

**BUILDING AN UNDERSTANDING OF CATTLE MARKET VENUES
TO DEVELOP AND ASSURE ACCESS FOR RANCHERS
FY 2012**

The project builds upon the successes and lessons learned under the FSMIP project implemented by the New Mexico Department of Agriculture in partnership with the New Mexico Beef Council in 2009 - 2011. It was conceived by members of the Beef Industry Improvement Initiative which is composed of a broad range of cattle industry stakeholders and service providers in the state. The cattle/beef industry in New Mexico includes approximately 6,200 individual businesses, however, little is known about the makeup of these cattle operations, especially the smaller ones most likely to escape identification and reporting under traditional agricultural survey and census methods. By gaining a better understanding of these operations, relevant information could be made available that might help them make better business decisions about selling their cattle. Additional urgency was felt in regard to these goals because of the ongoing drought and continued de-stocking of New Mexico ranches.

In addition to surveys, researchers investigated historic and current market information, and developed strategies to increase access for New Mexico producers to that information. As a result of the project, reliable data was produced describing cattle operations in New Mexico with emphasis on limited resource producers. The market data provided insight into the longer term trends underlying the cyclical movements in national beef prices. This project supported the New Mexico State University COOP Extension NMAgInfo initiative, a well designed and tested web access portal built on producer feedback. This initiative will be crucial to continue support of the New Mexico beef sector in the post-grant period.

FINAL REPORT

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Federal State Market Improvement Program

Building an Understanding of Cattle Market Venues to Develop and Assure Access for Ranchers of all Sizes and Demographics

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Project Overview

This project was conceived by Beef Industry Improvement Initiative (BII-NM is composed of a broad range of cattle industry stakeholders and service providers: <http://www.nmagriculture.org/BII-NM.html>) to gain a better understanding of the operations that comprise the New Mexico Cattle industry, especially limited resource and socially disadvantaged producers, and to investigate and assemble historic and current market information and to develop and test strategies to increase access for NM producers to that information.

Additional urgency was felt in regard to these goals because of the ongoing drought and continued destocking of NM ranches. Questions about the impact of the drought were added to the producer outreach.

BII-NM project collaborators held a consensus view that too little was known about the makeup of NM cattle operations, especially the smaller ones most likely to escape identification and reporting under traditional survey/census methods such as the 5 yearly NASS survey. BII-NM further believed that more information could be made available to these operations that might help them make better business decisions about selling their cattle. The project proposed to survey these producers, present timely market information to them, and to determine and address barriers to the use of this market information. **Secondary research and a producer survey, to be carried out under the supervision of Dr. Jerry Hawkes of the NMSU College of Agriculture comprised the first objective of the project.**

Initially the project proposed to complete the producer demographic study and survey, and then move into the second objective: **under the supervision of Dr. Jerry Hawkes, to survey and aggregate information on the market avenues available to producers.** As the collaborators developed delivery venues for achieving the first objective, it became evident that continuing the survey and adding to the survey delivery process initial findings of the market venue survey was leading to increased engagement to the demographic information gathering process. This further expedited the process of testing and delivering market access information. This realization led to extending the survey period and also helped illuminate other issues facing the sector. **Dr. Hawkes' report on the research, survey and related findings are included as Attachment A.**

The third objective was to initiate greater access to markets for NM cattle producers. Preliminary delivery of market information was added to the survey outreach process (described above). The project proposed to deliver the information through an additional workshop series. The project in its original conception did not address the question of what an ongoing mechanism would look like, to connect NM cattle operations to current market information after the project period. During the early phases of the project (based in part on information provided by the early phases of this project) and as a result of parallel discussions among Extension beef specialists, county agents, and additional feedback from producers, the idea of **a producer-centric web site** offering production, marketing and management information/educational resources began to gain momentum and enthusiasm.

That web portal, to be named **NMAGINFO.COM** was recognized by BII-NM as a logical venue for delivery of the market information that was the focus of objective 3 and more. The additional work done as part of the COOP Extension initiative had already identified other information that producers were requesting to help them improve their operations. The confluence of these two processes (COOP Extension and BII-NM/FSMIP) was timely and provided an opportunity to help build momentum and capacity in the Extension initiative, while going beyond the original vision of the BII-NM research project. BII-NM quickly agreed to partner with the Extension initiative, and to direct grant resources that had been originally intended for workshops and outreach to the development, testing, and

implementation of the NMAginfo.com website. The web portal was designed in the first half of 2014, and was showcased to producers in June at the summer meeting of the NM Cattlegrowers' Association and New Mexico Farm Bureau attended by over 500 producers.

The fourth (final) objective of this project was to assess the usefulness of the market access information. With the launch of NMAGINFO.COM, this objective was re-focused to concentrate on utility of the site and to provide information requested by producers. Along with market information, pages have been added covering livestock management, decision tools, policy, data, and education. Additional pages to be added (based on producer feedback) include crops and forage information, ration formulation, and surrounding state livestock auction information.

<http://nmaginfo.com/>

<http://nmaginfo.com/what-are-we-missing/>

Feedback from producers, including remote and limited resource producers brought to light the surprisingly robust adoption of smart phone technology, particularly among younger members of multi-generation family operations. In areas where internet service and access to computers are problematic, cell phones are common and smartphones are increasingly accepted and relied on. It is clear from producer feedback that an additional level of accessibility made possible through smartphones will be an essential part of the long term utility of NMAgINFO.COM.

An example of this type of mobile app can be found at "Cattle Market Mobile", a free app for android and Apple phones. This app links users to the current USDA market reports for their state.

<http://www.cattlemarketmobile.com/home/>

<http://www.cattletalkmobile.com/market-reports/>

A NMAgINFO.COM mobile app will extend the valuable and timely information being aggregated on the site to younger ranch family members. These individuals are increasingly involved in management and business decisions, and are more likely than their parents and grandparents to be looking for the latest information on how to improve their operations. Market links are helpful, but the full portfolio of information present on NMAgINFO.COM can, if the site remains viable, become the go-to place for New Mexico producers. **A preliminary report, Prepared by Paul H. Gutierrez, Kyra Grant, Marcy Ward, and Jerry Hawkes: "New Mexico Ag Info: A Producer Centric Website for Production, Marketing and Management Information..." is included as attachment B.**

Summary of Results, Conclusions, Lessons Learned, and Future Opportunities

Through the research and implementations developed by this project, reliable data has been produced describing cattle operations in New Mexico with emphasis on the limited resource producers. Historic and current market information has been assembled, allowing current market information to be understood as part of longer term trends underlying the cyclical movements in national beef prices. By extending this project to support the NMSU COOP Extension NMAgInfo initiative, a well designed and tested web access portal built on producer feedback and requests for information has been developed and improved and is currently being maintained.

Moving forward NMAgINFO.COM will be seeking industry sponsorship and financial support to engage the staff necessary to keep the site current, to respond to the "what are we missing" inquiries in

a timely and effective manner, and to generally assure the continued acceptance and use of the suite of information available on the site. Estimates will be sought to develop the NMAgINFO mobile app.

- Through the processes of this project, additional issues facing the sector have been discovered. Of particular concern include:
- The need for increased understanding of risk management choices evidenced by the significant use of sole proprietorship business structure among NM cattle operations,
- The average age of ownership on NM cattle/livestock operations, and the attendant exposure to succession issues, especially estate planning and management issues.
- Marketing sophistication: Among the smallest enterprises, marketing choices are based almost entirely on convenience. Sophistication in marketing increases with scale of operation. Simplified, convenient, and “user friendly” means of accessing market information will need to be supported by activity aimed to support access.

Additional Opportunities and Challenges

Access to information on branded beef and other value chain programs is a further step in sophistication of marketing channels that can be of value to producers. With the reduction in herd numbers due to drought, alternative programs have experienced challenges sourcing cattle. It is in the best interest of the operators of these alternative markets to more effectively describe these programs to producers. These programs can utilize NMAgInfo as a venue in which their value-added marketing opportunities are described and offered to a wider range of producers.

The longevity and viability of NMAgINFO.COM largely depends on its ability to prove useful to producers. Originally the project proposed a second producer survey to determine what impact the availability of market information has had on producer marketing decisions. As traffic to the site builds, it will become possible and meaningful to add “pop up”, or similar surveys directed to site visitors. This ongoing evaluatory vehicle will support prioritization of site improvements aimed at assuring its utility and positive impact on New Mexico livestock producers.

Education and outreach to producers, especially limited resources and small producers who comprise the largest number of NM cattle/livestock operations, will continue to be a focus for collaborative activity. BII-NM will consider how it can assist NMSU COOP Extension to improve on existing approaches to meet the needs of producers of all scales and demographics with emphasis on the use of tools that increase access, such as NMAgINFO.COM and a future mobile app.

Engagement with the rising generation of producers is essential to the future of these operations, and is well served by strategies that rely on emerging, popular technology. It will be a challenge to keep up with emerging technologies. This challenge fits well within the purview of the NMSU COOP Extension scope, and will benefit from attention and support from other stakeholders through BII-NM or in other ways.

