



# ANNUAL REPORT 2021



NEW MEXICO  
FARM & LIVESTOCK BUREAU



**CRAIG OGDEN**  
—  
**PRESIDENT**

Welcome to our year in review, our opportunity to share with you our program of work for 2021. As you flip through these pages you'll see how we've been putting our members, and the success of our state's agricultural community, front and center. The pandemic presented us with obstacles that kept us from meeting, but, as you'll see in our activities, it also provided new ways for us to communicate and educate.

The good news is that there is a light at the end of tunnel and we see things quickly returning to the way things were. Many of our counties held traditional annual meetings, some hosted candidate forums, and fair booths were plentiful this season. This is proof that our members are great partners in advocating for agriculture, and we appreciate you!

While this has been a successful year with many accomplishments and wins for agriculture, we're gearing up for an even bigger year in 2022. We look forward to working with you as we continue to ensure a successful future for agriculture in New Mexico.

*Craig Ogden*



**CHAD SMITH**  
-  
CEO

I have to start out with how proud I am of our organization. I have heard many times about how organizations, agencies and just people in general went “dark” over the last 24 months and I can honestly say New Mexico Farm & Livestock Bureau did not. Your volunteers, staff and leadership adapted to ensure we were providing opportunities to engage with our membership, and most importantly, remaining viable in a world filled with uncertainty.

The work does not stop though and as we look ahead to 2022 we have many challenges ahead with endless opportunities. I know for certain, regardless of the wins and losses, agriculture by nature is resilient and steadfast. We will face those challenges head-on and embrace opportunity, together.

We have had yet another year of membership growth and so we thank all of our loyal members and welcome our new members. Our work toward our leadership’s strategic plan and vision continues. Our advocacy efforts, while successful, must increase to tackle the challenges we have ahead. Grassroots advocacy and engagement will be extremely important as we move forward. We call on all of our members to identify and embrace opportunities to grow and advance New Mexico agriculture.

We look forward to rolling up our sleeves and getting to work in 2022, working together to lead New Mexico’s diverse agriculture through innovation and excellence.

A handwritten signature in black ink that reads "C. Smith". The signature is fluid and cursive, with a large initial "C" and a stylized "S" for "Smith".

# 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

<b>STATE BOARD OF DIRECTORS</b>	<b>01</b>
<b>OUR TEAM</b>	<b>02</b>
<b>PUBLIC POLICY</b>	<b>03</b>
<b>NM AG IN THE CLASSROOM</b>	<b>08</b>
<b>NM YOUNG FARMERS &amp; RANCHERS</b>	<b>11</b>
<b>WOMEN'S LEADERSHIP PROGRAM</b>	<b>12</b>
<b>COLLEGIATE FARM BUREAU</b>	<b>13</b>
<b>COMMUNICATIONS</b>	<b>14</b>
<b>MEMBERSHIP</b>	<b>15</b>
<b>MARKETING</b>	<b>18</b>
<b>2021 UNAUDITED FINANCIALS</b>	<b>20</b>



**Thank you to our Farm Bureau staff**

**\* Some 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

### 1<sup>st</sup> Vice President

Larry Reagan

District 2

### 2<sup>nd</sup> 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

Mario Trujillo

Gary Hathorn

Travis Harris

# OUR TEAM

## CHIEF EXECUTIVE OFFICER

Chad Smith  
O. 575.532.4701  
chads@nmflb.org

**DIRECTOR OF ORGANIZATION**  
Valerie Huerta  
C. 505.690.5797  
valerieh@nmflb.org

## EXECUTIVE ADMINISTRATIVE ASSISTANT

Theresa Widner  
O. 575.532.4703  
theresaw@nmflb.org

**DIRECTOR OF COMMUNICATIONS**  
Dalene Hodnett  
O. 575.532.4785  
daleneh@nmflb.org

## DIRECTOR OF AG IN THE CLASSROOM

Traci Curry  
O. 575.532.4714  
agclass@nmflb.org

## DIRECTOR OF GOVERNMENT AFFAIRS

Tiffany Rivera  
C. 575.639.2476  
tiffanyr@nmflb.org

## BOOKKEEPER

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

## SOUTHWESTERN REGIONAL DIRECTOR

Benjamin Segovia  
C. 575.635.8454  
benjies@nmflb.org

## MEMBERSHIP SERVICES & MARKETING MANAGER

Francisco Hatay  
O. 575.532.4705  
franh@nmflb.org

## AG IN THE CLASSROOM COORDINATOR

Britney Lardner  
C. 505.331.1508  
agclass1@nmflb.org

## REGIONAL DIRECTOR

Katelin Spradley  
C. 505.860.0265  
katelins@nmflb.org

# PUBLIC POLICY

## STATE ADVOCACY:

The 2021 legislative session was unlike anything we had ever seen before. Amid a global health pandemic, the New Mexico legislature held its 60-day legislative session virtually. Due to COVID restrictions, lobbyist, media, and members of the public were barred from the capitol.

