New Mexico agriculture is diverse with large variations in farm operations based on the number of acres, sales and industry type. New Mexico farms also vary widely by the occupational characteristics of the operators. In 2007, 48% of New Mexico farm/ranch operators indicated farming/ranching was their primary occupation; while, 52% indicated “other than farming/ranching” as their primary occupation (2007 Census of Agriculture-New Mexico). The USDA’s Economic Research Service (ERS) has established a typology (see below) of farms grouping farm operators by similar occupational characteristics. The typology identifies small family farms (sales less than $250,000), large family farms, very large family farms, and non-family farms. Compared with farm classification by sales alone, the ERS typology is thought to be much more reflective of the operators’ expectation from farming, state in the life cycle, and dependence on agriculture (ERS Agriculture Information Bulletin, Number 759, September 2000). The typology was used for the first time in the 2007 census.

ERS Farm Typology

Small Family Farms (sales less than $250,000):
Limited–Resource farms have a market value of agricultural products sold of less than $100,000, and a total principal operator household income of less than $20,000.
Retirement farms have a market value of agricultural products sold of less than $250,000, and a principal operator who reports being retired.
Residential/Lifestyle Farms have a market value of agricultural products sold of less than $250,000 and a principal operator who reports his/her primary occupation as other than farming.
Farming Occupation/Lower-Sales farms have a market value of agricultural products sold of less than $100,000, and a principal operator who reports farming as his/her primary occupation.

Other Farms:
Large Family Farms have a market value of agricultural products sold of between $250,000 and $499,999.
Very Large Family Farms have a market value of agricultural products sold of $500,000 or more.
Nonfamily Farms are farms organized as nonfamily corporations, as well as farms operated by hired managers.
Based on the ERS typology (see the graph below), 25.2% of New Mexico farms are small farms-limited resource, 22.6% are small farms-retirement, 28.3% small farms-residential/lifestyle, 12.2% small farms-farming occupation/lower sales, 2.3% small farms-farming occupation/higher sales, 1.2% large family farms, 2.1% very large family farms, and 6.0% non-family farms.

Leading counties for each typology group include McKinley, San Juan and Rio Arriba - small farms-limited resource; Dona Ana, Rio Arriba, and San Juan - small farms-retirement; Dona Ana, San Juan, and McKinley - small farms-residential/lifestyle; McKinley, San Juan and Dona Ana - small farms-farming occupation/lower sales; Roosevelt, Dona Ana and Curry - small farms-farming occupation/higher sales; Roosevelt, Curry and Dona Ana - large family farms; Dona Ana, Curry and Roosevelt - very large family farms; McKinley, Rio Arriba and Dona Ana - non-family farms. Leading products produced (in order of number of farms) for each typology group are as follows:

- Small farms-limited resource: beef cattle, hay, sheep & goats, vegetables & melons, fruit & nuts.
- Small farms-retirement: fruit & nuts, beef cattle, hay, sheep & goats, vegetables & melons.
- Small farms-residential/lifestyle: fruit & nuts, beef cattle, hay, sheep & goats, vegetables & melons.
- Small farms-farming occupation/lower sales: beef cattle, hay, sheep & goats, vegetables & melons, fruit & nuts.
- Small farms-farming occupation/higher sales: beef cattle, hay, oilseed & grain, dairy cattle & milk, fruit & nuts, cotton.
- Large family farms: beef cattle, hay, dairy cattle & milk, fruit & nuts, oilseed & grain, cotton, animal aquaculture.
- Very large family farms: beef cattle, hay, dairy cattle & milk, fruit & nuts, oilseed & grain, animal aquaculture.
- Nonfamily farms: beef cattle, hay, vegetables & melons, fruit & nuts, oilseed & grain, animal aquaculture.

Given the diversity of New Mexico agriculture, the ERS typology should be a helpful tool for policy makers and agricultural professionals in their efforts to design effective and target policies and programs to meet the needs and challenges of New Mexico farms and ranches.

-J. Michael Patrick, Ph.D.
From the CR & ED Toolbox:

1. Community Asset Mapping: Building Local Capacity to Carry Out Your Extension Programs

What do extension programs seeking to meet the needs of agricultural producers, small business owners, youth, families or consumers have in common? Their success depends on mobilizing the skills and talents of local residents as well as the capabilities and resources of local organizations and institutions. Community asset mapping (CAM) provides an inventory of the strengths and gifts of the people, organizations, and institutions that make up the community. CAM contributes to an understanding and appreciation of what are often the hidden intangible assets of a community – the skills and knowledge of the residents, organizations and institutions. CAM is the entry point in the pathway to building local capacity and successful extension programming.

