	\$ 5.00	\$ 5.00
Lettuce, Butterhead	\$ 5.23	\$ 2.10	\$ 8.00
Lettuce, Red Leaf	\$ 8.00	\$ 8.00	\$ 8.00
Lettuce, Romaine	\$ 6.43	\$ 5.00	\$ 7.33
Lettuce, Salad Mix	\$ 5.83	\$ 1.00	\$ 9.76
Lunchbox Peppers	\$ 3.62	\$ 2.25	\$ 5.00
Microgreens	\$ 4.50	\$ 3.75	\$ 6.00
Muskmelon	\$ 0.86	\$ 0.86	\$ 0.86
Mustard Greens	\$ 7.07	\$ 7.00	\$ 7.33
Nectarines	\$ 2.00	\$ 2.00	\$ 2.00
Okra	\$ 2.65	\$ 1.49	\$ 3.80
Onions	\$ 1.73	\$ 0.25	\$ 8.00
Padrona Pepper	\$ 4.00	\$ 4.00	\$ 4.00
Peaches	\$ 2.12	\$ 1.04	\$ 3.27
Pears	\$ 1.84	\$ 0.80	\$ 3.00

cont.

PRODUCT	AVERAGE PRICE PER POUND	MIN. PRICE PER POUND	MAX. PRICE PER POUND
Peas, Snap	\$ 7.62	\$ 5.50	\$ 8.54
Plums	\$ 1.85	\$ 1.09	\$ 2.35
Pluots	\$ 2.17	\$ 2.00	\$ 2.35
Poblano	\$ 4.00	\$ 4.00	\$ 4.00
Posole	\$ 3.22	\$ 0.82	\$ 4.88
Potatoes, Russet	\$ 1.29	\$ 1.29	\$ 1.29
Potatoes, Small	\$ 1.30	\$ 0.60	\$ 2.00
Pumpkins	\$ 1.00	\$ 1.00	\$ 1.00
Radish	\$ 3.69	\$ 1.00	\$ 5.26
Serrano	\$ 4.00	\$ 4.00	\$ 4.00
Shallots	\$ 8.00	\$ 8.00	\$ 8.00
Shishito	\$ 8.00	\$ 8.00	\$ 8.00
Specialty Cucumber	\$ 1.40	\$ 1.25	\$ 2.00
Specialty Carrots	\$ 4.01	\$ 3.00	\$ 4.38
Spinach	\$ 6.08	\$ 2.81	\$ 8.54
Sprouts, Pea Shoots	\$ 7.38	\$ 7.38	\$ 7.38
Sprouts, Sunflower	\$ 8.13	\$ 8.13	\$ 8.13
Squash, Zucchini Mixed	\$ 1.86	\$ 0.89	\$ 5.00
Strawberries	\$ 9.00	\$ 9.00	\$ 9.00
Sunchokes	\$ 6.00	\$ 6.00	\$ 6.00
Sweet Potato	\$ 2.84	\$ 2.67	\$ 3.35

cont.

PRODUCT	AVERAGE PRICE PER POUND	MIN. PRICE PER POUND	MAX. PRICE PER POUND
Swiss Chard	\$ 4.27	\$ 2.81	\$ 5.00
Tomato, Cherry/ Grape/Mixed	\$ 4.29	\$ 0.40	\$ 7.00
Tomato, Large Red	\$ 2.77	\$ 1.75	\$ 4.00
Tomato, Specialty	\$ 5.20	\$ 4.00	\$ 7.60
Turnip	\$ 3.99	\$ 3.00	\$ 4.88
Watermelon	\$ 1.03	\$ 0.11	\$ 4.34
Winter Squash	\$ 1.66	\$ 1.00	\$ 2.41

CONTACT INFORMATION

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