



NEW MEXICO
FARM & LIVESTOCK BUREAU

ANNUAL REPORT 2020



This has certainly been a year for the record books - one that we won't ever forget. Let's hope that things return to normal soon and that we can resume the in-person gatherings that create such a family atmosphere for New Mexico Farm & Livestock Bureau meetings, trainings and events.

While we haven't been able to meet face-to-face, I know the counties, our State Board, the WLP, YF&R and Collegiate groups, and our staff have been busy hosting remote meetings so that the business of NMF&LB hasn't missed a beat. Many counties have had monthly business and even annual meetings remotely, the State Board held both their April and September board meetings via zoom. Adapting to our new environment, the staff has created a remote program of work that offers something for all of our members.

For example, NMAITC has visited classrooms around the state virtually, teaching many of the lessons they offer on their website. They're also hosting live-feed cooking demonstrations on Facebook that incorporate interesting information about ag production. "Breakfast with Brit" has featured green chile cornbread, sour cream banana bread, and beef breakfast burritos to highlight some of our state's ag products. What a great way to connect consumers who are very interested in cooking at home, with producers who are #stillfarming.

You'll find several new videos at our YouTube channel featuring the process of policy development, how to communicate with the media and how to organize a zoom call. These are courtesy of our legislative team, our regional representatives and our communications and marketing department. Additionally, in the run-up to the election we hosted five candidate forums online, and then posted the recordings on our YouTube channel. This allowed all interested parties to learn the candidates' positions on agricultural issues by removing the barrier of traveling to the forum. You'll see the details of our entire year's program of work in the pages of this Annual Report.

I know your family has also adapted to the current circumstances and we appreciate all that you do as you remain an active member of NMF&LB. I hope you and yours stay well and I look forward to seeing you soon.



CRAIG OGDEN
—
PRESIDENT

A handwritten signature in black ink that reads "Craig Ogden". The signature is written in a cursive, flowing style and is located at the bottom right of the page.



CHAD SMITH
—
CEO

We are all ready for 2020 to be behind us and are optimistic on what the future holds. It was a challenging year for everyone and one that we hope will never be repeated. As the norms went away, we were all challenged to learn new ways, whether it be new ways of greeting each other or ways to embrace technology and conduct business in a new fashion, either way we all adapted.

I am proud of our Farm Bureau, the board, the volunteers and the staff. We should all be proud of our accomplishments this year. We faced the challenges, quickly adapted to being forced out of our comfort zones and were resilient. While it may feel like the world around you stopped, and you may not have seen your fellow farm bureau members in person since February, rest assured the organization has continued to work hard for our members, providing value for your membership and advocating for New Mexico Agriculture.

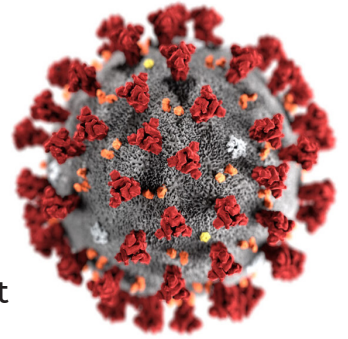
I hope that you will share in these sentiments and celebrate our accomplishments. We have grown membership in a year like no other, and have continued to work towards the goals and objectives of the strategic plan and vision of the Board. We have built new partnerships, collaborated with numerous organizations and built upon our advocacy efforts to ensure we are the trusted voice of Agriculture. We continue to empower our membership through grassroots policy development, the very foundation that makes Farm Bureau who we are. We have worked hard to ensure financial strength for the future, capitalizing on a cost savings year while ensuring effective use of our resources.

I want to take this time to thank you for being a valued Farm Bureau member, thank our leadership for the vision they provided, and our partners with Farm Bureau Financial Services. Lastly, I would be remiss if I did not applaud and thank the staff of New Mexico Farm and Livestock Bureau for their hard work and dedication.

We look forward to the challenges of tomorrow and celebrating our successes in 2021. THANK YOU!

#StillWorking For You

New Mexico Farm & Livestock Bureau's Activities in the COVID-19 Era:



The need for agricultural advocacy doesn't cease during a pandemic, in fact we are working harder than ever before to represent our members. We quickly altered many of the meetings, trainings and workshops we had previously planned to make them responsibly social distanced. We appreciate our members who took it in stride and participated in numerous online webinars and zoom calls. Like you, we eagerly await a return to normal and look forward to seeing you in person as soon as possible. Thank you for all you do for the agricultural community.

Policy:

- Worked with New Mexico Department of Agriculture and the Governor's office to make sure agriculture was declared essential. Due to this action, the important work of growers, producers, processors, and transporters remained in business ensuring reliable food distribution systems.
- Wrote letters in support of expanding the Small Business Administration's inclusion of agriculture in their Paycheck Protection Program and supported the expansion of products covered by the Coronavirus Food Assistance Program.

Member Engagement:

- Created a policy video to remotely guide county boards through the resolution process.
- Developed a digital badge program to recognize our members for their involvement on boards, meeting attendance and training participation.
- Designed a lecture series, "First Thursdays" to offer continuing education in lieu of Annual Meeting speakers.

Education:

- Launched "Breakfast with Brit" a Facebook live cooking demonstration that incorporates ag facts and features New Mexico agricultural products such as pecan, beef and green chile.
- Transitioned in-class visits to online guided activities so that teachers could continue to incorporate agricultural concepts into their curriculum.
- Provided at-home ag literacy resources for parents, grandparents and distance learning teachers.

STRATEGIC PLAN

MISSION STATEMENT

Strengthen and serve agriculture to enrich the lives of all New Mexicans.

VISION STATEMENT

Leading New Mexico's diverse agriculture through innovation and excellence.



CORE VALUES

- Integrity
- Reliable
- Dedicated
- Passionate
- Respectful
- Innovative

GOALS

Advocacy: Provide a trusted Voice of Agriculture.

