



College of Agricultural, Consumer and Environmental Sciences

Southwest Extension District Profile

Cooperative Extension Service • extension.nmsu.edu • 575-646-2584

Mission Statement

The Mission of the Cooperative Extension Service Southwest District is to provide the people of Southwest New Mexico with practical, research-based knowledge and programs to improve their quality of life.

2016 Quick Facts

- Southwest District faculty reached over 141,000 citizens through county-based Extension programs, conferences, field days, in-school programs, workshops, and one-on-one consulting.
- Southwest District faculty reached 349,097 clientele through mass media outlets such as newspapers, radio, TV, and the internet.
- Southwest District faculty and staff were responsible for improving the nutrition of over 23,164 youth and adults.

ACES Pillars for Economic and Community Development



Selected Program Impacts

- **Family and Consumer Sciences agents** have presented educational programs on topics such as parenting and child development, family resource management, health, and nutrition. Over 15,000 clientele attended these educational programs. The Manage Your Chronic Disease program (MyCD) helps New Mexico residents manage their health issues and is reducing the number of times participants visit a doctor.
- **Agricultural agents** have helped district producers increase profitability by reducing fertilizer, seed, pesticide, and feed and supplement costs by 10%, reducing water use by 12%, and increasing yields by 5% through clientele programming and individual contacts on crop fertility, range management, and livestock production practices.
- **Agricultural education programs**, including Kids, Kows & More and Ag Days, work with many other agencies and organizations to provide educational demonstrations and talks on the importance of agriculture and natural resources to 3rd- through 5th-grade students. The district has reached over 3,000 youth. It is important for youth to learn where agricultural products come from and how they are turned into nutritious food.
- **Ideas for Cooking and Nutrition program (ICAN)** has provided nutrition education to a total of 35,056 participants. Participants are showing improvements in food resource management, nutritional practices, and diet quality.
- **Two African rue demonstration sites** are providing producers, homeowners, and municipalities with management options for this noxious weed that is taking over roadway easements and disturbed sites.
- **Private applicator pesticide training** has trained over 200 agricultural producers within the district on proper pesticide application and recordkeeping, thereby improving our agricultural environment.
- **The school gardens programs** have called upon Extension expertise to reach over 200 youth with instruction on growing and watering. Clientele with the community gardens see a direct benefit of more fresh foods in their diets.
- **The Master Gardner program** has been offered in four counties, with 161 active Master Gardeners who returned 10,620 hours of volunteer time—a \$212,400 value. Master Gardeners help reach out to the community by teaching youth and adults, as well as prisoners. Many Master Gardeners supply fresh produce through farmers markets, increasing their own profitability.
- **Youth development programs** across the district educate a variety of youth participants with school enrichment activities, 4-H clubs, and camps. District faculty have served over 50,000 youth, providing positive outcomes for participants.



Cooperative Extension Service

County Extension faculty, areas of expertise, and location

Catron County

- Tracy Drummond, County Program Director, Agriculture/4-H Agent

Doña Ana County

- Karim Martinez, County Program Director/Family and Consumer Sciences Agent
- Jeff Anderson, Agronomy and Horticulture Agent
- Teresa Dean, Agriculture Livestock/4-H Agent
- Eva Madrid, 4-H Agent
- Diana Magallanez, Home Economist

Grant County

- Judy O’Loughlin, County Program Director, Family and Consumer Sciences/4-H Agent
- Jessica Swapp, Agriculture/4-H Agent

Hidalgo County

- Vacant, County Program Director, Agriculture/4-H Agent

Lincoln County

- Melanie Gutierrez, County Program Director, Agriculture/4-H Agent
- Vacant, Family and Consumer Sciences/4-H Agent

Luna County

- Jack Blandford, County Program Director, Agriculture/4-H Agent
- Laynee Kuenstler, Family and Consumer Sciences/4-H Agent

Otero County

- Kelly Knight, County Program Director, Family and Consumer Sciences/4-H Agent
- Sidney Gordon, Agriculture/4-H Agent
- Marlee Runyan, 4-H Agent

Sierra County

- Joshua Boyd, County Program Director, Agriculture/4-H Agent

Socorro County

- John Allen, County Program Director, Agriculture/4-H Agent

Selected Partnerships and Collaborators

- Catron County Commission
- Doña Ana County Commission
- Grant County Commission
- Hidalgo County Commission
- Lincoln County Commission
- Luna County Commission
- Otero County Commission
- Sierra County Commission
- Socorro County Commission
- County Fair Associations
- Doña Ana, Grant, Hidalgo, Lincoln, Luna, Otero, Sierra, and Socorro County Soil and Water Conservation Districts
- USDA Statistical Reporting Service
- New Mexico Department of Agriculture Bureau of Land Management
- Natural Resources Conservation Service
- Southwest Cooperative Weed Management Association
- Arizona Cooperative Extension Service
- Texas AgriLife Extension Service
- Western Pecan Growers Association
- Southwest Turfgrass Association
- Livestock and Crop Associations
- Agrochemical Companies
- NM Dairy Producers
- NM Organic Commodity Commission
- Pioneer Seed Company
- Middle Rio Grande Conservancy District
- Elephant Butte Irrigation District
- Doña Ana, Luna, and Otero County Master Gardeners
- NM Livestock Board
- NM Department of Health
- Southwest Border Food Protection and Emergency Preparedness Center—NMSU
- Collaborating with over 40 public school districts