

NMDA

STRATEGIC PLAN
2009 - 2013



New Mexico Department of Agriculture
Working For You



Governor Bill Richardson



*Cabinet Secretary
Dr. I. Miley Gonzalez*

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is published by New Mexico Department of Agriculture**

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FOREWORD



The relationship between New Mexico State University (NMSU) and New Mexico Department of Agriculture (NMDA) is unique and special. NMDA is an integral part of the university. This fosters progressive, responsive, and comprehensive programs which serve the ever-changing need of the state's cornerstone industry—agriculture. The strategic plan developed by NMDA sets the course not just for the department's future service but also provides direction for the university as a whole. I congratulate Secretary Miley Gonzalez and all the great professionals and colleagues at NMDA for ensuring that agriculture in New Mexico will continue to be well served by its department and by its land-grant university.

Dr. Michael Martin - Past President, NMSU



Creating and implementing a strategic vision has been fundamental to the successes and accomplishments of the department programs over the past five years.

Each state agency under Governor Richardson's administration has undertaken the task of developing and executing a strategic plan. The process used for updating the department of agriculture's vision is described in this newly revised plan. Input from the agriculture and food industry was included and other constituents were consulted in the process. The expertise of staff has been fundamental in capturing the long-term experience of the department, not only in traditional programs but in emerging areas of need for the industry.

Numerous trends and events affect the management of business and government. Successful management of the public sector requires a systematic analysis of these trends and events and leads to realistic goals, specific strategies, and effectively managed programs. The NMDA Strategic Plan includes these concepts and creates a path for programs that meet the needs of industry in our state and the needs of our citizens.

Our attention to renewable energy from non-food agricultural sources is part of the new plan. We will work with other agencies and industry to move New Mexico forward in this arena. As a member of the NMSU community, NMDA will utilize research and extension partners to assist in addressing this critical area of the economy.

As leadership changes occur, this plan will help ensure the availability of resources and political support necessary for its implementation.

Dr. I. Miley Gonzalez - Secretary of Agriculture

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VISION AND MISSION

2020 VISION

NMDA is locally and nationally recognized for excellence, responsiveness, and professionalism; proactive advocacy; and promotion of New Mexico's agricultural industries.

MISSION

As a constitutionally established, cabinet-level agency and as part of NMSU, NMDA is dedicated to serving the citizens of New Mexico and enhancing the food and agricultural industry. The agency:

- Ensures a safe and secure food supply and a uniform and fair market place
- Protects natural resources and the environment
- Promotes marketing and trade domestically and internationally
- Works cooperatively with all levels of government and tribal entities, private industry, and the public

VALUES

Professionalism: NMDA is committed to carrying out its vision and mission by providing the highest quality services to the food and agriculture industry and the public.

Service: NMDA supports the well-being of its constituents and the public through efficient and effective use of its resources.

Leadership: NMDA provides a visionary, innovative, and responsive environment to serve constituents, the public, and its employees.

DEPARTMENT OVERVIEW

NMDA's vision statement captures the essence of the department's work ethic. In particular, these next few years require vigilant attention to emerging issues and the determination to respond to changing conditions in the environment and the economy. NMDA remains committed to its statutory obligations and updates the manner in which it provides service to its constituents as needed. This includes review of statutes, fee structures, compliance assistance, and education in a continuing effort to maintain a safe and secure food supply, maintain or improve resource conditions, and promote a fair market place.

On the forefront of all citizens' minds are energy and food prices along with related economic concerns such as job security and housing prices. These issues have profound effects on the agriculture industry and New Mexico's citizenry. NMDA has created a new priority area in response to these emerging issues. Over the next several years, NMDA anticipates lively discussions with agriculture industry leaders, policy makers, sister-agency personnel, university researchers, and others interested in possibilities the alternative energy agenda creates.

NMDA's relationship with NMSU provides unique opportunities to forge alliances in an effort to respond to new demands for energy, food, and the continuation of a vibrant agriculture industry in New Mexico. A description of NMDA's program areas and priorities can be found in this strategic plan along with specific objectives for accomplishing goals over the

next five-year period. NMDA will continue collaboration with existing and new partners as it navigates through these challenging times. Opportunities for excellence abound, and NMDA staff dedicates itself to proactive service in fulfilling its mission. Each division plays an important role in carrying out the department's goals and objectives.

Our rich agricultural history, culture, and traditions are addressed through new and innovative approaches using the latest in science, technology, and economic strategies. In New Mexico we contribute to the safest, most affordable, and most nutritious food supply on the globe.





NMMDA

PROGRAMS

OFFICE OF THE DIRECTOR/SECRETARY: Provides overall leadership and establishes policy for the operation of the department and serves as liaison between agricultural producers and state and federal government entities.

