



**NEW MEXICO STATE UNIVERSITY BOARD OF REGENTS
SPECIAL MEETING – WORK SESSION
NMSU Board of Regents Working Lunch: The Agricultural
Mission of New Mexico’s Land-grant University
September 4, 2019 at 12:00pm**

100 West Café, Gerald Thomas Hall, NMSU Las Cruces
940 College Drive, Las Cruces, New Mexico

IN ATTENDANCE

Regent Chairwoman Dina Chacón-Reitzel, Regent Vice Chairwoman Ammu Devasthali, Regent Secretary/Treasurer Luke Sanchez, and Regent Member Debra Hicks were present. Also present were NMSU Chancellor Dan Arvizu, NMSU Las Cruces President John Floros, Chief Strategic Financial Officer Ruth Johnston, NMSU General Counsel Roy Collins III, Director and Secretary of the New Mexico Department of Agriculture Jeff Witte, Dean of the College of Agricultural, Consumer, and Environmental Sciences Rolando Flores. Other members of the faculty and staff of NMSU were in attendance, as well as several members of the New Mexico legislature, NMSU students, and members of the community.

No votes or other official actions were taken by the Board of Regents during the work session.

MINUTES

1. Call to Order and Welcome – Chairwoman Dina Chacón-Reitzel

The meeting was called to order by Chairwoman Chacón-Reitzel at 12:24 PM. Chairwoman Chacón-Reitzel welcomed guests and described the purpose of the meeting, which was to provide a forum for NMSU College of Agricultural, Consumer, and Environmental Sciences and the New Mexico Department of Agriculture to brief the board and broader public on the services and activities provided in the areas of agriculture in fulfilling the university’s mission as a land grant university. A panel of local agricultural producers would also be held to provide feedback to the university about the services they receive and the needs that the university might help to address.

2. The New Mexico State University System –Chancellor Dan Arvizu

Chancellor Arvizu welcomed elected officials and guest to the university and noted the strong connection between the NMSU LEADS 2025 strategic plan and the land grant mission.

3. A Brief History of the Land Grant University – President John Floros

President Floros outlined the three functions of a land-grant university, namely education, research, and extension. President Floros described the Morrill Act of 1862 which established land-grant institutions and enabled access to higher education to many Americans for whom higher education was out of reach. President Floros went on to describe the Hatch Act of 1887 which established Agricultural Experiment Stations and recognized the importance of science and research in agriculture. Also, it was noted that the Smith-Lever Act of

1914 established the Cooperative Extension Service as a way to extend the research to agricultural communities. Of note, was the shift in America from an agrarian society in the eighteenth century to a society that had only 2% of the citizens employed in agriculture. This change is in part due to advances in technology and growth of knowledge about agriculture brought about by the efforts of land-grant system, including experiment stations and Cooperative Extension throughout the country.

President Floros noted several accomplishments of the NMSU College of Agricultural, Consumer, and Environmental Sciences, including an Onion breeding program, established in 1985, that strengthened the New Mexico onion industry, which provides up to 50% of fresh market onions in the U.S. during the summer. NMSU Extension Services distributed thousands of printed publications statewide and began utilizing modern technology (social media, learning games, apps, e-books) to share knowledge and earlier this year it was announced that Fabian García will be inducted in the Agricultural Hall of Fame, being the first New Mexican and first Hispanic in the Hall of Fame history.

4. **About the New Mexico Department of Agriculture** – *Secretary of Agriculture and Director Jeff Witte, Deputy Secretary Anthony Parra, Division Director Brad Lewis*

Secretary of the New Mexico Department of Agriculture (NMDA) and Director Jeff Witte described the establishment of the New Mexico Department of Agriculture in Article XV Section 1 of the New Mexico Constitution. He went on to note the vision and mission statements of NMDA as promoting the viability and advancement of New Mexico agriculture and affiliated industries, a fair marketplace, food protection, marketing, and economic development; supports the beneficial use of natural resources; and works cooperatively with the public and private sectors.

