



NEW MEXICO  
FARM & LIVESTOCK BUREAU

# ANNUAL REPORT

2023

# MESSAGE FROM CEO

“

Welcome to our 2023 Annual Meeting! Last year was a big year of change with new leadership on both the member and staff sides. I am excited to see the results of a year of hard work by both the leaders and the staff of our organization. Staff has worked diligently this past year and has continued to meet the challenges of leading the diverse agriculture industry in our state while filling in gaps and continuing to provide services and assistance to members. They are prepared to make changes to the way counties are supported and the programs and events that we use as tools not only for advocacy, but for the network of connections we have built among our leaders and members. As you read the department reports, you will see the successes we have had this year. We've tried new things and will continue to adjust and bring new opportunities to members and leaders to give them experiences and skills to better help them in their volunteer roles and as community members.

We are looking to bring back Summer Conference next June and hope the sessions and activities will encourage members to join us. Our programs are working hard to bring new members in and give them opportunities in Santa Fe and Washington, D.C. We have goals to reengage a YF&R program at ENMU and provide advocacy training and congressional visits to high school, college, and YF&R members. We plan to bring county presidents and board members to Washington, D.C., to meet with regulatory agencies and elected officials. We are going to increase our presence at state events in both rural and urban communities to build our brand as well as educate consumers and potential members about our organization and the importance of what we do. We will continue to think outside the box to address changing times and ensure that communication and service to our members continues to grow.

I hope you will be inspired during our 2023 Annual Meeting to connect with our staff and leadership and engage in all New Mexico Farm and Livestock Bureau offers our members in the upcoming year.

**Elizabeth Foster**

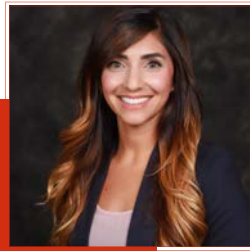
New Mexico Farm and Livestock Bureau CEO



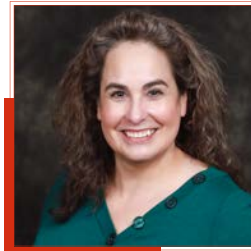
# OUR TEAM



**Elizabeth Foster**  
CEO



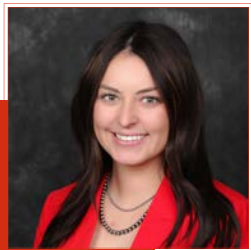
**Tiffany Rivera**  
Director of  
Government Affairs



**Theresa Widner**  
Executive Administrative  
Assistant



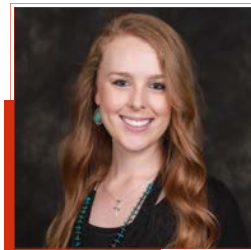
**Cecilia Diaz-Johnson**  
Controller



**Kailee Parra**  
Office Assistant



**Traci Curry**  
Director - NMAITC



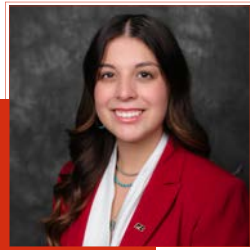
**Britney Lardner**  
Senior Program  
Coordinator - NMAITC



**Shae Devers**  
Program Coordinator -  
NMAITC



**Katelin Spradley**  
Director of  
Communications



**Marissa Cereceres**  
Marketing Manager



**Benjie Segovia**  
Regional Manager



**Patrick Torres**  
Regional Manager

# GOVERNMENT AFFAIRS

## 2023 PRE-SESSION POLICY CONFERENCE

Prior to the 2023 legislative session, NMF&LB members participated in the pre-session policy conference. During the conference, members were provided updates by the State Land Office, New Mexico Livestock Board, Office of the State Engineer, and the New Mexico Department of Agriculture. CropLife America provided the participants with training on advocacy and messaging and staff provided a briefing on the legislative landscape. The pre-session policy conference serves as a great tool to increase engagement during the legislative session while preparing our members to advocate.

## 2023 LEGISLATIVE SESSION

The 2023 legislative session started on January 17, and with over 3.6 billion dollars of new money available legislators had a huge opportunity to make some major investments and changes surrounding state policy.

## 2023 LEGISLATIVE SESSION CONT.

Over the course of the session 1294 bills, resolutions, and memorials were filed. NMF&LB worked diligently to advance our priorities while developing coalitions and partnerships to kill bills that would be detrimental to our producers and the sector. Major accomplishments are listed below.