- **BUDGET AND SUPPORT SERVICES** – Oversees budgeting, financial reporting, accounting systems, vehicles, inventory, purchasing, and building functions.
- **INFORMATION TECHNOLOGY AND COMMUNICATIONS** – Oversees all phases of information technology, including policies and procedures associated with computer applications. Provides application development, implementation, and support for personal computers, servers, and mobile devices.
- **HUMAN RESOURCES** – Serves all personnel matters and provides coordination for the functions associated with staffing, compensation, employee relations, training, and development.
- **SPONSORED PROGRAMS ADMINISTRATION** – Provides direct support in budgeting and accounting for all restricted funds awarded to the department.
- **INDUSTRY AND AGENCY PROGRAMS** – Coordinates interaction with agricultural and industry organizations as well as state and federal governmental agencies affiliated with department programs. Addresses emerging issues of importance to the agricultural industry in New Mexico.
- **GOVERNMENT AND LEGISLATIVE AFFAIRS** – Acts as liaison among NMMDA, legislative officials, and various agricultural/economic development organizations throughout the state. As designated lobbyist, the director of Government and Legislative Affairs tracks legislation during sessions of the New Mexico Legislature. The director of Government and Legislative Affairs also acts as the custodian of public records.

AGRICULTURAL BIOSECURITY – Responsible for interacting with the agricultural industry, law enforcement agencies, and state and federal agencies to design and direct programs that safeguard and secure the agricultural industry.

VETERINARY DIAGNOSTIC SERVICES – Performs diagnostic analyses of animal specimens on a referral basis from veterinarians and agencies to determine the cause of death or to identify diseases; works with the Office of Medical Investigator and the New Mexico Department of Health; works with other state and federal agencies with cooperative programs for disease surveillance and agriterrorism/emergency response programs.



NMDA

PROGRAMS

AGRICULTURAL AND ENVIRONMENTAL SERVICES – Includes the following program areas: Pesticide Management, which administers pesticide-use laws through product registration, applicator licensing, and inspection; Entomology and Nursery Industries, which directs pest detection surveys, regulates quarantines, and regulates the sale of live plants and cut flowers; Feed, Seed, and Fertilizer, which regulates distribution of feed, seed, and fertilizer through product registration and inspections.

- **STATE CHEMIST LABORATORY** – Provides analytical services required by the regulatory functions of NMDA on feed, fertilizer, and pesticides. Similar analyses are provided to the public and other agencies on a fee basis.
- **STATE SEED LABORATORY** – Performs analyses on seed and provides technical information on regulatory samples for NMDA and similar testing on a fee basis for the public and other agencies.

DAIRY DIVISION – Provides dairy farm, dairy processing facility, and milk sampler/hauler inspections and permitting. The Dairy Division monitors raw milk quality from all dairy farms and samples all dairy processing facilities' milk products to ensure standards set by the Pasteurized Milk Ordinance. Various cheese products are sampled and analyzed for total coliform bacteria, salmonella, campylobacter, listeria, streptococcus group C, and yersinia entocolitica.

DIVISION OF AGRICULTURAL PROGRAMS AND RESOURCES –

Provides technical and administrative resources and planning assistance to soil and water conservation districts and the agricultural industry. The division monitors, investigates, analyzes, and disseminates information to shape policy decisions affecting the viability of agriculture and the sustainability of New Mexico's natural resources.

