

New Mexico Agricultural Leadership Program



Seminar 5: TRADE & COMMUNICATION

Seminar Objectives: Participants will gain an understanding of New Mexico's role in domestic and global trade, explore communication techniques, marketing, public speaking, and one-on-one relationships.



The New Mexico Agricultural Leadership program is committed to developing knowledgeable, multicultural leaders within the food, agriculture, and natural resource industries of New Mexico.

Southern Roots Nut Company

By Kaitlin Robinson



Southern Roots Nut Company recently acquired the New Aces Pecan Company in Las Cruces, NM. Southern Roots has a long history in the industry with family ties dating back to 1973 when the current owners' father worked for a processing company in Georgia.

Chris and Brandon Harrell started Southern Roots in 2020 and soon after acquired the processing plant in Las Cruces to add to their facilities in Georgia. Southern Roots buys inshell pecans, processes, and then packages the pecans for wholesale. They are currently sourcing pecans from the US and around the world for processing. Due to food safety requirements, we were unable to take pictures of their beautiful facility which was on an off day during our visit. The amount of equipment used to get the pecan from start to finish is incredible. They are able to use the smallest pieces of the shelled pecans in order to get the most out of the product.

Pecans are stored in cold storage until they are ready to be processed. They are then sorted by an optical sorter which sizes the pecans for further processing. The pecans are cracked and shelled to get the nut meat inside. They are then sorted again into halves and pieces. Halves are the most valuable to be produced. There are multiple machines that sort the pecans based on size including the size of the pieces all the way down to a piece smaller than oatmeal.

Since I am not able to provide any pictures I would like to share some facts about pecan production in NM!

- Experts at NMSU speculate that pecans first arrived in NM in the 20th century.
- 70% of NM pecans are in the Mesilla Valley and 30% are within the Pecos River Valley.
- New Mexico is one of the top three US producers of pecans along with Georgia and Texas.

What did the pecan say to the walnut?

We're friends because we're both nuts!



Public Speaking with Dr. Roberts-Hill

By Juan Sanchez



The New Mexico Ag Leadership Class 15 held a seminar in Las Cruces, NM focused in Communication and Trade. The agenda was jam-packed with great meetings and site visits. We had the opportunity to meet with Dr. Lacy Roberts-Hill. Dr. Roberts-Hill is an assistant professor at New Mexico State University in the Agricultural and Extension Education Department. She gave an impactful presentation covering topics such as preparing for public speaking, engaging and keeping an audience's attention, and speaking with confidence.

She spoke of the five parts of a power presentation. They are Understanding an Audience, Organizing and Outlining, Engaging and Storytelling, Building Confidence, and having an Appealing Design. Some of my takeaways for understanding your audience was researching your audience. She gave examples of surveying, researching, and doing an engaging activity. In addition, she said to know your type of presentation. By knowing what type of presentation, you can better prepare. Different types of presentations are pitch, keynote, conference, workshop, panel, etc. After you know your type of presentation, and know your audience, it's time to get organized. She provided helpful tips such as brainstorming ideas, ways to organize your thoughts, and utilizing PowerPoint as an outline. Dr. Roberts talked about the importance of starting with a bang, storytelling, and being authentic whenever you are presenting. She emphasized finding an opportunity for a "WOW" moment. Her example of engaging with activities was very good. She showed the class the video of Bill Gates Ted Talk on Mosquitos and Malaria.

In my opinion, the most important part of her presentation was building confidence. Public speaking can be very intimidating. She shared tips on planning and practice. She also shared tips on presenting with confidence. Helpful ideas are breathing, removing distractions, and controlling movements. Finally, she talked about an appealing design. This section highlighted the presentation design rules and utilizing other platforms other than PowerPoint.

The presentation Dr. Roberts-Hill gave the group had a positive impact on me. It offered valuable information that will help me prepare for my next public speaking opportunity. I highly recommend her presentation especially, for those who give presentations often, regardless of the size of the audience. Practice makes Permanent!



Four Styles of Human Behavior, DiSC Model

By Megan Schuller

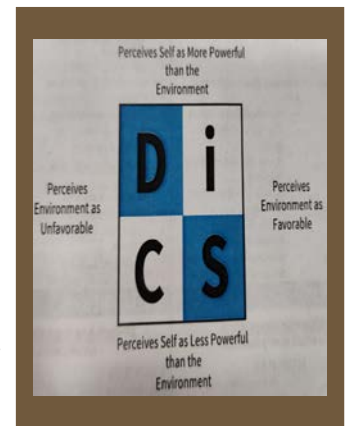


Seminar 5 found the group in Las Cruces, where we ended our seminar with Dr. Jay Lillywhite and our DiSC assessment. Dr. Lillywhite is the department head for Agricultural Economics and Agricultural Business department at New Mexico State University. What is DiSC? DiSC is based on a four-quadrant model that reliably describes four styles of human behavior.

Before our session with Dr. Lillywhite, we are asked to take a “personality assessment” test. When we looked at the questions that were asked, I was wondering how my personality is going to be derived from this? Surprisingly, it was pretty accurate. We asked, does our personality change? The answer, not very much. Activities might change the way we answer, but not materially change our personalities.