The project collaborators look forward to continued improvement in addressing the challenges and opportunities of the changing cattle and beef industries going forward, and recognize the accomplishments achieved through the research and implementations of this project as building blocks for a resilient future for NM cattle/livestock producers.

Attachment A: Report for Objective 1 and 2

Prepared by Jerry Hawkes

Producer Survey (Objective 1)

Operation characteristics

- Figure 1. How Many Cows Do You Operate?
- Figure 2. Other Livestock Classes Held
- Figure 3. Land Tenure / Ownership

Drought and Decision

- Figure 4. Livestock Management Actions Taken Due to the Drought
- Figure 5. What Level of Liquidation Was Experienced?

New Mexico Agriculture Demographic Profile

- Figure 6. Ethnic Background
- Figure 7. What Is Your Gender?
- Figure 8. What is Your Age?
- Figure 9. Average Age of Principal Operator, 1982 to 2012
- Figure 10. Principal Operators by Age Group, 2007 to 2012
- Figure 11. Average Age of Principal Farm Operators: 2012

Marketing Choices: (Objective 2)

- Figure 12. Marketing Avenue Chosen
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Conclusion

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- Figure 15. Cattlemen's Auction – Heifers
- Figure 16. Cattlemen's Auction - Steers
- Figure 17. Cattlemen's Auction – Cull Cows and Bulls
- Figure 18. Clovis Auction – Heifers
- Figure 19. Clovis Auction – Steers
- Figure 20. Clovis Auction – Cull Cows and Bulls
- Figure 21. Dalhart Auction – Heifers
- Figure 22. Dalhart Auction – Steers
- Figure 23. Dalhart Auction – Cull Cows and Bulls
- Figure 24. La Junta – Heifers
- Figure 25 – La Junta – Steers
- Figure 26. La Junta – Cull Cows and Bulls
- Figure 27. Roswell Auction – Heifers
- Figure 28. Roswell Auction – Steers
- Figure 29. Roswell Auction – Cull Cows and Bulls

Producer Survey (Objective 1)

The survey conducted by members of BII-New Mexico reached approximately 300 respondents. (The entire body of NM cattle producers is estimated at 6200.) These individuals represent a reasonable cross-section of the New Mexico producer. This comprehensive study was directed at gaining insight into the makeup and processes of New Mexico producers. The study hoped to illuminate limitations that may be present in many of the under-served populations that represent New Mexico agricultural producers. Data including demographics, drought sales and business choices were all generated through this survey instrument.

Through the processes of this study, the demographic composition of the New Mexico producer as well as their marketing choices and business structure were described and evaluated. Insight into the choices made by New Mexico producers constitutes information that can be valuable in the education process. Determining the business structure and the marketing avenues chosen by these same livestock growers can also be illuminating. These insights in turn inform the process of providing/developing a tool set for producers to enhance their ability to make better choices regarding these issues, with positive impact on their ability to operate in the future.

Survey questions and results:

Greater than 65% of those responding to this survey indicated that they held 100 mother cows or fewer. Only 11% of the producers operated more than 200 mother cows. This reflects a significant portion of those reached through the survey instrument were part-time producers. It has been noted that the largest potential impact for marketing choices and business decisions could be felt in the smaller producers.

Figure 1. How Many Cows Do You Operate?

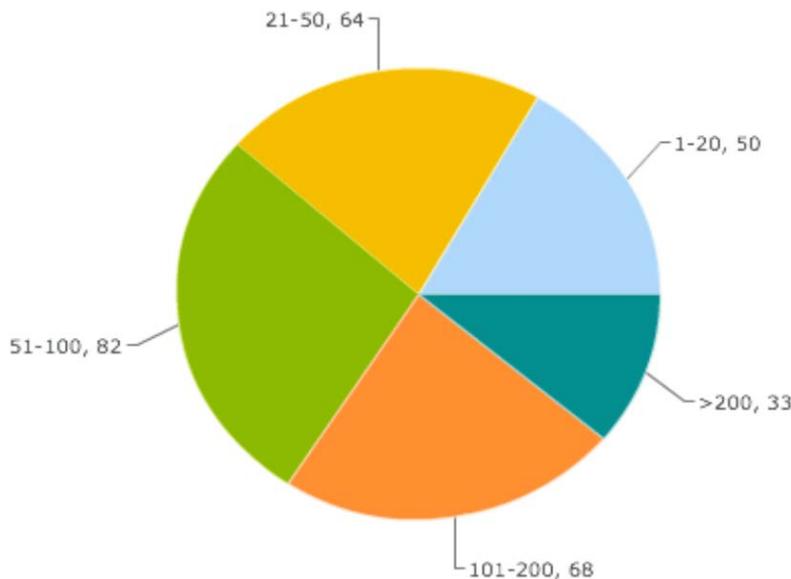
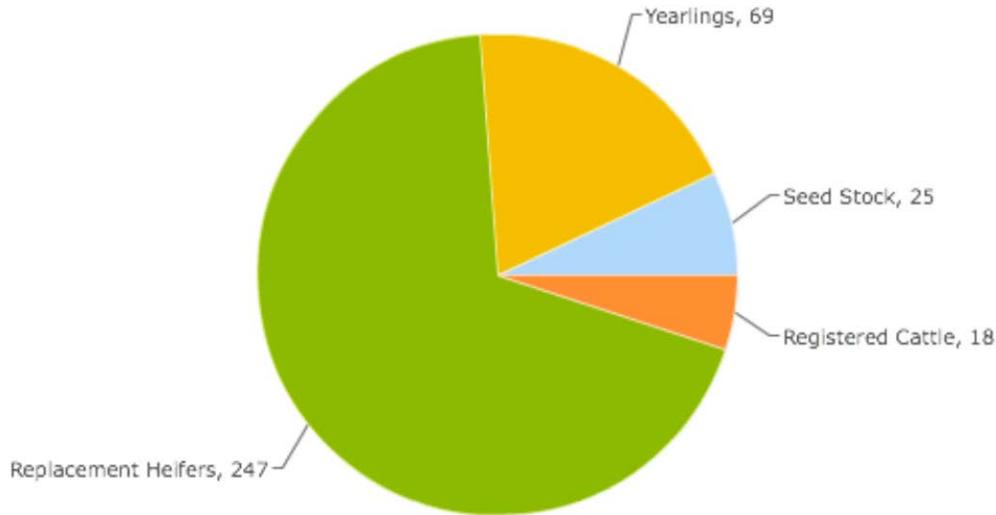


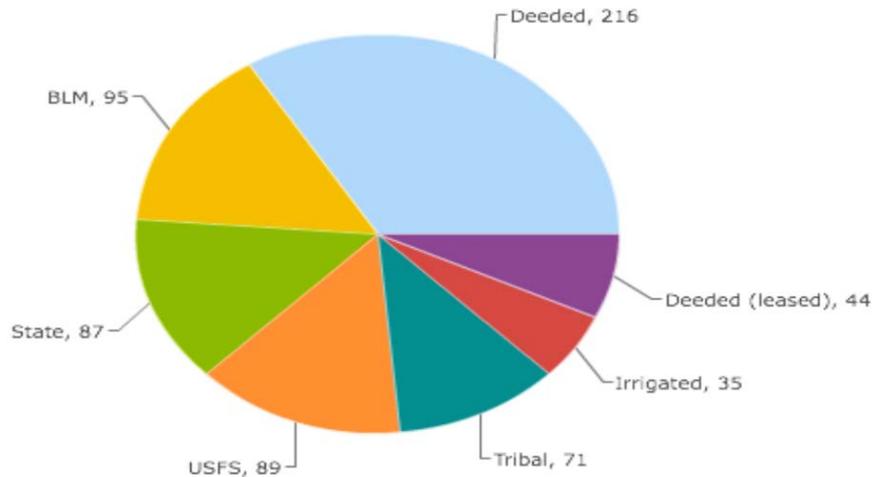
Figure 2 defines the other types of livestock that were present in respondent's operations. More than 82% of the producers indicated that they raised replacement heifers, while only 6% held registered livestock. These values are broadly representative among New Mexico livestock producers, in the survey and in general.

Figure 2. Other Livestock Classes Held



The land ownership patterns that were displayed by these livestock producers are indicated in Figure 3. Approximately 73% operated at least a portion of their cattle on deeded lands. Grazing was estimated to occur on Tribal lands for 23% of those who responded to the survey. It was apparent that a broad mix of land ownership patterns comprises New Mexico livestock grazing.

