

NEW MEXICO *True* ECONOMIC DEVELOPMENT

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EDD Announces Expansion of Homegrown Santa Fe Storefront and Manufacturing Facility

Santa Fe, N.M. – Today, Economic Development Cabinet Secretary Matt Geisel announced that Santa Fe pet food company Marty's Meals will expand operations, creating up to 11 new manufacturing jobs. Marty's Meals will also invest over \$2 million over the next ten years to expand to an 8,000 square foot storefront and manufacturing facility which opens in November.

"We're thrilled to see Marty's Meals continuing to succeed and grow in New Mexico," said Economic Development Cabinet Secretary Matt Geisel. "Our efforts to foster a pro-business climate in our state encourage companies to not only choose New Mexico, but to stay and grow here. Marty's Meals is not only a homegrown success story, but it is a fantastic story of utilizing New Mexico agriculture to supplement and grow their business. Producers from all over New Mexico, from places like Embudo, Tucumcari, San Juan Mountains, Santa Cruz, Roswell, Santa Fe and Espanola, to name a few, are all part this success story."

Marty's Meals is a homegrown success story. Founded in 2010, the company expanded to Boulder, Colorado in 2016 after years of significant growth in Santa Fe. Both locations extend the company's founding mission, offering holistic pet care classes and events to the community. Marty's began with three canine customers and today feeds over 5,000 local dogs and cats every month. Marty's Meals produces fresh, raw and gently cooked human-grade dog and cat food using the maximum locally grown or raised certified organic, non-GMO and grass-fed ingredients – infusing over half a million dollars into the local economy annually.

"This investment in Marty's Meals by the State makes it possible to grow our business and at the same time leverage our commitment to the 'Triple Bottom Line Plus' mission we brought to market four years ago," says Marty's Meals founder and owner Sandy Bosben. "With it, we can expand partnerships with New Mexico farmers and ranchers who are committed to agricultural practices protecting our planet; we can employ a growing workforce that benefits from good wages and benefits; we can contribute to New Mexico's economic strength; we can expand to new markets; and most importantly, we can provide more pets with the kind of nutritious food that will assure them healthier, longer, happier lives."

“We are proud to see local companies like Marty’s Meals expand,” said Matt Brown, Director of Santa Fe Economic Development. “It shines a light on Santa Fe’s entrepreneurial spirit and can translate into economic prosperity for the City. We are working to make that spirit more contagious and continue to support local businesses.”

The New Mexico Economic Development Department will invest up to \$175,000 in Local Economic Development Act (LEDA) funds in the expansion. LEDA helps recruit new businesses to our state while helping those that are already here grow and thrive.

Under the leadership of Governor Martinez, New Mexico has bolstered economic development tools, cut taxes and fees 61 times, and rolled back unnecessary regulations and red tape to create a business-friendly environment in New Mexico. Governor Martinez established the Catalyst Fund, Innovation Vouchers, the SBIR Matching Grant, and the Credit Enhancement Program to help homegrown New Mexico technology startups grow and thrive. As a result of these tools, reforms, and investments, New Mexico continues to recruit global and national companies like Facebook, Keter Plastic, Safelite Stampede Meat and others, while helping homegrown businesses like Descartes Labs, Santa Fe Brewing, UbiQD, RS21, Indica Labs and others grow and thrive as well.

About Marty’s Meals

Marty’s Meals hand-prepares over 30 Raw and Gently Cooked Dog and Cat Food Recipes, Lamb and Bison Jerky, and a line of Gluten-free Munchies. They source free-range, grass- and vegetable-fed, non-GMO, wild-harvested, and certified organic ingredients for all products. When fed as a rotational diet – along with their raw meaty bones and tripe – Marty’s Meals feeding program provides a nutrient-rich, bioavailable diet that most closely emulates canine and feline ancestral diets.

Marty’s Meals Inc. was founded by Sandra Bosben in Santa Fe in October 2010. They produce fresh-made and human-grade dog and cat food using organic, non GMO certified and locally grown/raised ingredients in many recipes. Product is sold fresh and frozen in Marty’s Meals markets in Santa Fe and Boulder. Learn more at <https://martysmeals.com>.

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