

## MARKETING & DISTRIBUTION

Once you have gone through all the steps to produce your product and ensure it is safe to consume you are ready to sell it to the public. There are various options available to the producer such as going to a distributor who specializes in marketing foods. A food distributor is a company that markets merchandise and wish to sell their inventory to grocery stores or other places that sell food. In New Mexico a good source to contact about making your product available to the product is

**Edward Avalos**  
**Marketing and Development**  
**MSC 5600 Box 30005**  
**Las Cruces, NM 88003-8005**  
**(505) 646-4929**

Consists of Market News, foreign and domestic market improvement and development, agricultural statistics, and produce marketing inspection service.

In New Mexico there is also the NMDA.

[http://nmdaweb.nmsu.edu/DIVISIONS/MD/Food\\_Producers/NMDA%20Online.htm](http://nmdaweb.nmsu.edu/DIVISIONS/MD/Food_Producers/NMDA%20Online.htm)

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 • And the New Mexico Specialty Foods Association  
 • <http://www.nmfoods.com/>  
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 • New Mexico Specialty Foods Association  
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 • P.O. Box 30972  
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 • Albuquerque, NM 87190-0972  
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 • 505-332-2000  
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There is also the Southwest Marketing Network that can help put your product in the region.



For more information on the Southwest Marketing Network, contact:

**Jim Dyer**  
 Project Director  
 2727 CR 134  
 Hesperus, CO 81326  
 Phone: 970-588-2292  
 E-mail: [jadyer@frontier.net](mailto:jadyer@frontier.net)

### Directories of Local Products

Looking for local products, or places where you can list your products for interested buyers? You've come to the right place! The resources on this page are designed to:

- Help consumers find local food and fiber products — in many cases, direct from the producer; and
- Help local direct-marketing producers find places to list their products in local directories.