



BEEF INDUSTRY IMPROVEMENT-NM (BII-NM) NEWSLETTER, SPRING 2009

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Thank you to all of the participants in the NM Beef Industry Strategic Planning Summit. November 2008 seems like a long time ago, and we apologize for the gap in communication. The winter season of conferences, conventions, and the legislative session have kept us all busy working for the best interest of our producers and our industry.

Since November, your Executive Committee has met several times to begin the task of implementing the recommendations that we agreed on at the planning summit. The recommendations are at the end of this document, so that you can all see where we left off at that time. As we move in to the implementation phase, the Executive Committee felt the group needed a name that reflects our commitment not just to planning, but to action, thus we agreed to change the name from the Strategic Planning Initiative to the Beef Industry Improvement—New Mexico or BII-NM.

We have developed our master list of BII-NM “members” (attached), people who have participated in town halls, or the summit, or have kept in touch through written and email communication and are interested in supporting the process as we move forward. This “newsletter” will be sent to everyone on that list. We encourage you to look over the list and if there are any other people, particularly producers, who you think might bring value to the conversation, please let us know and we will contact them and provide all necessary information so that they can be informed about the work to date.

We have also developed a rough “implementation strategy” for the recommendations. We believe that the best way to move forward is to convene a task force for each recommendation, initially led by two or more members of the BII-NM Executive Committee. We took a stab at “populating” each task force by making a list of possible participants. When you look at the master list of BII-NM members, you will see that next to many names we have indicated which task force we guessed they might be most interested in. These are “best guesses.” We ask all BII-NM members to consider participating in one or more task force, and to let us know your preference. Also, if there is someone who we have overlooked that might be a valuable contributor, please let us know.

The only modification that we have made to the recommendations as we moved into implementation is that we divided Recommendation 1 into two components: “marketing of beef” and



Next Steps- Task Force Meetings

We have set a goal of building up communication among us toward a summer meeting in Moriarty, which will give each task force the opportunity to meet, develop a preliminary work plan and proposed budget, and present those in open session to each other. More details on the meeting will be communicated to you as we proceed with the planning.

Meanwhile, the task force interim team leaders (volunteers from the BII-NM Executive Committee) will be in touch with interested BII-NM members to initiate conversation via email and by telephone. These pre-meeting conversations will help establish membership on each committee, identify individuals who may wish to take over leadership of the task forces, and point out any other aspects of preparation needed for the implementation process.

Following the meeting, the BII-NM Executive Committee will continue to oversee the process and in particular will work to develop funding so that the implementation phase of the recommendations can proceed effectively and for as long as needed to achieve success. In the end, what matters is that these recommendations develop a “life” of their own, which may involve developing new strategic alliances and organizational relationships. It will be the responsibility of the BII-NM Executive Committee to keep the process alive!

NM Beef Branding Process

In our review of the recommendations, the BII-NM Executive Committee found that developing a New Mexico brand is the recommendation that has the greatest potential impact on the profitability of the NM beef and cattle industry. We feel that a significant portion of our effort needs to be directed toward the implementation of this recommendation. We also find that there is already significant movement in this direction that can be coordinated for greater benefit and effect. As a result, work plans, a budget and related information in support of this recommendation are being developed. We are looking now for a way to post this information for BII-NM member to review and comment on a web site. This web-based approach will also give us a way to post and monitor work on all BII-NM recommendations as they get up off the ground and moving forward. Stay tuned! More to follow!

Recommendations of the Strategic Planning Summit—November 2008

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: The BII-NM Executive Committee in collaboration with industry representatives shall focus on marketing NM beef from hoof to table, through a NM branded beef program.

RECOMMENDATION 2: 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.

RECOMMENDATION 3: In order to facilitate industry-wide collaboration of producers and capture economies of scale, NMSU-CES (in conjunction with a group representing the BII-NM Executive Committee) shall work to develop collaborations between and among producers and other supply chain members in order to develop regional value chains. A desired outcome from this activity will be greater involvement by a broader range of participants from the beef industry – particularly younger ranchers.

RECOMMENDATION 4: The BII-NM Executive Committee should, on a consistent basis, seek out new information and provide ongoing education to producers and other interested parties on the opportunities for secondary income sources from existing operations, for example, agri-tourism, sustainable practices, and hunting.

RECOMMENDATION 5: The BII-NM Executive Committee should create an advisory/education task force, involving regulators, processors and NMSU-CES Food Technology specialists, to work on issues of processing regulation and provide education that is both web-based and face-to-face.

RECOMMENDATION 6: The BII-NM Executive Committee shall create a beef health task force for producers that focuses on the development and implementation of scientifically-based and producer-proven best management practices and crisis response. The beef health task force will also direct a value-added marketing component to assure that best practices at the producer level result in higher cattle price for producers