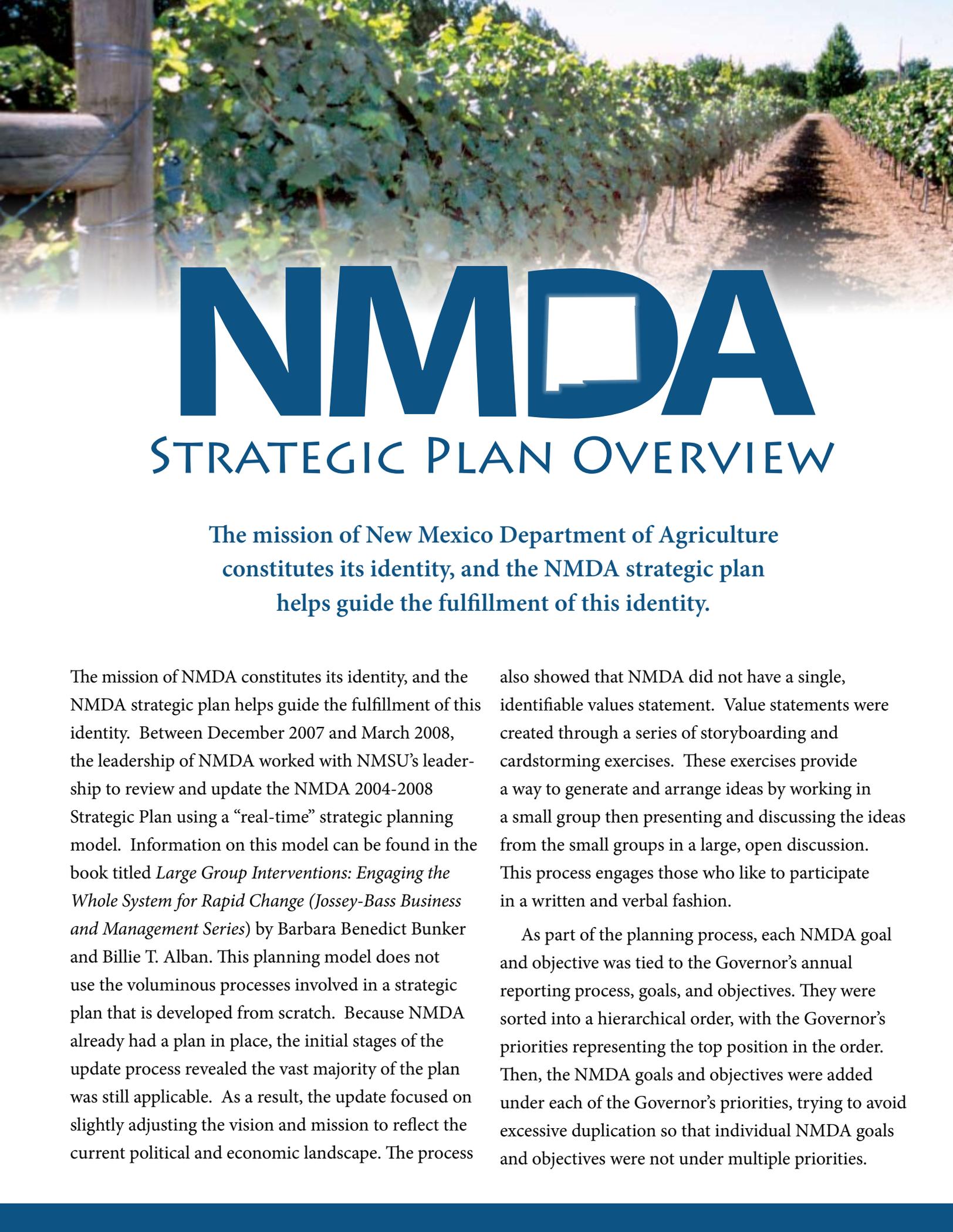


MARKETING AND DEVELOPMENT – Responsible for state, national, and international market expansion and development for New Mexico products, livestock, and processed foods; commodity promotions; specialty crop development; produce quality inspection; market news; agricultural statistics; and licensing of produce brokers and packers.

STANDARDS AND CONSUMER SERVICES – Includes the Consumer Services program, which provides weighmaster licensing and inspection of weighing and measuring devices, packaged commodities, eggs, and dairy products; the Petroleum Standard program, which provides inspection of petroleum measuring devices and quality of petroleum products; and supervises the metrology and petroleum standards laboratories.

- **METROLOGY LABORATORY** – Maintains custody of official state standards for mass, volume, and length; provides calibration of weights and measures used in department regulatory activities; and performs calibration services on a fee basis for industry.
- **PETROLEUM STANDARDS LABORATORY** – Provides analyses of official samples in the enforcement of petroleum product quality standards and specifications and offers sample analyses on a fee basis for industry and other agencies.

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NMDA

STRATEGIC PLAN OVERVIEW

The mission of New Mexico Department of Agriculture constitutes its identity, and the NMDA strategic plan helps guide the fulfillment of this identity.

The mission of NMDA constitutes its identity, and the NMDA strategic plan helps guide the fulfillment of this identity. Between December 2007 and March 2008, the leadership of NMDA worked with NMSU's leadership to review and update the NMDA 2004-2008 Strategic Plan using a "real-time" strategic planning model. Information on this model can be found in the book titled *Large Group Interventions: Engaging the Whole System for Rapid Change (Jossey-Bass Business and Management Series)* by Barbara Benedict Bunker and Billie T. Alban. This planning model does not use the voluminous processes involved in a strategic plan that is developed from scratch. Because NMDA already had a plan in place, the initial stages of the update process revealed the vast majority of the plan was still applicable. As a result, the update focused on slightly adjusting the vision and mission to reflect the current political and economic landscape. The process

also showed that NMDA did not have a single, identifiable values statement. Value statements were created through a series of storyboarding and cardstorming exercises. These exercises provide a way to generate and arrange ideas by working in a small group then presenting and discussing the ideas from the small groups in a large, open discussion. This process engages those who like to participate in a written and verbal fashion.

As part of the planning process, each NMDA goal and objective was tied to the Governor's annual reporting process, goals, and objectives. They were sorted into a hierarchical order, with the Governor's priorities representing the top position in the order. Then, the NMDA goals and objectives were added under each of the Governor's priorities, trying to avoid excessive duplication so that individual NMDA goals and objectives were not under multiple priorities.



Finally, the annual assessment of NMDA's progress was nested under each of the goals and objectives. The final result was that each of New Mexico's priorities could be traced through the progress of NMDA's goals.