### Blocked/Died

- HB 91/SB 112 Natural Resource Trustee Changes
- CS/HB 121 Right Water Lease Effective Date
- HB 426/a Clean Fuel Standard
- HJR 4/SJR 6 Environmental Rights, CA (Green Amendment)
- SB 161 Restrict Use of Certain Pesticides

### Pass/Chaptered

- SB 21 Prohibit Prescribed Burning During Red Flag Days





## GOVERNMENT AFFAIRS CONT.

### AGFEST

AgFest serves as a platform to increase advocacy and allow participants the ability to connect, build relationships, and have critical conversations. We had over 40 agricultural booths, a strong bi-partisan legislative presence, and excellent support from executive agencies.

We were able to utilize partnerships with our state's higher education institutions, specifically Central New Mexico University and New Mexico State University, as both their culinary programs were highlighted in our chef stations. Additionally, we were finally able to achieve a long-time goal of serving NM beer and wine at the event while highlighting in-state production and supporting small businesses and the value-added sector.

### GRASSROOTS ADVOCACY IN ACTION

#### Farm Bill

In June, NMF&LB President Larry Reagan, Vice President Travis Harris, board members Jamie Viramontes, Jereon Van der Ploeg, and Women's Leadership Committee (WLC) member Carlina Harris all participated in a federal fly-in with our congressional delegation specifically targeted at the farm bill. Our members shared their stories and experiences with farm bill programs which they each utilize every day on their farms and ranches.

In partnership with various agricultural organizations across the state, we also launched an op-ed campaign to bring awareness to the farm bill and garner support. Those op-eds were picked up in numerous statewide publications.

#### August Recess

Congressman Gabe Vasquez from NM's Second Congressional District visited NMF&LB's Vice President and WLC member Travis and Carlina Harris at their farm and ranch in San Antonio where they discussed water issues. Congressman Vasquez also toured Don and Cheryl Hartman's farm in Deming where they discussed labor, healthcare, and specialty crop insurance. Russell Johnson also joined the visit to provide insight on the need for additional resources at the border and issues impacting our border communities.

Senator Heinrich paid David and Mary Lucero of De Baca County Farm & Bureau a visit to their orchard in Fort Sumner. David and Mary are new producers who have been strong proponents of soil health, agritourism, and regenerative practices.



## GOVERNMENT AFFAIRS CONT.

### August Recess Cont.

In addition to the farm visits, we also participated in two congressional roundtables during the August recess. The first roundtable was hosted by Senator Lujan and included Undersecretary for Agriculture Marketing and Regulatory Programs Jennifer Moffitt. The group had the opportunity to discuss challenges and successes with programs under the jurisdiction of Undersecretary Moffitt. NMF&LB commented on our continued efforts to assist in the establishment of a state meat inspection program, challenges with grasshopper infestations, and the impacts the federal milk marketing hearing will have on NM's dairy producers.

### **STATE AND FEDERAL COMMENTARY**

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

- State 30x30 plan
- Stream access ruling
- Transportation infrastructure improvements
- Gold King Mine Spill Remediation Plan
- BLM Conservation and Landscape Health Rule
- Removal of cattle from Gila Wilderness
- Atrazine
- Endangered species
- H-2A
- FIFRA labeling
- Confirmation of Xochitl Torres Small as Deputy Secretary of Agriculture
- Establishing Wilderness area and Wild and Scenic Rivers



# NM AG IN THE CLASSROOM

## NM AG LITERACY PROJECT

- Number of trainings: 32
- Impact: 219 classroom visits impacting 3,946 elementary students
- Presented awards to 13 participating FFA chapters at the State FFA Conference along with \$550 checks to each program to help with supplies for future classroom visits.

KRQE featured Valencia FFA for their work in visiting 107 classes and reaching 2,354 elementary students in their community.

## CONNECTING WITH URBAN EDUCATORS

NMAITC partnered with Albuquerque Public Schools to help host the “STEM in the Garden” Conference July 5-6, 2023. Britney Lardner and past NMAITC Teacher of the Year award recipient, Susan Schipull, designed an excellent conference that was well attended. Sixty-five teachers and many community organizations participated in this event which included teacher workshops and school garden tours.

## C.O.R.E. (COMMUNITY OUTREACH RESOURCE EDUCATION) VOLUNTEER TRAININGS

Impact: Thirteen total trainings reaching 343 participants and providing more than \$68,000 to support agricultural advocacy across the state.

