

THE BRAND

The Newsletter for the Farm Credit of New Mexico Community

Winter 2013

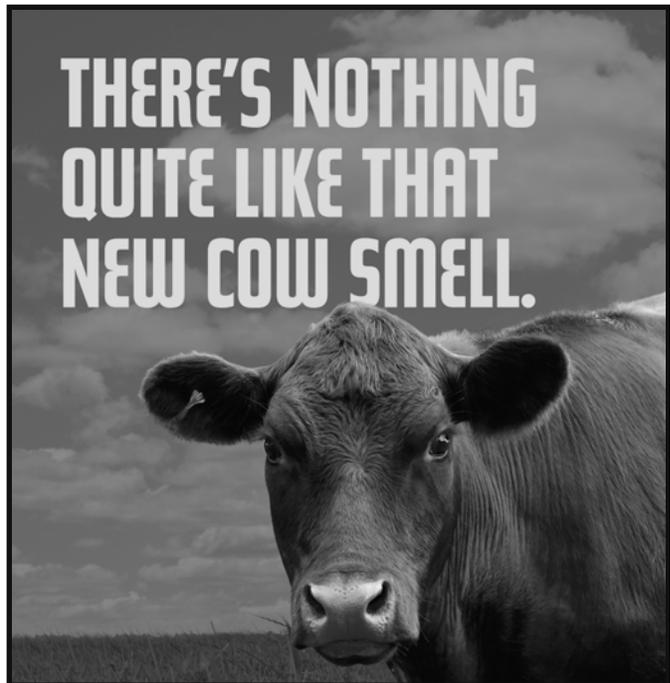
“It Grows As It Goes”

- Alfred E. Porter Jr., President/CEO

"Crescit Eundo" The New Mexico state motto is a Latin motto and in English it may be translated as "It Grows as It Goes". The New Mexico state motto was adopted in 1887 and is taken from "Book VI" of Latin poet Lucretius' epic scientific poem "De Rerum Natura" which means "On the Nature of Things". The meaning behind the New Mexico motto "Crescit Eundo" may at first glance seem somewhat senseless but in the poem it refers to the increasing strength a thunderbolt gradually gains when going across the sky. This dynamic message of growing stronger and 'being in motion' was the intention by those who selected the New Mexico state motto.

As New Mexicans, we can appreciate the motto "It Grows as It Goes" and are extremely grateful for the rain we have experienced across the state and for the grass that has grown. While New Mexico is still in a drought and New Mexico's lands have not fully recovered from years of drought, restocking is on some producers minds.

We can supplement your cash flow while you are rebuilding your herd with your raised heifers or by holding back more than normal replacement heifers. This will inject the needed cash flow and will cover the loss in cattle sales while rebuilding your herd. *(continued)*



IF THE FRESH RAINS AND GRASS HAVE YOU LOOKING TO RESTOCK YOUR HERD, FARM CREDIT OF NEW MEXICO CAN HELP.

“It Grows As It Goes”

We can also finance the purchase of heifer calves or bred cows/heifers utilizing the equity from your existing cattle, equipment or real estate.

Farm Credit will generally term out the debt and set payments to coincide with your normal cash flow from sale of livestock. In some cases, we may set up a line of credit to be used to purchase these cattle and term out the loan after the rebuilding has been completed.

Our goal is to get the cattle operations back to normal stocking capacity without causing a hardship on the cash flow from the added debt. New Mexico producers continue to grow stronger and move forward which is the meaning of our state motto. Farm Credit of New Mexico is here to help you.

Alvarez's Win The All American

The highlight of Labor Day weekend in New Mexico is the All American Futurity. This year Farm Credit of New Mexico Stockholders Dosi and Norma Alvarez's Handsome Jack Flash was the victor.

Handsome Jack Flash, won the \$1.3 million All American Futurity at Ruidoso Downs.

The 2-year-old dark brown gelding broke near the lead in the 440-yard race, and then closed with the win to take the first place purse of \$1.3 million for the partnership of Debra Laney, Norma Alvarez and Brenda Alvarez.

Dosi and Norma's Vancouver Moon took 4th in the All American Derby that same weekend. The Derby had a \$2.8 million purse.

The entire Farm Credit of New Mexico family would like to wish the Alvarez's a whole hearted congratulations on fulfilling the dream of winning the most prestigious horse race in New Mexico.



Handsome Jack Flash



Insurance Products

- Multi-Peril Crop
- Pasture, Rangeland, and Forage (PRF)
- Adjusted Gross Revenue
- Crop-Hail
- Credit Life

Insurance Sales Closing Dates

January 31st
Pecans & Chile

February 28th
TX Cotton

March 15th
NM Cotton, Corn, and Sorghum

September 30th
Wheat

November 15th
Pasture, Rangeland and Forage

Doing More To Protect you

With the recent expansion of the Related Services department, we are working hard to ensure our customers are protected. Our focus is to provide the best tools for protecting your income and your way of life. Regardless of operation size, we work for optimum return, based on your specific financial needs.

