CHAPTER 230
AN ACT
RELATING TO THE DEVELOPMENT AND MARKETING OF AGRICULTURAL SPECIALTY PRODUCTS AND EXPORT MARKET EXPANSION FOR NEW MEXICO AGRICULTURAL PRODUCTS; MAKING AN APPROPRIATION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

Section 1. APPROPRIATION.--

A. One hundred thousand dollars ($100,000) is appropriated from the general fund to the New Mexico department of agriculture in the seventy-second fiscal year for the development of a system to facilitate the production and market development of high-value agricultural products and for the subsequent application of technical expertise in domestic, national and international market expansion for New Mexico agricultural specialty products.

B. Money from this appropriation shall be expended for marketing, production demonstration and promotional activities; market potential surveys; specialty crop production demonstrations; facilitation of the development of marketing facilities; participation in national and international trade shows; and administrative costs; provided that:

1. an amount not to exceed fifty thousand dollars ($50,000) may be expended for the agricultural production demonstration project for high-value specialty crops, which shall be approved by the director of the New Mexico department of agriculture who may contract demonstrations to appropriate agencies;
2. the amount of funds for national and international trade show participation shall not exceed fifteen thousand dollars ($15,000), and no one participant may exceed two thousand dollars ($2,000) in expenses; and
3. thirty-five thousand dollars ($35,000) may be expended for employment of an agricultural marketing specialist and secretary and for travel and supplies, to provide technical assistance and administrative support to the program.