- Women in Ag Leadership Conference
- APS School Gardens Conference
- NM Ag Teachers Conference
- Farm Bureau Financial Services/Doña Ana Farm Bureau
- NM Ag Leadership Program
- Curry/Roosevelt County Farm Bureaus
- Eddy County Farm Bureau (Artesia)
- San Juan County Farm Bureau (Farmington)
- 3 NM Grow Project Workshops
- Zia/Jemez Pueblo Educator Retreat
- Socorro County Farm Bureau







## NMAITC CONT.

### NM GROW PROJECT

The grant provides materials for a 4X8 raised bed with drip irrigation system, hoop system attachments, and classroom hydroponic system kit. Three workshops reaching 32 participants were held in Albuquerque, Tularosa, and Santa Fe for anyone interested and for grant recipients to pick up and learn how to use the supplies. Twelve schools located across the state received a 2023-2024 grant including:

- Dream Diné Charter School, Shiprock, NM, Nadine Chatto
- Central Primary, Bloomfield, NM, Christina Stamets
- Van Buren Middle School, Albuquerque, NM, Jessica King
- Albuquerque Institute of Science & Mathematics, Albuquerque, NM, Donna Brown
- Grants High School, Grants, NM, Amador Gonzales
- Santo Niño Regional Catholic School, Santa Fe, NM, Lia Martinez de Armendariz
- Longfellow Elementary, Raton, NM, Geneva Sandoval
- West Las Vegas High School, Las Vegas, NM, Etta Bustos
- Sixth Street Elementary, Silver City, NM, Holly Haworth
- Tularosa Middle School, Tularosa, NM, Alisha Day
- Nancy Lopez Elementary, Roswell, NM, Kimberly Cavin
- Cloudcroft High School, Cloudcroft, NM, Joni Watson



# PLATINUM APPLE SPONSORS



## GOLD APPLE SPONSORS



## SILVER APPLE SPONSORS



## COPPER APPLE SPONSORS



## APPLE SPONSORS

- American Pistachio Growers
- Corriente CowBelles
- First American Bank
- Grant County Copper CowBelles
- Grant County Farm & Livestock Bureau
- Heart of the Desert Pistachios
- 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

- New Mexico Stockman Magazine
- Paul's Veterinary Supply
- Peregrine Corporation
- Pioneer Bank
- Roswell Livestock & Farm Supply
- Seco Spice
- Western Pecan Growers Association
- White Sands Federal Credit Union



# COMMUNICATIONS & MARKETING

## Member Benefits

We offer more than 50 member benefits ranging from automotive, farm and ranch, apparel, financial, legal, insurance, food, health, home and office, hotels and travel, and services. We continue to add new benefits each year.

## NMF&LB Day at the Isotopes

More than 8,000 people attended the game, and more than 500 NMF&LB swag items were given out. We displayed ag facts on the big screen at every home game this season, which will be viewed by more than 550,000 game attendees. Our geofencing campaign allowed us to target mobile devices within the area beginning on the day before the game and ending on the day after, and reached just under 30,000 people.

## Trade Shows & Events

We sponsored the Great New Mexico Chile Taste-Off and hosted a booth with an interactive activity. We expected to reach 500 to 800 attendees. We also had a booth at the New Mexico Hay Conference. NMF&LB President Larry Reagan and Director of Government Affairs Tiffany Rivera represented NMF&LB at THE FIX chile roast in Washington, D.C., with the NMSU Sam Steele Society, NMSU College of ACES, and NMDA.

## 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.

## New Mexico Agriculture Campaign

This campaign seeks to inform New Mexicans about the positive impact of agriculture, and how farmers and ranchers conserve natural resources while producing sustainable, nutritious food for our neighbors. We are achieving this through survey-tested messages meant to inform and influence consumers, voters and decision-makers. This campaign received the New Mexico Society of Association Executives Innovation Award.





## COMMUNICATIONS AND MARKETING CONT.

### New Mexico Agriculture Campaign Cont.

Each month we partner with an organization or business to feature a recipe using a New Mexico agricultural product. This year we have partnered with:

- Bueno Foods
- American Pistachio Growers
- American Pecan Council
- NMSU Extension
- American Lamb Board
- 505 Southwestern
- New Mexico Beef Council
- Red Mountain Produce
- New Mexico Farmers' Market Association

The campaign Facebook page has 9,391 likes and the Instagram page has 1,519 followers. A third of our followers reside in the population centers of Albuquerque, Santa Fe, and Las Cruces. Using our key messages, we have covered:

- Water conservation
- Agricultural research
- Youth programs (4-H & FFA)
- Buying local
- Economic contribution of agriculture
- Agri-tourism
- Mental health
- Pollinators
- Sustainability

