

THE BRAND

The Newsletter for the Farm Credit of New Mexico Community

Summer 2014

AgriFuture Educational Institute

Alfred E. Porter Jr., President/CEO

In 2004, Farm Credit of New Mexico began a training program designed to help young farmers and ranchers throughout the state of New Mexico become more efficient producers of agricultural commodities. FCNM worked with the New Mexico Farm and Livestock Bureau's Young Farmers and Ranchers Committee to establish a bi-annual training session. It was a two-day program that provided the participants with knowledge and instructions to help them prosper in the ag industry. All expenses were covered by FCNM and from 2004-2013 a total of 125 producers participated in the program.

In 2014, with the help of the New Mexico Department of Agriculture (NMDA) and a dozen other agencies and organizations involved in New Mexico agriculture, we were able to take the concept developed over the past decade and expand it in to something bigger and better; the 2014 AgriFuture Educational Institute for beginning/future farmers and ranchers, as well as those aiming for other careers in agriculture. The Institute was hosted May 12-14 in Albuquerque and turned out to be a huge success with over 150 aspiring producers in attendance.

"The goal of the AgriFuture Educational Institute is to

inform, inspire, and connect the people who will produce our food and fiber going forward," said New Mexico Secretary of Agriculture Jeff Witte. "And how the Institute aims to achieve that lofty goal is by bringing together future ag and current ag producers, and facilitating a conversation among that diverse group."

The Institute provided information on issues facing agricultural. General sessions covered topics such as succession planning and breakout sessions addressed ways to expand current operations and start new businesses. Attendees boarded several buses to take private tours of a wide variety of agricultural businesses in and around Albuquerque. As one of the attendees stated, "I really enjoyed [hearing about] the real world and life experiences of farmers and ranchers around New Mexico. This gives me hope that I can continue to run the farm back home."

"New Mexico depends on agriculture, and thus we depend on future generations getting involved with the entire spectrum of agriculture from farming and ranching, to banking, to teaching, to communications, and much, much more," said Caren Cowan, executive director of the New Mexico Cattle Growers' Association, one of the Institute's organizers and sponsors. "[AgriFuture] hopes to expose young people to the wide range of possibilities."

We are looking forward to the next AgriFuture Educational Institute in the spring of 2016.



Participants Touring Rio Valley Greenhouses



Board of Director Elections

There were two positions on the FCNM Board of Directors up for election in 2014. The election results are in and **Mike Marley** and **Martin Sweetser** have been elected.

Southeast Region – Seat #4 (4-Year Term):

Mike Marley has been re-elected to the Southeast region. He is married to Dianne and they have three daughters. They reside in Roswell, NM where his agricultural operation includes: dairy, cattle and sheep, alfalfa, corn and wheat silage. Marley is a graduate of New Mexico State University with a Bachelors Degree in Farm and Ranch Management. He is currently a Member and Director of Farm Credit of New Mexico, ACA. Marley is also a Voting Board Member of Assurance Home; Committee Member of Chaves County FSA Committee; a Voting Board Member/President of Zia Milk Producers; and a Voting Board Member of NM Woolgrowers.

A special thank you to Jack “Randy” Pirtle for his support of FCNM by allowing his name to appear on the ballot.

Southwest Region – Seat #6 (4-Year Term):

Martin (Marty) Sweetser has been elected to the Southwest region. He is married to Joyce and they have four children and ten grandchildren. They reside in Deming, NM where he farms cotton, wheat, corn silage, pecans, alfalfa, and seed sorghum. Sweetser is a graduate of New Mexico State University with a Bachelors Degree in Agricultural Business. He is currently a Member of Farm Credit of New Mexico, ACA. Sweetser is also a Board Member of Membres Valley Produce; a Voting Board Member of South Central New Mexico Cotton Boll Weevil Control Committee; and a Voting Board Member of Luna County Pest Management.

A special thank you to Tyson “Buddy” Achen, Jr. for serving as a Director of Farm Credit of New Mexico for the past two years.

2014-2015 Nominating Committee

The 2014-2015 Nominating Committee has been selected and will be selecting eligible stockholders to run for the Board of Directors in 2015.

The individuals on the committee are:

- Southeast Region Positions 4 and 5: Mack Bell, Kim Chesser and John Gilmore (alternate)
- East Central Region Position 2: Charlie Overton and Doug Reid
- Southwest Region Position 6 and 7: Harvey Morrow, Jim Grider and Zachary Penn (alternate)

Sign-up
deadline
for the
2015 crop
year is
November
15, 2014.

For more information on the Pasture, Range and Forage Insurance or to have an analysis done on your individual operation, contact one of Farm Credit of New Mexico's Related Services Consultants.

