

Three Dispensaries in New Mexico Helping Redefine Cannabis Retail Through Wellness, Community, and Local Culture

Mama and the Girls, Fruit of the Earth Organics, and Canvas Organics Bring a New Kind of Cannabis Experience to Albuquerque and Santa Fe

SANTA FE, NM, UNITED STATES, June 20, 2025 /EINPresswire.com/ -- As New Mexico's cannabis market continues to grow, a handful of dispensaries are establishing themselves not only as retailers, but as community hubs grounded in local values, wellness, and inclusive access. [Mama and the Girls](#), [Fruit of the Earth Organics](#), and [Canvas Organics](#) each reflect different facets of the state's evolving cannabis culture—placing emphasis on transparency, education, and meaningful customer experience.



Mama and the Girls

Mama and the Girls: Legacy Roots and a Community-First Model

With locations in both Albuquerque and Santa Fe, Mama and the Girls was founded by longtime cultivator Arin Goold and offers a vertically integrated retail experience informed by years in the industry. The dispensary's in-house line includes flower, pre-rolls, carts, and a family-developed topical salve passed down through generations.

The store also hosts a Saturday cannabis farmers market, where small growers can sell their flower using the dispensary's license—retaining 80% of profits. A separate art and food courtyard market provides free vending space for local creatives and entrepreneurs.

With a warm, neighborhood-focused design and future plans for on-site consumption lounges and cultural events, Mama and the Girls has positioned itself as a retail space that centers both people and plant.

Fruit of the Earth Organics: Outdoor Cultivation Meets Inner Wellness
Located on Early Street in Santa Fe, Fruit of the Earth Organics has been part of the state's cannabis landscape since the early days of medical legalization. The dispensary emphasizes organic outdoor cultivation and solventless processing methods, offering flower and in-house wellness products like live rosin and the popular Restwell gummy.

Customer education is a primary focus, with staff often spending extended time with visitors to ensure informed purchases. Local physicians frequently refer patients to the dispensary, citing its personalized guidance and plant-based therapeutic approach.

Adjacent to the store is Paradiso, a multipurpose cultural venue run by co-founder Lyra Barron. Events range from yoga sessions and live jazz to dance performances and concerts, illustrating Fruit of the Earth's commitment to holistic health and creative community integration.



Fruit of the Earth Organics



Canvas Organics

Canvas Organics: Clean Retail and Expanding Wellness Access in Albuquerque
Founded by former athlete Billy Giron, Canvas Organics launched on April 1, 2022, with a focus on wellness, education, and accessibility. Initially established as a CBD-only business, Canvas has expanded into a vertically integrated operation offering flower, concentrates, and vape products under its own brand.

Delivery is offered free of charge, and the storefront provides a quiet, professional environment designed to accommodate both experienced consumers and first-time visitors. A third location is currently in development, with all site design and compliance handled in-house.

Canvas Organics is also known for its customer-first business practices, including supplier transparency, education-focused vendor partnerships, and a strong internal team structure with low turnover.

A Statewide Shift Toward Experience-Driven Retail

In a rapidly developing market, Mama and the Girls, Fruit of the Earth Organics, and Canvas Organics offer three distinct models for cannabis retail in New Mexico. Each operation integrates local culture, community values, and customer education into its business model—demonstrating how dispensaries can go beyond traditional sales to create meaningful, lasting impact.

Mark Ross

Dispenza

+1 702-420-7272

[email us here](#)

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