Collaboration: Enhance New Mexico agriculture through collaboration.

Policy: Empower membership through grassroots policy development.

Membership: Grow, retain, and engage membership.

Finances: Ensure financial strength for the future of the organization.

CONTENTS

STATE BOARD OF DIRECTORS	01
OUR TEAM	02
PUBLIC POLICY	03
NM AG IN THE CLASSROOM	09
NM YOUNG FARMERS & RANCHERS	12
WOMEN'S LEADERSHIP PROGRAM	13
COLLEGIATE FARM BUREAU	14
MEMBERSHIP	16
COMMUNICATIONS	18
MARKETING	22
2019 - 2020 UNAUDITED FINANCIALS	24



Thank you to our Farm Bureau staff

***Photos in this report were taken prior to the social distancing and masking requirements enforced during the COVID-19 pandemic.**

STATE BOARD OF DIRECTORS

OFFICERS

President

Craig Ogden
District 3

1st Vice President

Larry Reagan
District 2

2nd Vice President

Boe Lopez
District 1

DISTRICT 1

Burl Brown

Tommy Ortiz

Troy Sauble

DISTRICT 2

Deena Kinman

Steve Myrick

Tom Wilton

DISTRICT 3

Andy Ellett

Duane Frost

John Jackson

Jim Ellett

Leon Hemann

DISTRICT 4

Bud Deerman

Stewart Rooks

Don Hartman

Crystal Runyan Diamond

DISTRICT 5

Anita Hand

Donald Martinez

Casey Spradley

Gary Hathorn

Travis Harris

OUR TEAM

CHIEF EXECUTIVE OFFICER

Chad Smith
O. 575.532.4701
C. 505.379.9847
chads@nmflb.org

DIRECTOR OF ORGANIZATION

Valerie Huerta
C. 505.690.5797
valerieh@nmflb.org

DIRECTOR OF MEMBERSHIP SERVICES

Theresa Widner
O. 575.532.4703
C. 575.312.6197
theresaw@nmflb.org

DIRECTOR OF COMMUNICATIONS

Dalene Hodnett
O. 575.532.4785
C. 575.649.0917
daleneh@nmflb.org

DIRECTOR OF AG IN THE CLASSROOM

Traci Curry
O. 575.532.4714
C. 505.238.2425
agclass@nmflb.org

DIRECTOR OF GOVERNMENT AFFAIRS

Tiffany Rivera
O. 575.532.4706
C. 575.639.2476
tiffanyr@nmflb.org

BOOKKEEPER

Cecilia Diaz-Johnson
O. 575.532.4708
C. 575.571.7658
ceciliaj@nmflb.org

SOUTHWESTERN REGIONAL DIRECTOR

Benjamin Segovia
O. 575.532.4722
C. 575.635.8454
benjies@nmflb.org

MARKETING COORDINATOR

Francisco Hatay
O. 575.532.4705
C. 575.405.8481
franah@nmflb.org

AG IN THE CLASSROOM COORDINATOR

Britney Lardner
C. 505.331.1508
agclass1@nmflb.org

PUBLIC POLICY

STATE Commentary/Advocacy:

The 2020 legislative session was a 30-day session limited to budgetary matters and items listed on the Governor's Call.

■ **727** pieces of legislation were introduced

■ NMF&LB monitored and tracked **87** pieces of legislation

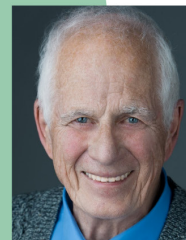
Candidate Forum on Agricultural Issues:

Developed a candidate forum series highlighting candidates for U.S. Senate, and candidates for Congressional Districts 1, 2 and 3. NMF&LB does not endorse nor support any candidate for political office. All candidates were invited to participate in the agriculture forums.

CANDIDATE FORUM ON
AGRICULTURAL ISSUES

MEET THE CANDIDATES UNITED STATES SENATE

BEN RAY LUJÁN
MARK RONCHETTI
&
BOB WALSH



CANDIDATES WILL ADDRESS ISSUES
IMPORTANT TO AGRICULTURE AND
OUR RURAL COMMUNITIES.

October 1, 2020
4:00 PM
Zoom Meeting



THE NEW MEXICO AGRICULTURAL ORGANIZATIONS LISTED ABOVE DO NOT ENDORSE OR SUPPORT ANY CANDIDATE FOR POLITICAL OFFICE. ALL CANDIDATES WERE INVITED TO PARTICIPATE.

Notable legislation:

SB 84 Papen Extend Agricultural Biomass Income Tax Credit – CHAPTERED INTO LAW Extends the agricultural biomass (personal) income tax credit and agricultural biomass corporate income tax credit until January 1, 2030. The tax credit is \$5/wet ton of ag biomass transported from the taxpayer's dairy or feedlot to a facility that utilizes the biomass to generate electricity, biocrude, or other gaseous fuel for commercial use.

HB 256 Lente Farm and Ranch Contractors' Exemption - DIED DURING SESSION Amends the construction industries licensing act to exempt certain activities performed on a farm or ranch from requiring a contractor's license.

NMF&LB's Women's Leadership Group and Young Farmers and Ranchers group were highlighted during the session via **2** memorials.



SM 23 Women in Agriculture Day – Sponsored by Senator Liz Stefanics (Lt. Governor Morales, Senator Stefanics, Women's Leadership Members: Carlina Harris, Mary Esther Grider, Teresa Ogden, Kathy Reagan, Earlene Ellett).



SM 43 Young Farmers and Ranchers Day – Sponsored by Senator Sapien (Manuel Otero, Andy Ellett and Senator Sapien).