Brady Reno

Western Region
Las Cruces
575.528.7100

Skyla Cockerham

Eastern Region
Clovis
575.763.5565

Kelly Pope

Western Region
Las Cruces
575.528.7100

When Pastures Are Bleak, Your Bottom Line Doesn't Have To Be

- Brady Reno, Related Services Consultant

Producers affected by drought have a tool to help them reduce risk. Pasture, Range and Forage Insurance (PRF) is protection against a decline in forage growth on your property. Compensation is based on the level of biomass as determined by the vegetative index. Biomass can be affected by variables such as lack of moisture, excessive heat, and others. Farm Credit of New Mexico has a team of specialists that provide enhanced support to the range and pasture market. If you are a cattle producer who needs help understanding the risk management program available, Farm Credit of New Mexico (FCNM) can help. Individual coverage will be customized to enhance the producer's protection against drought. "Farm Credit of New Mexico is committed to helping the agricultural community and enhancing its long-term viability. To support this mission, a team of Pasture, Range, and Forage insurance experts has been developed," said Kevin Kuper, Senior Vice President, Chief Credit Officer.

The team's focus in range and pasture insurance protection will help producers tackle local challenges and leverage opportunities unique to each operation. The extra research and support the FCNM team offers provides one-on-one guidance for producers. "This insurance coverage is not a fit for every operation, but has proven to be a vital tool for those whose operations are in grid areas that are suffering from a drop in vegetation due to the ongoing drought. We look at each operation individually and research the history available to us through the Risk Management Agency (RMA). Working with the customer, we then determine if this is a valuable tool for our customers." stated Kuper.

What is PRF: It is protection against a decline in forage growth for your pasture, rangeland, and forage (i.e. alfalfa hay or grass hay). Compensation is based on the level of biomass as determined by the vegetative index. Biomass can be affected by many variables such as lack of moisture or excessive heat and much more.

How does PRF work: Every farmer or rancher makes a determination of the amount of acres to put into an interval, and selects an amount at which coverage will be triggered (70%-90%). An indemnity is received in the event your index amount is less than the coverage selected. This program is designed for maximum flexibility, allowing ranchers to choose which acres and periods of the year that matter most to their grazing program or hay operation.

Why Should You Choose PRF: With premiums that are subsidized through the crop insurance program of the Farm Bill, the price of the program is minimal compared to the possible return. Any ground that is under lease or contract is eligible for the program including forest leases, state leases, and BLM allotments.

Informational Sessions

2014 Farm Bill and Price Protection Strategies

Last year we hosted informational sessions focusing on estate and succession planning. This July we will hold sessions focused on Price Protection and the 2014 Farm Bill.

Chris Cogburn with the National Sorghum Producers will provide information on what is happening with the Agriculture Act of 2014 and how it may affect your operation.

Eric Meyers with HighGround Dairy will discuss the aspects of Price Protection and how hedging can be used as a risk management tool.

Albuquerque

July 28, 2014, 1:00pm - 5:00pm

Albuquerque Office, 5651 Balloon Fiesta Parkway NE

Las Cruces

July 29, 2014, 1:00pm - 5:00pm

NM Farm & Ranch Heritage Museum; Organ View Terrace Room
4100 Dripping Springs Road

Roswell

July 30, 2014, 1:00pm - 5:00pm

Roswell Museum & Arts; Basset Auditorium
100 West 11th Street

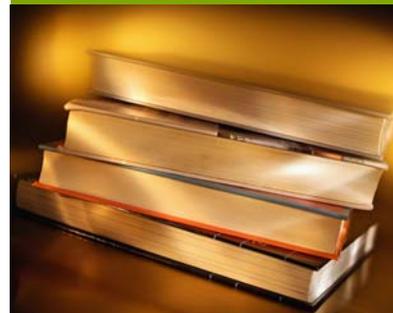
Clovis

July 31, 2014, 1:00pm - 5:00pm

Clovis Convention Center
801 Schepps Boulevard

"Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future."

Brian Tracy



June 25 to 27, 2014

Limited Office Staffing During Employee Training

Farm Credit of New Mexico will be providing training for all staff members Wednesday afternoon through Friday, June 25, 26 and 27, 2014. This training will continue to develop our staff members, so they can provide excellent customer service to you.

During this time, the Branch offices will be open and temporary staff will be available to assist you. We are confident that the temporary staff will be helpful to you. If there is a particular matter that cannot be handled by the temporary staff, a Farm Credit of New Mexico staff member will be contacted.

We appreciate your support of this training. If you have any questions, or need assistance during this time, please do not hesitate to contact us.

16% of the U.S. population is
from rural America, yet
40% of the U.S. military is from
those same rural communities.