Although all seven of the original priorities were maintained during the NMDA planning process, an additional priority was added. Because of the importance of alternative energy in both the agriculture and food industries, as well as the general economic well-being of New Mexico, a large portion of the strategic plan update was spent on this topic.

It should be noted the NMDA strategic plan coincides with the strategic planning process for NMSU. The NMDA plan was updated at the same time NMSU was developing its planning process for the ten-year accreditation visit. Additionally, several of the participants in the NMDA planning

process also participated in the NMSU process. As with NMDA, the NMSU strategic planning process is all-inclusive, providing opportunity for both internal and external constituents to participate.



GLOBAL MARKETPLACE DEVELOPMENT

STRATEGIC GOAL: *Provide expertise to develop, implement, and maintain comprehensive international and domestic marketing programs.*



OBJECTIVES:

- Enhance and facilitate domestic and international trade and marketing for New Mexico commodities and value-added products in current and emerging markets.
- Develop programs for agricultural production, processing, marketing, and distribution through partnerships and legislative efforts.
- Provide leadership for nontraditional group program development.
- Evaluate emerging technologies and application to New Mexico agriculture.

GLOBAL MARKETPLACE DEVELOPMENT

NMDA has committed resources and staff to numerous domestic and international trade activities and projects. New Mexico products are being marketed throughout the United States, the Pacific Rim, China, Mexico, Canada, and the European community. The NEW MEXICO-Taste the Tradition® and NEW MEXICO-Grown with Tradition® logos and programs serve as the marketing and promotional umbrella for New Mexico agriculture. Primary products being marketed include onions, green chile, red chile, potatoes, pecans, peanuts, processed foods, hay, pumpkins, melons, nursery products, beef cattle, and dairy cattle.

KEY FACTS

- NMDA annually publishes the *Agricultural Statistics Bulletin*, agricultural *County Sheets*, *Ag Facts*, and *Dairy Facts*.
- NMDA continues to support New Mexico farmers, ranchers, and other agribusinesses through a variety of marketing, promotional, and sales activities.
- In cooperation with the New Mexico Pecan Growers Association, NMDA staff established a long-term export market in China for New Mexico pecans.
- NMDA continues to maintain communication with livestock buyers in Mexico by participating in ExpoGan Chihuahua, ExpoGan Sonora, ExpoGan Durango, and the Confederacion Nacional Ganadera tradeshows and conferences.
- In cooperation with New Mexico green chile shippers and growers, NMDA implements the New Mexico Green Chile Promotion in Texas, California, Nebraska, Kansas, Missouri, Colorado, Arizona, and Nevada.



FOOD SAFETY AND FOOD SECURITY

STRATEGIC GOAL: *Provide consumer and industry education and protection to ensure a safe and secure food supply.*



OBJECTIVES:

- Provide resources for food safety.
- Develop and maintain solutions to security issues in partnership with domestic and international agencies and other entities to meet homeland security and private sector needs.
- Develop proactive public relations and education campaigns to increase the knowledge of food, plant, and animal safety and security issues throughout New Mexico.
- Provide accurate and timely diagnosis of disease conditions in food, fiber, plant, food animals, and companion animal species.
- Function as a liaison among various government agencies and the private sector to address animal health concerns including appropriate humane animal management procedures.
- Review and update diagnostic methodology regularly to ensure accurate, reliable, and timely results addressing plant and animal health concerns.

FOOD SAFETY AND FOOD SECURITY

NMDA is recognized as an international leader in the area of food and agriculture security preparedness programs. The department has committed the resources and has developed strong relationships with industry and local, state, federal, and international partners to assist the food and agriculture sector in protecting and enhancing their markets. The department facilitates an aggressive response to all reports of suspicious activity around food chain facilities—farms, ranches, and feed yards; chemical storage facilities; and meat processing facilities— With the direction of AgroGuard, a comprehensive and statewide community awareness program sponsored by NMDA, NMSU College of Agriculture and Home Economics (CAHE), New Mexico Livestock Board, New Mexico Department of Public Safety, New Mexico Department of Homeland Security and Emergency Management, Citizen Corp program, and the New Mexico Sheriffs' and Police Association.

KEY FACTS

- NMDA is working to protect our food supply in coordination with various departments of New Mexico state government, industry representatives, and federal partners.
- NMDA and its dairy inspection program continues to address dairy growth in both farms and processing plants as the state ranks ninth in total milk production and fourth in cheese production.
- AgroGuard was created in 2005 to model a neighborhood watch program with an emphasis on agriculture.
- The primary function of NMDA's Veterinary Diagnostic Services is the diagnosis of disease in New Mexico livestock and companion animals.
- The New Mexico Agriculture Livestock Incident Response Team program was established and is a partnership of private veterinarians, New Mexico Livestock Board, NMSU CAHE, and NMDA to provide rapid response to livestock diseases.