■ **805** pieces of legislation were introduced

■ NMF&LB monitored and tracked **183** pieces of legislation

## AgFest:

No legislative session is complete without AgFest. To keep the spirit alive this year we developed and delivered the AgFest box. The box was sponsored by New Mexico Agriculture groups and was filled with New Mexico agricultural items, value added products, and even a New Mexico agriculture face mask.





## 2021 Interim:



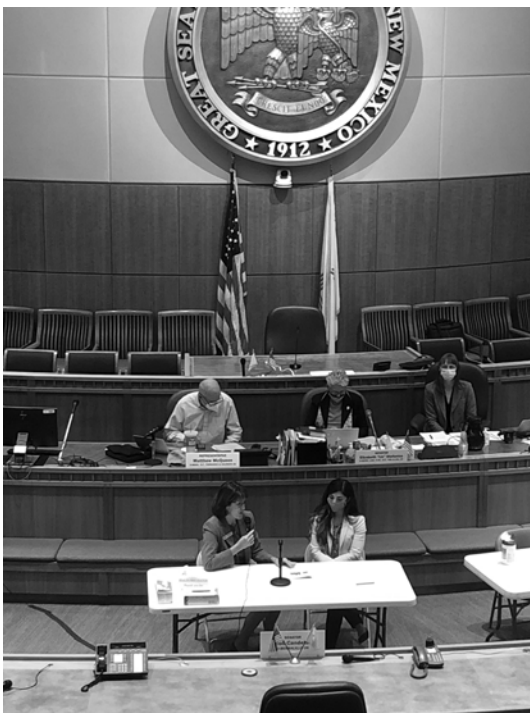
■ Tiffany Rivery - Director of Government Affairs for New Mexico Farm & Livestock Bureau

■ Jeff Witte - Director/Secretary of Agriculture for New Mexico Department of Agriculture

This year New Mexico Farm and Livestock Bureau provided a strong presence during the legislative interim season. This was a great opportunity to get back out and around the state and visit with our legislators in person. We attended many interim hearings both in person and virtually to get a better feel for what we may see introduced at the upcoming 60-day legislative session. On top of attending the committee hearings NMF&LB also provided four presentations to the interim committees.

The presentations are as follows:

- General Agriculture Update – Legislative Finance Committee
- Food Insecurity – Legislative Health and Human Services Committee
- General Agriculture Update – Water and Natural Resource Committee
- NM Agriculture in the Classroom – Water and Natural Resource Committee



## Federal Advocacy:



The Department of Interior and Department of Agriculture held a round table on drought, NMF&LB participated as a panelist. Attendees of the round table included Undersecretary for Water and Science Tanya Trujillo, Deputy Undersecretary for farm production and conservation Gloria Montano Green.

## Congressional District 1 Forum:

CANDIDATE FORUM ON AGRICULTURAL ISSUES

**MEET THE CANDIDATES**  
UNITED STATES  
HOUSE OF REPRESENTATIVES  
NM CONGRESSIONAL DISTRICT 1

LAURA OLIVAS	SENATOR MARK MOORES
CHRIS MANNING	REPRESENTATIVE MELANIE STANSBURY
ROBERT ORNELAS	FORMER LAND COMMISSIONER AUBREY DUNN

May 11, 2021  
6:00 PM  
Moderator - Matt Martinez  
Zoom Webinar Link - <https://bit.ly/2R17ZBh>

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

We hosted a congressional forum for the candidates of NM Congressional district 1. The candidates were asked multiple questions on matters important to the agriculture community addressed issues such as labor, endangered species, and natural resource management.

## Advocated on State & Federal Rules and Regulations:

### STATE:

#### **New Mexico State Forestry -**

- Threatened and Endangered Plant Rule

#### **NM Department of Game and Fish -**

- Non-navigable landowner petitions

### FEDERAL:

#### **United States Fish and Wildlife Service -**

- Proposed revisions to regulations for designating critical habitat
- Lesser Prairie Chicken endangered designation and designation of critical habitat
- Texas Hornshell critical habitat designation
- Proposed peppered chub endangered listing and designation of crucial habitat

#### **United States Department of Agriculture -**

- Supply Chains for the Production of Ag Commodities and Food Products

#### **United States Environmental Protection Agency -**

- Registration Review: Proposed Interim Decisions for Several Pesticides including aminopyralid
- Definition of “Waters of the United States”; Request for Pre-Proposal Recommendations
- Registration Review: Dicamba 5
- Registration Review: Chlorpyrifos

#### **Border Advocacy -**

NMF&LB continues to work to bring awareness to the US Mexico Border and the challenges our border producers, families, and communities face. We participated in multiple events through the year including:

- House Oversight Committee Border Visit
- Border States submitted a letter to the White House supported by all 50 state FB's, Puerto Rico and American Farm Bureau Federation
- White House Border meeting
- American Farm Bureau Federation Border Tour with President Duvall
- Signed on to a letter addressed to Secretary Vilsack requesting assistance for agriculture producers affected by the border crisis

#### **Council on Environmental Quality -**

- Environmental Quality Revision of National Environmental Policy Act Implementing Regulations Phase 1 Proposed Rule



## 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:

- Food, Hunger, and Farming Work group established at the office of the Governor
- Food and Agriculture Climate Alliance (FACA)
- Western Water Coalition



NM Farm Bureau hosted the 2021 Western Farm Bureau Government Affairs Annual meeting in Santa Fe, July 6-8. The group meets annually to discuss current issues and topics while developing strategies for improved advocacy as a western coalition. This year the group discussed drought and was joined by NM Native Tanya Trujillo, Undersecretary for Water and Science at the US Department of the Interior.

