



This was a year of change for New Mexico Farm and Livestock Bureau. I invite you to review this annual report and reflect on all that we were able to accomplish in 2022 while navigating many changes and the inherent challenges that came along with them. We consistently put the needs of our members first and empowered our grassroots membership to decide the direction of our efforts. We remained vocal leaders of New Mexico's diverse agriculture. This past year, our staff, leadership, and volunteers were reliable, dedicated, passionate, respectful, innovative, and served with integrity. I hope you will see that reflected in the pages of this report. I want to especially thank our staff for working diligently to ensure we continued to meet the needs of our members while searching for a new CEO.

Our return to an in-person Annual Meeting last November set the stage for renewed activity across our counties and state. County Farm Bureau members returned to meetings and community service projects with renewed vision and vigor. Statewide we instituted regional trainings for county Farm Bureau board members and reached across the divide to connect with our urban neighbors during Ag Day at the Isotopes. Our grassroots membership was active and visible throughout their communities and state. The success of our organization centers on you, and I want to thank you for all you do!

Change opens the door to opportunity. As I reflect on the years I served as president, I am proud of what we were able to accomplish together. I look forward to seeing what this organization and its members accomplish under new leadership in the coming year

Craig Ogden



Coming in at the end of the year, I've been able to see what staff and leaders have accomplished this year. They have stayed engaged in policy, educated youth, recruited new members, and continued to participate in leadership development opportunities.

The staff has done an incredible job filling the gaps left by vacancies this last year. They didn't drop the ball. I'm not sure any other team would be as successful as they have been in keeping the organization running. They faced many challenges and have grown stronger. I am excited to see what we can accomplish when we are fully staffed.

For the first time in history, we have five generations working and volunteering together. They all have different needs and leadership styles. In addition, with new staff members and volunteer leaders, we have an opportunity to strengthen our network, leadership skills, and key programs for all of our members and continue to be the organization that represents New Mexico's agriculture voice.



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

Policy: Empower membership through grassroots policy development.

Membership: Grow, retain, and engage membership.

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

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STATE BOARD OF DIRECTORS

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District 2 District 1

DISTRICT 1

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DISTRICT 2

Deena Kinman Steve Myrick Tom Wilton

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DISTRICT 4

Bud Deerman Stewart Rooks

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PUBLIC POLICY

STATE ADVOCACY:

- Like the 2021 legislative session, the 2022 legislative session was tricky to navigate due to continued precautions around the pandemic and limited access to both legislators and the Capitol. Thankfully, NMF&LB staff were able to access the Capitol and advocate for our membership in person.
 - With over **642** bills, resolutions, and memorials introduced, NMF&LB was proud to walk away with victories surrounding several pieces of legislation.
 - Blocked/Died -
 - HB 6 Clean Future Act Nathan Small
 - · HB 83 State Engineer Eligibility Requirements Andrea Romero
 - · HJR 2 Environmental Rights, Constitutional Amendment Joanne Ferrary
 - Passed and Signed -
 - SB 1 Appropriations & Expenditures Munoz (Special Session)
 - HB 153 GO Bond Projects Chandler

AgFest:

Out of precaution for public health NMF&LB for the second year in a row had to cancel AgFest. Thankfully, with strong support from NM's agriculture organizations, NMF&LB was able to pack and distribute over 120 insulated AgFest-themed bags to the House and Senate floors. This year's bags highlighted various NM value-added agriculture products and companies and were a huge hit in the roundhouse.



Federal Advocacy:

Actively worked with Representative Yvette Herrell's office to develop and Co-sponsor H.R. 8475 To provide emergency relief to producers of livestock adversely affected by Mexican Grey Wolves. The proposal increases the livestock indemnity payment program's compensation rate and also establishes a formula to adequately pay producers for the true costs associated with Mexican wolf presence.

Farm Bill:

Actively worked with the American Farm Bureau farm bill working group to analyze and prepare for the development of the 2023 farm bill. The current farm bill expires on September 30, 2023.



 Participated in a farm bill round table with Senator Lujan's office to discuss our farm bill priorities.



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Federal Commentary:

In alignment with Farm Bureau state and federal policy submitted commentary on the following federal proposals.

