



**NEW MEXICO  
FARM & LIVESTOCK BUREAU**

# **2024 Annual Report**

# “ FROM THE CEO ”

Welcome to the 2024 Annual Meeting! We hope you will enjoy the networking, business and leadership sessions, and catching up with friends from across the state. These next few years, our focus is on the county presidents and the boards. We are building stronger, more engaged local bureaus – and the results are showing! In January, the hard work of our leaders and staff was recognized by the American Farm Bureau with the Pinnacle Award for excellence in programming.

We were successful in the legislature and performed incredible outreach through classrooms and public events such as state fairs, Isotopes, and county fairs and festivals. Our County and Leadership Engagement Department has hit the ground running. They may be new, but are already making strides within the counties. I am very proud of staff and our county leaders for stepping up and building a stronger team at the local level.

We will continue to focus on our volunteer leaders by providing opportunities in all areas, including community service, education, advocacy, outreach, promotion, and business and leadership development. Not only will we provide a value for individual and business members to benefit from the resources we offer our communities across the state, but we will also incorporate new opportunities for membership engagement at both county and state levels. There are also several new staff members who are excited to work on your behalf to promote New Mexico’s agriculture, listen to your stories, and advocate for you.

We hope you connect with newly elected county leaders, reestablish relationships with returning leaders, and meet our wonderful team of professional staff over the course of our meeting.

From all the staff, we hope you are inspired during this Annual Meeting and any of our other events.

## Elizabeth Foster

New Mexico Farm & Livestock Bureau CEO



# MEET OUR TEAM



**Elizabeth Foster**  
CEO



**Cecilia Diaz-Johnson**  
Director of Finance



**Theresa Widner**  
Executive Administrative Assistant



**Vacant**  
Director of Government Affairs



**Noelle Dondero**  
Director of Communications



**Katie Adams**  
Director of County &  
Leadership Development



**Traci Curry**  
Director of NMAITC



**Britney Lardner**  
Senior Program  
Coordinator of NMAITC



**Shae Devers**  
Program Coordinator of NMAITC



**Bailey Hart**  
Office Assistant



**Marissa Cereceres**  
Marketing and Event Manager



**Benjamin Segovia**  
Special Programs



**Logan Stoltz**  
Regional Manager



**Autumn Robertson**  
Regional Manager



**Ethan Wright**  
Regional Manager

# Government Affairs

## Pre-Session Policy Conference

NMF&LB members participated in the pre-session policy conference to increase engagement during the legislative session. During the conference, members were provided updates by the State Land Office, Livestock Board, Office of the State Engineer, and the Department of Agriculture. American Farm Bureau Federation Economist Danny Munch provided the group an update on the Federal Milk Marketing Order proceeding and the impact of grazing on federal lands.



## 2024 Legislative Session

The 2024 legislative session convened from January 16-February 15. This year, the main priority of the legislature was to develop a state budget and address items on the Governor's call. This year legislators had access to \$3.5 billion dollars of new money to expend at their pleasure in developing the annual budget.

Discussions continue on how to better diversify the state's economy which is largely reliant on oil and gas production. Oil and gas contribute to between 30-40% of the State General Fund annually, making the state extremely susceptible to the boom-and-bust nature of the sector.



During the 2024 legislative session, 658 bills, 74 memorials, and 35 resolutions were introduced. 237 pieces of legislation remained in the House Rules & Order Committee and Senate Committees Committee where they were not ruled as germane. Only policy items included on the governor's call and considered germane are considered.

As we head into the 2025 session, keep in mind that the legislature is very cyclical; just because we killed a bill once doesn't mean it won't be back. It is critical that our membership stay engaged with action taking place during the legislative session and during the interim.

# Government Affairs Continued

## Legislative Breakfast

In addition to our normal presence at the legislature, NMF&LB hosted a legislative reception and breakfast in Santa Fe to practice advocacy skills. Both events were heavily attended by members, legislators, and industry partners. Our legislative events serve as a great opportunity to connect with legislators and other key partners while working to advance our shared goals and priorities.