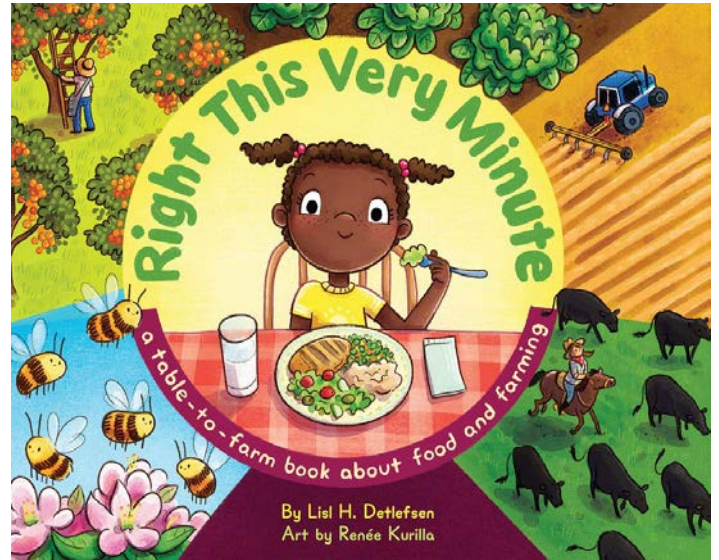




# NM AG IN THE CLASSROOM

## Ag Literacy Program:

Features the ag-based book *Right This Very Minute*, which offers a 'farm-to-table' glance at the agriculture industry and shares with students and teachers that throughout your day you are eating food produced by a farmer or rancher. Regardless of the time of day or what the weather has in store, the book conveys the important message that we all need a farmer and rancher, "Right This Very Minute." From the start of the Fall 2021 school year, we have already trained 3 NM FFA chapters who are now ready to present on this current Ag Literacy Project; Artesia FFA (committing to present to 40 classrooms), Hagerman FFA (committing to present to 13 classrooms), and Dexter FFA (committing to present to 3-5 classrooms). More chapters will partake in the training as the school year continues.



## New Mexico Ag24seven Resource Library:

A monthly check-in video series that allows students to see what it looks like on a farm and ranch in a year's scope by seeing a little peek each month on what's changing and how farmers/ranchers work hard every day. This allows students to learn more about the growing seasons, weather patterns and water usage, the different crops and livestock that grow in our state (and why in certain areas and not others), and also what types of innovation and tech advancements take place in order to keep their farm or ranch going strong. The learning and educational connections continue to grow and strengthen as we bring more farmers and ranchers to the table, sharing their story with New Mexico Ag in the Classroom.



### Contributors Include:

- Bronson Corn
- Russell Johnson
- Big Jim Farms
- Craig Ogden
- Jamie & Cole Viramontes
- Seth Martin
- Erin & Allen Fuchs
- Ethan & Diane Fuchs
- Larry Reagan
- Dickie Salopek
- Don Hartman
- Austin Vincent

## NM Grow Project Grant in Partnership with NRCS:

Twelve NM Grow Projects that included materials for kits for a classroom hydroponic system, raised bed outdoor science lab with hoop system and drip irrigation were provided throughout the state. Workshops, virtual trainings, and in-person help setting up materials was provided for each kit component. Kits are designed to be easily replicable in order to make it easy for teachers to expand their projects.

Teacher workshops are back! All Hatch Schools and NM MESA program teachers received trainings on incorporating agriculture across the curriculum and STEM challenge ideas for students to problem solve using precision agriculture.



Before and after photos of a raised bed outdoor science lab set up at Desert Montessori in Santa Fe with Santa Fe County F&LB President, Deanna Runer and NRCS representative, Alicia Rodriguez lending a hand.



# Thank You to our Sponsors:

## Rainmaker:



## Harvester:



## Cultivator:

- American Pistachio Growers
- Jennifer Riordan Foundation
- New Mexico Cattle Growers' Association
- Roswell Livestock & Farm Supply

## Additional Sponsors:

- Copper CowBelles
- Corriente CowBelles
- Farm Bureau Life Financial Group
- Heart of the Desert
- Lyles Farms Foundation, Inc.
- Mesilla Valley Transportation
- National Agriculture in the Classroom
- New Mexico CowBelles
- New Mexico FFA Association
- New Mexico Mining Association
- Paul's Veterinary Supply
- Peregrine Corporation
- Rio Valley Chili Inc.
- Seco Spice
- Smith Ford
- Western New Mexico Telephone Co.