United States Fish and Wildlife Service

- Mexican Wolf Draft Recovery Plan Second Version
- Status of the Silver Spotted Butterfly
- Rescind Regulatory rule defining habitat
- Rescind regulatory rule for establishment of critical habitat
- Endangered and Threatened Wildlife and Plants; Designation of Experimental Populations

Environmental Protection Agency and U.S. Army Corps of Engineers

Revised Definition of "Waters of the United States"

Department of Interior

Request for Information To Inform Interagency Efforts To Develop the American Conservation and Stewardship Atlas

Security and Exchange Commission

 SEC's Proposed Rules on the Enhancement and Standardization of Climate-Related Disclosures for Investors

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Collaboration:

NMF&LB continues to actively seek increased opportunities for collaboration and partnership. Major partners and collaborators for the last year include:

- NM Society of Association Executives
- NM Chamber of Commerce
- Exxon Mobil
- Council of State Governments
- · NMSU Association of Extension Agents

NM AG IN THE CLASSROOM

Providing statewide agricultural literacy through educational presentations, teacher & volunteer workshops, and consumer engagement.



State & Regional Recognition:

- Finalists for the Association Excellence Awards: Workforce Development Award from the NM Society of Association Executives. The awards recognize and celebrate the impact of associations in advancing industries and professions, improving quality of life, and delivering solutions to strengthen New Mexico.
- National Association Of Extension 4-H Youth Development Professionals (NAE4- HYDP) State & Western Regional winner for Excellence in Ag Literacy Programming Award for the STEM Ag Career Fair Day event partnership with NM 4-H.

National Awards (only one recipient nationally):

 The National Agriculture in the Classroom Organization and the National Grange Foundation selected Shae Devers and the Valencia FFA Chapter to receive the 2022 Partnership in Agricultural Literacy Award. The Valencia FFA Chapter did the NM Ag Literacy Project training and went on to visit 32 classrooms and teach over 650 students about agriculture.







Partnerships with NRCS:

The New Mexico Grow Project Grant:

Each grant recipient receives a classroom hydroponic system and assembled 4x8 raised garden bed with hoop
house attachments and drip irrigation
system. Trainings and support meetings for recipients and anyone that
is interested are held throughout the
year to learn how to use and troubleshoot project materials and adapt
them to curriculum.



*Raised beds were built by students at Aztec Youth Academy



United States Department of Agriculture

Natural Resources Conservation Service

Grant winners for 2022 included:

- Santa Ana Head Start, Bernalillo
- Algodones Elementary School, Bernalillo
- McCoy Elementary, Aztec
- Estancia Upper Elementary, Estancia
- Robertson High School, Las Vegas
- Bernalillo High FFA, Bernalillo
- Hatch Valley High School, Hatch
- Mesilla Park Elementary, Las Cruces
- Centennial High School FFA, Las Cruces
- Sonoma Elementary, Las Cruces
- Mescalero Apache High FFA, Mescalero
- Mountain View Middle School, Alamogordo



AgXplorer Events Are Happening Across the State:

Check out the "Tractor Technology: Then vs Now!" presentation by area farmer, Bud Deerman at the Doña Ana AgXplorer!









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- First American Bank
- · Grant County Farm & Livestock Bureau
- Heart of the Desert
- High Plains Journal
- Lyles Farms Foundation, Inc.
- Mesilla Valley Transportation
- · National Agriculture in the Classroom

- New Mexico Cattle Growers' Association
- New Mexico CowBelles
- New Mexico FFA Association
- New Mexico Mining Association
- · Paul's Veterinary Supply
- Peregrine Corporation
- Rio Valley Chili Inc.
- Roswell Livestock & Farm Supply
- · Seco Spice
- Western Pecan Growers Association

NM YOUNG FARMERS & RANCHERS

The New Mexico Young Farmers & Ranchers Committee works to develop leadership skills and legislative awareness for Farm Bureau Members from the ages of 18-35. They are also active in advocating for agriculture in their communities.

This year the committee attended the Agrifutures conference. The conference is targeted toward 18-40 year-olds who are interested in actively becoming part of the future of agriculture. Committee members assisted in hosting the NMF&LB industry dinner with staff from the state office and conference participants. Committee members were able to actively learn about participants' interests in agriculture while sharing their personal experiences in working in the industry.

Committee members joined the New Mexico Department of Agriculture and New Mexico State University in celebrating AgDay 2022. AgDay is a tailgating opportunity that brings together members of the agriculture community, families, and students to highlight the importance of agriculture and the many jobs it supports statewide.

The committee worked with NMF&LB Districts to host district discussion meets prior to the state annual meeting. The top four competitors from each district were invited to participate in the state discussion meet held at the 2022 NMF&LB Annual Meeting.





WOMEN'S LEADERSHIP PROGRAM

The Women's Leadership Program is a network of agricultural women whose mission is to strengthen and assist NMF&LB by involving women through the development of their leadership skills and agricultural education to enrich the lives of all New Mexicans. In 2022, members actively engaged in leadership opportunities such as the AFBF Annual Convention and Women's ACE Summit. Two WLP members, Carlina Harris and Katie Reagan, attended the first Women's ACE Summit and met with members of the NM congressional delegation to discuss issues pertinent to agriculture. WLP will also be taking an active role in planning and hosting the 2023 Women in Agriculture Leadership Conference (WALC).