To the right is a DiSC Model

People that C and S style are both thoughtful and moderate paced, the D and i styles are more active and fast paced. In addition, D and C styles tend to be questioning and logic focused, but i and S tend to be more accepting and people focused. So, where do you think you fall?



This was a great time to have this assessment completed, we are a little more than half way through our class and have gotten to know one another on various levels. Having insight not only to our own profile but learning how to interact with the other profiles will be a great addition to our “tool set.”

We discussed how we might approach the other styles to work effectively. Good discussion because what works for our style might not work with the person across the table and knowing this will aid in effective communication in the future.

We appreciated Dr. Lillywhite’s time and the hand out that was provided. He gave us great detail in our own personality assessments, where we fell in the classic profile patterns, and how to interact with those of different styles.

Fellows in Action

Inspired by a visit to Joy junction Homeless Shelter in Albuquerque during our last seminar, class 15 fellows collected hygiene items for the shelter.



Mesa Farmers' Cooperative- Cotton Gin

By Roxanne Chepsongol



Driving through the Mesilla valley in late November is a treat for agriculture enthusiasts. There are fields of white fluffy cotton. Class 15 got a close look at the cotton industry and the process of ginning at Mesa Farmers in Vado, NM. Mesa Farmers' Cooperative is a jointly owned commercial enterprise that produces and distributes quality pima and upland cotton. Cotton farmers throughout the Mesilla valley ship and gin their cotton at Mesa Farmers Cotton Gin. During this time of the year the cotton gin runs 24 hours a day with no breaks until all the cotton is bound for storage in blue plastic.



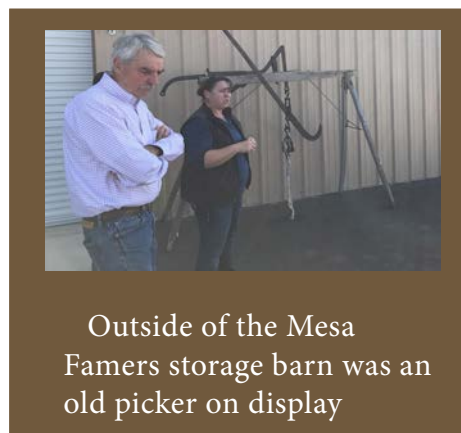
Cotton fields in this area begin blooming in early July and bloom through August. The flowers only last a few days then the boll develops, it'll eventually turn from green to purple to brown.

Mesa Farmers' Cooperative sells a majority of their cotton to buyers worldwide for clothing. The co-op stores the cotton at the barns in Vado until either the price is profitable or there is demand for specific types of cotton as requested by buyers. International trade is important to the cotton industry.

Class 15 accomplished their goal of the seminar by gaining an understanding of New Mexico's role in domestic and global trade, and exploring communication techniques for agriculture marketing, industry relationships and public speaking.



Cotton boll.



Outside of the Mesa Farmers storage barn was an old picker on display

A Word from College Drive by Tina Wilson

Before the holidays, an alumni reception was held during the Joint Stockmen's Convention. It was great to see the current class and alumni for an evening of fellowship.

We had a wonderful seminar in Las Cruces. I particularly enjoyed the visit to the Santa Teresa International Export/Import Livestock Crossing. It was fascinating to see the cattle cross and sorted into pens for sale. Many are sold at auction a short distance from the crossing. Cattle are examined by a veterinarian and dipped in a bath that rids the cows of parasites. Another highlight was a tour of a cotton gin. At that time, the gin runs 24 hours a day, seven days a week. What was most interesting about the operation is processed cotton does not have to be immediately sold. Cotton that has been processed and wrap in plastic can be stored until the price is favorable. Another great stop was Southern Roots where they process pecans not just grown in New Mexico but also Georgia. Pecan processing involves many steps and although the plant was not running at the time, Javier did an amazing job describing each step in the process.



Class 15 fellows were in Santa Fe the week of February 14-17. We toured the Roundhouse, sat in the Gallery for both the senate and house of representatives. A highlight from this seminar was the opportunity to meet Governor Michelle Lujan Grisham. It was a privilege to meet the governor and a first for myself. Special thanks to Tiffany Rivera, director of Government Relations for New Mexico Farm and Livestock Bureau, for setting up a meeting with Representative Candy Spence Ezell. Representative Ezell talked with us about her legislative priorities.



Class 15 fellows will be on the road once again in March. This time our destination will be Washington, D.C. The fellows will participate in a leadership development workshop with the historic Gettysburg battlefield as a backdrop. New Mexico Agricultural Leadership Program will partner with four other states for combined activities.

Applications are now being accepted for class 16. Class 16 will begin their leadership journey in June 2023. Applications and program information can be found on our website.



NEW YEAR- NEW GOALS

2023

**NOW ACCEPTING
APPLICATIONS**

**Class 16
June 2023**

APPLICATION DEADLINE APRIL 15, 2023



Thank you to our sponsors. We appreciate your continued support of New Mexico Agricultural Leadership.

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Have news? Tell us!
We love to hear what our alumni are up to! Send us a picture of a recent trip, conference, life event or milestone so we can share with fellow alumni and supporters. Send pictures and a brief description to nmal@nmsu.edu to be featured in one of our newsletters.



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