

## NELSON'S MEATS

THE LEGACY OF COMMUNITY AND  
CUSTOMERS CONTINUES TO GROW



Larry and son, Ben Nelson, co-owners of Nelson's Meats. Daughter Esther, (not pictured) is a wildlife biologist and still helps out at Nelson's Meats part-time.

Nelson's Meats on Old Coors Rd. SW is a bustle of activity. It has been since 1965, with no signs of stopping – but definite signs of expansion on the horizon.

“Welcome!”

“Number 96? How can I help you?”

“Carry out”

“Have a great day!”

Nelson's Meats is a family owned and operated meat market specializing in hormone-free natural beef, together with a wide selection of pork, poultry, lamb/mutton and seafood options for Lent.

With customers picking up orders, browsing specials, favorites and the selection of other complementary local groceries including roasted and dry chile and their own

packaged spices, the atmosphere created by father-son duo Larry and Ben Nelson is friendly, authentic and community-centric.

Since Nelson's Meats first opened with Larry and his brother, Joe, their hearts for the community established the foundation of this business that has only grown stronger over the decades.

Currently Nelson's Meat has 20 employees who are an extension of the Nelson family. “I tell our young people here at Nelson's Meats, this is a stepping stone. A good education has always been important to our family. This is one of our objectives, to see our employees advance to a higher career. We pay for books and support whatever education track they wish to pursue and we adapt work hours around school schedules. Over the years we've paid for books for employees who have gone on to be police captains, attorneys, teachers and even the Medical Examiner for the State,” co-owner, Larry Nelson says.

“I'm equally as proud of our seven meat cutters, who have been here a long time. They make good wages, have grown with the company, and continue to excel in this trade,” Larry says. There is no arguing that core values of accountability and rewarding strong work ethic have been an integral part of Nelson's Meat culture from the “newbee” who has worked only three

months to a nephew who casually decided to come back to work at Nelson's Meat after retirement, and that was nine years ago!



Counter Clerk David carrying out an order for a customer

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### CONTACT US

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Click to learn more  
about District 2

For more Brownfield information and  
site assessment nomination form,  
click here:

<https://www.berncogov/economic-development/brownfields-program/>

✓ Live in Bernalillo County,  
outside ABQ city limits?  
✓ Behind on paying rent or utilities?  
Visit: [Bernco.gov/rent](http://Bernco.gov/rent)  
Or call 505.468.1279



**Marcos A. Gonzales**  
Director,  
Economic Development

## MESSAGE FROM THE DIRECTOR

In November 2022, the Bernalillo County Board of Commissioners approved a Film-Friendly Bernalillo County Resolution. This Resolution welcomes film and television productions and the economic development it provides by bolstering the quality of life for the benefit of all county residents.

Film production supports hundreds of businesses and thousands of jobs across New Mexico. In 2021, the film industry directly spent \$214.4 million on in-county purchases within Bernalillo County.

If you'd like productions, filming in Bernalillo County, to know what your business offers, the New Mexico Film Office Industry Directory lists New Mexico resident talent, crew, and vendors at: <https://nm.locationpro.com/directories/vendor>

To qualify as a vendor in New Mexico for tax purposes, you must be have physical presence in New Mexico and either the owner or an employee must be a New Mexico resident. You can also apply to become a Qualified Vendor and authorize the Taxation and Revenue Department to publish your business name and contact information on the Taxation and Revenue Department website on the New Mexico Qualified Film Vendor List (<https://nmfilm.com/filmmaker-resources/industry-directory>) .

The Economic Development Department implements and oversees film permit procedures for filming in the unincorporated areas of Bernalillo County, as the **FilmBernCo** program. Since 2018, FilmBernCo has issued over 400 film permits for feature film, television pilots, television series, commercial and student films. You can learn more about FilmBernCo here: <https://www.bernco.gov/economic-development/film-bernco/>

As we look towards a prosperous 2023, I remind our community to continue to support area businesses by shopping locally throughout the year. Employment opportunities are plentiful in Bernalillo County, especially in the retail and hospitality industries.

Wishing you a happy and successful 2023,

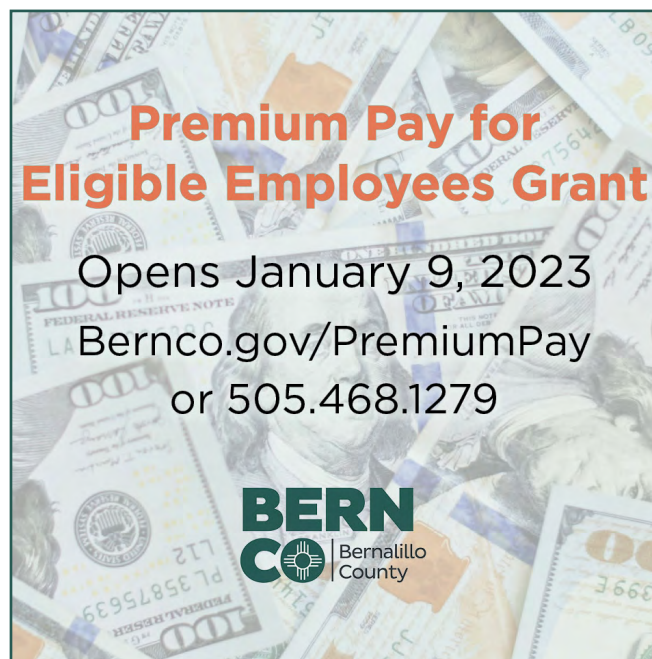
Marcos A. Gonzales

Director of Economic Development

# PREMIUM PAY FOR ELIGIBLE EMPLOYEES

One of the challenges for businesses in a post-pandemic economy has been the retention of valuable employees. Bernalillo County has identified up to \$5 million in relief funds to support eligible employees working in sectors deemed critical to the health and wellbeing of its residents and essential to COVID-19 pandemic economic recovery. Essential workers have put their physical well-being at risk to meet the daily needs of their communities and to provide in-person care for others. These employees regularly perform in-person work, interact with others at work, or physically handle items handled by others. **The program provides organizations a one-time compensation to pass directly to their “eligible workers performing essential work.”** This compensation is to be in addition to their regular salaries, and not a substitute or temporary increase to their normal pay.

