



The Wine Industry Boosts the New Mexico Economy by \$1.49 Billion in 2025

The production, distribution, sales, and consumption of wine in New Mexico benefits many sectors state's economy and generates close to \$1.49 billion in total economic activity. This ultimate value-added product preserves agricultural land, provides American jobs, attracts tourists, generates taxes, and enhances the quality of life.

Economic Impact of the Wine Industry in New Mexico

	Direct	Supplier	Induced	Total
Jobs	5,262	1,634	1,962	8,858
Wages	\$201,548,500	\$107,356,700	\$121,458,100	\$430,363,300
Output	\$732,810,000	\$348,794,900	\$405,680,200	\$1,487,285,100
Business Taxes				\$173,413,000
Consumption Taxes				\$33,465,100

Total Output: The wine industry generates close to \$1.49 billion in total economic activity in the State of New Mexico, dramatically illustrating that wine is the ultimate value-added beverage. The broader economic impact flows throughout the state, generating business for firms seemingly unrelated to the wine industry. Real people, with real jobs, working in industries as varied as farming, banking, accounting, manufacturing, packaging, transportation, printing, and advertising depend on the wine industry for their livelihoods.

State Reach: The New Mexico wine industry includes a total of 51 wine producers¹ as well as 573 acres of vineyards.²

Job Creation: The New Mexico wine industry directly employs as many as 5,262 people, and generates an additional 1,634 jobs in supplier and ancillary industries which supply goods and services to the industry, and whose sales depend on the wine industry's economic activity. Ultimately, 8,858 jobs are created and supported by the wine industry.

Wage Generation: The New Mexico wine industry provides good jobs, paying an average of \$48,600 in annual wages and benefits. The total wages generated by direct, indirect, and induced economic activity driven by the wine industry are \$430.36 million.

Tourist Activity: The New Mexico wine industry is a major magnet for tourists and tourism-driven expenses. New Mexico's "wine country" regions generates 461,800 tourist visits and \$88.20 million in annual tourism expenditures, benefiting local economies and tax bases.

Tax Revenues: The New Mexico wine industry generates sizeable tax revenues on the local, state, and national levels. In 2025, the industry will pay nearly \$85.69 million in state and local taxes, and \$87.73 million in federal taxes for a total of \$173.41 million. In addition, the industry generates approximately \$4.34 million federal consumption taxes and \$29.12 million in state consumption taxes which include excise and sales taxes.

¹ Throughout this study, the winery count refers to the number of winery facilities. A single winery may have multiple facilities throughout the state or country. Each of these facilities is included in the winery count.

² Vineyard acres refer to farmland being used to grow winegrapes statewide.