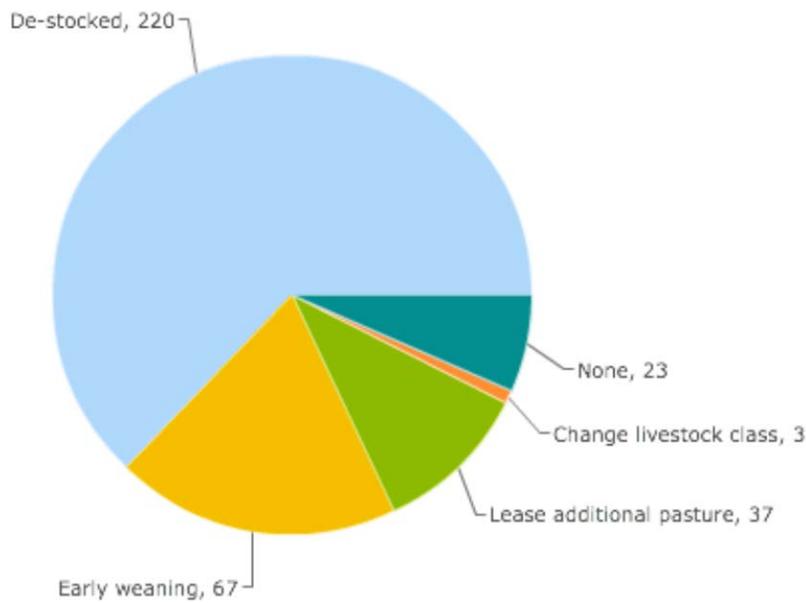
Figure 3. Land Tenure / Ownership.



Drought and Decisions

Choices that producers were forced to make during the severe drought experienced in New Mexico from 2009-2013 are displayed in Figures 4 and 5. More than 73% of respondents were forced to reduce their livestock ownership during this time period. Approximately 12% were able to locate and lease additional forage to offset a portion of the impact. Only 7% indicated that the drought did not impact their operation. An additional 1% changed their livestock operation due to continued drought conditions.

Figure 4. Livestock Management Actions Taken Due to the Drought

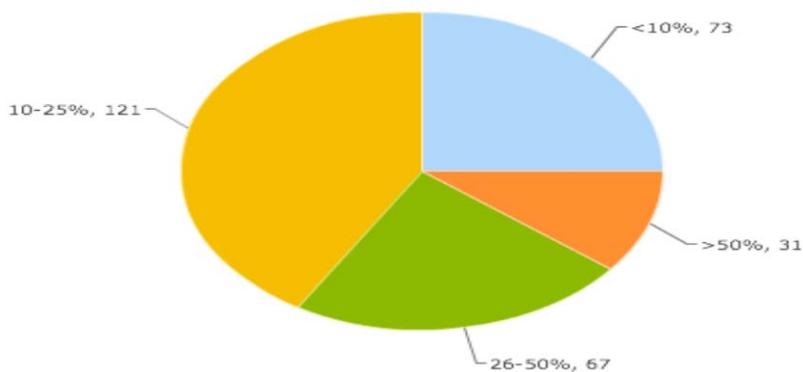


Level of drought impact experienced by producers.

Approximately 40% were forced to remove up to 25% of their entire livestock operation during these times. Just over 10% of these producers were in a position where they liquidated more than 50% of their entire livestock operation due to the continued drought conditions. These values are significant when considering that, based on the size of these operations, they are “part-time”. The impact of the drought was significant in many different ways for the livestock producers of New Mexico. These data are representative of what Hawkes and Libbin (2014) discovered in Range Livestock Cost and Return Estimates (CARE) in recent years.

Drought-forced sales create both production as well as financial considerations for the producer. The United States Department of Treasury (IRS) provides the ability to alter income reporting periods when drought forces a unique change in the gross revenue generated for that specific tax year. The details of these options that can be chosen are found in the Farmers Tax Guide for each year (IRS Publication 225).

Figure 5. What Level of Liquidation was experienced?



New Mexico Agricultural Demographic Profile

The respondents in Figures 6 and 7 defined their gender and ethnic background. Greater than 51% of those responding to the survey associated themselves as Hispanic. Native Americans comprised 24% of the survey respondents and Caucasian individuals represented 22% of the survey the remaining respondents did not identify their cultural heritage. Approximately 77 % of the respondents were male.

Figure 6. Ethnic Background

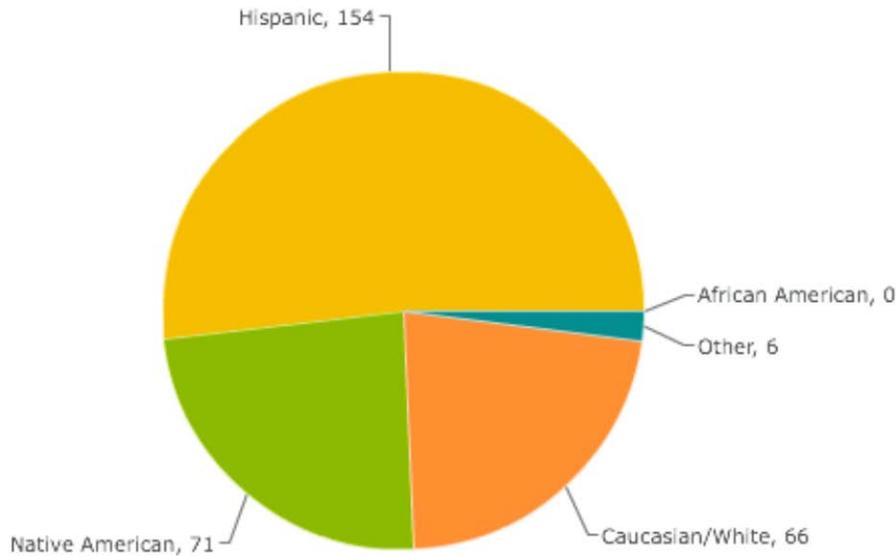
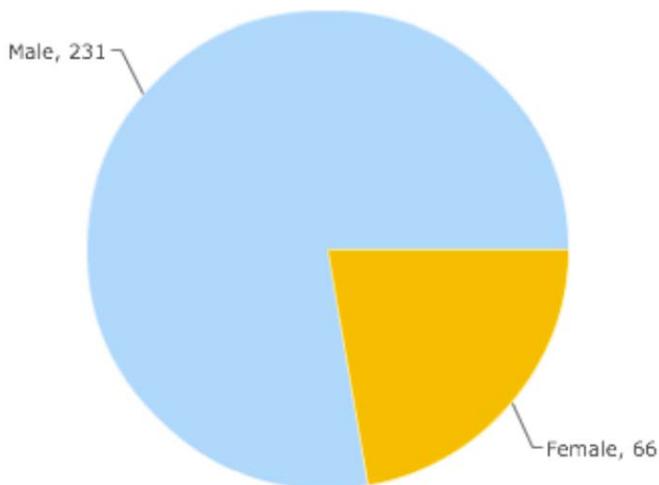
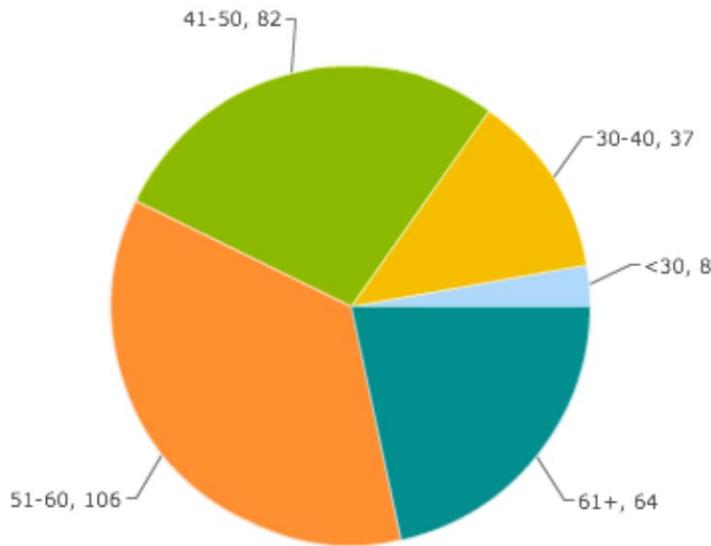


Figure 7. What is Your Gender?



The age of the respondent was considered in Figure 8. The largest percentages, (35%) of respondents to the instrument were between 51 and 60 years old. More than 27% were greater than 61 years of age, while only 3% indicated they were less than 30 years old. These values are in line with national and state data relative to agricultural producers' age.

Figure 8. What is Your Age?



New Mexico agricultural producers that responded to the survey are reflective of the United States national trends that are represented by agricultural producers. Figures 9-11 (from 2012 NASS Survey) provide insight into the age of producers Nationally. These data correlate well with that discovered in the BII-NM survey instrument. Producers are getting older in the United States as well as New Mexico as principal owners of agricultural entities.

Principal owners as demonstrated in Figure 11 throughout much of New Mexico are classified as being greater than 60 years of age. This highlights the issue of succession planning among producers across New Mexico. A lack of succession planning along with the preponderance of sole proprietorships has the potential to negatively impact estate planning and long-term financial stability of the agricultural enterprise as it moves from one generation to the next.