Homegrown by Heroes

Only 16 percent of America's population lives in rural areas, yet 40 percent of the men and women who serve in the U.S. military come from those same rural communities. The Farmers Veteran Coalition (FVC) recognizes the commitment of rural Americans to military service with the goal of developing viable employment and meaningful careers through the collaboration of the farming and military communities. Veterans possess the unique skills and character needed to strengthen rural communities, and food production offers purpose, opportunity, and physical and psychological benefits to those veterans. At a time when Post-9/11 veterans are experiencing a nine percent unemployment rate (compared to the national average of 6.3%), agriculture can be a meaningful solution for veterans returning home and looking to provide for their families. The Homegrown By Heroes label will afford consumers the opportunity to thank a veteran for their service by purchasing their farm products.

Originated in Kentucky, Homegrown By Heroes is a marketing program that provides a distinctive label that farmer veteran's may affix on their agricultural products to be displayed to the consumer at point of sale. The label informs consumers that a veteran who served our country in the military produced the product in the U.S. With the help of FVC, Homegrown By Heroes will positively influence the way consumers think and feel when purchasing agricultural products.

For more information, or to register with Homegrown By Heroes, please visit www.farmvetco.org.

Farm Credit, the nation's largest network of farmer-owned agricultural lenders, supported the national launch of the Homegrown By Heroes label with a donation of \$250,000. The American Farm Bureau Federation (AFBF), the National Farmers Union (NFU), and a wide array of other farm organizations also support the Homegrown By Heroes label.



Online Banking

- Carolyn Newton, Vice President Operations

Be on the lookout for the new and improved online banking system coming early this fall. For those currently utilizing the FCNM online banking system, you will be receiving several communications about the new system starting in July. For those of you that have been considering viewing your loan account information online, this fall would be an excellent time to enroll and check out the new system.

Online banking is offered at no charge to our borrowers and is designed to help you better manage your business, saving you time and money. Through online banking, you can quickly and easily view account balances, view current day activity, customize accounts with account names, view and print statements and view and print up to 180 days of account history and draft images.

We are committed to provide you easy access to your loan information and what better way than to have it at your fingertips with online banking.



Lanford Livestock LLC

A Family Operation

William "Doc" Lanford and his two sons, Dick and Ben, are a shining example of a successful family operation that continues to grow. Doc founded the ranch in 1981 with about 12 cows on one piece of property. He brought his sons up with the morals he was raised with and the discipline and work ethic he continued to foster as a Marine in the late 1970's. According to the boys, Doc lives his life in a military way, be on time, and do it right the first time. Both Dick and Ben followed in their dad's footsteps and joined the Marines. The boys joined their dad in the family operation and the three became partners in Lanford Livestock LLC in 2013. Making them fifth generation ranchers in Sierra county.

The Lanford men have all served our country. Doc began the family's commitment to military service in 1974 when he enlisted and served until 1977. Dick enlisted in the Marines in 2002 in an engineering battalion and was honorably discharged in 2006 after completing three tours in Iraq. After his military service he worked for the Department of Defense as an equipment operator for seven years. During this time he used the GI Bill to obtain an Associate Degree in Business in 2010. Ben enlisted in the Marines in 2005 and was part of an infantry battalion where he served as squad leader in Afghanistan and Iraq tours. He earned the Navy Commendation Medal with a combat "V" for valor for actions in combat and the Marine Corps Commendation Metal. Ben was honorably discharged in 2009.

The Lanford's have not strayed far from public service. In September of 2013 during the major flood in Sierra county, they were called in to do emergency flood control to save some homes and both Dick and Doc were given an award from Sierra County for risking life and equipment to pull a man out of the raging waters he was attempting to cross on a four wheeler.

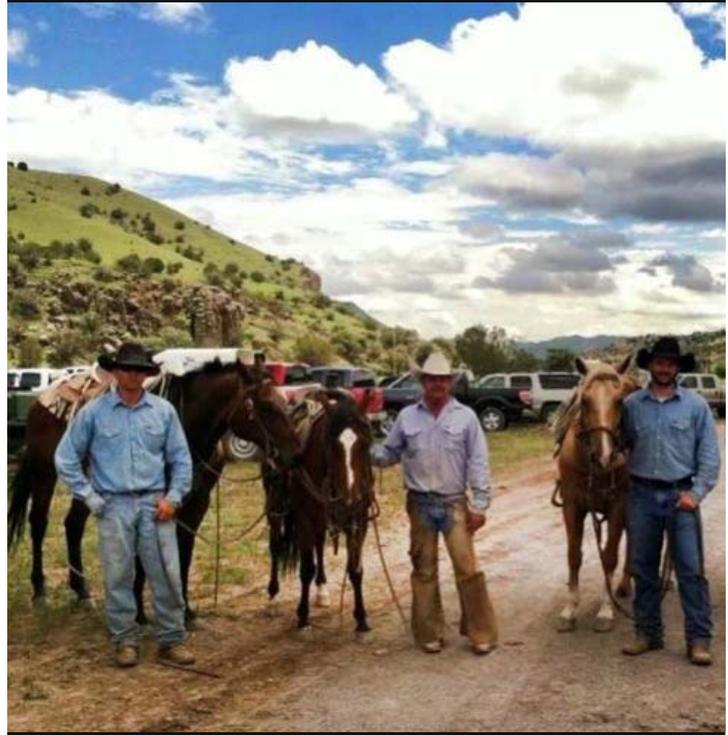
With full time jobs and the cattle and excavation business they certainly have a lot to keep them busy. Doc is a heavy equipment operator for the Bureau of Reclamation, Dick is a facility operations manager for US Fish and Wildlife Services and Ben is a game warden for the US Fish and Wildlife Service.

