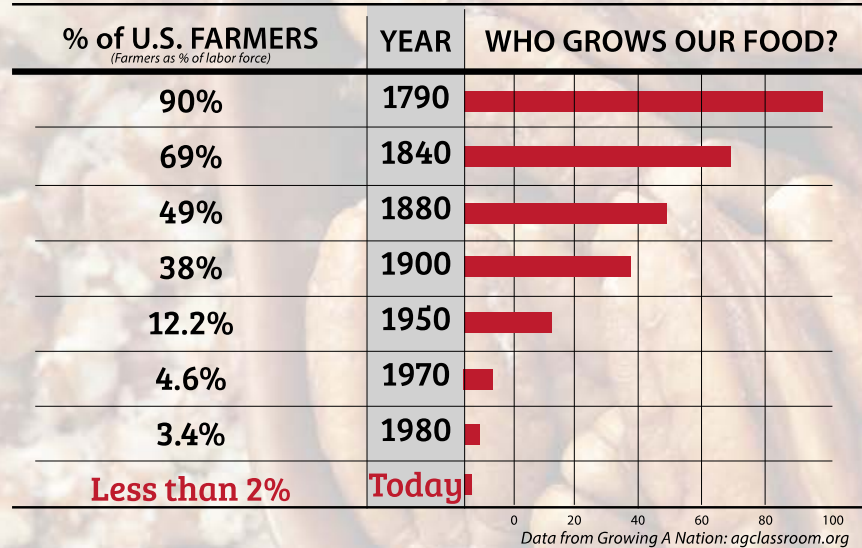




At the Corner of Rural and Urban... Adapting to City Standards

Chad Smith, CEO
New Mexico Farm
& Livestock Bureau

Urban and Agriculture Interface



A GROWING WORLD:

9 BILLION 

PEOPLE EXPECTED BY 2050

Urban and Agriculture Interface



Perceptions

Table 1: Perceived Environmental Quality Ratings

Good	Fair	Poor	
77%	17%	6%	Quality of the air
59%	26%	14%	Amount of noise
52%	25%	23%	Amount of traffic
46%	26%	28%	Amount of pesticide use
39%	29%	32%	Amount of dust in the air
30%	27%	43%	Quality of the drinking water

Major Benefits & Problems

Table 3: Benefits and Problems of Agriculture

Benefits	29%	Local markets with fresh and cheap food
	18%	Employment for locals
	16%	Prevents development and population growth
	16%	Provides open space and visual beauty
	13%	Value of farming as part of community's history and culture
	5%	Rural character or atmosphere
	3%	Other
Problems	67%	Pesticides spraying
	11%	Water pollution
	8%	Air quality, dust, and smells
	8%	Health problems and uncertainty about health effects
	6%	Other

Impacts

Positive and Negative Perception vs Reality

- *Economic*
- *Land Values*
- *Health*
- *Water Quality*
- *Air Quality*
- *Noise*



What happens?

- *Dairy Issues (frivolous lawsuits)*
- *Cattle / fencing*
- *Fertilizer lawsuit*
- *Grain Storage Facility*
- *Defoliation of cotton near Elementary school*
- *Pig farms expelling bacteria into the air*

Headlines

“Hogs v. humans: Neighbors fight back against swine waste”

“The surprising way fumes from farms are harming our health”

“US state propose tracking air pollution from chickens”

The list goes on....

Success Stories

- Grain Storage Facility
- Changing how you do things to help change public perception

“Judge calls \$75,000 award for defaming fertilizer company excessive”

Let's Be Proactive

- Field Days / Field Trips
- Educate to create awareness
- Invite your neighbors
- Harvest Parties
- Send notices to your neighbors when harvesting
- Letters to the editor (notice of dust during harvest, shed a positive light on the industry, use science)
- Roadside signs



Pardon the dust
We are
growing your
nuts.

Tools, Tips & Resources

- Right to Farm Act
- Pecan Theft Legislation “Pecan Buyers Licensure Act”
- Get involved with local governments & elections
- Land Use Planning
- Know your state elected officials
- Farm Bureau, Extension Services, other Commodity Trade organizations
- Develop a PR plan for issues mitigation
- Identify someone who can/will address the media

How to Respond

- “We understand your concern” and explain why it is happening
- Develop a key message, stay focused, and repeat them frequently
- Keep answers brief when talking to media
- Say only what you want to say then stop
- Avoid jargon and acronyms
- Block and bridge to refocus interview or address difficult questions
- And remember you are never “off the record”
- Send letters to neighbors - Better proactive strategy than reactive



THANK YOU!

Growers Panel

Farming along the Urban-Rural Interface

Rich Walden, AZ

Ben King, CA

Alex Wright, NM

Greg Daviet, NM