Figure 9.

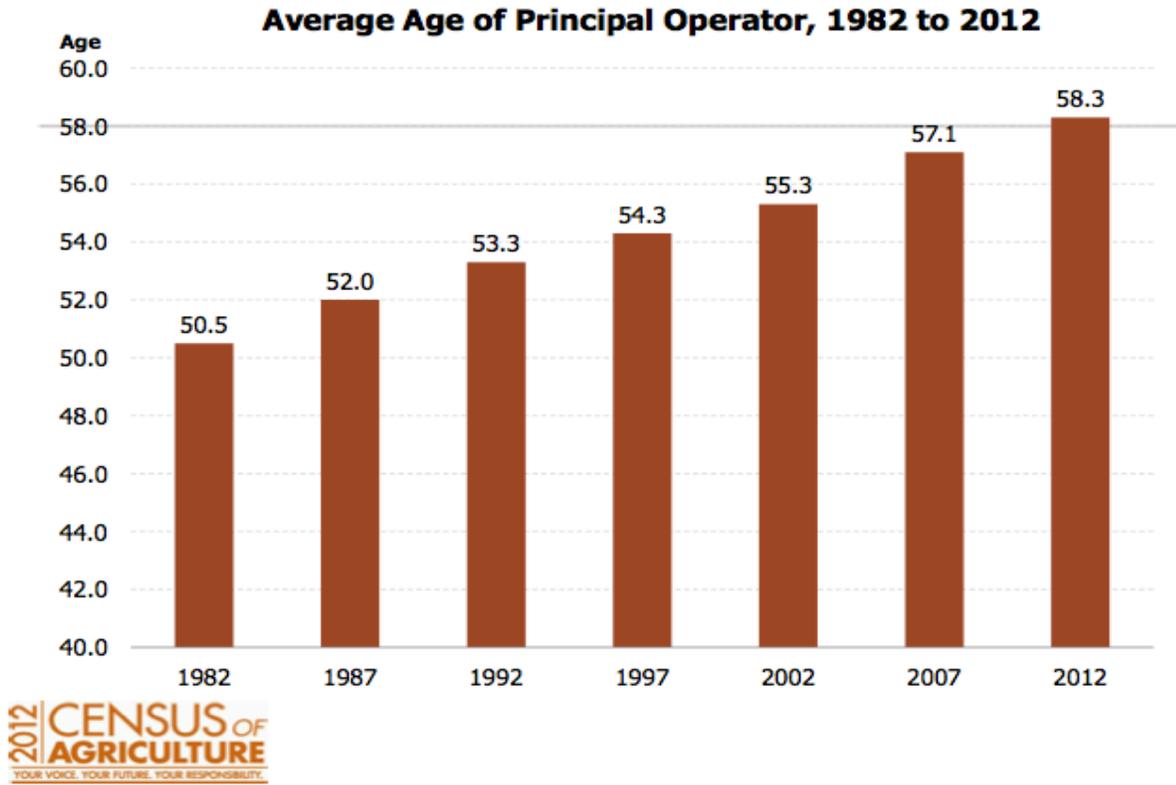


Figure 10.

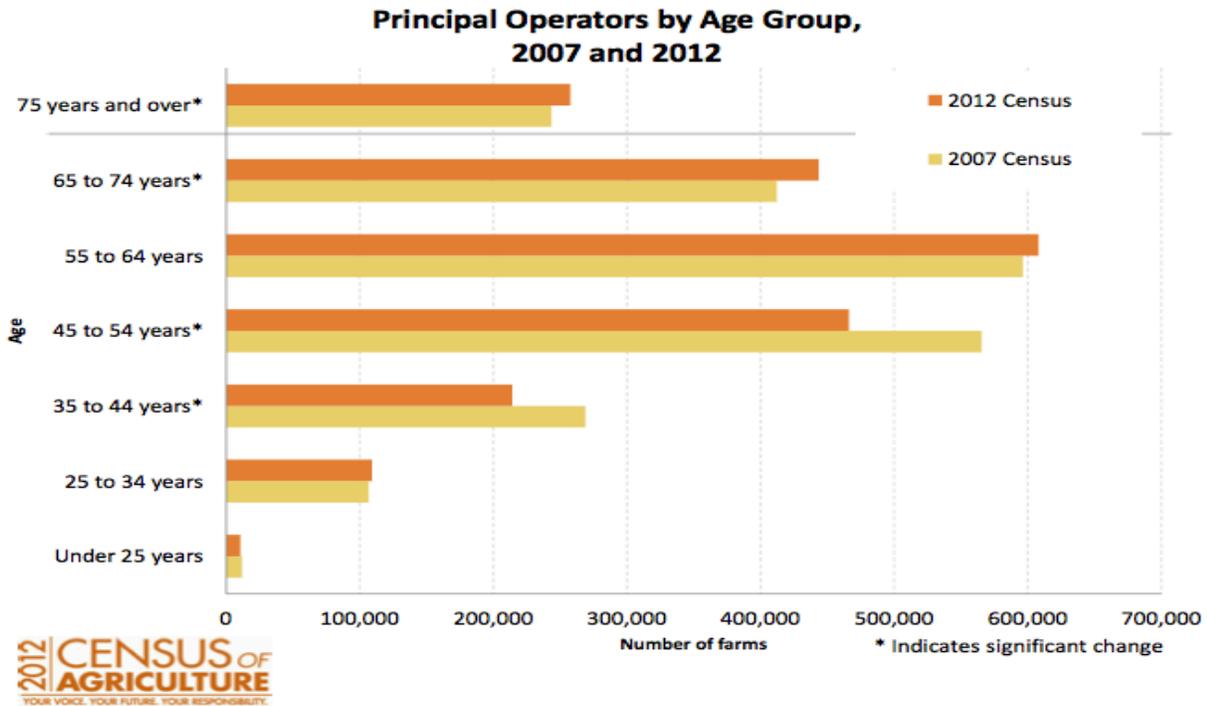
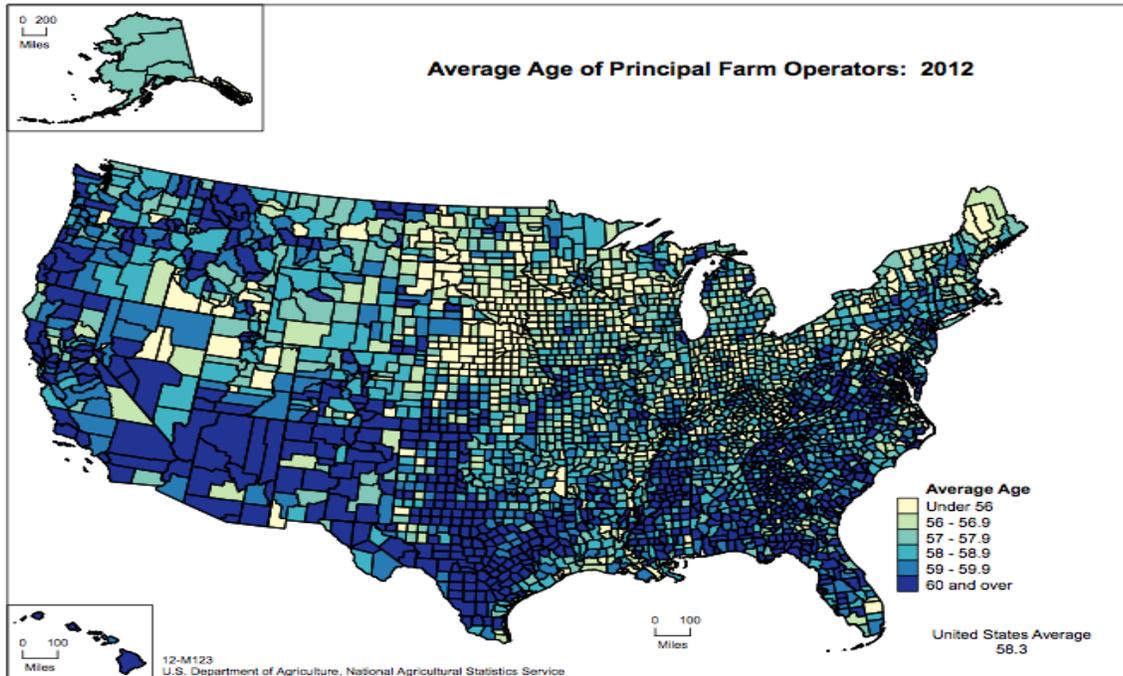


Figure 11.



Objective 2: Marketing Choices

New Mexico beef cattle producers have identified a number marketing avenues that they pursue each year in the process of selling their cattle. These local or spot markets have been identified and these results are provided in the first of its kind approach to market information for New Mexico producers. The spot markets have not previously been identified in one location to better discern the price differences that exist between the local markets.