NATURAL RESOURCES AND ENVIRONMENTAL QUALITY

STRATEGIC GOAL: *Promote sustainable use and prudent management of natural resources.*



OBJECTIVES:

- Participate in natural resource policy and planning processes in the protection of natural resources and promote the sustainability of New Mexico agriculture.
- Strengthen partnerships with local, state, federal, and tribal entities; private citizens; and nongovernmental entities.
- Support research to promote the long-term viability of agriculture and the state's natural resources.
- Support and enhance public education on the importance of agriculture in the management, protection, and sustainability of natural resources.
- Support landscape scale natural resource management.

NATURAL RESOURCES AND ENVIRONMENTAL QUALITY

Agricultural producers and citizens of rural and urban New Mexico seek solutions to balance the needs of agriculture, economic development, and environmental health. NMDA participates in natural resource policy and planning processes in the protection of natural resources and promoting the sustainability of New Mexico agriculture. Partnerships are continually bolstered with local, state, federal, and tribal entities; private citizens; and nongovernmental agencies. NMDA also supports research to promote the long-term viability of agriculture and the state's natural resources.

KEY FACTS

- NMDA partners with the Natural Resources Conservation Service and the Soil and Water Conservation Districts to support 47 soil and water district operations.
- In partnership with the Paso del Norte Watershed Council, NMDA received a federal Environmental Protection Agency 319(h) grant.
- NMDA continues to conduct aquifer sensitivity assessments which identify possible areas of concern for contamination or a decrease in the quality of groundwater surfaces.
- NMDA administers the Acequia and Community Ditch Fund, which offers grants to acequia and community ditches for the purposes of adjudicating water rights.



FOOD HEALTH AND CONSUMER AWARENESS

STRATEGIC GOAL: *Develop and promote public awareness and programs linking food and agriculture to health and consumer safety.*



OBJECTIVES:

- Increase public awareness regarding the link between agriculture, food, and health through partnerships and education campaigns.
- Promote healthy nutrition through the use of New Mexico food and agriculture products.
- Cooperate with all levels of government to ensure food and agriculture are a priority in decision-making processes and policies.

FOOD HEALTH AND CONSUMER AWARENESS

NMDA supports improvements in public health and nutrition through the use of New Mexico products for food and farmers' market programs. The "Closing New Mexico's Food Gap" study outlined the challenges New Mexicans face and illustrates options that can integrate affordable nutritious foods into the permanent infrastructure of food outlet and grocery store development. NMDA promotes public awareness of New Mexico's agriculture industry through education and training.

KEY FACTS

- NMDA continues its support to the New Mexico's Farmers' Marketing Association, which represents 44 farmers' markets statewide.
- NMDA is a national leader in the Farms-to-School Program, which allows school children the opportunity to enjoy fresh New Mexico-grown fruits and vegetables.
- The USDA-sponsored Women, Infants, and Children's Farmers' Market Nutrition Program enables young women to access fresh fruits and vegetables through New Mexico's farmers' markets.
- NMDA has developed a close working relationship with all American and Mexican border states in the areas of food security, border security, and international trade expansion. New Mexico is the lead state in border biosecurity issues.



ECONOMIC DEVELOPMENT AND VALUE-ADDED PROCESSING

STRATEGIC GOAL: *Develop and promote New Mexico programs and policies to enhance local/international marketing, trade of agricultural products, and rural economic development.*



OBJECTIVES:

- Provide support to young, start-up, small-scale, and nontraditional agriculture groups:
 - *Farmers' market*
 - *Farm-to-table*
 - *Organic product promotion*
 - *Agri-tourism*
 - *Specialty crops*
 - *Niche markets*
 - *Native American programs*
- Investigate and develop opportunities to add value to additional raw agricultural products.
- Collaborate with other agencies and entities for current and emerging economic development opportunities on the United States/Mexico border.

ECONOMIC DEVELOPMENT AND VALUE-ADDED PROCESSING

NMDA collaborates with other agencies and entities for current and emerging economic development opportunities on the United States/Mexico border. Staff has participated in numerous trade missions and industry meetings throughout Mexico. NMDA supports both large and small producers, nontraditional agriculture groups by actively investigating and developing opportunities to add value to raw agricultural products.

KEY FACTS

- In cooperation with food manufacturers, growers, distributors, and produce brokers, New Mexico onions, chile, watermelons, pumpkins, and processed foods have been sold in major state and regional retail stores. Stores include Albertson's, Wal-Mart Supercenters, Smith's Food and Drug, Raley's, Ralph's, H-E-B Grocery Stores, Affiliated Foods, Winn Dixie, and others.
- Under the New Mexico Specialty Crops Program, NMDA funds 53 companies and organizations.
- NMDA coordinates the largest promotion of New Mexico processed foods at the New Mexico State Fair; over one hundred companies featuring 800 products are showcased.