As they strive to be advocates for agriculture, WLP members continue to build trust through community outreach and support. Each year, NM WLP members do their part to support the AFB WLP charity of choice: Ronald McDonald House Charities. This year WLP stocked the pantries and fridges of the NM Ronald McDonald Houses with almost \$1000 worth of food. Committee members also purchased more than \$250 of personal care items to be used by homeless men and women served by Mesilla Valley Community of Hope's shower program.





COLLEGIATE FARM BUREAU

The Purpose:

- 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

Easter New Mexico University:

Eastern New Mexico University is still interested in establishing a chartered chapter on their campus in Portales. Regional County Farm Bureaus are eager to support and help them.

New Mexico State University:

This year, NMSU Collegiate Farm Bureau has joined with another chartered group on campus, Agriculture Communicators for Tomorrow (ACT) together they will recruit members for both organizations. Two new on-campus advisors have volunteered to provide guidance to the groups. The new advisors are learning the purpose and structure of Farm Bureau as they provide guidance to Collegiate Farm Bureau members. Promotional recruitment booths at campus activities will be set up. Current Collegiate FB members are focusing on reestablishing the organization after pandemic restrictions contributed to a total reduction in membership.





COMMUNICATIONS

New Mexico Farm and Livestock Bureau experienced a lot of change during 2022 and the communications department was no exception. Despite this, we continued to keep our members informed and connected with those interested in learning more about New Mexico's agricultural industry. Our New Mexico Agriculture Facebook and Instagram pages have more than **6,000** likes combined. This year we have focused on highlighting the stories of local farmers and ranchers, New Mexico foods, and water conservation practices. We have partnered with organizations and businesses including the American Lamb Board, DairyMAX, and 505 Southwestern to showcase their recipes using foods grown locally.

We fielded many media requests from local and national media outlets. Our members and staff have told the story of New Mexico agriculture through NPR, CNN, Inside Climate News, KRQE, Albuquerque Journal, and the Santa Fe New Mexican to name a few.



We collaborated with the New Mexico Department of Agriculture and New Mexico State University Cooperative Extension Service to develop stress and mental health resources for those involved in New Mexico agriculture through Here to Help NM. The campaign is comprised of many components including statewide billboards and radio commercials. Thirty-three billboards were placed in rural areas across the state. The radio spots ran in English, Spanish, and Navajo on **15** stations in the Albuquerque area and **40** stations across the state.



We took feedback from our members and started a new podcast series titled "Ag This Week." The 15-minute weekly podcast episodes consisted of interviews with experts, updates on current issues, and a spotlight on the next generation. The podcast series is a great addition to our continuing work with the weekly Ag Minute radio spots that run on **22** partner stations across the state. Both present an opportunity to amplify NMF&LB messaging and increase agricultural awareness. The podcast series is currently on hold, but we look forward to its return soon.

We continue to increase accessibility and reach a broad audience with our digital New Mexico Farm and Ranch newsletter. New quarterly issues are available online. We'll alert you through Facebook and the Daily Dirt when new issues are published.

Building on the accomplishments of this past year, we will continue to strive for success in effectively engaging our stakeholders, highlighting our organizational leaders and activities in media, providing consistent and concise information to our members, and branding our organization as families who provide local, sustainable, and nutritious food.

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 that would like to offer our 20,000 member families a discount, email franh@nmflb.org and we will email you the sign-up form. Here are some of our newest benefits currently offered to our members:





















Ag Day at Isotopes Park:

In late 2019 we met with the marketing team from Isotopes to discuss the idea of putting together an agricultural day during a home game. The idea was a home run, but due to COVID-19, it was put on hold. It all came to reality on May 15, 2022. The goal of our event was to educate urban consumers about New Mexico agriculture and how it is integrated on their everyday life. Our event was a huge success!