## Farm Bill

Over the past two years, NMF&LB has advocated for the passage of an updated Farm Bill. Advocacy efforts included a member fly-in, letters to congressional leadership, and participation in congressional roundtables and forums.

## Collaboration

ExxonMobil and NMF&LB partnered to host the state's farmers and ranchers at the annual New Mexico Balloon fiesta.



## State Advocacy

NMF&LB continue to work with the New Mexico Ag group to advocate for the state's agricultural producers and rural communities.

# Government Affairs Continued

## State and Federal Commentary

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

- Support for the Congressional Review Act Resolution of Disapproval on the Adverse Effect Wage Rate Rule
- Dicamba Letter
- Support Wildlife Service Funding
- Support of Draft Environmental Analysis for Rio Arriba Grasshopper Treatment
- Corporate Transparency Act Letter
- Ag Transportation Working Group Letter CARB's Clean Air Act Authorization Request (EPA-HQ-OAR-2023-0574)
- Suspension of M44 Use
- Wester Solar Programmatic EIS
- New Mexico Environment Department Produced Water Rule
- Department of Energy National Interest Electric Transmission Corridors
- Endangered Species Act Pesticide Risk Assessment Reform Letter
- Senate Appropriations Letter on Labor Provisions
- Draft Insecticide Strategy to Reduce Exposure of Federally Listed Endangered and Threatened Species and Designated Critical Habitats from the Use of Conventional Agricultural Insecticides
- Coalition Insecticide Strategy Comments

## New Mexico Ag In the Classroom



Through volunteer engagement, we can provide opportunities for members and community organizations to share their passion for agriculture and help students get interested in the agricultural sciences through educational activities and NMAITC resources.

### Thank you, volunteers!

- Curry County Farm & Livestock Bureau: Bailey & Zane Slater, & William VanHuss
- Roosevelt County Farm & Livestock Bureau: Deveri & Avalon Mathews, The Kinman Family, Leon Nall, representatives from DFA
- Chavez County Farm & Livestock Bureau: Melinda Jackson

# New Mexico Ag In the Classroom



## Thank you, volunteers! (Continued)

- Rio Arriba County Farm & Livestock Bureau: Donald Martinez & Leonard Valerio
- Eddy County Farm & Livestock Bureau: Craig Ogden
- San Juan County Farm & Livestock Bureau: Gary Hathorn & Ron Baca
- Otero County Farm & Livestock Bureau: Jim & Earlene Ellet
- Alisha Day: Tularosa FFA
- Sid Gordon: Otero Extension
- Brittany Sonntag: Bernalillo Extension
- Beverly Allen: Chevron Permian
- Jim & Lia Armendariz: NRCS
- Bonnie Hopkins-Byers: San Juan Extension
- Clarissa Shiver- American AgCredit
- Fayth Franzoy-Gillespie: NMFLB Foundation Board
- Patty Waid: NMFLB Foundation Board
- Neil Fuller: NMFLB Foundation Board
- Joseph Cueto: ExxonMobil
- Melanie Lucero- STEM Day at the State Fair
- Doña Ana County Farm Bureau: Sue & Bud Deerman
- Antique Tractor Club members at SNMSF
- NMF&LB Women's Leadership Program: Carlina Harris, Cheryl Hartman, Connie Rooks, Sue Deerman, Autumn Roberts, Travis Harris
- Don and Cheryl Hartman
- Matthew Wiseman, NRCS
- Copper CowBelles
- Katherine Turner, Luna County Extension
- Pat Hunt and Alida Burchett
- Michelle Greeman
- Mary Esther Grider
- Fita Witte
- NMF&LB Staff



# New Mexico Ag In the Classroom



## 2024 New Mexico Ag Literacy Project

- 31 trainings (FFA, Extension/4-H, and other)
- 279 classroom visits impacting 5,291 elementary students
- Certificates presented to one middle school student council, two county extension/4-H programs, and 19 participating FFA chapters at the New Mexico State Convention.

