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DEPARTMENT

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State training awards highlight continued growth in rural jobs

SANTA FE — The New Mexico Economic Development Department announced the monthly awards for its Job Training Incentive Program (JTIP) for six companies across New Mexico.

Each month, the JTIP Board meets to review applications for funding new hire training or upskilling current employees. JTIP reimburses between 50% and 90% of wages during training.

So far in FY25, JTIP has assisted 56 companies in creating 1,010 jobs. Of these jobs, 692 are in rural areas and 318 are in urban locations, indicating a trend of job growth in rural regions this fiscal year.

“Helping companies expand so they provide more job opportunities is great for all New Mexicans,” EDD Cabinet Secretary **Rob Black** said. “Half of the awards this month went toward rural jobs, proof that we can make a difference in every corner of the state.”

The April 2025 awards went to three rural companies, Stampede Culinary Partners Inc., Humble Brands Inc., and Rolling Still Distillery LLC, and three urban companies, Securin Inc., Indica Labs, and Vitality Works Inc. Approved funding exceeded \$1.4 million and could assist up to 152 trainees for the following companies:

- **[Humble Brands Inc.](#)** in Taos was awarded \$120,316 for six new employees at an average wage of \$29/hr. They create high-quality, aluminum-free body care products for the whole family.
- **[Indica Labs Inc.](#)** in Albuquerque was awarded \$17,772 for one trainee at \$34/hr. The company provides solutions that streamline image analysis workflow for digital pathology.
- **[Rolling Still Distillery](#)** in Taos was awarded \$88,309 for five new trainees at an average wage of \$23/hr. Rolling Still is a women-owned, family-run distillery known for crafting premium spirits.
- **[Securin Inc.](#)** in Albuquerque was awarded \$540,783 for 14 new trainees at an average wage of \$59/hr and five interns at an average wage of \$25. They provide tech-enabled cybersecurity solutions powered by accurate vulnerability intelligence, human expertise, and automation.
- **[Stampede Culinary Partners Inc.](#)** in Sunland Park was awarded \$474,070 for 63 new trainees at an average wage of \$16/hr. Stampede provides portion-controlled protein solutions, serving the food service, retail, home delivery, and industrial channels. They also received Step Up funding for \$22,202 to train 13 incumbent workers to learn new skills for potential promotions.
- **[Vitality Works Inc.](#)** in Albuquerque was awarded \$185,903 for 45 trainees at an average wage of \$17/hr. They specialize in manufacturing high-quality herbal and nutraceutical supplements.

JTIP is only available to New Mexico residents, and companies must be creating new jobs (unless utilizing the Step Up program) due to expansion in or relocation to the state. Funds are reserved for companies that manufacture or produce a product in New Mexico.

To learn more about EDD’s JTIP program, visit the webpage at edd.newmexico.gov/JTIP.

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Originally operated from owner Jeff Shardell's home, Humble Brands has grown rapidly throughout the U.S. and Canada. In 2023, they leased a 12,000-square-foot warehouse in Ranchos de Taos, splitting production and fulfillment operations to accommodate growth.



Vitality Works in Albuquerque announced plans for significant expansion in 2025 to keep up with global demand. Their facilities are FDA registered, NSF, GMP certified, and KOF-K kosher certified, ensuring rigorous quality control and compliance standards.

EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy.

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