- **4,592** people attended our event
- We had 6 booths inside the stadium
 - New Mexico Ag in the Classroom/NMF&LB
 - New Mexico Chile Association
 - New Mexico Beekeepers Association
 - New Mexico Cow Bells
 - Farm Bureau Bank/Farm Bureau Financial Services
 - Bernalillo County 4-H
- We had 5 booths outside the stadium
 - · Bernalillo County 4-H
 - Desert Greens Equipment
 - Socorro FFA chapter
 - Southwest Dairy Farmers Mobile Dairy Classroom
 - Power Ford
- VIP booth at El Jimador for Board members and Legislators
- Vice President Larry Reagan, threw the first ceremonial pitch





- We provided 75 of our members with 2 free tickets. This was a total of 150 tickets
- We provided **3,000** promotional items with our logo





4th of July Contest for Agents:

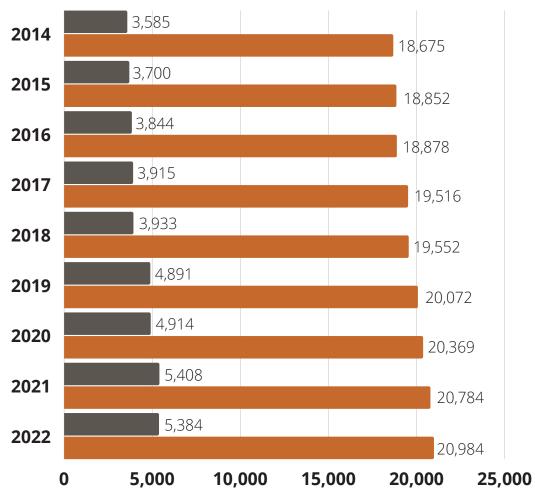
NMF&LB had a contest for agents to provide us with current members' phone numbers and emails. We created this content because sometimes our Atlas system is not up to date with current members' contact information. Keeping our member's contact information up-to-date is crucial for providing members with current news and new member benefits. We received **429** forms with new contact information. Our winners were Sharon Luna and Mike Rowse.

Member Benefits Emails:

After hearing from our members who wished they knew more about their member benefits, we began sending monthly member benefits emails to all active members. The feedback received has been positive, and it has been encouraging to hear from members who didn't know they had access to these benefits.

MEMBERSHIP GROWTH





Membership Years 2014 - 2022

MARKETING

Agricultural Conferences/Events:

As things go back to normal, NMF&LB has been on the road participating in agricultural conferences. We are looking forward to supporting more agricultural organizations as they plan their meetings. Below is a list of the conferences we attended this year.

New Mexico Crop Production Association

Summary Report for

- New Mexico Hay Association
- New Mexico Chile Conference
- · Fall Festival at Five Heart Farms
- Western Pecan Grower's Association Trade Show

Feathr Digital Marketing:

Feathr is an ad management program where you can set up display ads to show across a variety of ad exchanges, including Facebook. We partnered with Feathr because of their retargeting tools. Feathr allows us to use insights to get the right ad, in front of the right person, at the right time. Feathr allows us to promote events and drive registrations, help us grow membership with the right ads, and drive renewals.

Historical Geofencing for Ag Day at Isotopes Park:

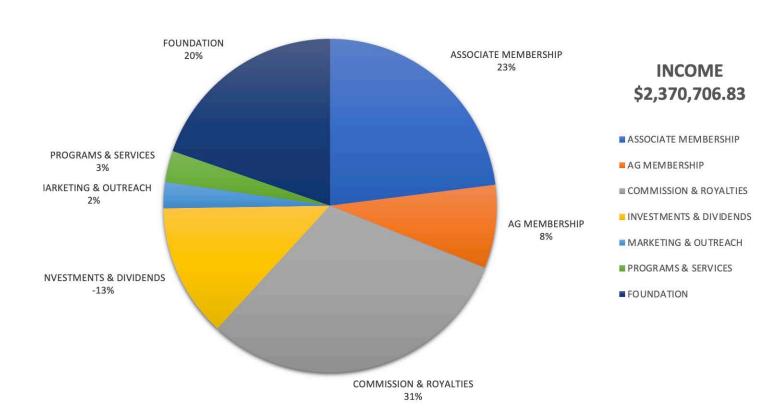
Geofencing is a location-based service in which an app or other software program uses radio frequency identification (RFID), Wi-Fi, GPS, or cellular data to trigger a targeted marketing action (such as a text, email, social media advertisement, app notification) when a mobile device or RFID tag enters or exits a virtual geographic boundary, known as a geofence.

We used this tool to advertise our membership to all those who came to our Ag Day at Isotopes Park. Below is a summary report from this campaign.