Secretary Witte went on to describe an overview of NMDA, noting that NMDA is responsible for a broad variety of laws, regulations, and programs that protect the consumer, enhance food safety, and provide unique and creative marketing programs to assist New Mexico's producers and processors. NMDA also serves on the NMSU Administrative Council and the Director of NMDA serves as the Secretary of Agriculture on the Governor's Cabinet. Furthermore, Secretary Witte noted that the Director/Secretary is the agriculture industry's official representative to state and federal government and this unique role as a Cabinet-level agency and member of the NMSU community allows NMDA to combine regulatory functions with research and extension initiatives with colleges across the university.

Secretary Witte described the organizational structure of NMDA and described several program areas, including Agricultural and Environmental Services such as Pesticide Management, Entomology and Nursery Industries regulation, Agricultural Production Services in Feed, Seed, and Fertilizer, Dairy, Produce Safety, and Agricultural Biosecurity. In addition, NMDA provides technical and administrative resources and planning assistance to soil and water conservation districts and the agriculture industry, including the administration of the Healthy Soils Program and the Agricultural Workforce Development Program. An overview of NMDA Laboratories division was provided including the State Chemist Laboratory who provides support to NMDA's divisions in the analyses of feed, fertilizer and pesticides as well as fee for service analyses for industry and the general public. The Metrology Laboratory who provides calibration support for both weights and test measures as well as fee for service calibrations for industry and the general public. The Petroleum Laboratory provides petroleum sample analyses as well as fee for service analyses upon request and the State Seed Laboratory provides various seed testing services as well as fee for services testing to the seed industry and general public. Secretary Witte also briefly described the Marketing and Development programs and highlighted the \$5 Challenge, which challenges New Mexicans to buy more locally-produced agriculture products.

Secretary Witte described the Consumer Services, such as Chile Advertising Act inspections and registrations, conducts Country of Origin Labeling (COOL) inspections under USDA Agricultural Marketing Service

Secretary Witte also noted several services conducted by the department beyond what is considered typical agriculture services, including inspections of petroleum measuring devices and quality of petroleum products and Weights and Measures, noting that the State reference weights are housed at NMDA, these weights serve as the standard utilized in calibration for weights used throughout the state in commerce.

Veterinary Diagnostic services were also discussed, including ISO/IEC 17025:2005 accreditation.

Secretary Witte reviewed basic rules about rulemaking and rulemaking timelines and covered upcoming events and collaborations that NMDA has with NMSU and affiliated entities.

5. About the College of Agricultural, Consumer, and Environmental Sciences – Dean Rolando Flores, Associate Dean Natalie Goldberg, Associate Dean and Director Jon Boren

Dean Flores started the presentation by discussing the Mission and Vision of the NMSU College of Agricultural, Consumer, and Environmental Sciences (ACES), which is that ACES is an engine for the economic and community development of New Mexico and for ACES to become the best land-grant college in the Southwest and the best in the nation in our areas of strength, respectively. Dean Flores described the organizational structure of the college and high-level data about demographic information of students, scholarship funding, research productivity, and budgets. Dean Flores emphasized the state-wide impact that ACES has in New Mexico, and noted the extension and Science center offices around the state.

Associate Dean for ACES, Dr. Natalie Goldberg, provided an overview of the Agricultural experiment stations (AES). Dr. discussed the mission of AES, which is to conduct fundamental and applied science and technology research to benefit New Mexico's citizens in economic, social, and cultural aspects of agriculture, natural resource management and family issues. Dr. Goldberg described the alignment with AES to the NMSU LEADS 2025 strategic plan, relating to Goal 1: Enhance Student Success & Social Mobility, AES faculty train the next generation of agricultural professionals, providing hands-one learning and research opportunities for high school, undergraduate and graduate students. Related to Goal 2: Elevate Research and Creativity, Dr. Goldberg highlighted six agricultural research programs that with an estimated annual impact of \$190 million. The impacts included enhanced yield through adopting best performing crops from NMSU trials, enhanced hay/alfalfa production, improved soil agronomy, enhanced chile production yields, benefits of High Certified Calves, and reduced losses in onions. For Goal 3: Amplify Extension and Outreach, Dr. Goldberg highlighted an increase in marketing and web resources as well as increased outreach efforts such as demonstrations, field days, ACES open house, and other educational programs.

