

# THE BRAND

The Newsletter for the Farm Credit of New Mexico Community | Winter 2012 | Vol. 9 Issue 2

## THEN AND NOW

*By Al Porter, President and CEO*

Two thousand and twelve marks the 95th anniversary of the Farm Credit System. The Farm Credit System and Farm Credit of New Mexico have been there through the past 95 years. While a lot has changed one thing has remained stable our dedication to providing a consistent and dependable source of credit to our stockholders. Farm Credit of New Mexico has strong relationships that have spanned generations. Through the years Farm Credit of New Mexico has grown stronger able to with stand the

changing environment. As of the end of October, 2011 we have put on over **\$99 million** in new money and are expecting to end the year with strong profits. We are looking towards the next 95 years with great expectations for our stockholders and the Association.

I thought a comparison of what has changed over the past 95 years would help show how far we have come. The average farm has nearly tripled in size, the number of people working the land has dropped by more than **96%**. There are approximately 922 million acres of farmland in the US, only **5 %** more than in 1916, but nearly 217 million more Americans to feed, a **306%** increase since 1916.



	1916	2011
<b>US Population</b>	91,972,266	308,745,538
<b>Estimated Farm Population</b>	32,077,000	951,810
<b>Portion of Farmers</b>	Farmers made up 31% of the population	Farmers make up less than 1% of the population
<b>Number of US Farms</b>	6,366,000	2,204,792
<b>Average Farm Size</b>	138 acres	418 acres
<b>Irrigation</b>	<ul style="list-style-type: none"> <li>• 16 million acres of farm land were irrigated.</li> <li>• Most farms depended on the ever-changing weather patterns of rain to water their crops.</li> </ul>	<ul style="list-style-type: none"> <li>• 54.9 Million acres of farm land are irrigated.</li> <li>• 30.9 million acres are irrigated with sprinkler systems.</li> </ul>
<b>Farming Technology</b>	<ul style="list-style-type: none"> <li>• Most farms use intensive manual labor and animal-drawn machines to prepare, plant and harvest crops; steam-powered plows and cultivators were less common.</li> <li>• Internal combustion-engine tractors became widespread only after 1920.</li> </ul>	<ul style="list-style-type: none"> <li>• Farm mechanization is widespread, with specialized equipment designed for every step of the process: soil preparation, planting, irrigating, fertilizing, harvesting, processing and packaging.</li> </ul>
<b>Productivity</b>	<ul style="list-style-type: none"> <li>• Harvesting 100 bushels of corn took approximately 35 to 40 hours.</li> </ul>	<ul style="list-style-type: none"> <li>• Harvesting 100 bushels of corn takes less than 3 hours.</li> </ul>

## GREG SALOPEK RECEIVES 2011 NMDA INDUSTRY PARTNERS AWARD

(Las Cruces, NM) New Mexico Department of Agriculture (NMDA) recently announced the recipient of the 2011 NMDA Industry Partners Awards. “Each year NMDA takes time to recognize someone in our agricultural community for his or her support of the department and positive contributions made to one or many sectors of the state’s agricultural industry,” said Jeff Witte, NMDA director/secretary. “This year we were happy to honor Greg Salopek of southern New Mexico.”

Greg started the New Mexico Pecan Company in 1989 and began selling flavored pecans in Mesilla, and he worked with NMDA to expand the

domestic markets. “Next was international marketing and Greg was the first documented New Mexico exporter of in-shell pecans to China. He and NMDA traveled around the world promoting pecans; Greg has been an outstanding ambassador for the New Mexico pecan Industry,” added Tom Bagwell, NMDA deputy director/secretary.



*Picture Courtesy NMDA-NMSU: Regent Chair Laura Conniff, Amy Salopek, Greg Salopek, NMDA Director/Secretary Jeff Witte*

To learn more about New Mexico Pecan Company go to [www.nmpecan.com](http://www.nmpecan.com).

## SHACEY SULLIVAN RECEIVES AWARD FROM NM FARM & LIVESTOCK BUREAU

Congratulations to Shacey Sullivan on receiving Farm Bureau’s Young Farmers and Ranchers Excellence in Agriculture Award for the State of New Mexico. It is a great honor for Shacey and Farm Credit of New Mexico. Shacey receives this award based on her involvement, dedication, and commitment to the agricultural industry.