The data considered in Figure 12 provides insight into the marketing choices that were employed. Greater than 69% indicated that their primary marketing avenue is the local auction. Only 3% considered employing a futures or options contract as a part of their business plan. Approximately 26% used a forward contract for their livestock sales. Satellite auctions accounted for 5% of the sales of livestock throughout this survey. These results indicate that the majority of these producers are not comfortable with more sophisticated methods of marketing the products they are raising.

This information has been discussed publicly with producers from across New Mexico. The initial results were very interesting relative to the distinction of the market variances displayed and now recognized by these producers. Table 1 provides a summary of these markets and the price distinctions that exist among the livestock classes and locations that are employed in marketing decisions of these New Mexico producers.

The ability of the producer to choose a marketing avenue has been shown to often be a function of comfort, knowledge of market structure and need. New Mexico producers in this survey instrument overwhelmingly chose the local auction as their marketing option. The local auction typically represents the least sophisticated approach to marketing. This market is entirely dependent upon the buyer and seller available at the sale on that day. The opportunity to negotiate and differentiate the marketed product is not usually an option but rather the concept of a “price taker” is ultimately defined in this situation.

Figure 12 provides greater detail into the choices that New Mexico producers made relative to marketing livestock. A very noticeable concept is identified in this figure. As the level of sophistication grows the number of participants is reduced. This trend is not unique to only New Mexico producers but has also been identified in other studies (Berger 2014). Livestock producers are often faced with challenging decisions when marketing their livestock and these choices have been shown to be varied relative to size of the operation. Larger operations tend to be more comfortable with increasing the degree of sophistication of their marketing choices, while smaller producers tend to seek the safer route.

Increases in risk and reward can be experienced with a greater level of sophistication in the producer's marketing plan (Kotler 1988). Generating and establishing a new approach to marketing can typically take time to enact. Actions associated with these decisions are not often those that will be entered into quickly but rather will take a great deal of consultation and educational programming to alter the marketing behavior of the producer as they interact within the traditional livestock marketing choices. Figure 13 provides a simple diagram of how beef cattle move from the producer to the final consumer in both a simple as well as sophisticated manner (Berger, 2014).

Figure 12. Marketing Avenue Chosen.

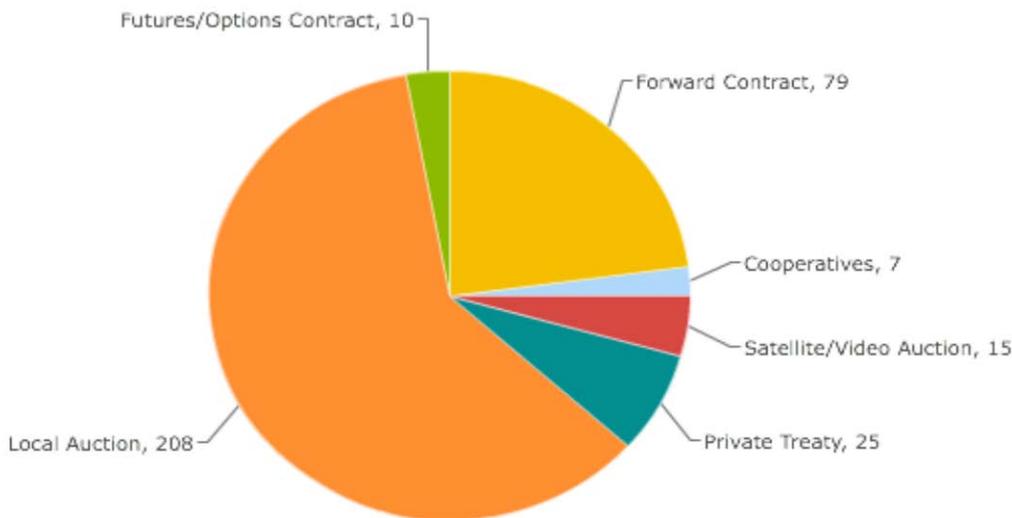


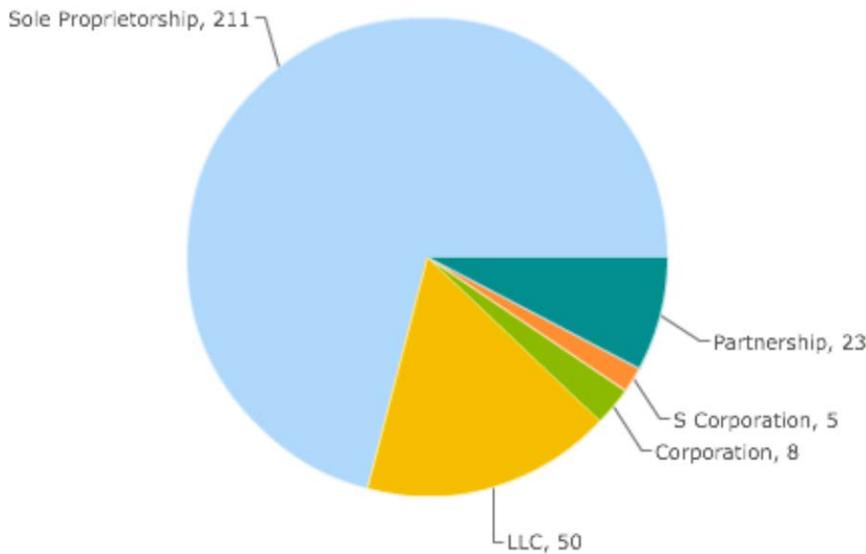
Figure 13.



Business Structure

Agricultural enterprises are most often family owned businesses that share revenues and costs. The sharing of these factors can have the potential to make taxation and succession planning difficult and often decisions are not made with the “best management” approach in business. This approach is an important piece of the decision making process and should be managed to result in the best possible outcomes for the family-owned firm.

Figure 14. Business Structure.



The business/tax structures that the producers which responded to this survey employ in their firms are discovered in Figure 14. A significant portion (70%) reported that they use a Sole Proprietorship as their business structure. This business form owner assumes all risk and liability without the ability to shift risk in any manner. Approximately 8% were involved in a Partnership, while 2 and 3 % respectively were either a Corporation or S-Corporation. The remaining 17% had formed a Limited Liability Company. These business structure choices indicate that the level of financial risk and risk exposure is significant for New Mexico producers responding to this survey.

The associated risk management of an agricultural enterprise is often times a facet of the business structure that the business owner does not focus on. Lack of focus on these activities can lead to challenging situations for the business owner. A concrete tax structure associated with each entity is essential in the planning processes of the business, regardless of its size (Thompson and Hayenga 2008). These decisions impact the ability of the firm to manage taxes, income, marketing and capital needs. Lack of such a plan can result in both short and long-term business failure (Harl, 2001).

Market data for New Mexico is demonstrated in Appendix One, Figures 15-29. These values provide a visual representation of these individual markets as they relate to New Mexico livestock producers. Over time, additional market data will be included to better establish and disseminate choices to the producer that are present throughout the state. Market information is now also available in real time through **“Cattle Market Mobile,” an App that provides interactive updated market values for all classes of beef cattle throughout each of the USDA tracked auctions throughout New Mexico as well as Texas and Colorado.** The study discovered that many northern New Mexico producers employ La Junta and Dalhart as marketing options. This source can assist producers choosing a marketing avenue, utilizing both current and trend data in making this decision.

The data depict the variability recognized in price markets experienced by producers throughout New Mexico. This information is directed at better educating and providing an exposure to market awareness that may not be available for many producers across the state. Ultimately the ability to better market livestock and enhance profitability measures through better information will benefit New Mexico livestock producers.

Table 1.
Livestock Market Prices for 2009-2014

Market	400-500	500-600	400-500	500-600	Cull Cows	Cull Bulls
	Steers	Steers	Heifers	Heifers		
Cattlemen’s	140.95	130.71	129.47	123.02	58.45	70.54
Clovis	147.69	136.24	139.53	129.99	59.98	75.02
Clayton	130.70	116.56	118.90	114.51	54.93	69.13
Dalhart	151.16	138.55	143.77	131.07	63.97	79.65
La Junta	153.11	141.43	141.51	133.08	63.05	77.28
<u>Roswell</u>	<u>147.25</u>	<u>135.39</u>	<u>138.47</u>	<u>127.94</u>	<u>60.21</u>	<u>75.29</u>

Additional market data will be included to better establish and employ the producer choices that are present throughout the state. Individual markets as well as livestock classes are demonstrated in Appendix One.

Producer Feedback

Broad based educational programming is a key component of reaching across New Mexico with the goal of increasing both knowledge and awareness for all agricultural producers. This methodology lends itself to a multi-fold approach which was taken throughout this study. Educational programming events were held throughout the state, technology was developed and producers were engaged in the pursuit of these goals and objectives. New Mexico State University in conjunction with this study developed a website, NMAginfo.com which has a multitude of marketing, risk management, market data and production information now available to all producers. Information provided is often directed at the part-time producer that was identified in this study as often a representative of an under-served population in New Mexico.