### Media

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

- John Deere to allow farmers to fix their own equipment feat. Don Hartman
- As New Mexico farmers age, who will take over the critical work? feat. Ron Baca, Russell Johnson, Britney Lardner
- New Mexico's agriculture sector uses more than 80% of its fresh water. An activist group is calling for limitations on industry growth. feat. Travis Harris, Greg Daviet
- Agriculture has \$40 billion impact in New Mexico feat. Larry Reagan
- How New Mexico farmers feed the population and conserve resources feat. Jamie Viramontes





# ORGANIZATION

## Training for County Farm Bureaus

Field staff conducted statewide trainings for county Farm Bureau Board of Director members from June through August this year. Twenty-nine participants from 12 counties attended the trainings hosted by Taos, Socorro, Doña Ana, and Eddy. Trainings covered components from the Farm Bureau Builder Program: governance, planning, and membership recruitment. The purpose was to assist county Farm Bureaus with evaluating their strong and weak points and guide them to build a stronger county organization. Future training sessions will be scheduled to occur on an annual basis. A Council of Presidents was also hosted in September to provide additional training by AFBF staff to county Farm Bureau presidents and promote networking among the counties. Staff is also working to develop and distribute a handbook for county Farm Bureau board members and officers.

## County Farm Bureau Activities

Field staff continued to support all counties in their grassroots efforts. Some highlights from the past year include:

- Torrance CF&LB hosted their 3rd Annual Tractor Parade and Safety Day in Estancia in June. Almost 20 tractors participated in the parade and vendors from across the county set up booths.
- Luna CF&LB served 140 burgers during their annual Burger Fry and Membership Drive during the Southwestern NM State Fair in Deming in October.
- Doña Ana CF&LB hosted their countywide membership drive in June. They set up tables at grocery stores across the county and handed out bags of pinto beans with a QR code to the NMFLB website.



# PROGRAMS

## NMSU COLLEGIATE FARM BUREAU

NMSU Collegiate Farm Bureau members elected new officers during the spring semester and developed an annual plan for the group in late August. Three NMSU Collegiate Farm Bureau members attended a County Farm Bureau leadership workshop to gain a better understanding of the purpose and structure of Farm Bureau. Collegiate Farm Bureau members conducted member recruitment activities on the NMSU campus in conjunction with the College of ACES. The two program advisors and five students attended the FUSION conference in March.