NMF&LB participated in the 2020 Annual Food and Farms Day at the NM Legislature

Ag Legislative Briefing:

- NMF&LB along with other agriculture organizations hosted the annual Agriculture Legislative Briefing. This event provides the House Agriculture and Senate Conservation Committee members an in-depth update on NM Agriculture, trending agricultural topics, and policy issues. The group also highlighted and honored some of our recent Agriculture Ambassador Graduates.



Presentations provided by:

- Longino Bustillos, NM State Statistician USDA National Agriculture Statistics Service
- Jeff Witte, Secretary of Agriculture
- Denny Atchley, FFA State President

2020 Special Session:

Due to the impacts of the corona virus pandemic and dramatically declining oil revenues, Governor Lujan Grisham called the Legislature into Special Session. The Special Session began June 18 and concluded on June 22. The main objective of the session was to address a nearly \$439 million deficit to the state budget for the current fiscal year as well as a \$1 billion-dollar shortfall for the upcoming fiscal year.

- The legislature sent the Governor **7** pieces of legislation “during the special session” which were all signed:

HB 1 GENERAL APPROPRIATION ACT SANDING

HB 5 NM CIVIL RIGHTS COMMISSION

HB 6 TEMPORARY TAX WAIVERS AND DISTRIBUTIONS

SB 3 SMALL BUSINESS RECOVERY ACT OF 2020

SB 4 TEMPORARY ELECTION CHANGES

SB 5 SOLVENCY MEASURES

SB 8 LAW ENFORCEMENT BODY CAMERAS

Federal:

■ **United States Department of Agriculture, Agriculture Marketing Service**

Proposed establishment of a new rule under the Packers and Stockyards Act (P&SA) that works to protect fair trade, financial integrity, and competitive marketing for livestock, meat, and poultry. Establishment of criteria utilized by the USDA Secretary of Agriculture to determine whether an undue or unreasonable preference or advantage has occurred in violation with the P&SA.

■ **United States Fish and Wildlife Service**

Notice of intent proposal to revise the existing nonessential experimental population designation and management of Mexican wolves in the Mexican Wolf Experimental Population Area in AZ and NM in response to a court ordered remand by the District Court of Arizona to the final 2015 rule.

■ **Council on Environmental Quality**

Revisions to the National Environmental Policy Act (NEPA) regulations for implementation. The new proposed rule aims to modify, streamline, and modernize the process while advancing more efficient, effective, and timely NEPA reviews by federal agencies.

■ **Bureau of Land Management Grazing Updates**

The BLM is proposing a grazing rule update. The proposed rule update works to streamline and modernize grazing regulations while providing more flexibility for natural resource management.



■ WOTUS Update

The 2015 Waters Of the United States (WOTUS) Rule has been repealed and replaced with the Navigable Waters Protections Rule. The rule regulates the nation's navigable waters and the core tributary systems that provide perennial or intermittent flow into them. The new rule went into effect June 22, 2020.

■ Endangered Species Act Reform

The U.S. Fish and Wildlife Service issued a rulemaking in which they sought input on processes for considering critical habitat exclusions under the Endangered Species Act.

The U.S. Fish and Wildlife service and NOAA fisheries released a proposed rule which looks to define the term "habitat" which will be used to determine critical habitat designations under the Endangered Species Act.

■ Radio Frequency Identification

The Animal Plant Health Inspection Service (APHIS) sought public comment on a proposal in which APHIS would only approve Radio Frequency Identification (RFID) as the official eartag for use in the interstate movement of cattle, which are required to be identified by traceability regulations. Comments were also accepted on the proposed timeline for implementation, the proposal looks to go into effect January 1, 2023.

Collaboration:

NMF&LB works to develop and build relationships to better serve our membership through collaboration. Some of our new partners for the year include:

- NM Food and Agriculture Policy Council
- NM First Agriculture and Natural Resource Committees
- NM Society of Association Executives, NM Safe Certified Program
- NM Association of Commerce and Industry
- NM State Forestry Division, Forest and Watershed Health Coordinating Group



Litigation:

■ **Jaguar Critical Habitat**

New Mexico Farm & Livestock Bureau; New Mexico Cattlegrowers' Association; New Mexico Federal Land Council v. United States Department of Interior, United States Fish and Wildlife Services

■ **Wild Horse**

Wild Horse Observers Association, Inc. v. New Mexico Livestock Board
Wild & Scenic River Designation

■ **FIFRA / Dicamba**

FIFRA / Dicamba

■ **FIFRA / Enlist Duo**

National Family Farm Coalition v. EPA

■ **Deference to Agencies**

U.S. v. Lovato

■ **National Environmental Policy Act (NEPA)**

Wild Virginia v. CEQ; Environmental Justice Health Alliance v. CEQ

■ **Emergency Planning and Community Right-to-Know Act (EPCRA)**

Rural Empowerment Association for Community Help v. EPA

■ **Freedom of Information Act (FOIA)**

FWS v. Sierra Club

■ **Takings Clause**

Cedar Point Nursery v. Hassid

■ **Clean Water Act / WOTUS**

California v. Wheeler; Colorado v. EPA; Environmental Integrity Project v. Wheeler; South Carolina Coastal Conservation League v. Wheeler

■ **Commerce Clause**

National Pork Producers Council v. Ross

■ **Biogenic CO2 Emissions**

Biogenic CO2 Coalition v. U.S. Environmental Protection Agency

■ **FIFRA / CBD Megasuit**

Center for Biological Diversity v. U.S. Environmental Protection Agency

NM AG IN THE CLASSROOM

NRCS New Mexico Grow Project Grant:

These schools received a raised bed garden with drip irrigation & classroom hydroponic systems with customized trainings:

REGION 1 & 2

- **Wilson Middle School, Albuquerque**
- **Mountain Mahogany Community School, Albuquerque**
- **Rudolfo Anaya Elementary, Albuquerque**
- **Desert Montessori School, Santa Fe**
- **Melrose Middle/High School, Melrose**
- **Maxwell High School/ FFA, Maxwell**