Conclusion

This data has provided a current snapshot a wide range of New Mexico livestock producers. Some interesting and even surprising information is available within this data.

- The high level of financial risk assumed by producers, and
- The level of sophistication in marketing choices may also present challenges to the producers.

These factors have the potential to impact the longevity of an operation, and effect the financial position of the operation as well. The data would suggest that the current risk structure of the New Mexico producer is very high and the level of marketing sophistication rises with the scale of the operation.

Underserved populations across New Mexico were well represented in this study in terms of data and outcomes. Native American and Hispanic populations (51% and 24% respectively) were ultimately a primary target audience throughout this effort. Increasing the knowledge and skill sets of these agricultural producers was an essential component of the outcomes. Providing awareness and creating a new thought process in producers can lead to long-term changes in business operations which can ultimately lead to greater financial flexibility for them.

These data depict the variability recognized in price markets experienced by producers throughout New Mexico. This information is directed at better educating and providing an exposure to market awareness that may not be available for many producers across the state. Ultimately the ability to better market livestock and enhance profitability measures through greater information should benefit New Mexico livestock producers.

Evaluating the demographic composition of the New Mexico producer as well as their marketing choices and business structure are important factors to consider. Gaining insight into these choices made by New Mexico producers provides information that can be valuable in the education process. Determining the business structure and the marketing avenue chosen by these same livestock growers can be insightful. This insight will then lead to an opportunity to provide a tool set for producers to enhance their ability to make choices regarding these issues and the impact that their choice may have on their ability to operate in the future.

Gaining the perspective of the producers in New Mexico and their current business practices is essential in the hopes of increasing the educational programming efforts for these individuals. The ready availability of market information via easy to use, increasingly accepted technologies, will hopefully lead to greater profit levels and educational awareness of alternative marketing and business practices that could be employed in New Mexico by all livestock producers. Each of the tasks in this

process can be enhanced and further developed and will extend to more producers the benefits of this study.

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Appendix One Livestock Market Data