The Premium Pay for Eligible Employees Grant opens January 9th, 2023. You can view all eligibility criteria and apply on January 9th here: [www.Bernco.gov/PremiumPay](http://www.Bernco.gov/PremiumPay)



✓ A physical place of business located within the boundaries of Bernalillo County, New Mexico is required, including for mobile vendors.

✓ For-profit or non-profit businesses who employ (any number of) workers earning up to \$20/hr (or less, not including tip wages) in any of the following sectors/roles;

- Health care
- Emergency response
- Sanitation, disinfection & cleaning
- Maintenance
- Grocery stores, restaurants, food production, and food delivery
- Pharmacy
- Biomedical research
- Behavioral health
- Medical testing and diagnostics
- Home and community-based health care or assistance with activities of daily living
- Family or childcare
- Social services
- Public health
- Mortuary
- Critical clinical research, development, and testing necessary for COVID-19 response
- Educational, school nutrition, and other work required to operate a school facility
- Laundry
- Elections
- Solid waste or hazardous materials management, response, and cleanup
- Work requiring physical interaction with patients
- Dental care
- Transportation and warehousing
- Hotel and commercial lodging facilities that are used for COVID-19 mitigation and containment -- other hotels may be eligible with staff that meet the essential worker roles

✓ Eligible employees receiving the Premium Pay compensation must have been employed at the applying business as of December 2, 2022 and be currently employed by the same business.

✓ Must be employed for in-person work.

Funding is awarded to eligible and complete applications on a first-come basis. Questions?  
Email: [BerncoPremiumPay@bernco.gov](mailto:BerncoPremiumPay@bernco.gov) or call 505.468.1279



# FOOD PLAZA IS COMING TO CENTRAL & UNSER

The New Year will bring Phase II of the Nuevo Atrisco mixed-use project on Central and Unser. This joint development with YES Housing and Maestas Development Group will add to the 86 occupied units of multi-family workforce housing, a food truck park with nine permanent food truck tenants, a teaching kitchen, community room and a 5,000 sq. ft. dining hall in addition to a public plaza with an interactive play area.

According to Steve Maestas of Maestas Development Group, Nuevo Atrisco is investing in quality housing and addressing the need of this designated “food desert”, for the growing community along the West Central Corridor.

“I am excited to see the continued expansion of this development, bringing business opportunities for small food businesses in the area and year-round community gathering space,” said Commissioner Steven Michael Quezada. “I expect to be enjoying some amazing local food on the patio late summer or early fall (2023).”



**Steven Michael Quezada,**  
Bernalillo County  
Commissioner,  
District 2

(NELSON'S MEATS...continued from front page)



(Left to Right) Cashier Leo and Counter Clerk Christopher

This family-owned business is one of only a couple of old-school meat markets left in the Albuquerque area and yet continues to serve loyal customers from across the state of New Mexico.

The family ranch in Guadalupe County has raised many heads of livestock over the generations. In recent years, the Nelsons have weathered the closure of meat processing plants across the state, now sourcing their carcass beef from Texas because there are no local packing houses to supply them. Larry strongly believes that in order to compete with big box stores, and expand the

**“We have a good customer base that has really followed us over the years. Our customers are what made this company. Every night before I go to bed, I thank the Lord for my health, for what it’s given us, the Nelson family, and I pray and thank the Lord for our customers!”**

meat industry in New Mexico, it necessitates reopening USDA regulated packing houses large enough to supply not just Nelson’s but others across New Mexico with carcass beef. Sourcing more local beef requires both packing houses to handle the volume and local meat shops with trained workers to process it. Currently, big box stores get their meat directly from out-of-state packing houses. While New Mexico has quality meat, convenience and cost drives the industry.

“We’re thankful that business is good. We’re expanding the store soon, and we’re going to keep doing the best we can to serve our loyal customers and community,” co-owner Ben Nelson says.

Building permits and upgraded utilities are almost complete to commence knocking out a south-facing wall of the current space and expand the meat market to 3,000 sq. ft. This bigger footprint will not only accommodate future plans to add a deli, rotisserie and perhaps a wider selection of dry goods, but fill new meat cases, and provide more space for signature brat making and the highly popular seasonal chile roasting.

One thing is clear, a larger Nelson’s Meats is more than providing quality products and service. It means more opportunities for young men and women to launch careers, and a strong community destination drawing new and long-time customers to the South Valley for generations to come.

Now serving your number!

**Nelson’s Meats**

**929 Old Coors Dr SW, Albuquerque, NM 87121**

**Phone: (505) 836-3330**

**Hours: Tuesday – Saturday, 7:00 am - 5:30 pm**

**Facebook/ Instagram: @nelsonsmeatinc**



(Left to Right) Counter Clerks Anthony, Christopher, and Jacobie