All participating groups received a \$100 check to help with supplies for future classroom visits. FFA chapters who completed the project include:

- Artesia
- Aztec
- Belen
- Fort Sumner
- Hatch Valley Middle School
- Hatch Valley High School
- Los Lunas
- Maxwell
- Organ Mountain
- Reserve
- Santa Rosa
- Shiprock
- Silver
- School of Dreams Academy
- Tularosa
- Valencia

We look forward to our 10th year of Ag Literacy Projects. We offer detailed trainings that provide our volunteers with resources, materials, and knowledge of how to adapt and fit the needs of each grade level. This is designed to foster in younger students a broader understanding of agriculture as well as encourage an interest in careers associated with agriculture and natural resources and join ag related organizations when they're old enough. These projects are funded by a Natural Resources Conservation Service grant. Thank you for the support.

Programs/organizations completing projects:

- Extension/4-H: Curry County, Luna County
- Middle School Student Council: Mesa View Middle School



# New Mexico Ag In the Classroom



## The New Mexico Grow Project Grant in Partnership with NRCS



Twelve schools across New Mexico will be awarded extensive project materials designed to help students explore growing their own food, thanks to the New Mexico Grow Project Grant. This grant is an educational partnership between Natural Resources Conservation Service (NRCS) of New Mexico and New Mexico Agriculture in the Classroom (NMAITC).

“This is one of the best projects I have ever participated in 33 years of teaching,” says Alice Velasquez, a previous grant recipient from Mescalero, NM.

The grant provides both an outdoor raised bed science lab and an indoor classroom hydroponics system so students can explore ecosystem connections all year, no matter where they are across the state. More importantly, the grant provides trainings, curriculum connections, and both in-person and online year-round support for educators.

### Schools receiving a 2024-2025 New Mexico Grow Project Grant:

- Apache Elementary, Farmington, NM, Tiffany Gobble
- Desert Pathways, Rio Rancho, NM, Patrick Puentes
- Dixon Elementary, Española, NM, Christine Kane
- Hagerman Municipal Schools FFA, Hagerman, NM, Alan Parker
- Inez Elementary, Albuquerque, NM, Lee Anna Maestas
- James Elementary, Portales, NM, Christina Maestas
- Memorial Elementary, Deming, NM, Whitney Castor
- Nina Otero Community School, Santa Fe, NM, Jennifer Warren
- Reginald Chavez Elementary, Albuquerque, NM, Erik Johns
- San Antonito STEM Magnet Elementary, Sandia Park, NM, Kyla Proctor
- Tres Volcanes Community Collaborative, Albuquerque, NM, Natasha Carty
- West Mesa High School, Albuquerque, NM, Mary Soto



This year, we had an increase in workshops so school staff could be included. We did a total of five workshops across the state, with over 70 participating teachers and volunteers being trained for an average of six hours in the natural resource and agricultural sciences with curriculum connections and hands-on materials. Zoom support meetings are also provided.



## PLATINUM APPLE SPONSORS



## GOLD APPLE SPONSORS



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## APPLE SPONSORS

- American Pistachio Growers
- Corriente CowBelles
- Corteva Agriscience
- First American Bank
- Grant County Farm & Livestock Bureau
- Heart of the Desert Pistachios
- High Plains Journal
- Lyles Farms Foundation, Inc.
- Mesilla Valley Transportation
- Mosaic Company
- 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
- Roswell Livestock & Farm Supply
- Seco Spice
- Western Pecan Growers Association

# Communications & Marketing

## Member Benefits

Our member benefits portfolio is constantly expanding. We currently offer 61 member benefits ranging from automotive, Farm and Ranch, apparel, financial, legal, insurance, food, health, home and office, hotels and travel, and more.



