Recommendations from
2008 BII-NM Strategic Planning

Due to the convergence of a variety of issues, including economic and environmental realities and human/animal health issues, the NM Beef Industry has reached a critical stage of its development. In order to maintain economic viability, it is imperative to enact a series of activities that define and promote the industry in such a way as to communicate a consistent and positive message to the public, generate enthusiasm and alliances within the industry and provide new economic support structures for producers.

RECOMMENDATION 1: SELLING NEW MEXICO BEEF
(Revised by moving "cattle value adding marketing" to Recommendation 6: Animal Health)
The BII-NM Executive Committee in collaboration with industry representatives shall focus on marketing NM beef from hoof to table through an NM branded beef program.

Goal 1: Using the value chain approach develop a differentiated branded beef program for New Mexico raised beef with emphasis on establishing buyer agreements with a range of buyers, including at least one major buyer by fall 2010.

Objective 1: Initiate strategic development and position of brand by:

1. Conducting initial brand planning workshop
2. Conducting market and product research
3. Developing positioning strategy
4. Defining the brand
5. Developing creative brief

Objective 2: Create brand identify elements by:

1. Designing brand identity
2. Developing brand applications
3. Developing a plan for implementation of brand strategy

Objective 3: Explore the feasibility of creating an NM beef marketing association to voluntarily coordinate direct marketing activity among producers who market finished beef.

RECOMMENDATION 2: INDUSTRY COORDINATION
The BII-NM Executive Committee should facilitate the coordination of key organizations in the New Mexico beef industry in order to improve communication, define the roles and functions of each organization as they address the needs of producers, and create a database of industry stakeholders.

Goal 1: Document the missions and purpose and implementation strategies of key organizations that provide resources to the NM beef industry.

Objective 1: Conduct survey and gather data

Objective 2: Create a summary of the data through a written and web accessible report on the key organizations

Goal 2: Develop and implement an intra-organization networking and communication strategy

Objective 1: Develop a list serve for members (representatives) of key organizations to facilitate communication about urgent matters or other matters of interest

Objective 2: Develop a schedule of meetings for members (representatives) of key organizations

RECOMMENDATION 3:
BII-NM shall work with NMSU-Cooperative Extension Service to facilitate industry-wide collaboration of producers and capture economies of scale by developing regional collaborations among producers and with other supply chain members. Cooperation will also include activities to foster involvement from a broader range of participants from the beef industry – particularly younger ranchers.

Goal 1: Create mechanism for advising NMSU-CES of regional (within the state) rancher needs

Objective 1: Create a beef advisory council for NMSU-CES at the statewide level

Objective 2: Develop communication strategy to disseminate information to county agents and to provide assistance as needed in order to enhance agents' ability to provide services as needed in each region.

Objective 3: Develop calendar and ongoing communication mechanism between BII-NM and NMSU-CES

RECOMMENDATION 4: SECONDARY RANCH INCOMES
BII-NM should consistently seek out new information and provide ongoing education to producers and other interested parties on the opportunities for secondary income sources from existing operations such as agri-tourism, sustainable practices, ecological services, and hunting.

Goal 1: Survey subject matter experts and key organizations on secondary ranch income and develop a list of opportunities

Objective 1: produce a report on secondary ranching income opportunities including a list of existing organizations and resources

Objective 2: create a web presence for this data

Goal 2: Develop a strategy to stay current about changes in opportunities in secondary ranch income

Objective 1: Develop a list serve for information sharing among BII-NM members

Objective 2: Develop meeting schedule for future conversation

Objective 3: Identify a key partner who can maintain and update the web data on opportunities for secondary ranch income

Objective 4: Network that partner into the matrix of industry organizations that will be created and maintained under recommendation 2.

RECOMMENDATION 5: REGULATORY ISSUES

BII-NM should create an advisory task force involving producers, regulators, policymakers, processors, and experts such as NMSU Food Technology specialists to address and educate about regulatory issues impacting all aspects of the beef industry.

Goal 1: Create mechanism for convening a meeting of all relevant regulators, industry representatives, and service providers

Objective 1: Create a statewide beef regulatory advisory council.

Objective 2: Develop calendar and ongoing communication mechanism among council members

Objective 3: Network the advisory council into the matrix of industry organizations that will be created and maintained under recommendation 2

RECOMMENDATION 6: ANIMAL HEALTH
(amended to add value-added cattle marketing)

BII-NM shall create a cattle health task force that develops best management practices and strategies for crisis response in order to assist producers to obtain higher values when selling their cattle, from calf to cull.

Goal 1: Survey subject matter experts on cattle health improvement and develop a list of desirable BMPs

Goal 3: Develop a formalized crisis response strategy through collaborative dialogue with known intervenors

Goal 2: Using the value chain approach, develop programs to increase the value received by New Mexico producers for live cattle.

Objective 1: Explore existing strategies that have successfully raised prices for New Mexico cattle

Objective 2: Identify existing opportunities to apply known successful techniques through collaboration with action teams working on other BII-NM recommendations