## YOUNG FARMERS AND RANCHERS

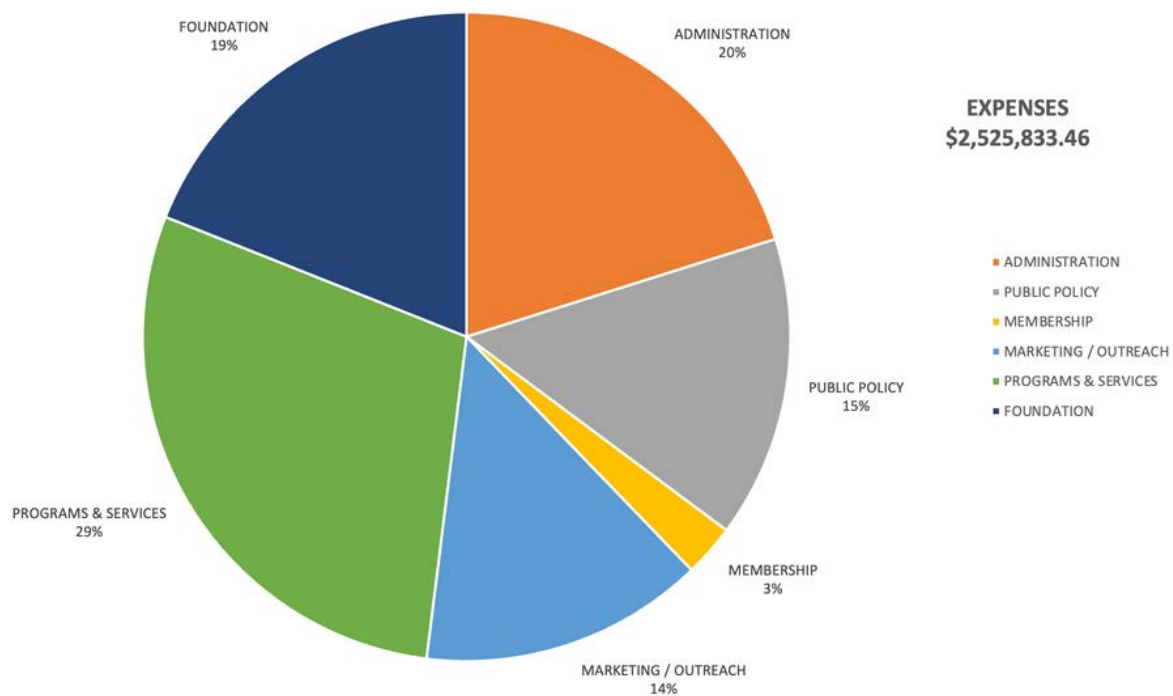
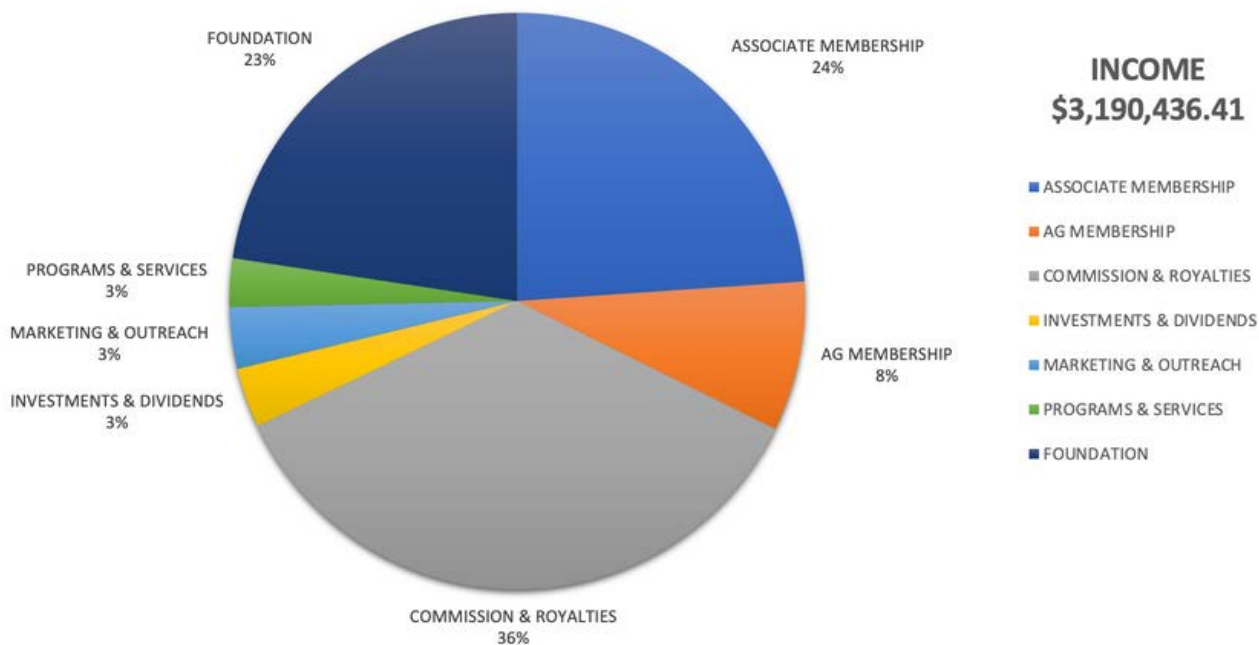
The committee started the year strong engaging legislators at AgFest and during a day spent at the Capitol. Following AgFest, a retreat was held where committee members and staff collaborated to establish a program of work to form goals for the upcoming year. Changes in fundraising and discussion meet were among the many topics of discussion. YF&R hosted a golf tournament on August 26th in Belen with teams from across the state participating. The committee plans on doing another tournament tentatively scheduled for July in Ruidoso. The committee is also working on increasing membership through a new membership program.

## WOMEN'S LEADERSHIP PROGRAM

In 2023, WLP hosted the Women in Agriculture Leadership Conference. More than 110 women involved in agriculture attended the conference which included a moderated discussion with Deputy Secretary of Agriculture Xochitl Torres Small, tours of Los Poblanos Historic Inn and Organic Farm and the Larry P. Abraham Agri-Nature Center, sessions on leadership programs, engaging legislators, the farm bill, mental health, telling your story, Annie's Project, and agricultural education. In addition to WALC, four women attended the AFBF Annual Meeting, two women attended the FUSION conference in Florida, and Carlina Harris was selected for class 19 of the Women's Communications Boot Camp. The WLP donated \$1,100 as part of their annual Ronald McDonald Charities of NM shopping day.



# 2023 UNAUDITED FINANCIALS





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