2. Growing Your Local Economy

For the majority of rural New Mexico counties and communities, retail trade (food stores, clothing stores, general merchandise stores, home furnishings, building supplies, automotive-dealers, parts, service, gasoline stations, and eating and drinking places) is an important source of employment and income. In some counties (Cibola and McKinley), retail trade accounts for over 25% of all businesses, jobs, and income. The average for non-metropolitan counties is around 20% compared to 15% for the state. Many rural counties and communities experience “out-shopping” when local residents shop outside the county or community. The loss of retail sales means fewer businesses at home to provide jobs and income for county/community residents. For example, in 2002 (latest available data) Grant County lost $40.3 million in retail sales and 235 jobs due to “out-shopping”; Socorro County lost $55 million in retail sales and 282 jobs; and San Miguel County lost $54.1 million in retail sales and 327 jobs. The loss in retail sales also means a loss in gross receipt taxes to county government. Grant County lost roughly $1.0 million, Socorro County $1.0 million, and San Miguel County $1.3 million in gross receipt taxes due to “out-shopping”. These taxes are an important source of revenues used to fund public infrastructure and services, key elements in the county/community’s quality of life. Local business retention and expansion programs focusing on the needs of local businesses and “shop at home” campaigns can be effective tools for reducing “out-shopping” and creating more jobs, income and gross receipt taxes in the county/community.

For more information on CAM and growing your local economy contact Michael Patrick (jmpat@nmsu.edu) or Anil Rupasingha (anilr@nmsu.edu), Community Resource & Economic Development Specialists.

CR & ED Programs

1. NMSU Extension Works with Zuni Youth Revitalize Traditional Agriculture

Lee Watts, Zuni Extension Agent, working with his local advisory group, the Zuni Public School District, Extension Community Resource & Economic Development Specialists, Michael Patrick and Anil Rupasingha, and Extension Horticultural Specialist, Curtis Smith established the "Reviving Traditional Zuni Agriculture" project with the objectives of:

- Preserving and increasing the stock of native Zuni seeds and fruits;
- Preserving and promoting the use of traditional Zuni farming practices;
- Increasing the production and consumption of traditional Zuni fruits and vegetables;
- Increasing student knowledge and interest in science, nature, the environment, ecology, and community; and,
- Generating income for the schools and community through the sale of fruits, vegetables, poultry, eggs and honey at farmers’ markets and other direct markets.

During the first year of the project, a set of complimentary activities were undertaken on the campuses of Zuni High School, Twin Buttes High School, and Zuni Middle School involving the establishment of waffle gardens, small greenhouses, compost stations, fruit orchards, and bee hives. First year successes included Zuni HS students winning two first-place and two third-place ribbons in horticulture and honey competitions at the New Mexico State Fair. The project received $11,000 in first year funding from the Rural Education Division of the New Mexico Public Education Department (RED/NMPED). The project has been awarded second year funding of $10,000 from the RED/NMPED.
Grant Opportunities

1. **Community Food Projects Competitive Grants Program.** Range of Awards: $10,000.00 to $300,000.00. Deadline: November 19, 2009. For more information visit: http://www.nifa.usda.gov/fo/communityfoodprojects.cfm

2. **Assistive Technology Program for Farmers with Disabilities: State and Regional AgrAbility Projects.** Range of Awards: $150,000.00 to $180,000.00. Deadline: December 18, 2009. For more information visit: http://www.nifa.usda.gov/fo/agrabilitystateandregionalagrabilityprojects.cfm

3. **Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom Challenge Grants Program.** Range of Awards: $35,000.00 to $50,000.00. Deadline: January 15, 2010. For more information visit: http://www.nifa.usda.gov/fo/educationchallengesecondaryhep.cfm


If you need assistance in pursuing any of these or other grant opportunities for your communities, contact Michael Patrick (jmpat@nmsu.edu) or Anil Rupasingha (anilr@nmsu.edu), Community Resource & Economic Development Specialists.

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2. **Farmers’ Market Workshops Scheduled**

Six workshops will be held across the state during January, February and March for current and future farmers’ market vendors. The goal of the workshops, funded through a grant from the Western Center for Risk Management Education, is to reduce producer risk and increase profitability through the sale of high-value crops – fruits, vegetables and herbs at farmers’ markets. Workshop topics will include crop diversification, season extension, value-added products, recordkeeping, enterprise budgets, marketing and sales strategies. The workshops are being developed by teams of farmers’ market managers, local producers, and county extension agents. Scheduled workshops include: Las Cruces (January 16), Silver City (January 23), Los Lunas (February 6), Clovis (February 27), Española (March 3) and Farmington (March 20). The workshops are jointly sponsored by the NMSU-CES, the New Mexico Farmers’ Marketing Association, and Farm to Table.

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Editors’ note: We encourage readers to contribute suggestions on both the content and organization of this newsletter. Future plans for this newsletter will include various aspects of New Mexico economy, information on community development funding opportunities and general announcements. We also plan to post issues of this newsletter on the community development section of NMSU-CES Web site.