REGION 3 & 4

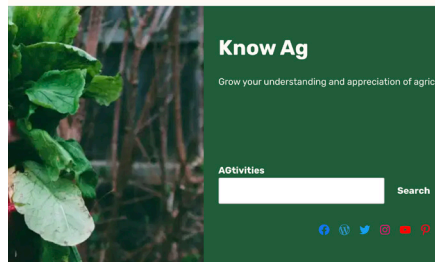
- **Garfield Elementary, Hatch**
- **Snell Middle School, Bayard**
- **Aztec Youth Academy, Las Cruces**
- **Columbia Elementary, Las Cruces**
- **Holloman Middle School, Holloman Air Force Base**
- **Berrendo Middle School, Roswell**

Virtual Learning Blooms in 2020:

Know Ag eLearning



eLearning Resources



Grow Your AG knowledge:

KnowAg.com Blog



Breakfast with Brit

NM Ag Literacy Project:

Celebrates **6** years, **71** FFA chapters reaching **13,899** students & teachers.



Partners:

- NM FFA
- NMARCD
- NRCS
- Advocates
- Volunteers

Thank You To Our Sponsors:

Rainmaker Sponsors:



Harvester Sponsors:



Cultivator Sponsors:

New Mexico Beef Council
New Mexico Cattle Growers' Association
Roswell Livestock & Farm Supply

Additional Sponsors:

Copper CowBelles
Corteva Agriscience
Doña Ana County Farm Bureau
Farm Bureau Life Financial Group
Lyles Farms Foundation, Inc.
National Agriculture in the Classroom
New Mexico CowBelles
New Mexico FFA Association
New Mexico Mining Association
NextEra Energy, Inc.
Paul's Veterinary Supply
Peregrine Corporation
Rio Valley Chili Inc.
Seco Spice
Western New Mexico Telephone Co.

Additional Information:

Social media numbers as of November:

- Total number of new likes to our Facebook page since January 2020: **319**
- Total Likes: **1,825**. Total Followers: **2,067**
- Average reach for videos, links, photos, and shared videos: **2,053**
- Average number of people reached per month: **6,234**

NM YOUNG FARMERS & RANCHERS

- The Young Farmers and Ranchers Committee works to develop leadership skills and legislative awareness for Farm Bureau Members from the ages of 18-35. The committee works to develop many different ways to advocate for agriculture.
- During AgFest and legislative events, the committee spends time at the State Capitol advocating for agriculture. During the 2020 legislative session they were recognized by the Senate through the “Young Farmers and Ranchers” memorial for the leadership roles they play in encouraging young people to pursue careers in agriculture.



- The committee takes an active role in supporting many agriculture organizations and does a great job of bringing awareness to YF&R and New Mexico agriculture. Each year they host multiple fundraisers including a golf tournament and food program which features New Mexico made products in collaboration with FFA Chapters around the state.
- NMF&LB Districts hosted district discussion meets prior to the state annual meeting. With overwhelming participation, districts held discussion meets sending their best to the state annual meeting. **14** individuals advanced to the state annual meeting.

WOMEN'S LEADERSHIP PROGRAM

- The Women's Leadership Program supports women in agriculture and in leadership roles. They also support The New Mexico Ag in the Classroom Program and strive to effectively advocate for New Mexico Agriculture. Each year they host a fundraiser to raise money to support women to attend different in-state and national leadership events.



- The Women's Leadership Program plays a vital role in the development of policies and is actively involved during the legislative session and AgFest. In 2020, they were recognized and supported by the New Mexico Senate through the "Women in Agriculture" memorial. Giving back is also important to the Women's Leadership Program. Every year they support the Ronald McDonald House Charities. This year they provided the house with with a **\$500.00** donation.
- The Farm Bureau Women's Leadership Program D.C. Fly-in was virtual this year and we had several women participating in sessions on communicating with the ag committee, and the importance of rural broadband infrastructure.

COLLEGIATE FARM BUREAU

The Purpose of the Organization is to:

- Create and increase interest in the agriculture industry
- Provide current information on agricultural topics to fellow students
- Develop leadership skills
- Assist with County Farm Bureau related events and activities

New Mexico State University:

- Collegiate Farm Bureau is a chartered organization. Currently, there is an active chapter through NMSU on the Las Cruces Campus and one chapter in the beginning stages at Eastern NM University. Members are encouraged to participate in the annual State Collegiate Discussion Meet contest with the winner going on to compete at the YF&R Leadership/FUSHION Conference. Collegiate chapters play an active role in assisting their local county farm bureaus in developing promotional material and coordinating monthly meetings.





Dakota Belcher, winner of the NMF&LB YF&R Collegiate Discussion Meet, participated in the AFBF YF&R virtual Discussion Meet and placed in the sweet sixteen.

Eastern New Mexico University:

- Eastern New Mexico University has started the process of having a Collegiate Chapter. Unfortunately, due COVID-19, activities have been temporarily postponed.



MEMBERSHIP

We work very hard to provide a variety of member discounts on a local, state and national level. If you have a connection to a business which would like to offer our over 20,000 member families a discount, email theresaw@nmflb.org and we will email you the sign-up form. Here are some of the discounts currently offered to our members.

Benefit Partners:



Z-Card:

New member benefits card for NMF&LB members.