*Pictured- Mike White President New Mexico Farm and Livestock Bureau and Shacey Sullivan.*

# HORSES FOR HEROES—COWBOY UP!

By Callie Gibson

## Veterans, Ranchers Working Together to Help Returning Soldiers

Horses for Heroes – Cowboy UP!, a Santa Fe-based program to help veterans returning from combat in Iraq and Afghanistan by using horses and horseback riding, is bringing New Mexico ranchers and veterans together. Free to veterans and active military, returning soldiers learn to care for and ride horses, then learn other ranch tasks, including working cattle, and eventually assist with work at participating ranches.

Program founder Rick Iannucci, former Green Beret and retired U.S. Marshal and now a rancher himself set up the initiative based on similarities between military and ranching cultures that he felt could help his fellow veterans.

“The values of the ranching community are almost an overlay of military values,” he said. “The no-nonsense attitude and work ethic are exactly the kind of atmosphere our veterans are used to. It’s something you just don’t get hanging at the mall or working at any many other jobs.”

Veterans suffering from both post-traumatic stress disorder (PTSD)

and/or physical combat injuries from service in Operation Iraqi Freedom (OIF) and Operation Enduring Freedom – Afghanistan (OEF) are welcomed into the program but there are participants who have seen combat in Bosnia and Somalia too. “I saw a big need – soldiers are coming home in droves, and there are few outlets to help them,” Rick said. “We take regular people, send them over to Iraq and Afghanistan and train them how to fight. Then, we bring them home, sometimes without even a thank you, and expect them to turn it off and reintegrate automatically. It’s not happening.” *Continued...*

## AG COMMUNITY CALENDAR

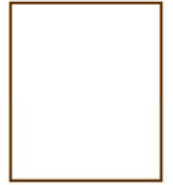
December 26-27	FCNM Closed for Christmas
January 2	FCNM Closed for New Years
January 24	Ag Fest, Santa Fe
January 25-27	Southwest Hay Conference, Ruidoso
February 6-7	New Mexico Chile Conference, Las Cruces
February 21-22	Ag Expo, Portales
June 24-26	Joint Ag Summer Conference, Ruidoso (NMCGA, NMWGA, NMFLB and ...)
July 20-21	Dairy Producers of NM Convention, Ruidoso

## STAFF MILESTONES

**GL Straley** has been promoted to the Branch Manager position in Roswell.

## NOTICE

In accordance with Farm Credit Administration (FCA) regulations, our Annual Report to Shareholders will be published on our website when the report is sent electronically to the FCA (within 75 calendar days from December 31). A paper copy will be sent to you within 90 days after December 31.



*The Brand* | FARM CREDIT OF NEW MEXICO

*... Continued. Horses for Heroes – Cowboy UP!*

Today's veterans see an average of 1,500 days of combat, going directly into combat when they land on the ground. In comparison, soldiers serving in World War II saw an average of 120 days of combat, and Vietnam Veterans saw an average of 240 - 260 days of combat.

Horses for Heroes – Cowboy UP! helps meet some of those returning soldiers' needs, giving them an opportunity to spend time with others who have had similar experiences. "Our veterans come back from the military, where everything is mission oriented, into the civilian world. They miss having a

mission, and they miss the camaraderie of their military brothers," he explained. "We basically show them how to apply their military background and training to something new, while most people are telling them to suppress their military skills," he continued. "I help them relate those skills to what we are trying to do with the horses and the cattle."

Horses for Heroes – Cowboy UP! is staffed and operated by volunteers, most of whom are also veterans as well as cowboys or accomplished horseman. "Several of our staff who help instruct and support this effort were veterans that remember coming home from Vietnam and being greeted

by protesters. It was a terrible time to be a service member, and we were often treated very poorly by the public," he explained. "At the ranch, we do all we can to welcome new veterans and to let them know they are coming home."

None of this would have been possible without the support of the ranching community, Rick said, and he is blessed and thankful for program partners.

To help support or learn more about the program, visit their website at [www.horsesforheroes.org](http://www.horsesforheroes.org) or call Rick at 505 670 2059.