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Governor

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New Mexico Department of Agriculture Gearing Up for 73rd Annual New Mexico State Fair

ALBUQUERQUE, NM – With the New Mexico State Fair—one of the state’s longest standing traditions—set to begin in just a few weeks, the New Mexico Department of Agriculture (NMDA) is ready with new promotional events and even some new twists on some old crowd favorites. “We know the State Fair is a popular event for just about everyone in the state and for thousands of tourists, that’s why NMDA is there from start to finish housed in the Agriculture Building. It’s a great opportunity for the department to showcase New Mexico’s agricultural industry and its significance to our great state,” said Jeff Witte, NMDA director/secretary.

“New Mexico is an agriculture state at its core,” said Interim Fair General Manager Dan Mourning, “and this year we’re making every effort to put the focus back where it belongs—on the agricultural aspect of our Fair. We take very seriously our responsibility to preserve these invaluable traditions and educate future generations about our state’s agricultural heritage.”

The 73rd annual New Mexico State Fair starts Friday, September 9, 2011, and runs through Sunday, September 25, 2011. During this time, NMDA will host several public events. “These are fun, family events. Everything from our crowd favorite, the Battle of The Salsas to our new dairy and nut promotion where fairgoers get to join us for a free scoop of ice cream, topped with their choice of New Mexico nuts,” said Katie Goetz, NMDA marketing specialists. “Plus during this ‘ice cream social’ New Mexicans can meet our state’s secretary of agriculture, Jeff Witte.”

NMDA is also teaming up with the Rio Rancho Rotary Club once again for the operation of this year’s New Mexico Country Store. “The County Store is located in the Agriculture Building and this is where folks can go to purchase New Mexico food products that area either grown or processed in our state. It’s a great way to buy local and support our economy and our farmers,” said Noreen Jaramillo, NMDA public information officer.

NMDA State Fair Events September 2011

Dairy and Nut Promotion: 2-4 p.m. Saturday, September 10

Watermelon Carving: 11 a.m.-2 p.m. Sunday, September 11

Battle of the Salsas: 1-3 p.m. Saturday, September 17

New Mexico Organic Food Promotion: 10 a.m.-1 p.m. Sunday, September 18

New Mexico Red Chile and Beans Promotion: noon.-3 p.m. Saturday, September 24