AGENCY LEADERSHIP AND MANAGEMENT CAPACITY

STRATEGIC GOAL: *Lead through professionalism, excellence, responsiveness, and proactive advocacy for New Mexico agriculture; and provide leadership, vision, and support for NMDA personnel.*



OBJECTIVES:

- Advocate for New Mexico's agriculture and promote public awareness of agriculture's importance.
- Increase public awareness of NMDA's roles in agriculture and consumer services.
- Support technological advancements in the food and agriculture industry.
- Assume a leadership role to encourage, promote, and initiate active communication and cooperation among various federal, state, local, and tribal government agencies.
- Continue to attract and retain quality personnel.
- Provide professional development and leadership opportunities.
- Maintain a safe and positive work environment.
- Maintain state-of-the-art technology for NMDA employees to ensure productivity and quality performance.
- Prioritize funding requests to ensure the most beneficial long-term benefits.

AGENCY LEADERSHIP AND MANAGEMENT CAPACITY

NMDA implements strategies and allocates resources to serve the citizens of New Mexico. At its core NMDA integrates leadership, staff development, information technology and communications, state-of-the-art equipment, and performance-based budgeting. This provides NMDA with the flexibility to respond to changes and needs in business and agricultural production. NMDA collaborates with New Mexico Cattle Growers, New Mexico Wool Growers, Dairy Producers of New Mexico, New Mexico Livestock Board, and other producer/processor organizations to support industries, initiatives for growth and vitality.

KEY FACTS

- NMDA focuses on internal improvements in order to increase support to the agricultural industry and citizens of New Mexico.
- NMDA worked on Farm Bill issues with the Western Governors' Association, New Mexico Legislative Delegation, the National Association of State Departments of Agriculture, and Hispanic Association of Colleges and Universities.
- NMDA staff develops and performs presentations to associations, agencies, regulated industry, and others on safety measures, current issues, diseases, laws and regulations, and other topics.
- Administrative functions have been restructured to provide operational effectiveness and efficiency.



REGULATORY COMPLIANCE

STRATEGIC GOAL: *Maintain regulatory compliance through cooperative relationships with industries, agencies, and the public to ensure consumer protection and a uniform market place for domestic and international products.*



OBJECTIVES:

- Provide consumer and industry protection through timely development and enhancement of consistent programs.
- Ensure a safe and secure food supply and a uniform, fair market place.
- Review and update statutory requirements with scientifically based information for industry input to safeguard consumers, industry, and the environment.
- Coordinate with constituent agencies on regulations and compliance issues affecting food and agriculture.

NMDA believes regulation is a tool in a collaborative industry/agency endeavor toward product security and safety. Regulation is a commitment that joins the producer, processor, agency, and consumer. Field inspectors work to ensure consumer goods meet standards of quality, quantity, and labeling. The Metrology Laboratory houses the state standards and performs approximately 9,000 calibrations a year for industry and government entities that are traceable to the national standards. The Petroleum Laboratory performs approximately 16,000 samples a year to ensure the quality in fuel and petroleum products.

KEY FACTS

- NMDA field inspectors check at wholesale and retail establishments to ensure consumer goods meet standards of quality, quantity, and labeling.
- NMDA inspects all dairy farms and dairy processing facilities to prevent pathogenic bacteria and antibiotics from entering the food supply.
- NMDA monitors the quality of feed, fertilizer, and seed sold in the state.
- NMDA protects the state's environment, citizens, and food supply by ensuring the proper and safe use of pesticides.



ALTERNATIVE ENERGY

STRATEGIC GOAL: *Support and promote development of sustainable energy sources and act as a conduit for the exchange of information about renewable energy resources and agriculture.*



OBJECTIVES:

- Provide policy, discussion, education, and training regarding renewable energy.
- Promote alternative energy methodologies that use agricultural products and by-products.
- Promote a mutually beneficial balance between alternative energy producers and agriculture interests.
- Promote incentives and minimize impediments to local production and consumption of alternative energy by agriculture.
- Support balanced science-based analysis of alternative energy sources.
- Participate in consortiums with academia and industry to identify alternatives in fuels, transportation, and delivery systems for the benefit of agriculture.
- Support conservation methods and best energy-use practices.
- Support development of necessary infrastructure to support production and use of alternative energy.

Some of the most important biodiesel crops are well suited to New Mexico's high altitude, low-moisture levels, and high summer heat. NMDA can serve as a conduit to further research and private industry innovation in the production of non-food crops, such as camelina and canola, in the search for effective and efficient use of biomass in the conversion to energy and other alternative energy biofuel opportunities. Governor Richardson created an Energy Innovation Fund to expedite adaptation of commercial clean energy technologies in New Mexico.