Figure 15. Cattlemen's Auction

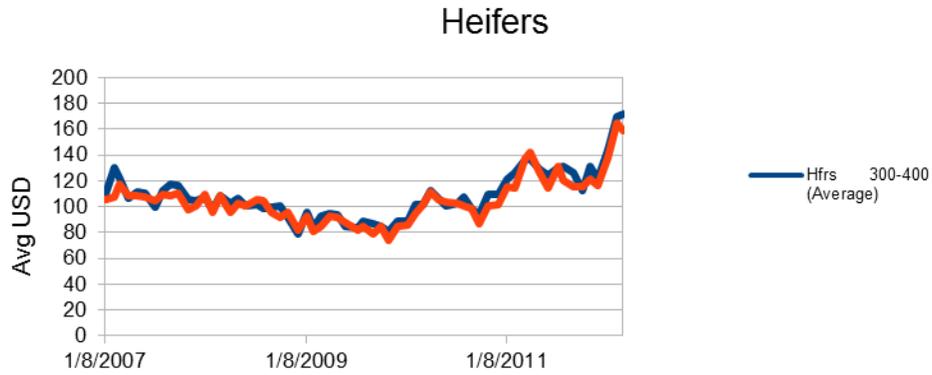


Figure 16. Cattlemen's Auction

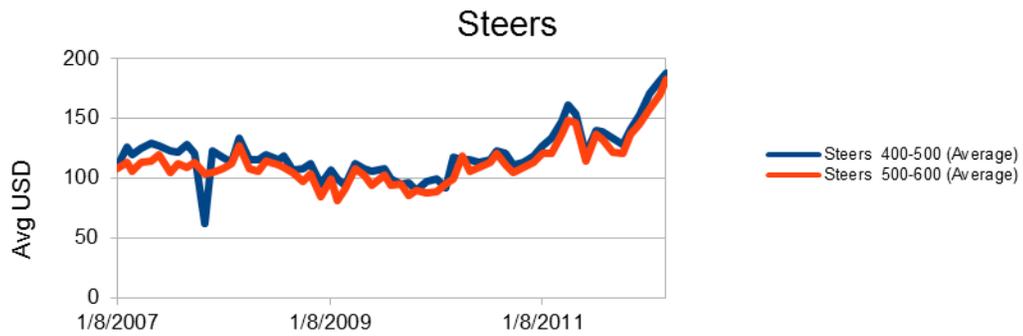


Figure 17. Cattlemen's Auction

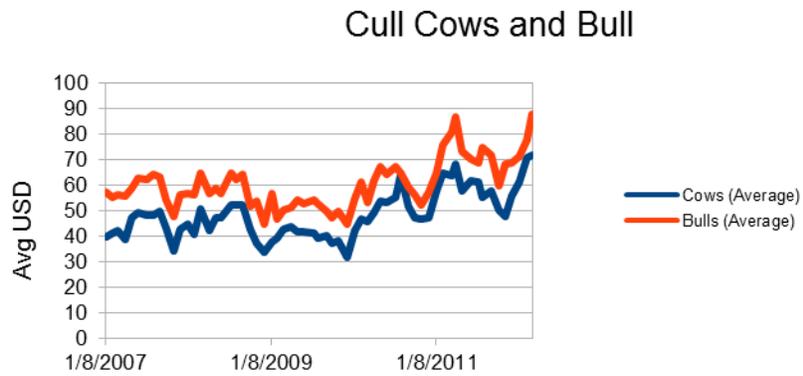


Figure 18. Clovis Auction

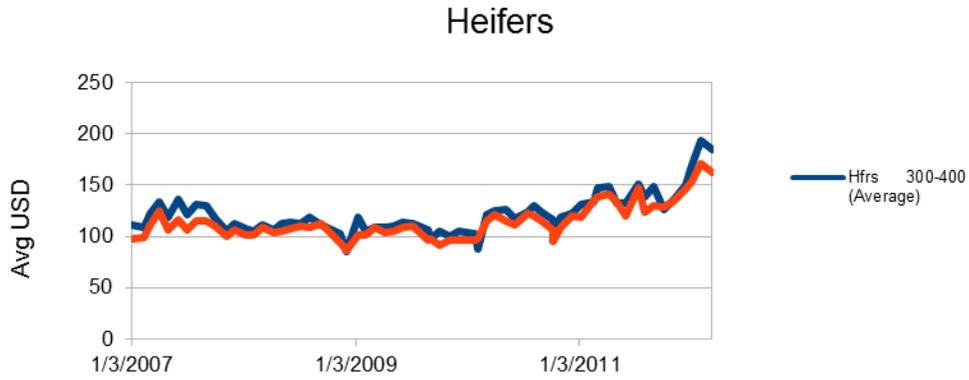


Figure 19. Clovis Auction

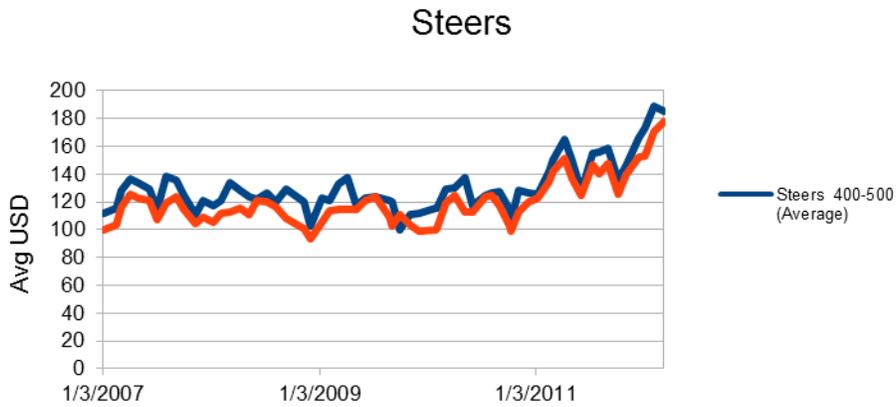


Figure 20. Clovis Auction

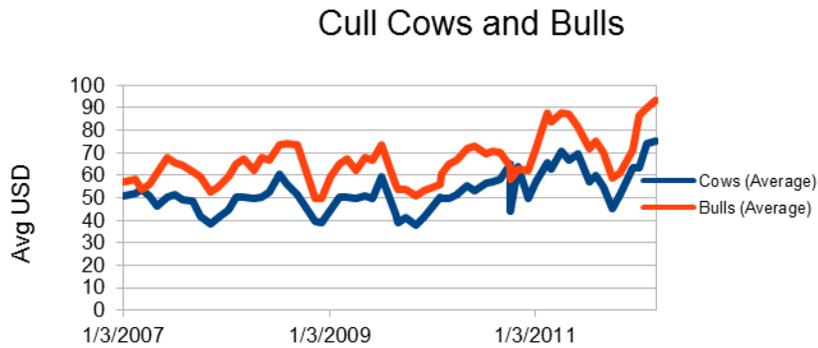


Figure 21. Dalhart Auction

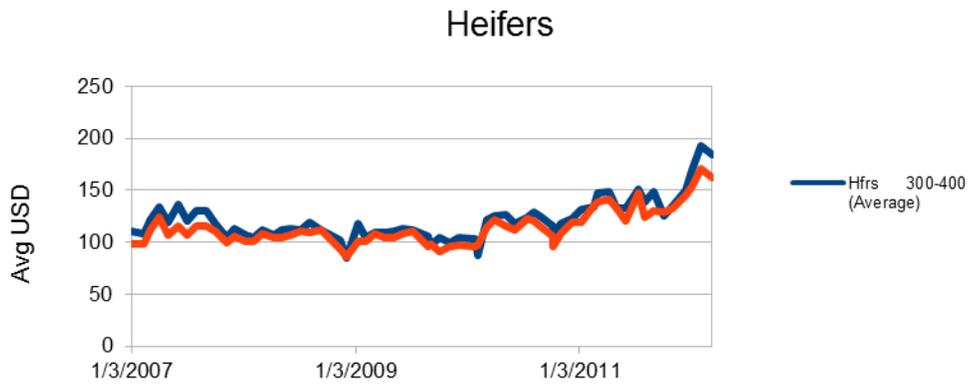


Figure 22. Dalhart Auction

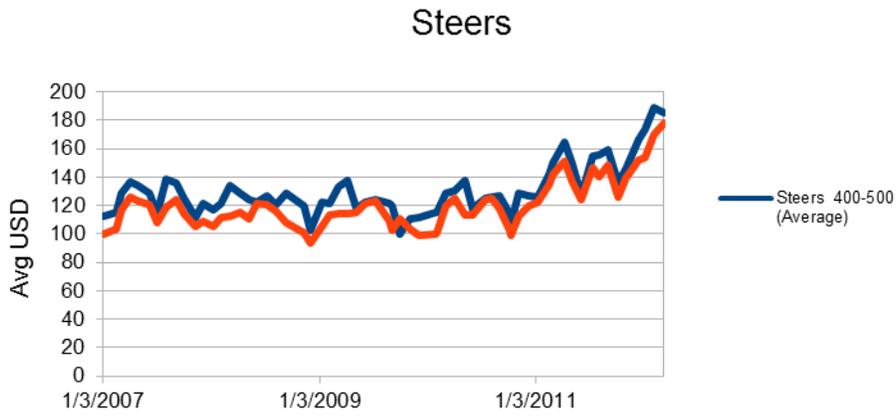


Figure 23. Dalhart Auction

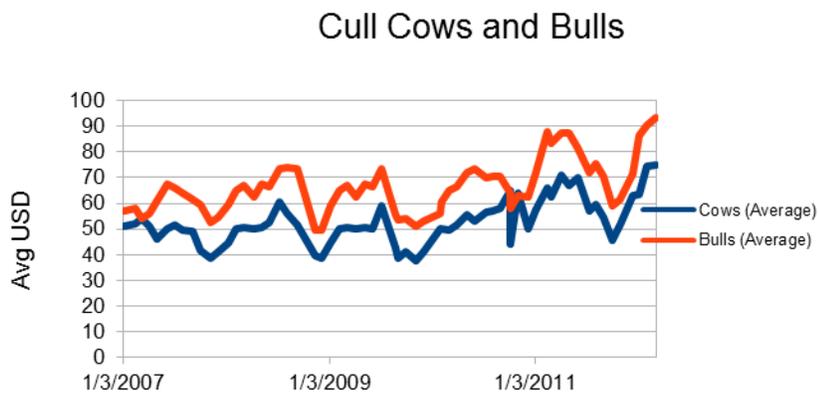


Figure 24. La Junta

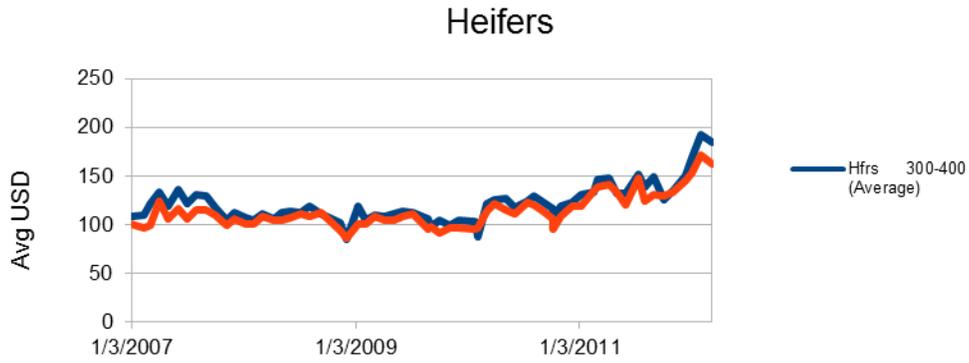


Figure 25. La Junta

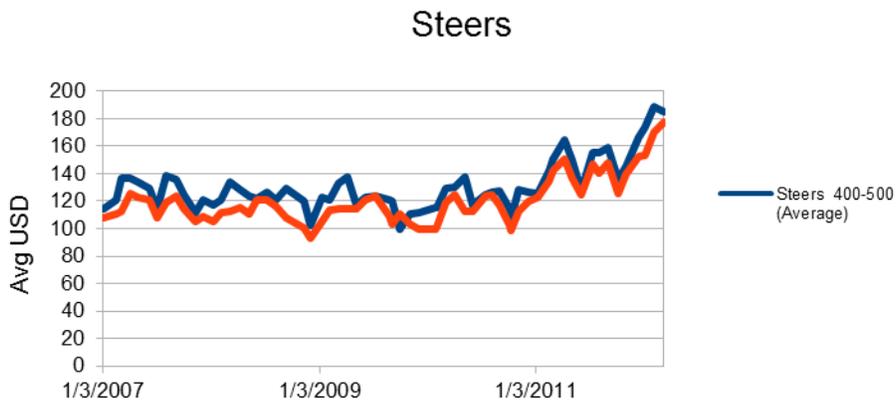


Figure 26.