With their background, they were able to leverage each other's skills to improve their cattle operation and grow. Ben handles most of the business and is always improving on how they handle the day to day operations, always looking for ways to make them more efficient like refining their invoicing system. Dick's experience in engineering provided him a great deal of construction knowledge. When they put in a new drinker system he uses his electrician skills to make everything work properly. While Doc's extensive background in dirt work provides the solid base they need to keep things moving in the right direction.

The trio now operates Lanford Livestock LLC, a ranch and excavation company located on about thirty sections, fifteen miles north of Truth or Consequences, by Monticello, New Mexico. They run a hundred and forty-five head



Lanford's Marine Corps photos



The Lanford's ready to work cattle



Growing a Family Business through Discipline, Hard Work and Dedication to Family and Country.

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cow/calf operation and a farm, planted in permanent pasture. Their excavation services works within a hundred and fifty air miles from Truth or Consequences, doing all things ranch and earth related— wildlife habitat, drinkers, pipeline, roads, tanks, clearing/raking, fuel break, fence installations, etc. They have nearly 5,000 followers on the company Facebook page. While Doc has done dirt work for years, over the past year they have added additional equipment including: a motor grader, backhoe and a new dozer. Their capabilities have grown greatly and they are excited to keep expanding.

Learning, networking and taking in new ideas is something they are always doing. They love working with other ranching operations and seeing what they are doing to make them successful. For example, they have converted some of the ranch over to poly pipe and upgraded almost entirely to solar power for wells over windmills after seeing and working with them on other operations.

The Lanford's bank exclusively with FCNM, Doc said, "You can count on Farm Credit of New Mexico to ride through the storm with you." Last year when Dick and Ben joined the business FCNM was able to help make that happen. Doc expressed his gratitude for their loan officer Bruce Keeler for making things materialize for the family. He also mentioned how much he appreciated Tania Privette for her hard work in helping them pull it together. As Doc stated, "I appreciate working with a bank that is willing to give young people a chance." Doc also said, "Their goal is to meet their obligations and stay in good standing with Farm Credit of New Mexico."

Since forming their partnership, the ranch has had its most successful year in the past twenty-five. They contribute this success to a combination of their full time jobs, the cattle and excavation services. Their success have allowed them to give back to the community by being a sponsor of some local events. Their strong work ethic is critical to their success. While the trio works seven days a week, three hundred and sixty-five days a year, they are committed to their goals and each other. Holding on to their agricultural operation and seeing it grow is their number one priority. It is clear that the Lanford's are a team that will be successful well into the future.



Left-Dick and Ben presenting the NM and Marine Corps flags at a fellow Marines memorial ranch rodeo in Winston NM. Middle-putting in 48,000 feet of water pipeline on a ranch in southwest NM. Right-upgrading a windmill to solar

NM Ag In the Classroom

2014 Workshop on Wheels

Get Out of the Classroom and into the Field

Share this great opportunity with a current K-12 New Mexico educator you know!

New Mexico Ag in the Classroom is hosting this year's regional workshop on wheels in the Clovis/Portales area on **Tuesday, July 29 and Wednesday, July 30**. The first day of the workshop will be held on the campus of Clovis Community College where educators will receive valuable classroom lessons and hands-on activities as well as the chance to network with and learn about agriculture from local "experts in the field". You will be amazed at how agriculture spans the curriculum and brings learning to life! Breakfast and lunch will be provided on this day for participants. Day 2 will take place on board a coach bus where attendees will receive private tours of many agricultural hotspots in the area. The agriculture community is coming together to provide a special lunch for the attendees on this day. This workshop is designed to be an eye-opening experience for educators. Each participant will leave with a good foundation, curriculum resources, and a great support network of local and state agricultural resources as well as a handy tote bag full of goodies!

There are only 50 seats available for this workshop. Registration is open at the New Mexico Ag in the Classroom website <http://www.nmaitc.org>.



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