Dr. Goldberg went on to describe the Hemp initiative noting the development of employee guidelines for cultivation, extension and outreach activities that have been completed and work on policies related to research on hemp derived products and seed certification. Dr. Goldberg also talked about faculty and staff interest in educational programs on hemp and plans to fill a vacant faculty position with a hemp specialist.

Dr. Goldberg also described the Center for Excellence in Sustainable Food and Agriculture (CESFAS) noting that the aligns with NMSU LEADS 2025 goals 1 – 3 and NMSU's land-grant mission. CESFAS will build partnerships across disciplines to develop strong food and value-added agricultural business that solve the fundamental

problem of feeding a growing global population with less land and fewer resources. Areas of work for CESFAS include food safety and security, nutraceuticals, specialty markets for meat and produce, hemp industrialization, AI and data science, value added agribusiness, policy, and tourism. Programs in CESFAS were highlighted, including the Sustainable Steward Student Internship Program, Sustainable Steward Invited Speaker Series, a competitive graduate students assistantship and post-doc program as well as academic programs for an interdisciplinary Minor in Sustainable Food and Agricultural Systems and an interdisciplinary graduate degree program in Food Studies. Dr. Goldberg described the long range goals and potential impacts of CESFAS which include sustaining human communities and the environments through food and agricultural systems that are environmentally sound, economically viable and socially responsible, developing and expanding value-added agribusinesses, creating jobs and developing work-force ready graduates for wide-ranging careers.

Associate Dean and Director, Dr. Jon Boren provided an overview of the Cooperative Extension Service (CES). Dr. Boren discussed the mission of CES, which is to deliver practical, research-based knowledge and programs that improve New Mexicans' quality of life. Dr. Boren highlighted several CES programs including 4-H, which aligns with Goal 3 of the NMSU LEADS 2025 strategic plan. Dr. Boren presented information highlighting the impact of 4-H citing statistics that show a decrease in absenteeism, behavioral referrals for H-4 youth, as well as increases in language arts proficiency and positive impacts on school-wide test scores. Dr. Boren also described a college pathway program for 4-H youth that has curriculum designed to help prepare students for college. Dr. Boren also described Youth Camps for the U.S. Dairy Education & Training Consortium, New Mexico Youth Ranch Management Camp, as well as the U.S. Beef Academy which has trained 68 college students from sixteen states and Mexico. An Ag Tech camp that focuses on STEM fields including drones, precision agriculture, Geographic Information Systems, irrigation technologies, and vertical farming will be launched in summer 2020.

Dr. Boren talked about the role of CES in helping to maintain the health of New Mexican's as it will be a significant focus for the future, citing health statistics on diabetes. CES is positioned to do this through existing programs in nutrition, parenting, and physical fitness that reach as many as 200,000 New Mexican's a year. Opportunities for collaboration with UNM Health Sciences Center and Burrell College of Osteopathic Medicine, and the NMSU College of Health and Social Services were also mentioned.

Associate Dean and Director of Academic Programs, Dr. Donald Conner, presented an overview of the ACES academic programs. Dr. Conner noted the goal of the college is to create program that effectively grows and shapes diverse enrollment, supports program demand, student retention and timely graduation, and produces highly qualified graduates with value-added career outcomes. Dr. Conner highlighted the importance of linking classroom learning to learning outside of the classroom and the development of future-proof skills such as critical thinking.

Dean Flores closed the presentation by providing an overview of the Indian Resources Development program and the ACES Global Initiatives Program which provides international experience prior to graduation with the aim of stimulating educational, professional, and interpersonal development. Dean Flores presented the ACES Pillars of Economic Development of Food and Fiber Production and Marketing, Water Use and Conversation, Family Development and Health of New Mexicans, and Environmental Stewardship.