ORGAN MOUNTAIN SOLAR & ELECTRIC
Las Cruces, NM
A New Mexico company delivering solar installations with over 20 years of diversified solar experience, including NABCEP certified sales and installation teams, certified project management and an installation team of 100% licensed electricians. Serving southern New Mexico within a two hour radius of Las Cruces. Members show current membership card for free offer. (575)288-1792 organmountainsolar.com



All current NMF&LB members are eligible to enter the Ford sweepstakes for a 2-year lease of a new Ford vehicle. For full program details visit fordfarmbureauadvantage.com



HIGH DESERT OUTFITTERS

Las Cruces, NM
Free bow and arrow rental with basic instruction for the first visit. Stop in and try archery for free today! Visit High Desert Outfitters for all of your archery, muzzleloader and hunting needs. highdesert-outfitters.com

GUSTIN ENTERPRISES

Truth or Consequences, NM
Boat & RV Storage Facility. Discounts available to all New Mexico Farm & Livestock Bureau members upon presentation of their current membership card. 10% off all rates. (575)740-4293

MOUNTAIN MUSIC

Las Cruces, NM
Half price strings on Saturday or Sunday. Show your membership card for discount. (575)525-0603



Mesilla, NM
FARMesilla is a farm to market store that specializes in all things New Mexico, from produce & skin care to beer & wine. 15% off all purchases excluding alcohol to all New Mexico Farm & Livestock Bureau Members. farnesilla.com
Show your membership card for discount.



MEMBERSHIP PROGRAM
- 10% discount on orders under \$200
- 15% discount on orders over \$200
- Free shipping on all orders over \$55 (contiguous US only)
Customer code: NMF&LB
Enter this code on the last page of checkout to receive your discount. dungarees.com



Farm Bureau members can save big utilizing the services offered through an exclusive program with nationally recognized Farm Bureau Bank. farmbureaubank.com

RUSK'S RUSTIC ROSE @ TRIPLE R RANCH

La Plata, NM
15% Off everything. Fresh or artificial floral arrangements, house plants, gifts. Custom orders available for weddings and event. Show your membership card for discount. (505)360-3482

WINDMILL RV PARK

Williamsburg, NM
10% off all rates. Discounts available to all New Mexico Farm & Livestock Bureau members upon presentation of their current membership card. (505)803-3826

FREE PRESCRIPTION DISCOUNT DRUG CARD

- Save up to 75% on prescriptions
- Everyone is eligible
- Accepted at over 68,000 pharmacies nationwide
- Card is pre-activated
- No health restrictions
- Covers many pet prescriptions
- No limits on usage

Visit bit.ly/UNACard

MAIL AND COPY BUSINESS CENTER

Edgewood, NM
15% off of:
- Mailing services including FedEx, UPS, and USPS.
- Packing services and supplies.
- Fax, scan, notary, binding, copy services, large format, color and screen printing. Show your membership card for discount. (505)284-2400



Mesilla, NM
Cheeky Chaps is an affordable, yet luxe, barbershop. We are committed to providing an excellent client service experience with every visit and our goal is to provide a unique grooming experience for every customer. Everyone is welcome. - 20% off services
- 10% off products cheekychapsnc.com
Show your membership card for discount.

IN-N-OUT LUBE & WASH

Silver City, NM
Free \$5 car wash with full service purchase. Please show your membership card to be eligible. (575)538-5911

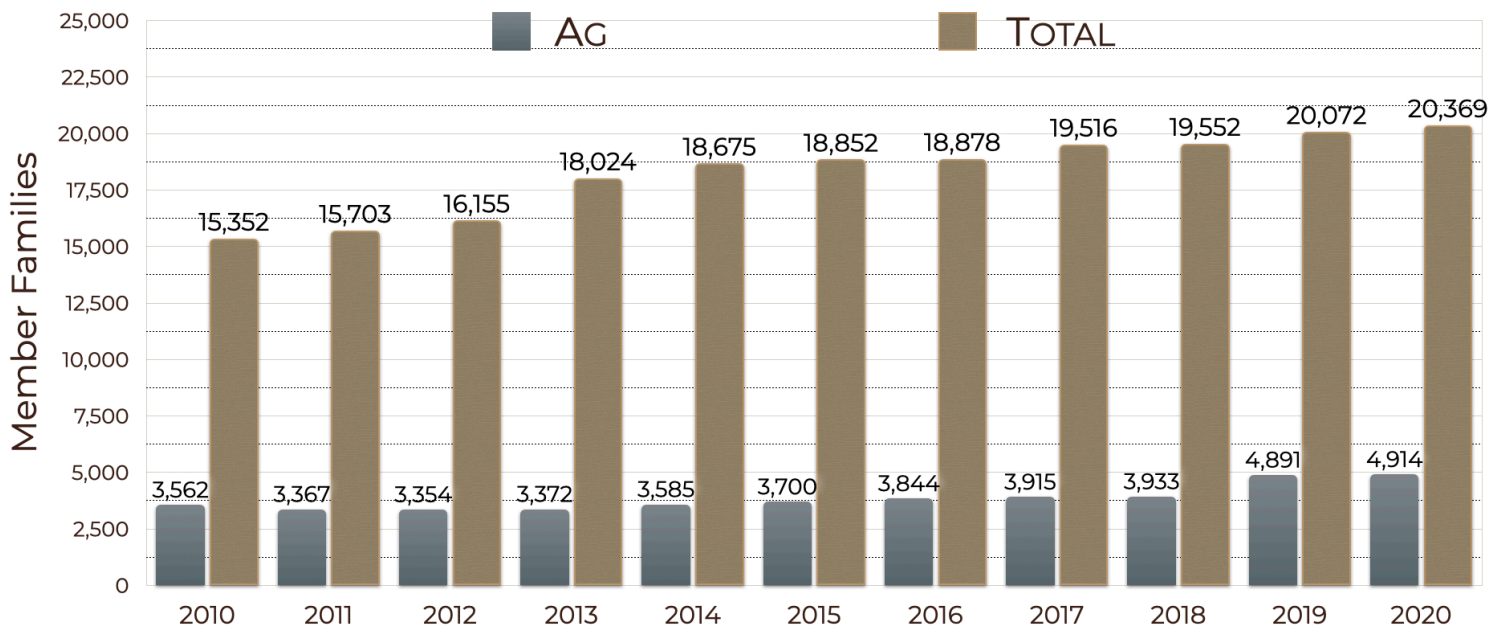
New Mexico Farm & Livestock Bureau is a 20,000 member organization comprised of farmers and ranchers, and those who are interested in private property rights and a local food supply. NMF&LB is the state's largest, private agricultural organization and was founded in 1917. For information about our programs please visit www.nmflb.org.