## NMF&LB Ag Day at the Isotopes

More than 6,000 people attended the game, and 3,000 NMF&LB Cowbells were given at the gates thanks to our volunteers. Various legislative and honorable guests were invited, and free tickets were given to members by request. NMF&LB staff and volunteers hosted a booth on the concourse, alongside other agricultural organizations.



## Exxon Farmer & Rancher Appreciation Breakfast

ExxonMobil invited NMF&LB Farmers and Ranchers to a special celebration during the Albuquerque International Balloon Fiesta. Members were treated to a sunrise breakfast on the last day of Balloon Fiesta.



## New Mexico State Fair

NMF&LB members and staff opened the doors to the NMF&LB Building at the New Mexico State Fair in Albuquerque. Participants were invited to engage in an educational activity, and have a chance to win NMF&LB branded swag. Participants also signed a “Thank You” card to NMF&LB’s farmers and ranchers.



# Communications & Marketing Continued

## New Mexico Farm and Ranch

At the direction of leadership, we printed and mailed our spring issue to our more than 20,000 member families across the state. The other issues were available online.

## Trade Shows & Events

NMF&LB hosted a booth at the New Mexico Chile Conference and the New Mexico Pecan Conference. NMF&LB President Larry Reagan, Director of Leadership & County Development Katie Adams, and Marketing Manager Marissa Cereceres represented NMF&LB at THE FIX Chile Roast in Washington, D.C., with the NMSU Sam Steel Society, NMSU College of ACES, and NMDA.

## Media

NMF&LB staff and members were mentioned or included in more than 30 articles or TV segments across the state this year, including:

- Ranchers concerned over 245,000-acre New Mexico monument proposal featuring Russell Johnson
- NMSU program aims to reduce suicide rates among farmers, ranchers featuring Larry Reagan
- From Field To Fork – New Mexico Needs Updated Farm Bill featuring Larry Reagan



# Organization

## Field Staff Restructure

This year field staff expanded the team, hiring four new employees to assist county Farm and Livestock Bureau Board of Director members. Moving into 2025, we are excited to continue to assist the county Farm and Livestock Bureau Board of Directors' in advocating for agriculture and building stronger county organizations.



**Katie Adams, Director of County and Leadership Development**

Counties: Dona Ana and Luna County

Email: [katiea@nmflb.org](mailto:katiea@nmflb.org)

Main: (575)-339-3664



**Autumn Robertson, Western Regional Manager, WLP Coordinator**

Counties: Bernalillo, Catron, Cibola / McKinley, Grant, Hidalgo, San Juan, Sierra, Socorro, Torrance, and Valencia

Email: [autumnr@nmflb.org](mailto:autumnr@nmflb.org)

Main: (575)-740-6109



**Logan Stoltz, Central Regional Manager, Collegiate and YF&R Coordinator**

Counties: Guadalupe, Lincoln, Mora / San Miguel, Otero, Rio Arriba, Sandoval, Santa Fe, Taos

Email: [logans@nmflb.org](mailto:logans@nmflb.org)

Main: (575)-339-3318



**Ethan Wright, Eastern Regional Manager**

Counties: Chaves, Colfax, Curry, De Baca, Eddy, Harding, Lea, Quay, Roosevelt, and Union

Email: [ethanw@nmflb.org](mailto:ethanw@nmflb.org)

Main: (575)-339-5476

## County Farm Bureau Activity Highlights

- Chaves CF&LB served pizza and ice cream to exhibitors at the local county fair.
- Luna CF&LB hosted a meeting about the proposed Mimbres Peaks National Monument.
- Roosevelt CF&LB worked with Curry CF&LB to host a public meeting on the proposed expansion of the Muleshoe Refuge. They had 100 community members attend.
- Mora/San Miguel CF&LB hosted a candidate forum for members to meet and educate themselves on individuals' positions and policies for the upcoming 2024 election.
- Dona Ana CF&LB worked with NM Beef Council at the NMSU AG Day.