Farmers and ranchers alike have felt the strong effects of drought and a fluctuating market. With the use of insurance many of our customers have been able to save family operations that have taken generations to build.

“The drought was having hard effects on us, like many other area ranchers. There was just no feed. We had come to terms with the fact that we were going to have to start selling, and then our insurance came through. We wouldn’t have made it much longer without it.”

Mack Bell

“The insurance department at Farm Credit has been wonderful to work with. Crop insurance is a large and effective part of our risk management plan.”

Buddy Tharp

If you would like more information about how we can help protect you, feel free to contact a member of the team anytime!



Related Services Team: Kelly Pope, Zack Chavez, Brady Reno and Skyla Cockerham

Perspective on Diversity

- Gary Good, Director

As a FCNM board member, one of my responsibilities is to serve on our Diversity and Inclusion Council. As we live, we are assured of an ever-changing world. This Council heightens our awareness, and hopefully helps to keep us on the forefront of necessary changes, not only at Farm Credit, but in our daily lives as well. Being from a rodeo family background, I was considering the diverse changes I've seen in the sport, thus far in my lifetime.

Agriculture, just like the rest of our world, is changing. We at FCNM are preparing to meet the needs of those involved in our way of life.

We are a people-dependent organization. Our goal must be to embrace the needs of those we serve in this industry.

Rodeo competitions began in the 1800's at the end of round-up workings. Cowboys would exhibit their skills at roping or bronc riding, and from these exhibitions, competitive events were born.

Calf roping, also called Tie Down Roping, is based on ranch work needed for branding or doctoring of the cattle. Today we see this performed as a highly perfected, speed sport. It is much more than just being the working ranch cowboy.

Dean Oliver of Nampa, Idaho won eight World Championships in calf roping, plus three titles as World Champion All Around Cowboy. He was not from a ranching background. He dropped out of school in the ninth grade and worked on a farm. He developed his skills by sneaking out at night to rope his boss's milk-pen calves! Dean is a legend of the sport.

Fred Whitfield became the first African American cowboy to win the World title in calf roping. He was raised in Cypress, Texas, a suburb of Houston. Fred has thus far won seven World titles in calf roping and one All Around Championship. In 2012, he competed in his 20th National Finals.

Matt Shiozawa, of Chubbuck, Idaho, has qualified for his sixth National Finals in the sport. Matt was the NFR average Champion Calf Roper at the 2011 NFR. He was raised on a large potato farm and is of Japanese descent.

As with these 3 examples, coming from diverse backgrounds, it is the same in our world of agriculture. Change and diversity are inevitable. To be successful we must recognize and adapt to these needs. *(Continued)*



Ag Community Calendar

December 24-25
Closed for Christmas

January 1
Closed for New Years

January 11
Milk Lover's Ball, Clovis

January 15-17
Southwest Hay & Forage
Conference, Ruidoso

February 3-4
NM Chile Conference,
Las Cruces

February 11
Ag Fest, Santa Fe

February 18
Ag Feed, Santa Fe

February 18-19
Ag Expo, Portales

June 6-7
Dairy Producers of NM
Convention, Ruidoso

June 25-27
Closed for Employee
Training

Perspective on Diversity

- Gary Good, Director

At Farm Credit of NM, we have been preparing for these changes. Our Diversity and Inclusion Council has attended seminars to learn how to better serve our customers. We want all of our employees to be well qualified and comfortable in our work environments as well.

Our Board of Directors, being both elected and appointed, bring diversity to the leadership of our Association and to provide the best possible service to our customers. The board consists of cattle and sheep ranchers, dairy men, pecan farmers, former bank CEO, farm and ranch hardware owner, college administrator, insurance agent, and Farm Service Agency Administrator.

Agriculture, just like the rest of our world, is changing. We at FCNM are preparing to meet the needs of those involved in our way of life. We are a people-dependent organization. Our goal must be to embrace the needs of those we serve in this industry.



Notice to Stockholders

In accordance with Farm Credit Administration (FCA) regulations, our Annual Report to Shareholders will be published on our website when the report is sent electronically to the FCA (within 75 calendar days from December 31). A paper copy will be sent to you within 90 days after December 31.

Leasing Provides Options

Did you know that Farm Credit of New Mexico offers lease solutions? Leasing can help you reduce your taxes, improve your cash flow, reduce maintenance costs, free up capital and improve your balance sheet.

A broad range of flexible, easy-to-use options are available for agricultural producers across New Mexico through Farm Credit Leasing.

Almost anything can be leased, including transportation vehicles, such as pickups, vans and cars; agricultural vehicles like tractors, harvesters and sprayers; and even facilities such as pole barns and greenhouses along with production equipment for wine processing, dairy production and packaging.

Terms are based on the expected use and life of the equipment you're leasing, usually between 36 and 60 months. For large projects such as plant equipment, we can develop lease terms that accommodate your installation schedule. Interim financing may also be available to complement your lease. You can also choose your payment schedule, which is one of the benefits of leasing through us.

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