Services and discounts are subject to change without notice. For the most current list of benefits, download our smartphone app. Search "FB Benefits."



Membership Growth



Membership Years 2010 - 2020

COMMUNICATIONS

Media Coordination:

We coordinated with these Newspapers:

- El Defensor Chieftain: Farm Family of the Year – The Klosses
- Eastern New Mexico News: Volunteer of the Year – Deveri Matthews
- Grant County Beat: Teacher of the Year - Cindy Lee

Dan Kloss Family

Feb 5, 2020 Updated Feb 5, 2020



Pictured in back from left are Jeff Kramme, Kyle Kramme, Dan Kloss, Kevin Austin, Owen Kramme. In front, from left are Tracy Kloss Kramme, Karen Kloss Austin, Carol Kloss, Noreen Kramme, Jeanen Karakrah, Sarah Haley.


First Thursdays:

Collaboration with agricultural agencies to keep our members informed about federal programs.


First Thursdays

Hosted by New Mexico Farm & Livestock Bureau

A discussion of the CFAP and NRCS programs featuring:



Michael White
State Executive Director, USDA, FSA



Xavier Montoya
State Conservationist, NRCS

Thursday, September 3rd, via Zoom
registration information at www.nmflb.org

Media Outreach:

The NMF&LB Ag Minute Radio Spot is played on **23** stations across the state weekly and this year featured interviews with NM State FFA President Brandon Larranaga, and NM State 4-H President Tatum O'Toole. We also discussed the history of wine production in NM, the value of grazing and its mitigation of climate change and information about NMDA's quarantine efforts to protect orchards from pecan weevils.



Facebook:

As part of a larger American Farm Bureau Federation campaign to show that farmers and ranchers across the nation were working hard to provide a healthy and accessible food supply during the COVID19 pandemic, our members sent photos and descriptions of their activities in the field. #StillFarming #StillRanching #StillDairying #AgDay20 was very popular on social media and we appreciate these members that participated:

- | | | |
|------------------|------------------------|------------------------|
| ■ Don Hartman | ■ Tracy Tatro Trujillo | ■ Russell Johnson |
| ■ Greg Daviet | ■ Casey Spradley | ■ Paula Sichler |
| ■ Cody Cummings | ■ Monte Anderson | ■ Jeroen van der Ploeg |
| ■ George Jackson | ■ John Jackson | ■ Bud Deerman |
| ■ Tammy Wier | ■ Boe Lopez | |

The campaign reached over **20,000** people and boosted our followers by **1,200** people.

Outreach:

We hosted a virtual communications workshop led by Johnna Miller, AFBF Director of Media and Advocacy Training. Thirty members attended and their interviews were individually critiqued by Johnna.

Virtual!

NMF&LB

COMMUNICATIONS BOOTCAMP

Thursday, August 6th - Online

Led by Johnna Miller,
AFBF Director of Media and Advocacy Training

Sharing the story of agriculture



New Mexico Agriculture:

Ad performance:

- Display ad performance
 - Total impressions: **15,633,472**
 - Total clicks: **24,960**
- Paid search
 - Total impressions: **447,352**
 - Total clicks: **4,347**
- Video pre-roll total views: **331,229**
- Facebook
 - Page likes: **3,850**
 - Reach: **31,271**

DISPLAY ADS

Did you know...

New Mexico produces more than 60,000 tons of chile annually!

New Mexico is home to nearly 24,000 family farms! That's more than 95% of farms in New Mexico!

New Mexico land supports more than 1.2 million head of cattle!

New Mexico produces more than 60,000 tons of chile annually!

Did you know...

New Mexico is home to nearly 24,000 family farms?

That's more than 95% of farms in New Mexico!

Did you know...

New Mexico land supports more than 1.2 million head of cattle!

Affordable Energy:

Affordable energy is vital to New Mexico's food producers. To help consumers understand how much the ag community relies on affordable and readily available energy, NMF&LB applied for and received a policy initiative grant from AFBF. We created a campaign to raise awareness of the various negative effects of rising energy costs. We appreciate Boe Lopez, Bronson Corn, Casey Spradley, Cole and Jamie Viramontes, Mario Trujillo, May Beth Bandy and Travis Harris for taking the time to share their stories. You can view the interviews and ads at our website www.nmflb.org and on our YouTube channel by searching for NMFarmBureau.



**New Mexico needs
AFFORDABLE ENERGY**



**New Mexico needs
AFFORDABLE ENERGY**



**New Mexico needs
AFFORDABLE ENERGY**

MARKETING

Conferences/Events:

New Mexico Farm & Livestock Bureau participated in numerous conferences and social events this year. It is beneficial that we have a presence in events that bring our community together. Due to COVID-19 many of this year's conferences and events we planned to attend were canceled.

NMF&LB Participated in these Conferences:

- AgFest
- Hay Conference
- Organic Farming Conference
- Wine Growers Conference
- Western Pecan Growers Association Conference

Social Media:

We have been utilizing our social media platforms to provide our followers with giveaways. The idea behind the giveaways is to increase our followers by having current followers tag their friends on our giveaway posts. For example, one of our benefit partners, Dungarees, has sponsored a few Carhartt hat giveaways. We also planned on having ticket giveaways for 2020 Balloon Fiesta, The Gathering of Nations Pow Wow, and Luke Combs concert, but due to COVID-19 most of these events have been canceled or postponed for later dates. We also created a YouTube channel where NMF&LB videos, webinars and trainings are posted. In addition to the First Thursdays videos, you'll find a presentation on hosting Zoom calls, a tutorial on policy formation, and an introduction to the digital badge program. You can find them by going to YouTube and entering NMF&LB in the search function.