6. Panel Discussion featuring New Mexico Agricultural Producers – Moderated by Dean Rolando Flores

Panelist included Dino Cervantes, Jay Hill, Charlie DeGroot, Matt Ferguson, and Cordell Pacheco. Dean Flores lead the panel discussion by asking the panelist to briefly describe their experience in agriculture, asked them

to comment about the NMSU ACES and NMDA services that were most useful to them, and describe how NMSU ACES and NMDA could better serve the needs of agricultural producers in New Mexico.

Mr. Cervantes commented that he is a farmer and general manager of Cervantes Enterprises, Inc. in Doña Ana county and he has been growing and processing chile and other crops for over 40 years. He is an NMSU graduate and has benefited from services provided by ACES. With respect to emerging crops and focus on new rules and regulations surrounding hemp and small farms, he cautioned that there have been several agricultural trends that come and go and it is important to remain committed to providing a voice for farmers and ranchers that have contributed to the New Mexico agricultural economy for generations.

Mr. Hill is with Hill Farms in the Mesilla Valley and his family has been farming in the southwest and elsewhere for generations. Mr. Hill echoed some of the comments from Mr. Cervantes and emphasized the importance of hands-on experience and getting students outside the classroom to learn more about working in agriculture.

Mr. DeGroot runs a family dairy and commented on the financial risks inherent in farming, noting the distress that some of his fellow dairy producers are dealing with in respect to globalization of the dairy market and broader economic forces impacting the industry, going beyond more traditional measures of the number of school-aged children that are going to drink subsidized milk in the state. The economic demands require a more nuanced response by governmental agencies and a more balanced treatment for new and existing policy related to farms both large and small.

Mr. Ferguson noted that it has been a good experience for him to come back to NMSU and ask professors and other agricultural professionals for advice and research-based information, noting the delivery of information has expanded to Web sites and online publications throughout the years. Other panelists echoed similar sentiments.

It was also noted that NMDA Secretary Witte has taken a fair approach in addressing the agricultural community and panelist felt like NMDA was looking out for everyone's interests where the department, producers, and various stakeholders were well informed and represented regarding rules and regulations.

Mr. Pacheco noted that he is currently a student and was compelled to attend NMSU after receiving an Associate's degree in Santa Fe because the HRTM bachelor's program provided unique hands-on opportunities to further his education that he learned about from a faculty member. Mr. Pacheco expressed gratitude for being invited to an event such as the working lunch and hoped to have more opportunities like this, and thought it would be good for all students in his program to have the same opportunities to hear from and network with established businesspeople in the state that deal with food and agriculture.

7. Update on Ag Modernization— *Dean Rolando Flores*

Dean Flores discussed the need for modernized feed mill and agricultural facilities that support an important part of the New Mexico economy in food production, in addition to teaching and outreach. Fundamentally, these facilities will help to ensure more secure, safe, and efficient food production system. Dean Flores thanked those in attendance including the board of regents, legislators, and the citizens for New Mexico for supporting the 2018 General Obligation Bond that funds the construction of these facilities.

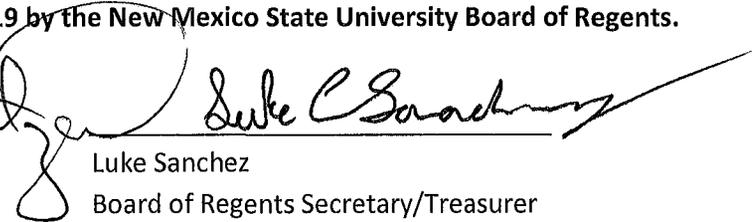
8. Closing Comments and Adjournment - *Chairwoman Dina Chacón-Reitzel*

Chairwoman Chacón-Reitzel thanked everyone for attending the event for their attention and participation, including thanks to the College of Agricultural, Consumer, and Environmental Sciences, including the Department of Hotel, Restaurant, and Tourism management who provided 100 West Café for the event, New Mexico Department of Agriculture, members of the New Mexico Legislature, and local agricultural producers.

Meeting adjourned at 3:32 PM

Meeting Minutes Approved on December 5, 2019 by the New Mexico State University Board of Regents.


Dina Chacón-Reitzel
Board of Regents Chair


Luke Sanchez
Board of Regents Secretary/Treasurer