# 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.

Each year the committee hosts multiple fundraisers including a golf tournament and food program which features New Mexico made products in collaboration with FFA Chapters around the state. In 2021, the committee worked with NMF&LB Districts to host district discussion meets prior to the state annual meeting. Each district held a competition and sent their top competitors to participate in the discussion meet at the 2021 NMF&LB Annual Meeting.

The committee also plays an active role in supporting the state's agricultural educators. Each year they provide a meal for the ag teachers during the Agricultural Teachers Conference. This year they held a BBQ for over 50 of the state's ag teachers.



# WOMEN'S LEADERSHIP PROGRAM

Members of the Women's Leadership Program play a vital role in the development of policies and programs that protect and represent the business, economic, social, and educational interests of farm and ranch families in NM. Members actively engaged in virtual leadership development opportunities such as FUSION, the Women in Agriculture Leadership Conference [WALC], and the AFBF Annual Convention. In 2020, WLP was honored to have a member who served as a delegate during the AFBF House of Delegates discussing and voting on national policies.

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 AFBF WLP charity of choice, the Ronald McDonald House Charities. In 2021, WLP provided a monetary donation of \$1,000 to the New Mexico Ronald McDonald House Charities and \$500 to WALC. Committee members purchased more than \$200 worth of items that they then assembled into care kits that were donated to La Casa Inc., a provider of services for Doña Ana community members impacted by domestic violence.



# 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

## ◈ Eastern New Mexico University:

- Eastern New Mexico University is in the beginning stages of establishing a chartered chapter on their campus in Portales. Regional County Farm Bureaus are eager to help them.

## ◈ New Mexico State University:

- This year, NMSU Collegiate Farm Bureau participated in Welcome Home Aggies during the Fall semester. This on-campus activity is for returning NMSU students. Collegiate members set up a booth to recruit new members. 28 students stopped at the booth and showed interested in joining the group. Also, Collegiate Farm Bureau members set up a promotional recruitment booth at the NMSU Ag Day. The Ag Day event is a celebration of New Mexico agriculture. An estimated 150 NMSU students visited the promotional booth. Collegiate Farm Bureau members are working hard to grow back their organization after pandemic restrictions contributed to a reduction in membership during the last year and a half.





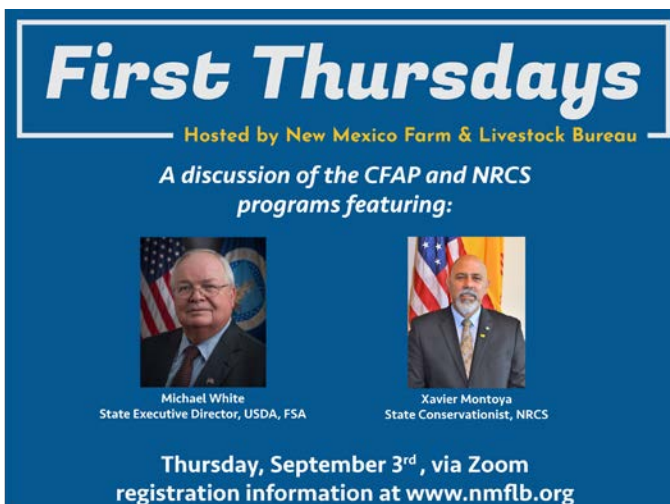
# COMMUNICATIONS

New Mexico Farm & Livestock Bureau's Communications Department continues to bridge the gap between consumers and producers. We have capitalized on the current "foodie" trend that is reflected by a popular "eat local" movement and the rise of farmers markets. Ironically, while interest in food is a national obsession, the awareness of agriculture and knowledge of the process by which food comes to the table is declining. We have utilized the New Mexico Agriculture campaign to achieve greater awareness, highlighting niche food producers and our members as well. We're also able to focus on natural resource conservation efforts, and the fact that our working lands provide habitat for the state's wildlife.


Many consumers are unaware of how the issues of regulation, water rights, land use and endangered species affect the availability and price of their meals. NMF&LB utilizes editorials in newspapers across the state to help consumers understand that:


- Local food comes from local farms and ranches.
- Agriculture in New Mexico is based on family-owned farms and ranches, not corporately owned entities.

During the pandemic, NMF&LB needed a way to share information that would normally be part of our Annual Meeting. One method to continue to communicate with our members was through our First Thursday's initiative. Featuring speakers from across the industry, these webinars were open to all members and highlighted marketing techniques, the current activities of the New Mexico Farm Safety Administration and the programs of the Natural Resources Conservation Service. These offerings were an important way to stay connected with our members when social distancing rules were in place.