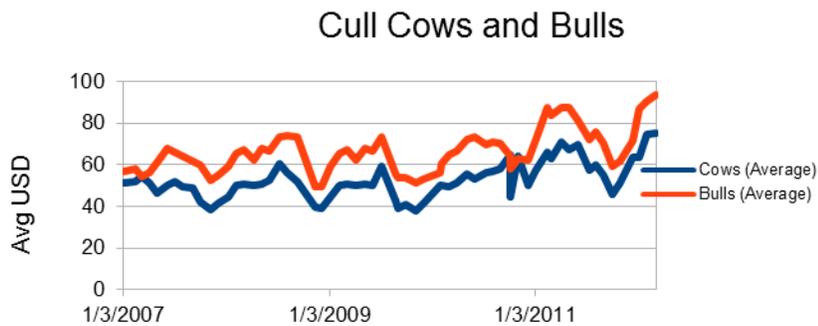


Figure 27. Roswell Auction

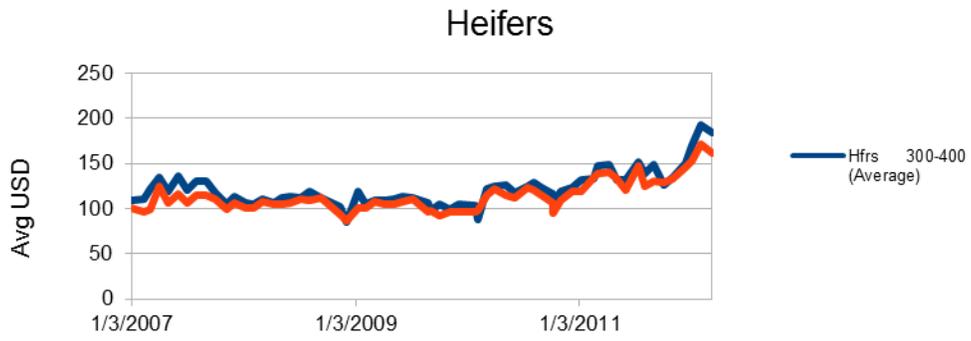


Figure 28. Roswell Auction

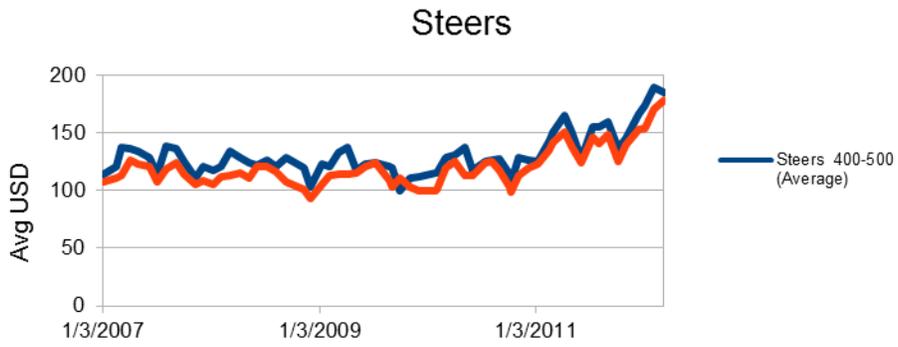
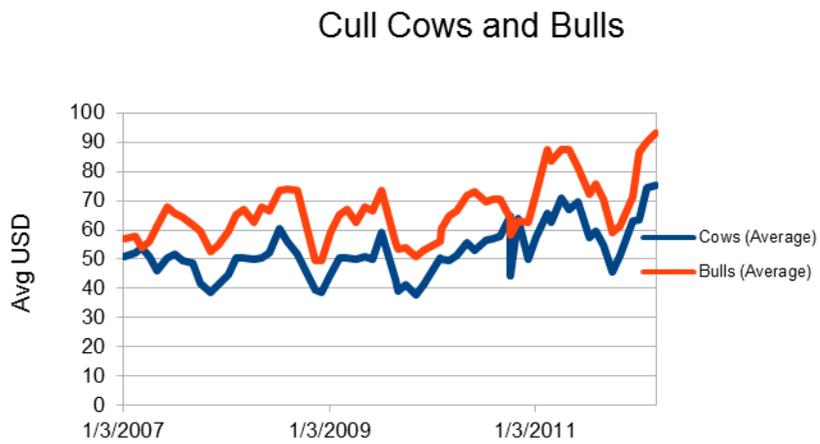


Figure 29. Roswell Auction



Attachment B: Report for Objectives 3 and 4

Prepared by Paul H. Gutierrez, Kyra Grant, Marcy Ward, and Jerry Hawkes

New Mexico Ag Info: A Producer Centric Website for Production, Marketing and Management Information

Project Summary

The New Mexico Ag Info, or **NMAgInfo.com** website initiative is a NMSU Cooperative Extension (Extension Agriculture Economics and Extension Animal Science) directed, industry sponsored and producer centric initiative that will provide New Mexico range livestock producers and related allied industries and organizations with national, regional and **New Mexico** production, marketing and management information/educational resources.

Successful completion of the research and outreach proposed by “*Building an understanding of cattle market venues to develop and assure access for ranchers of all sizes and demographics*” initiative will provide knowledge and understanding of NM producers current access to markets and venues that best reward them for the quality and availability of their cattle—information currently not available to beef producers.

Both initiatives agree that by providing producers with market data and management information, their ability to make marketing and management decisions will be enhanced, positively impacting the economic sustainability of NM range livestock producers. The ability of producers from across all demographic segments to gain insight into timing of marketing strategies relative to seasonal and cyclical movements in national vs. regional vs. **New Mexico** beef prices is a particularly useful element of business planning. An understanding of the fluctuations in beef prices state wide and locally, as well as of the variability that exists in demand and supply of beef cattle nationally and internationally allows the producer to make more informed decisions as well as to understand the price and basis fluctuations that exist in the market.

Drawing on available national, regional and state beef and commodity data sets, ---**AND** drawing on the research and outreach outcomes of the *Building an understanding of cattle market venues to develop and assure access for ranchers of all sizes and demographics* initiative, NMAgInfo.com will provide current and timely price and production data for national, regional, state and local markets for NM producers. In addition, NMAgInfo.com will provide current information on beef and forage and feed markets, including technical and fundamental outlook and market analysis. NM beef, forage and feed data that is currently not available will be developed in collaboration with local market entities where possible.

NMAgInfo.com Development

The NMAgInfo.com website is hosted through WordPress, managed by NMSU faculty and staff. The website URL is outside the NMSU institutional URL to insure that access and information on the site is easily accessible and presented in a “producer friendly” format. The website has a look and feel that appeals to the end user: New Mexico range livestock producers and related allied industries and organizations. WordPress has been identified as a web platform that will allow for the desired level of flexibility in developing NMAgInfo.com.

NMAgInfo.com: The initial development of the NMAgInfo.com website has been completed.

Updates and improvements continue. The development of the site took approximately 200 hours. With the website completed, the site was presented for producer and industry feedback and input. Additionally, the web development team will collaborate with the **NM Beef Improvement Initiative** (NM BII) USDA funded project, “*Building an understanding of cattle market venues to develop and assure access for ranchers of all sizes and demographics,*” to insure that marketing data and informational needs of NM producers identified in this study aligned with the marketing and management information contained within NMAgInfo.com.

NMAgInfo.com Update/Upkeep

The NMAgInfo.com website will require daily maintenance to insure that the data and information, at all levels, is current. Sustainability of the proposed NMAgInfo.com website requires dedicated staff; this will require a commitment of resources, existing and new. Funds from sponsors for the NMAgInfo.com website have been used to hire NMSU students to provide daily data and information maintenance to the website. NMSU Extension faculty and staff will provide oversight of student employees and monitor the website content and integrity. A NMSU student is currently employed to support the development of the website.

Maintenance

Daily (1-2 Hours)

- Update homepage with relevant articles
- Update article page with relevant articles
- Check e-mail
- Review website hits

Weekly (2-4 Hours)

- Update livestock auction market data and related charts
- Update Key Graphs page
- Update Charts & Data tab with new charts generated by LMIC on a weekly basis
- Review spam
- Review search engine terms used to find site
- Review referrals used to find site

Monthly (1-3 Hours)

- Update Charts & Data tab with new charts generated by LMIC on a monthly basis
- Review each website page for relevant information or outdated information

Year 1 Budget (current): website development and deployment

Student Help to Develop website: (through July, 2014)	\$7,500
Travel: Producer feedback and Sponsor development	\$3,000
Web support and software	<u>\$2,000</u>
Total	\$12,500

The following pages have been identified and created in response to producer feedback:

-
- Home
 - Livestock Marketing
 - NM Markets at a Glance
 - Key Graphs
 - NM Basis
 - Marketing Articles
 - Futures Prices
 - [Livestock Management](#)
 - Herd Health
 - Nutrition
 - Reproduction
 - [Education](#)
 - Beef Quality Assurance
 - Consumer Education
 - [Decision Tools](#)
 - Livestock
 - Leasing & Purchasing
 - Policy & Risk Management
 - Spreadsheet Tips
 - Policy
 - Farm Bill
 - Disaster Assistance
 - Conservation Programs
 - [Charts & Data](#)
 - NM Markets
 - Cattle Numbers
 - Cattle Prices
 - Cattle Production
 - Meat Production
-

The following pages have been identified as possible expansion in the future:

-
- [Crops & Forage](#)
 - Additional surrounding states auction data
 - Ration Formulator
-

Site Hits & Statistics

The site has had 1,724 hits since it was launched, June 2014

Views by Page

Title	Views
Home	589
New Mexico Markets at a Glance	122
Cattle Inventory	77
New Mexico Basis	62
Herd Health	52
Key Graphs	44
Livestock	29
Home page / Archives	26
Futures Prices	25
Cattle Prices	20
Livestock Marketing	17
Charts & Data	17
Marketing Articles	14
NM Markets	12
Nutrition	12
Market Reporting Form	11
Disaster Assistance	11
Leasing & Purchasing	10
Livestock Management	10
Meat Production	10
Reproduction	10
Sponsors	9
Cattle Production	8
USDA News, Reports, Futures, Market Prices	8
Beef Quality Assurance	8
Market Outlook & Newsletters	7
Spreadsheet Tips	7
Decision Tools	6
Conservation Programs	5
Consumer Education	4
Budgets & Planning	4
Marketing	4
Farm Bill	4
Crops & Forage	4
What are we missing?	3
Policy & Consumer Education	3
Miscellaneous	2

<u>Policy & Risk Management</u>	2
<u>Sponsors & Links</u>	2
<u>Range Management</u>	2
<u>Alfalfa</u>	2
<u>Legislative Session 2014</u>	1

Views by Country

Country	Views
United States	1,364
Brazil	197
Italy	33
Mexico	11
Argentina	9
Ethiopia	8
Chile	8
Spain	7
Portugal	5
Peru	4
Philippines	4
Pakistan	4
Canada	3
Saudi Arabia	3
Taiwan	3
Ecuador	3
Panama	3
Zimbabwe	2
Guatemala	2
India	2
Poland	2
Venezuela	2
Japan	2
Germany	2
Costa Rica	2
Egypt	2
Australia	2
United Kingdom	2
China	1
Honduras	1
Serbia	1
Thailand	1
Paraguay	1
Turkey	1

Bolivia	1
Hungary	1
Belize	1
Dominican Republic	1
Malaysia	1
Bulgaria	1
Uruguay	1
Kenya	1
Viet Nam	1
Lithuania	1
Greece	1
Macedonia, the Former Yugoslav Republic	1
France	1
Gibraltar	1
Cyprus	1
Hong Kong	1
Algeria	1
Bangladesh	1
Ghana	1
United Arab Emirates	1
Indonesia	1
Colombia	1
Switzerland	1
Iraq	1
Angola	1
Romania	1
Tunisia	1