



- Rural Development • Rural Business Cooperative Service
 - Business and Industry (B&I) Guaranteed Loan Program
 - Rural Energy for America Program (REAP)

Going to the Grocery Store Just Got Easier

“Halona” in the Zuni language means the “Center Village”. That is why the new Halona Village Market is aptly named. In Zuni Pueblo, a village of 8000, the market has recently become the center of commerce.

The original Halona Market was opened in 1910 by the Vanderwagen family, to serve the Zuni community. As the needs of the residents of Zuni Pueblo grew, the market struggled to meet those needs. The alternative, a drive of 42 miles to Gallup, New Mexico, became the only viable alternative for Zuni families.



The new Halona Market Place grocery store is now open for business in Zuni Pueblo, New Mexico.

Thanks to a collaboration between Pinnacle Bank and USDA Rural Development, a new 20,400 square foot market place was built. Total cost of the project was \$2.72 million. Additionally, the owners, Roger and Loren Thomas, qualified for a USDA RD Rural Energy for America Program (REAP) grant. This grant made possible the installation of new energy efficient refrigeration units. A portion of the new structure will be used by local artisans to conduct retail business.

The new Halona Market carries a full line of grocery products, including fresh vegetables, fruit, and quality meats and fish. Once again Halona Market has become a center of community life in Zuni. No longer is Zuni considered a “Food Desert”.

The new market, located on the south side of NM State Road 53 at Mahkee Road, celebrated its grand opening in early December 2017. The event was well attended by the members of the Zuni tribe.

Obligation Amount: \$2.72 million B&I Guaranteed Loan and \$49,211 REAP Grant

Date of Obligation: 7/26/2013 B&I Loan and 8/26/2015 for REAP Grant

Congressional District: Representative Pearce, 2nd District; Senators Udall, Heinrich

Partners: Pinnacle Bank of Gallup, NM

Demographics: 7262 people live in Zuni Pueblo where the average estimated median household income is \$21,071

Impact: By having a full service grocery store in the community this project has had a strong effect on this community. Forty-six percent of the residents live below the poverty line. And not having to drive 42 miles one way to go to a full service grocery store has had a great impact on each individual living in Zuni Pueblo because they are not spending as much on fuel.