**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 3<sup>rd</sup>, via Zoom  
registration information at [www.nmflb.org](http://www.nmflb.org)

Q **Carlsbad Current Argus.** ☰  
[Subscribe](#) [Sign In](#)

EDITORIALS | Opinion

*This piece expresses the views of its author(s), separate from those of this publication.*

## The dire need for New Mexico water infrastructure

Craig Ogden and Glen Duggins

Published 12:27 p.m. MT June 10, 2021

The on-going drought is having devastating effects on New Mexico's agricultural community as ranchers cull their herds for lack of grass and farmers fallow productive land for lack of irrigation water. While we pray for rain and

## Going Digital:

NMF&LB is excited about transitioning to a digital format for the Farm & Ranch newsletter. In order to increase accessibility and reach a broader audience, you will find new quarterly issues on the FB Benefits app through your smartphone or online at <https://issuu.com/nmfb>. We'll alert you through Facebook and the Daily Dirt when new issues are published.

## We Will Continue Our Successful Communication efforts to:

- effectively engage with stakeholders (members/potential members, policy makers, sister organizations and influencers)
- highlight organizational leaders and activities in New Mexico media
- provide consistent and concise flow of information to stakeholders
- brand our organization as families who provide local, sustainable and nutritious food

# MEMBERSHIP

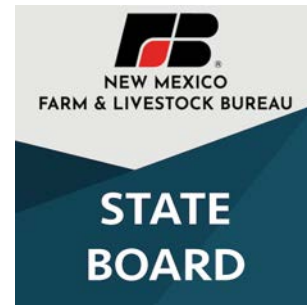
We work very hard to provide a variety of member discounts on a local, state and national level. If you have a connection to a business which would like to offer our over 20,000 member families a discount, email [fran@nmflb.org](mailto:fran@nmflb.org) and we will email you the sign-up form. Here are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





## NMF&LB Pursuit of Excellence Badges:

The Pursuit of Excellence is a badge program where members earn digital badges to honor their involvement with our organization. These badges are awarded for service on the state and county boards, for grassroots legislative activity, and for volunteering for various programs. These badges can be featured in your email signature and included in your LinkedIn profile. They can be utilized on any of your social networks. Your badge includes the details of your accomplishment and identifies you as a Fam Bureau advocate. Look for more information on our website at the tab marked Get Involved.



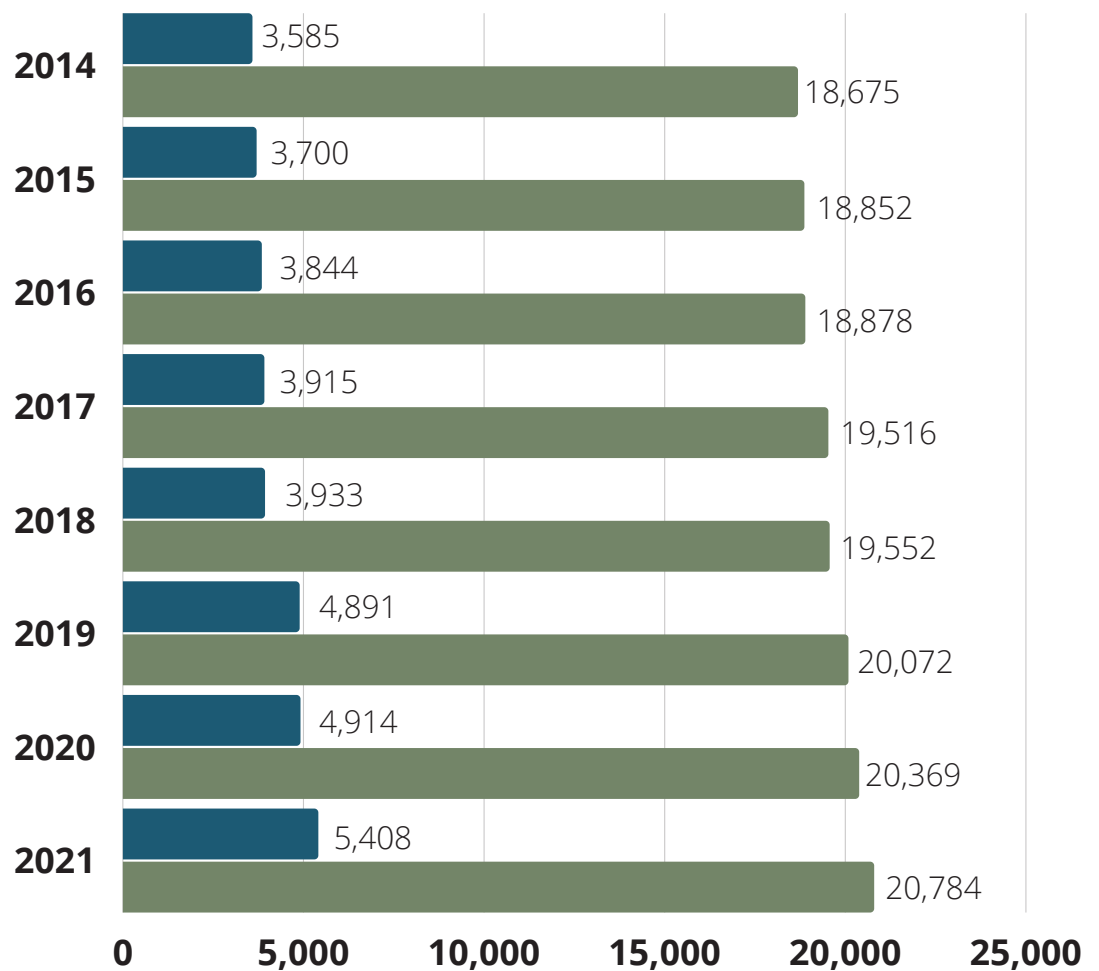
## Just ONE June:

Just One June was created as a membership drive to engage our members to talk to their neighbor, relative, seed dealer, or vet and share with them the many benefits of becoming a NMF&LB member. We created a series of videos, graphics, and materials to spread the word.

# JUST ONE JUNE



# MEMBERSHIP GROWTH



Membership Years 2014 - 2021

# MARKETING

## We Took Part in these Local Events:

- AgFest
- The Great New Mexico Chile Taste-Off
- Organic Farming Conference
- New Mexico State Fair
- ENMU Ag Day

## 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, which increases our exposure. Here are some of our giveaways:

- Ford 12v Ford Ranger electric car for kids
- Luke Combs concert tickets
- United soccer tickets
- Taste of AgFest box

■ Facebook:  
**5,232** followers

■ Instagram:  
**1,272** followers

■ Twitter:  
**917** followers

■ YouTube:  
**52** followers

## Ag Member Call Campaign:

■ Our goal for this campaign is to call our current agricultural members and ask them a couple of questions that will help us understand how we can better serve them. Their information will also help us better advertise our membership.

## Our New Website:

Visit [www.nmflb.org](http://www.nmflb.org) to view our new website. Our goal is to make this the go-to agricultural website for all of our members. We have been updating our calendar with the most current legislative and county events.


## New Member Postcard:

We created a new postcard that our members, agents, and counties can use to talk to people about our membership and its benefits.

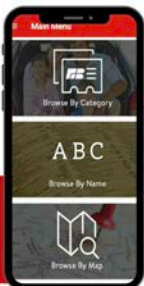


**YOUR \$61 MEMBERSHIP PROVIDES VALUE + IMPACT**

<b>GIVES</b> you access to over 34 member benefits and discounts	<b>SUPPORTS</b> scholarships for students seeking to further their education	<b>GROWS</b> educational outreach programs that impact the community	<b>ADVOCATES</b> for farmers and ranchers who feed, fuel and clothe America	<b>CULTIVATES</b> conversations and experiences that move agriculture forward
---	---	---	--	--

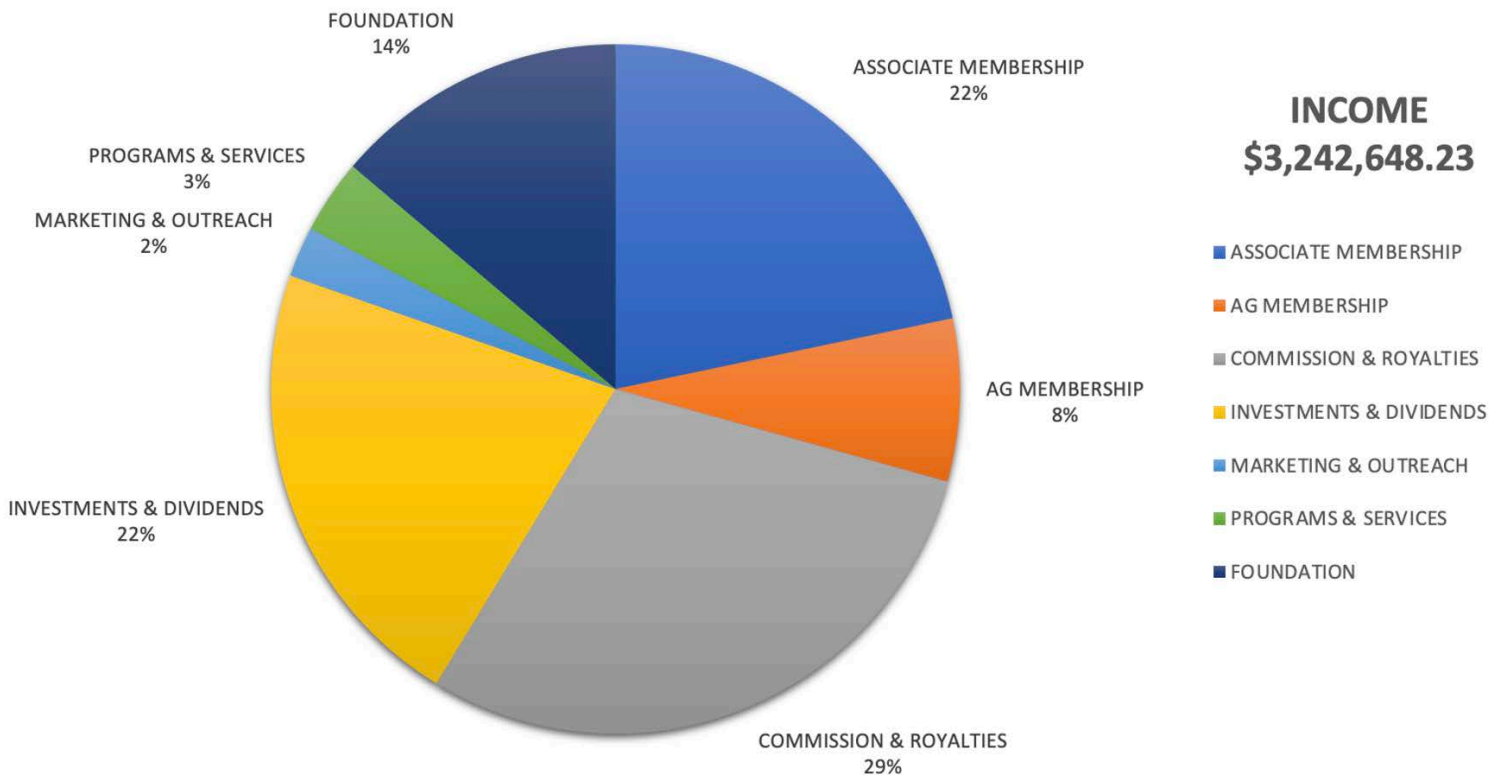
 To become a member scan the QR code. Access our full list of member benefits and services at [www.nmflb.org/benefits](http://www.nmflb.org/benefits)

