



NEW MEXICO FARM & LIVESTOCK BUREAU

2220 N. Telshor Blvd • Las Cruces, New Mexico 88011 • (575) 339-5479 • Fax (575) 532-4710

FOR IMMEDIATE RELEASE

New Mexico Farm & Livestock Bureau Welcomes New Chief Executive Officer

New Mexico Farm & Livestock Bureau Names Benjamin Segovia CEO

February 28, 2025 | LAS CRUCES, N.M. — The New Mexico Farm & Livestock Bureau (NMF&LB) is excited to announce the appointment of Benjamin “Benjie” Segovia as its new Chief Executive Officer. Segovia brings over a decade of experience in agricultural leadership, advocacy, and community support to this key role, having served as Southwest Regional Manager of NMF&LB since November 2010.

Segovia’s passion for agriculture was shaped by being raised on a farm, which fostered a deep understanding of land, water, and environmental challenges faced by New Mexico’s farming and ranching communities. With more than four decades of involvement in various agricultural sectors, he is highly attuned to all issues that affect the industry.

“I am honored to step into the role of CEO and continue supporting New Mexico’s farmers and ranchers,” said Segovia. “I look forward to working alongside our dedicated members to ensure the success and sustainability of New Mexico agriculture.”

NMF&LB is confident Segovia’s dedication will guide the organization into this next chapter.

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Media Contact

Noelle Dondero, Director of Communications

noelled@nmflb.org

The New Mexico Farm & Livestock Bureau (NMF&LB) is a nonprofit, membership-based organization dedicated to promoting and protecting the interests of farmers, ranchers, and rural communities across the state of New Mexico.