KEY FACTS

- NMDA sponsored the first annual New Mexico Biodiesel Policy Summit in Albuquerque in March 2008.
- NMDA continues to work with the agricultural industry to promote options of power generation from methane emissions from livestock manure and/or by-products.
- In cooperation with universities, government, and private industry, NMDA is working to develop alternative energy strategies and solutions.
 - Several companies have expressed an interest in New Mexico regarding the production of biodiesel, algae, and alternative crops.
 - Two processors are based in southern New Mexico conducting field trials and processing efficiencies.
- The 2008 Farm Bill Title VII for Energy appropriates \$1 billion to fund programs to leverage renewable energy industry investments in new technologies and new feed stocks across the United States.





NMDA HISTORY

“There shall be a department of agriculture which shall be under the control of the Board of Regents of New Mexico State University . . . State Department of Agriculture.”

The 1911 State Constitution created a department of agriculture. In 1955 the New Mexico State University (NMSU) Board of Regents unified a number of regulatory services and the individuals responsible for them under a single administrative organization — the New Mexico Department of Agriculture. Since March 1978, the director of NMDA has served as the secretary of agriculture on the Governor’s Cabinet. As such, the director/secretary is the agricultural industry’s official representative to state and federal government.

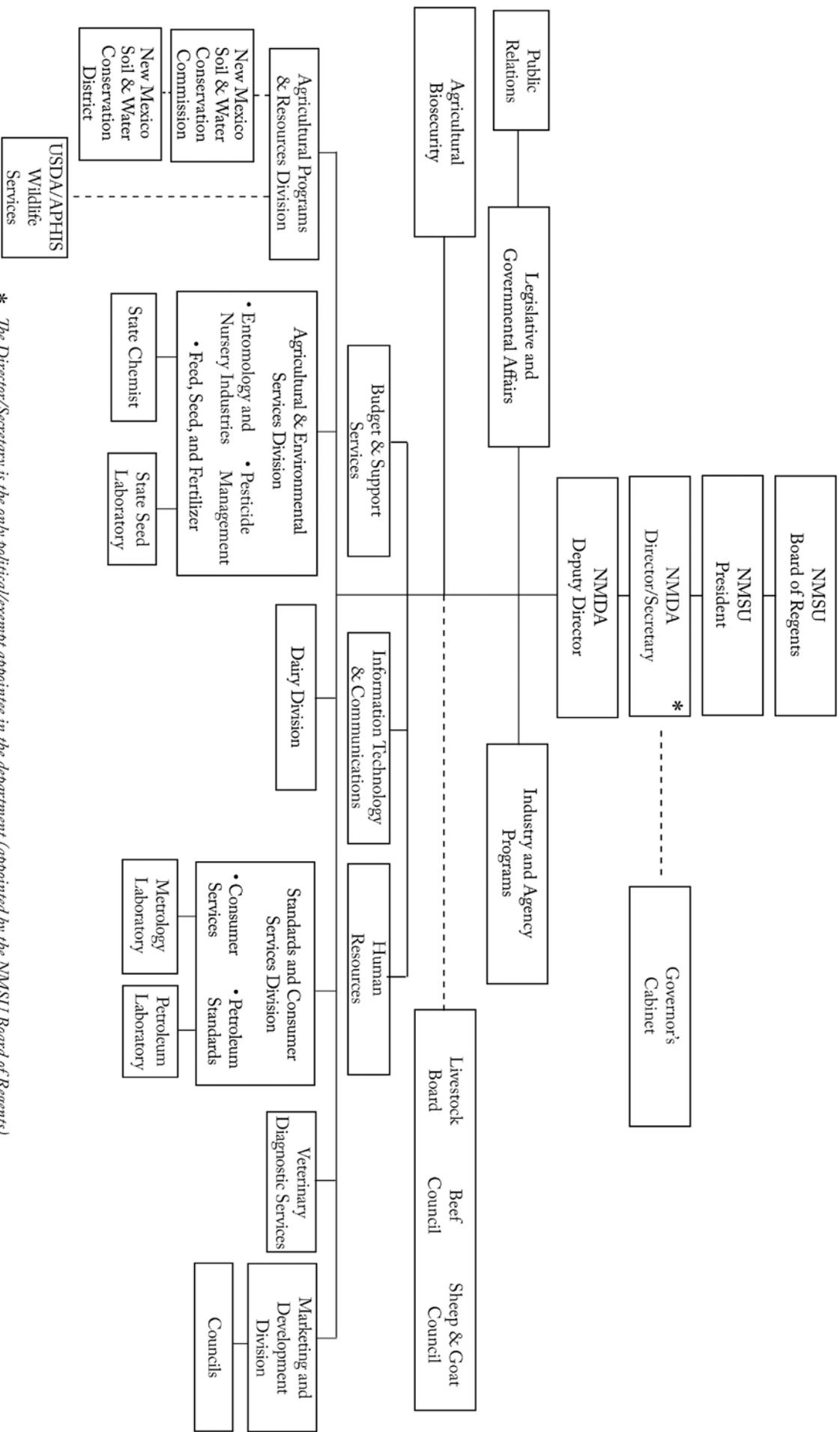
NMDA is a producer-consumer service and regulatory department under the NMSU Board of Regents and is responsible for certain statutes legislated over the last half century. NMDA’s mandate has changed over the years since its creation by the State Constitution. Services have expanded in reaction to changes in population, needs of agribusiness activities, and dynamic economic conditions.