# Programs



## **NMSU Collegiate Farm Bureau**

NMSU Collegiate Farm Bureau members are active doing multitude of events throughout their campus. The program sent eight members to the AFBF Young Farmers and Ranchers Leadership conference. The election of a new officer team took place in the spring.

In the fall, the NMSU Collegiate Farm Bureau members introduced more members to the program through recruitment events. Currently the program is beginning to start fundraising through selling specific items. The program will also have multiple students competing in the Discussion Meet competition.

## **Young Farmers and Ranchers Program**

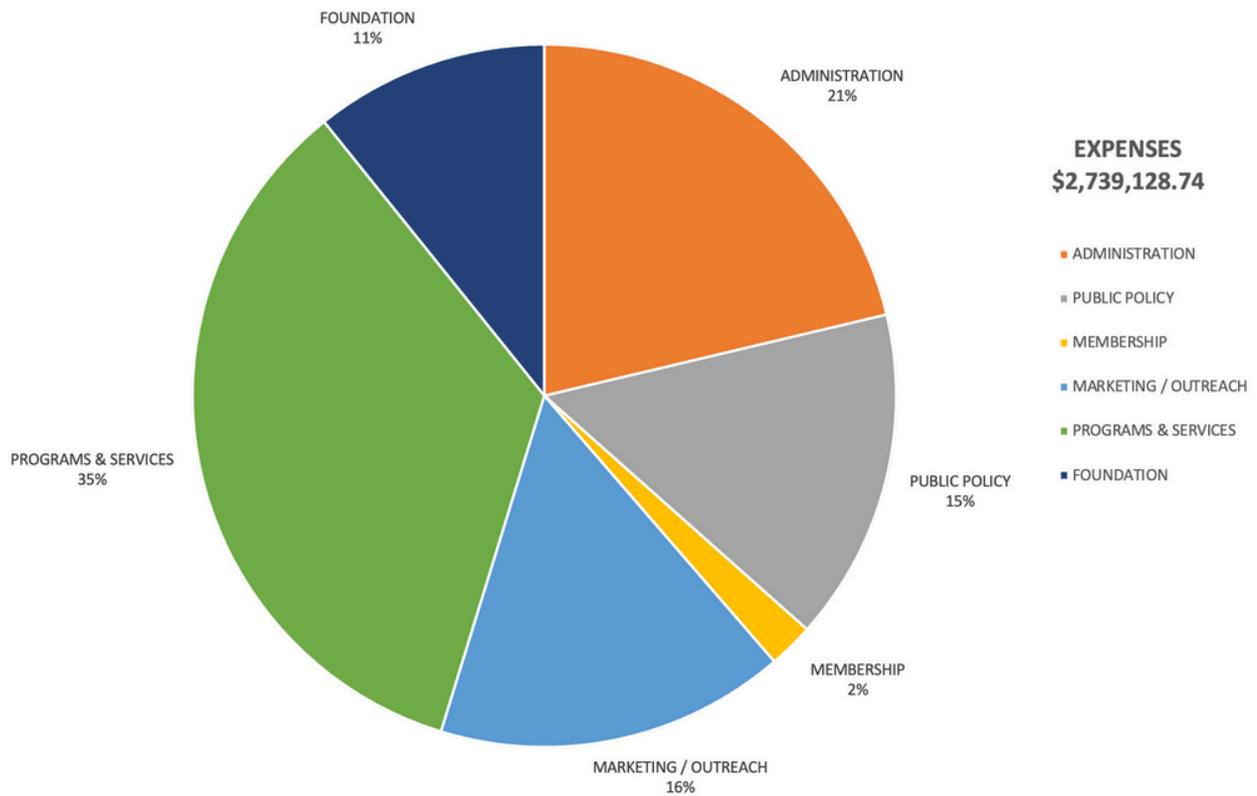
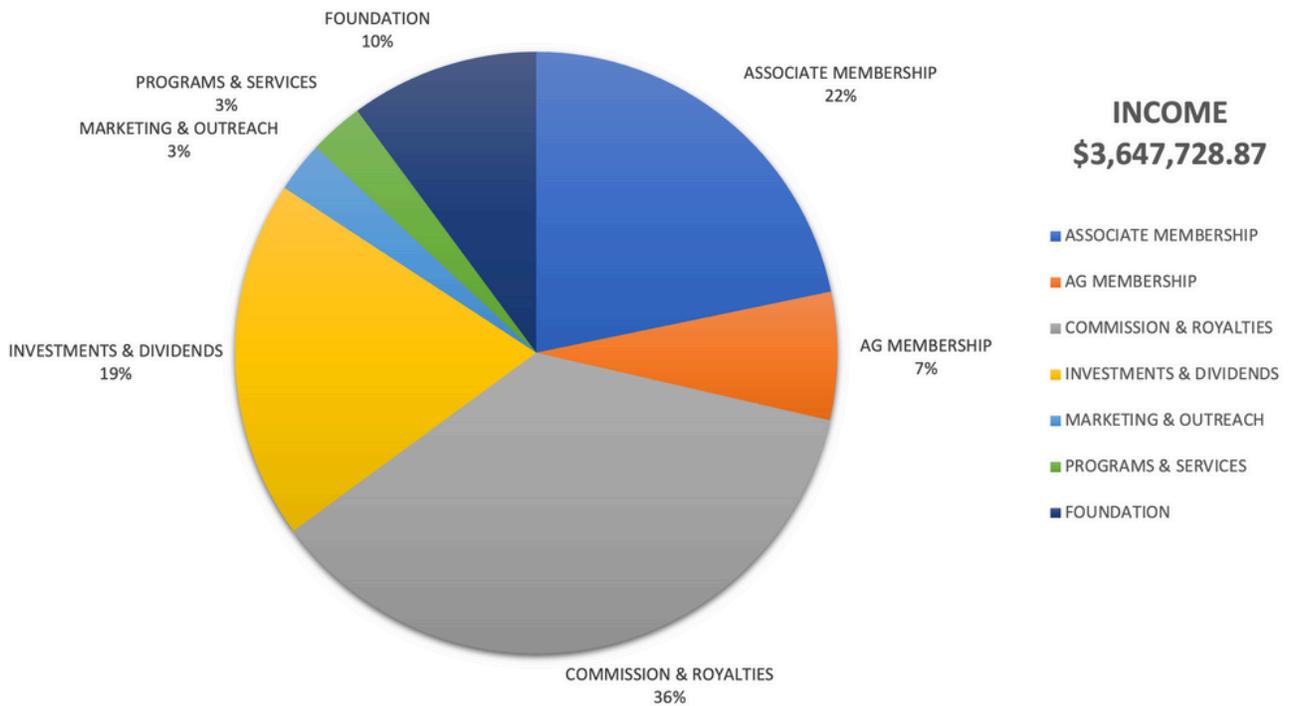
The committee started their year off by having their Youth Discussion Meet and Collegiate Discussion Meet at the New Mexico Farm and Livestock Annual Meeting. After those competitions, the committee sent representatives to attend AFBF Annual Meeting. The next stop for the committee was attending the 2024 Farm Bureau YF&R Leadership Conference in Omaha, Nebraska. On June 12, YF&R provided lunch to the NMAETA summer conference to engage with the agricultural educators of New Mexico. The committee also worked with NM FFA to host an information session at the state convention. The committee hosted their golf scramble fundraiser at NMSU and had a blast with all the teams that came out to participate and support the program. The committee is still working on increasing membership through a new membership program.

