

Friday, December 16, 2011

As we work to turn our economy around and spur job creation here at home, it is important that we support our local small businesses and the hard-working people right here in our own communities that are making goods and products in New Mexico.

This holiday season provides us with an opportunity to give New Mexico businesses a boost by buying local and keeping the money we spend on gifts or groceries in New Mexico. By doing so, we will be strengthening our state economy and supporting the businesses that will be engines of growth that move our economy forward and hire our friends and neighbors.

It has been estimated that the average American will spend \$700 over the holidays. If that money was spent entirely on U.S.-made products it would create 4.6 million jobs. If just \$64 was spent on American-made goods by each of us doing our holiday shopping, the result would be 200,000 new jobs here at home.

From our local farmers and ranchers to artisans and craftsmen, New Mexico has a number of local businesses that produce the goods we use. This holiday season and beyond, I encourage you to support these businesses and when you can, keep your hard-earned dollars here at home. Recently, ABC's World News has turned a spotlight on the impact buying products that are made in America can have on our economy. If you own, work at, or know of a New Mexico businesses that make things here at home, add it to their list and help us support New Mexico jobs and workers.

In addition this holiday season, let us remember those less fortunate and open our hearts to help those in need. Best wishes for a safe and happy holiday.

Sincerely,

Ben Ray Luján