■ Facebook:
4,863 followers

■ Instagram:
1,002 followers

■ Twitter:
912 followers

■ YouTube:
31 followers

\$120,000 Google Ad Grant for Nonprofits:

New Mexico Ag in the Classroom received a **\$120,000** grant by Google. Google Ad Grants work just like Google Ads online advertising, by displaying our message to people who are searching for nonprofits like New Mexico Ag in the Classroom (NMAITC). NMAITC will receive \$10,000 in in-kind Google Ads advertising every month for as long as we continue meeting their conditions. Our team will manage this grant.



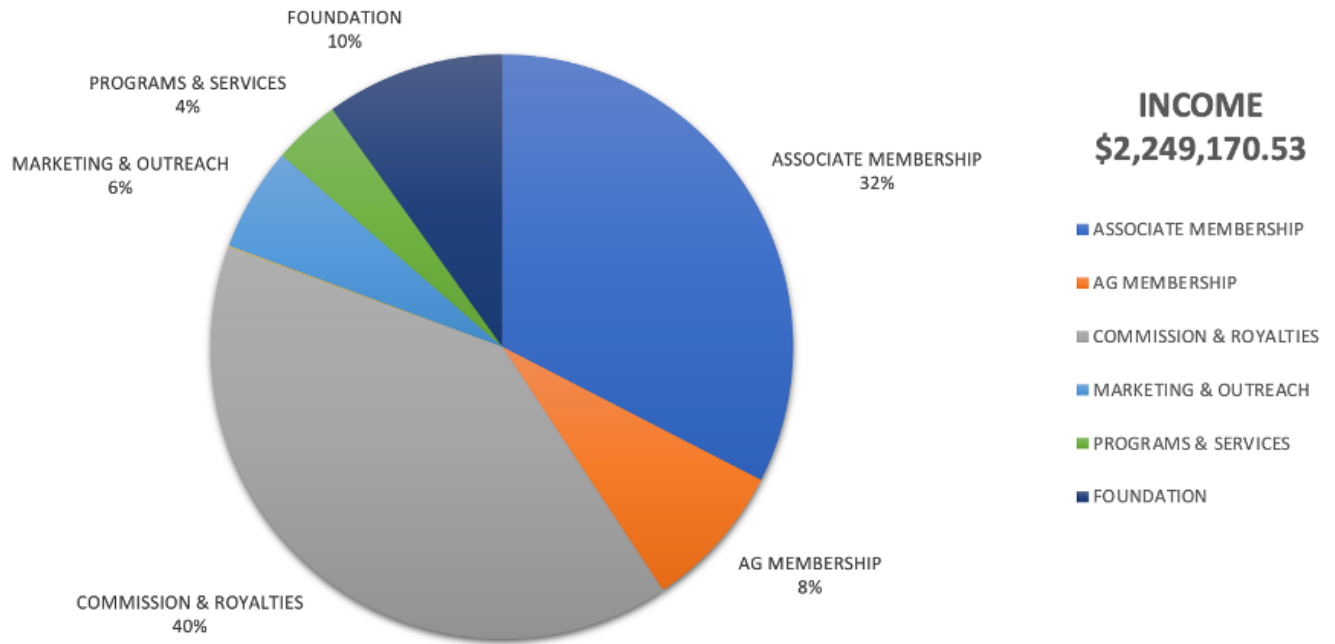
The Great New Mexico Chile Taste-Off:

NMF&LB was proud to sponsor the Great New Mexico Chile Taste-Off hosted by the New Mexico Chile Association. **1,000** free green chile tasting kits were delivered throughout New Mexico.