## **Women's Leadership Program**

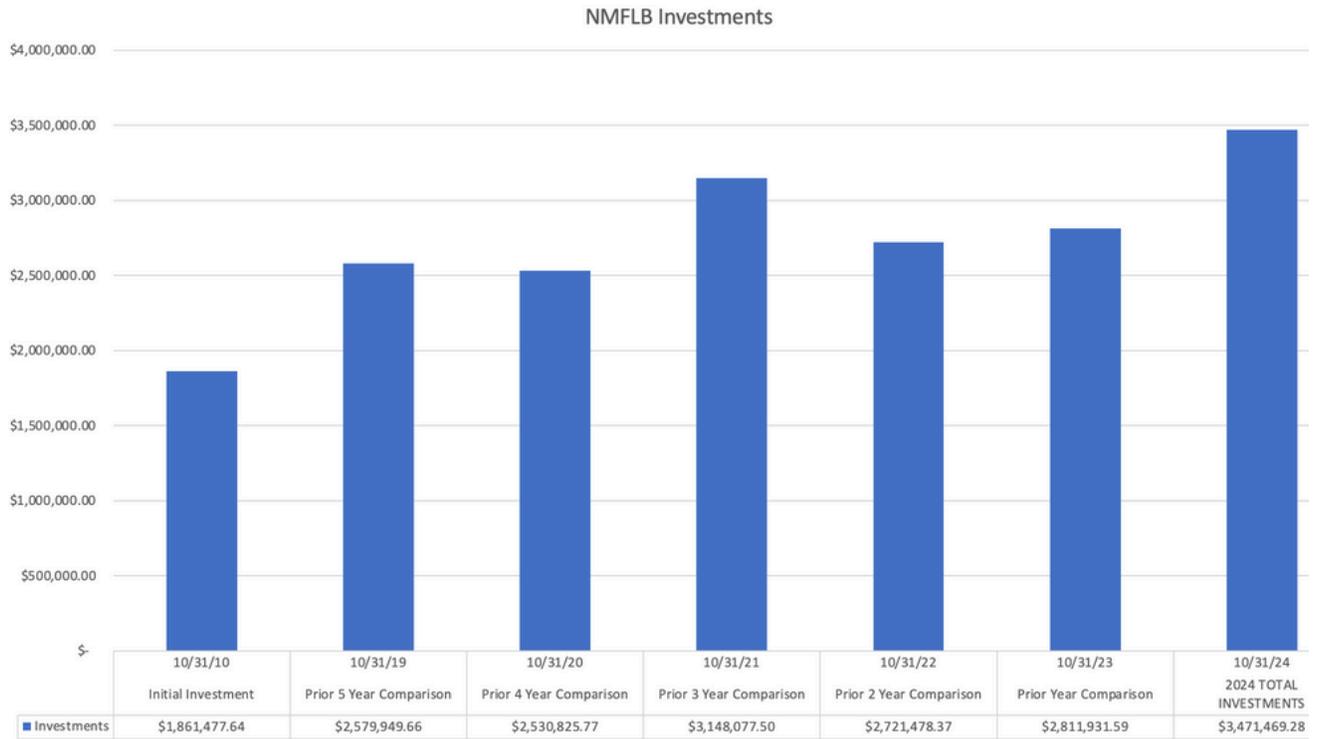
The Women's Leadership Program kicked off 2024 by attending the American Farm Bureau Annual meeting in Salt Lake City, followed by holding their Ronald McDonald House shopping event in Albuquerque, where they provided \$800 worth of food items to the Albuquerque Ronald McDonald House, and \$200 worth of food items to the Las Cruces Ronald McDonald House.

We have attended multiple events nationally and across the state including ACE Summit, County and State Fairs, Salsa Contests, and Ag Days. The Women held their annual Women's Leadership Program Retreat in Ruidoso in August to plan for the upcoming year. We have a lot of great upcoming events that include Ring in the New Year with Women's Leadership Program, American Farm Bureau Annual Meeting, Ag Fest, Ronald McDonald shopping event, Read Across America Day, Home and Garden Expo, Ag in the Classroom events, and the 15th Biennial Women in Agriculture Leadership Conference that will be held in Ruidoso, NM on April 30-May 2.

# 2024 Unaudited Financials



# 2024 Unaudited Financials Continued



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