The first director of NMDA, serving from 1955 to 1971, was Dallas Rierson. Charlie Whigam served as acting director from June 1971 until January 1972 when NMSU President Gerald Thomas appointed Dr. William P. Stephens the new director/secretary. In February 1988 Frank A. DuBois was named and served in this capacity until his retirement in June 2003.

On July 1, 2003, the Board of Regents appointed Dr. I. Miley Gonzalez as the new director/secretary. In addition to being the chief executive officer of the department, Dr. Gonzalez serves on the Governor’s Cabinet, the NMSU Cabinet, Vice President’s Council, and the Administrative Council.

NMMDA

Organizational Chart



* The Director/Secretary is the only political/exempt appointee in the department (appointed by the NMSU Board of Regents)

Collaboration with Boards, Commissions, and National Organizations

Academy of Veterinary Consultants
Albuquerque Veterinary Association
American Association of Pesticide Control Officials
American Association of Veterinary Laboratory Diagnosticians (AAVLD)
American Feed Control Officials
Association of Official Seed Analysts
American Society for Testing and Materials (ASTM)
American Veterinary Medical Association
Black-tailed Prairie Dog Task Force
Border Governors
Bureau of Land Management (BLM)
Burrowing Owl Work Group
Elk/Livestock Task Force
Entomology Society of America
Governor Richardson's Policy Task Force
Governor Richardson's Tribal Consultation Team
Interagency Weed Action Group (IWAG)
Jaguar Conservation Team
Mexican Wolf Interagency Management Advisory Group
Middle Rio Grande (MRG) Endangered Species Act (ESA) Collaborative Program and Steering Committee
National Agriculture Statistic Service
National Association of State Departments of Agriculture (NASDA)
National Conference of Weights and Measures
National Histological Society
Natural Resources Conservation Service (NRCS) State Technical Committee
New Mexico Beef Council
New Mexico Chile Commission
New Mexico Dry Onion Commission
New Mexico Farm and Livestock Bureau
New Mexico Natural Lands Protection Committee
New Mexico Racing Commission
New Mexico Sheep and Goat Council
NMSU College of Agriculture and Home Economics
NMSU Energy Task Force
NMSU Strategic Planning Committee
NMSU Water Task Force
New Mexico Veterinary Medical Association Committee on Animal Health
North American Agricultural Marketing Officials (NAAMO)
Paso del Norte Watershed Council
Resource Advisory Council
Southwest Assurance Association
Tri-National Agricultural Accord
USDA/Hispanic Association of Colleges and Universities Leadership Committee
United States Livestock Genetic Export (USLGE)
Upper Rio Grande Basin Water Operations
Water Quality Control Commission (WQCC)
Water Trust Board (WTB)
Western Association of State Departments of Agriculture (WASDA)
Western Governors Farm Bill Team
Western Horticultural Inspectors Society
Western Plant Board
Western United States Agricultural Trade Association (WUSATA)
Western Weed Coordinating Committee (WWCC)
Western Weights and Measures Association
Wildlife Advisory Board

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Interim Director, Bonnie Rabe, 646-2133

- **Entomology and Nursery Industries Program**

Asst. Division Director, Brad Lewis, 646-3207

- **Feed, Seed, and Fertilizer Program**

Asst. Director, Tim Darden, 646-3107

- **Pesticide Compliance Program**

Marjorie Lewis, 646-2134

- **State Chemist, 646-3318**

- **State Seed Analyst, 646-3407**

Dairy Division Director, Alf Reeb, 841-9427

Marketing and Development Division

Director, Edward Avalos, 646-5055

Standards and Consumers Services Division

Director, Joe Gomez, 646-1616

- **Consumer Services Program,**

Asst. Director, Raymond Johnson, 646-1616

- **Petroleum Standards Program,**

Asst. Director, David Turning, 646-1616

Veterinary Diagnostic Services

Director, Dr. Flint Taylor, 841-2576

Top Ten Commodities

in New Mexico for 2006 by Cash Receipts

#1 Milk.....	\$911,614,000
#2 Cattle and Calves.....	\$905,138,000
#3 Hay.....	\$156,698,000
#4 Pecans.....	\$ 85,100,000
#5 Greenhouse Nursery.....	\$ 62,270,000
#6 Corn for Silage.....	\$ 56,700,000
#7 Onions.....	\$ 45,936,000
#8 Chile.....	\$ 41,705,000
#9 Cotton.....	\$ 39,616,000
#10 Miscellaneous Vegetables.....	\$ 26,000,000



NMDA

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