**Your benefits travel with you!**  
Download the FB Benefits app from the App Store or Google Play

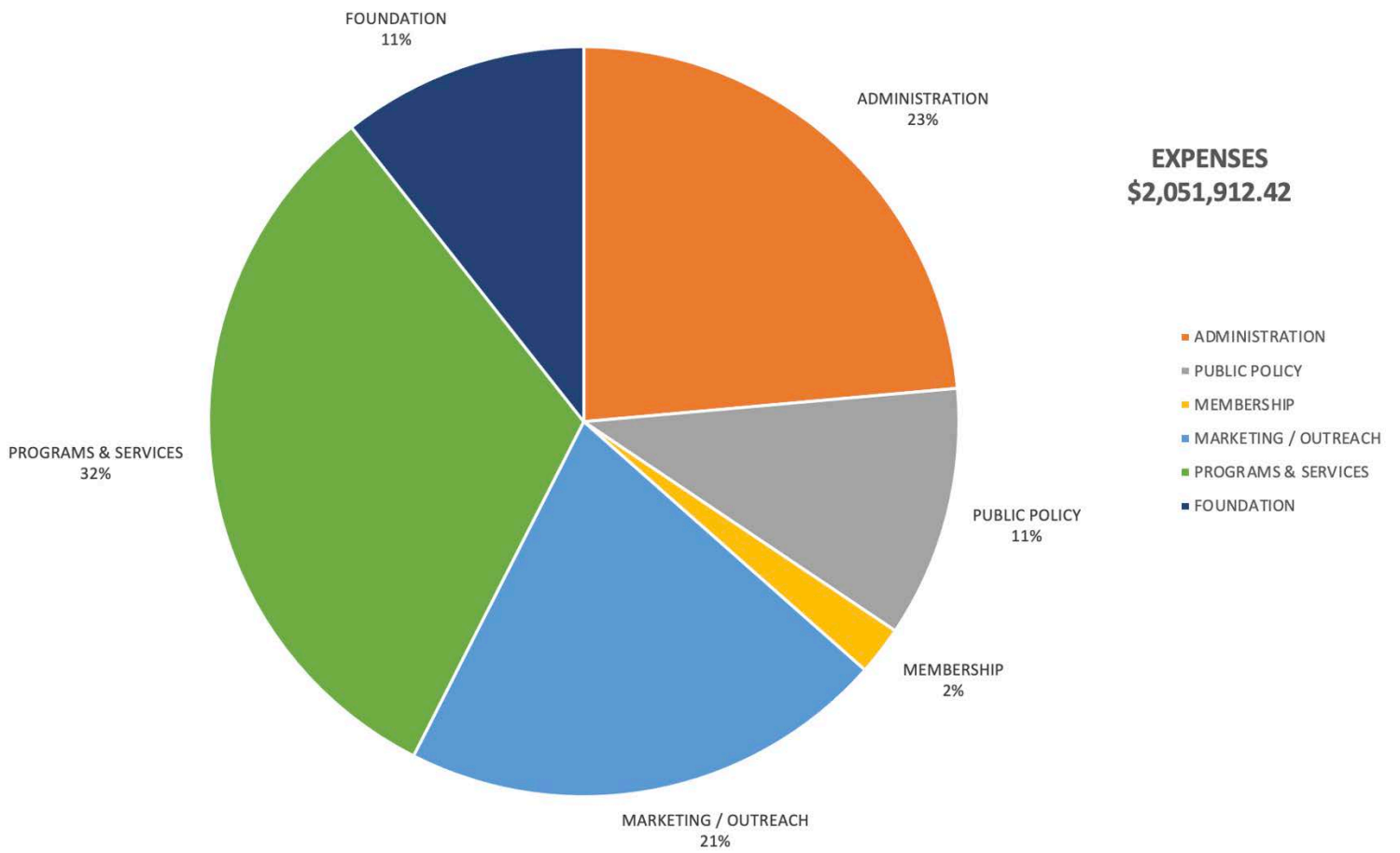


# 2021 Unaudited Financials

## Income:

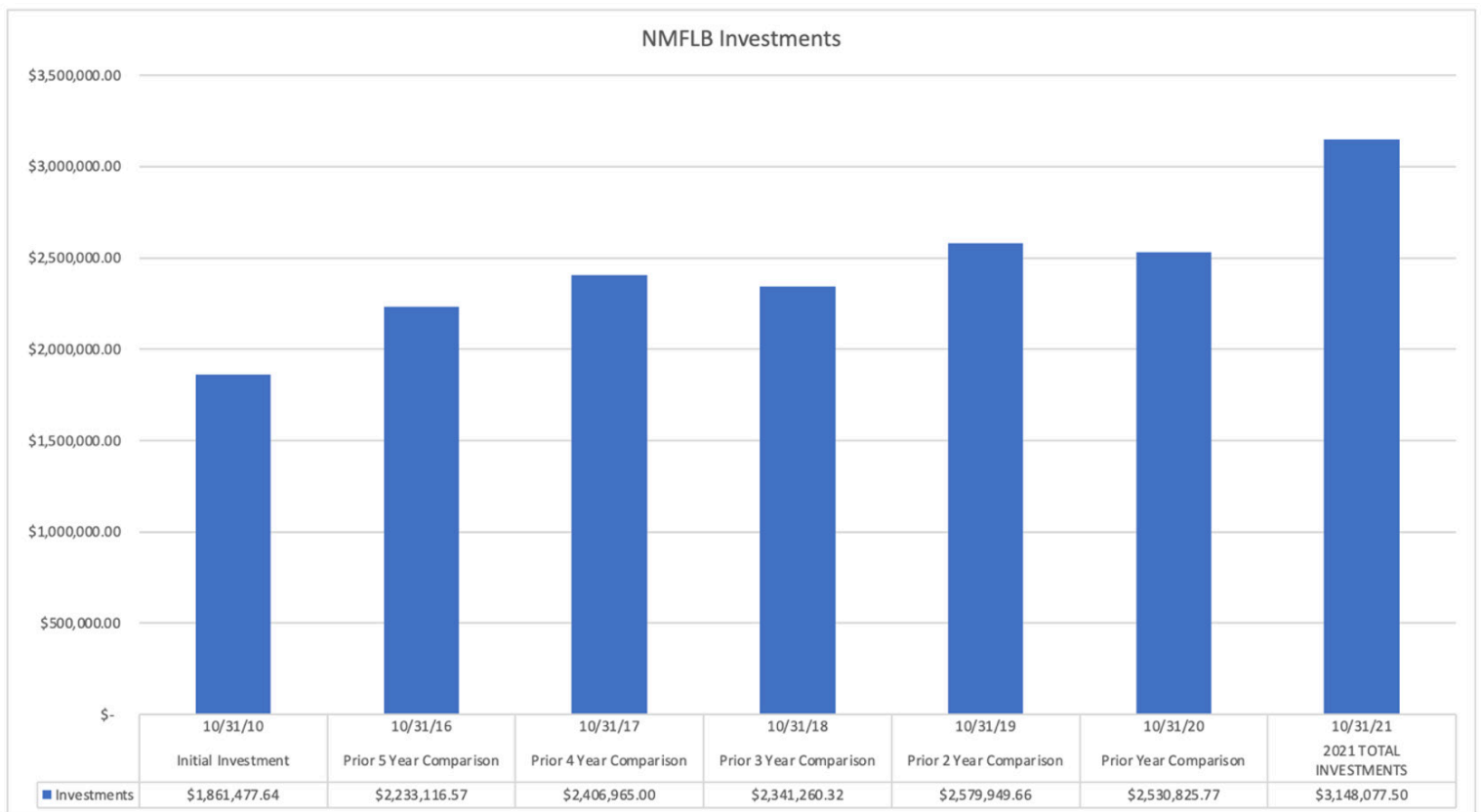


# Expenses:





# Investments:



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

**RED & GREEN**  
**CHILE**



NEW MEXICO  
 FARM & LIVESTOCK BUREAU

[NMFLB.ORG](http://NMFLB.ORG)