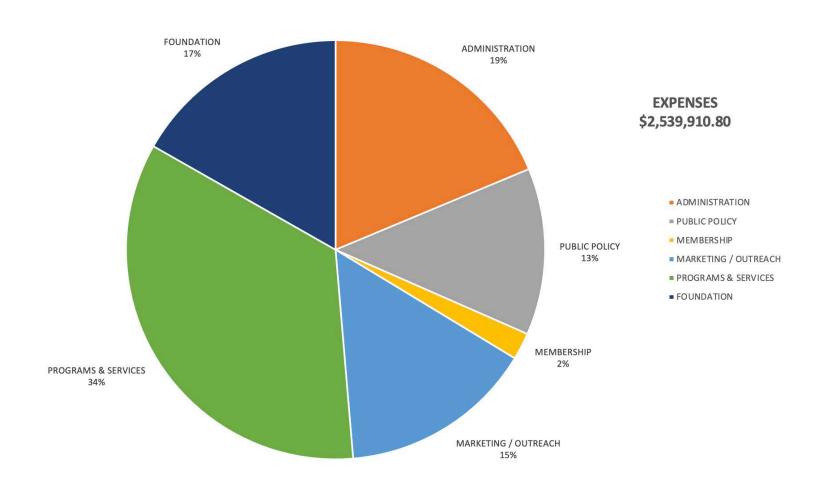


2022 Unaudited Financials

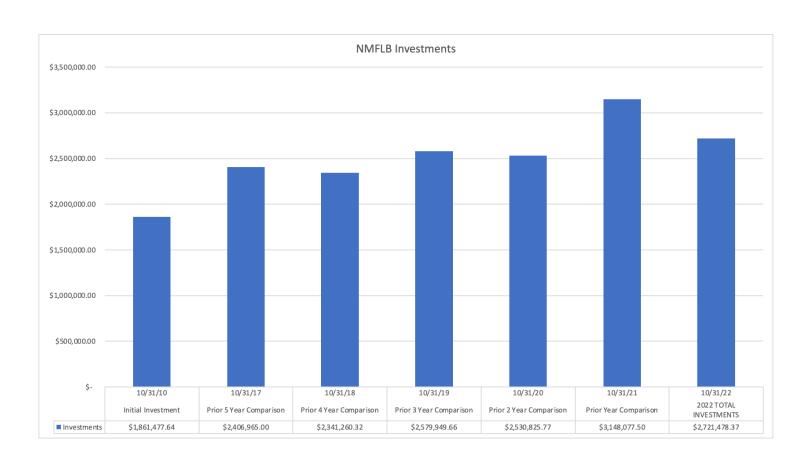
Income:

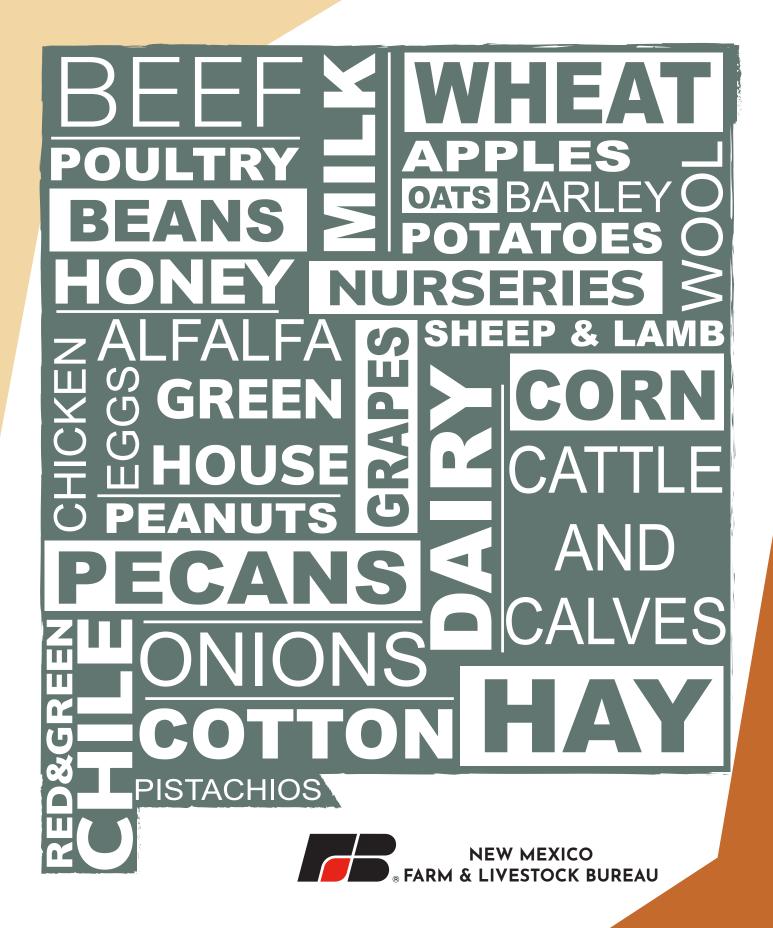


Expenses:



Investments:





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