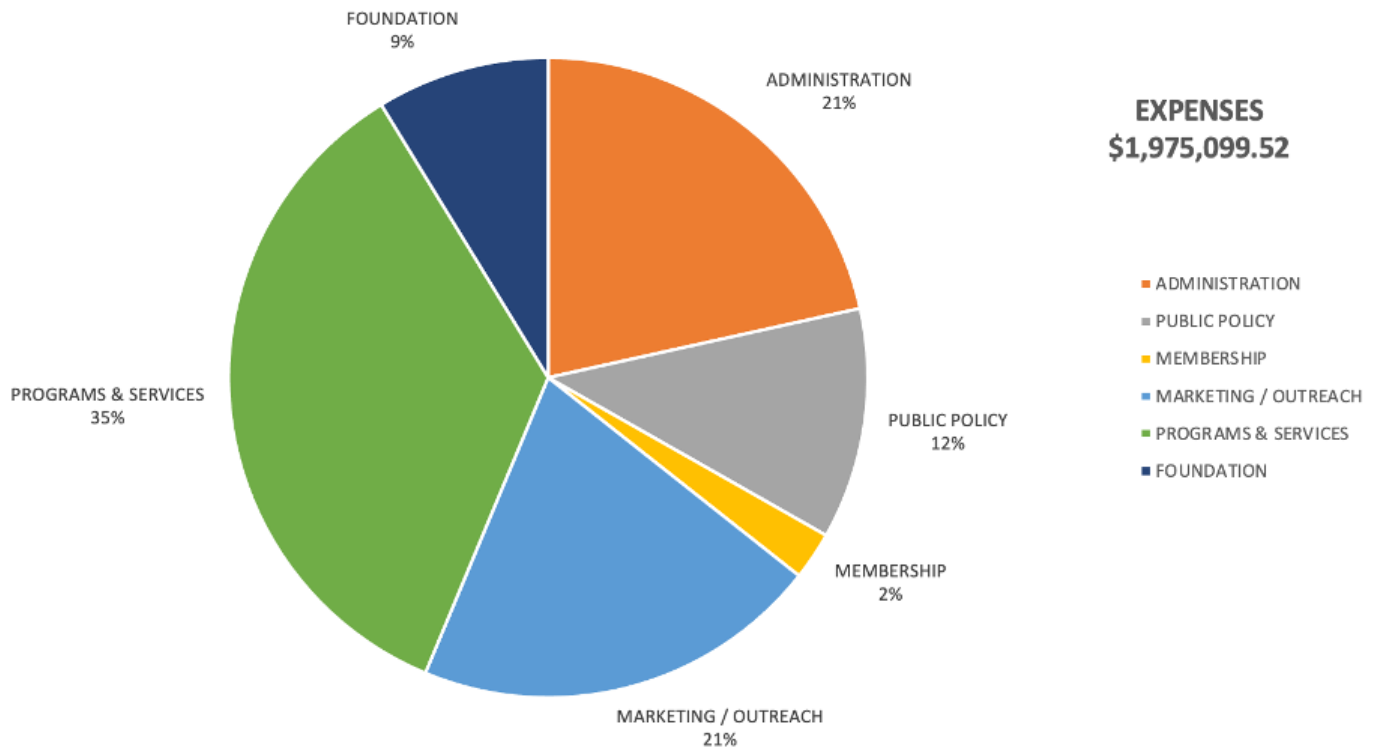


2019 - 2020 Unaudited Financials

Income:

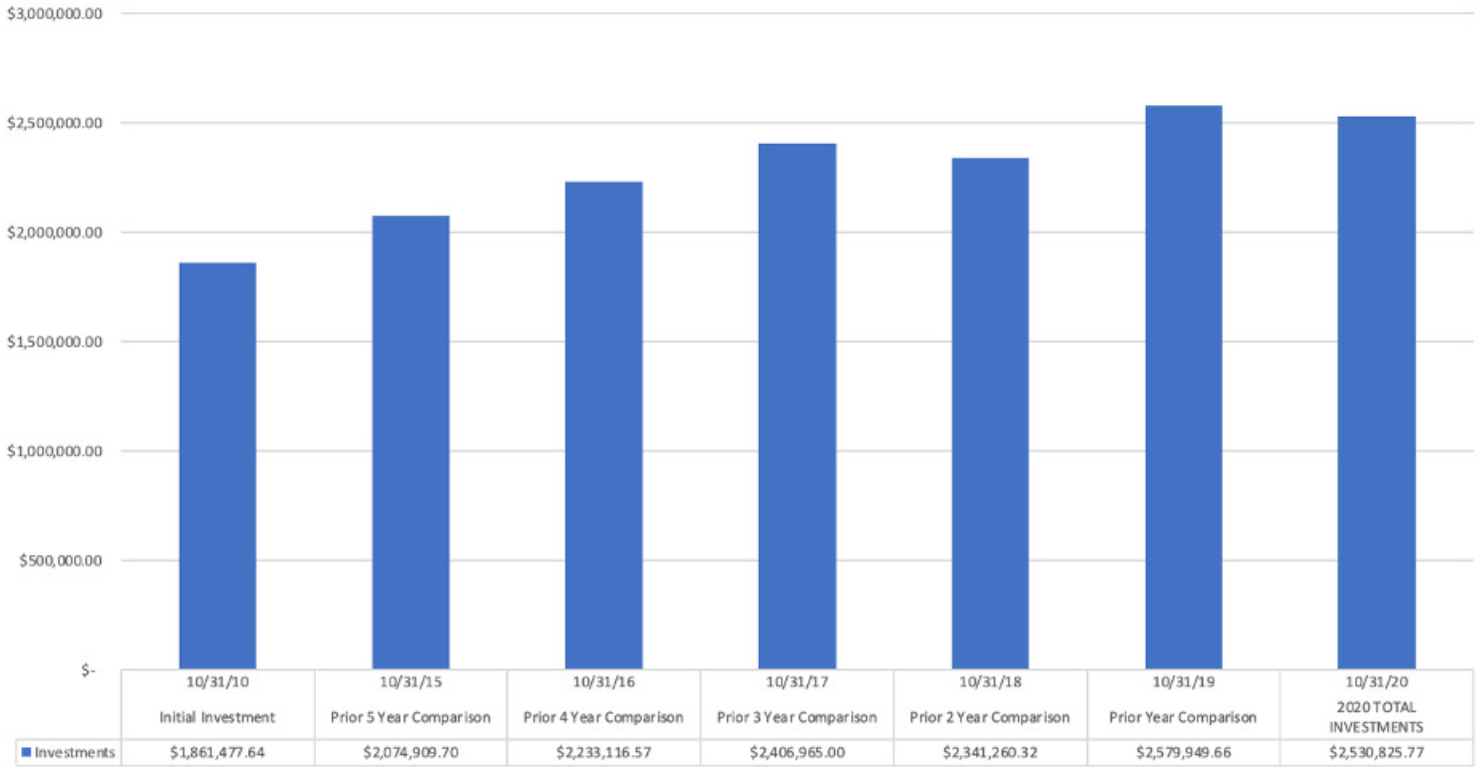


Expenses:



Investments:

NMFLB Investments



BEEF **MILK** **WHEAT**
POULTRY **APPLES**
BEANS **OATS** **BARLEY**
HONEY **POTATOES** **WOOL**
NURSERIES
ALFALFA **SHEEP & LAMB**
CHICKEN **EGGS** **GREEN** **GRAPES** **DAIRY** **CORN**
HOUSE **CATTLE**
PEANUTS **AND**
PECANS **CALVES**
ONIONS **HAY**
COTTON
PISTACHIOS

RED & GREEN
CHILE



NEW MEXICO
 FARM & LIVESTOCK BUREAU

NMFLB.ORG