

# SE Ranchers Workshop

## Chaves County Cooperative Extension Service



### THE SITUATION:

Livestock producers in SE New Mexico face increasing pressure from animal health threats, invasive pests and weeds, rising input costs, and the need to adopt new technologies while managing limited natural resources. Cattle operations dominate the region's agricultural economy, and producers must maintain herd health, protect rangeland productivity, and comply with evolving quality assurance and pesticide application requirements. Emerging issues such as screwworm awareness, fly control, and virtual fencing technology highlight the need for timely, science-based education tailored to local conditions. New Mexico State University Cooperative Extension is uniquely positioned to address these challenges through locally delivered, research-based programming.

### EXTENSION RESPONSE:

NMSU Extension coordinated and delivered a full-day Southeast Ranchers Workshop. Educational activities included:

- Beef Quality Assurance (BQA) Training and Certification
- Screwworm identification, prevention
- Fly control strategies to protect herd health
- Brush management on rangelands
- Noxious weed control and management
- Virtual fencing technology

#### Contact:

- Lea County Extension
- Eddy County Extension
- Chaves County Extension
- Roosevelt County Extension
- Curry County Extension

**IMPACTS:** Evaluation data demonstrate that the workshop was highly effective in increasing participant knowledge and encouraging behavior change.



**Knowledge Gain:** participants reported a clear increase in knowledge. Pre-workshop responses clustered in the none to low/moderate knowledge range, while post-workshop responses shifted strongly toward moderate to high knowledge levels.



**Intended Behavior Change:** The strong majority of participants agreed or strongly agreed that they: Can apply what they learned to their operations. Plan to adopt at least one recommended practice. Intend to share information with other producers.



**Relevance and Satisfaction:** Participants overwhelmingly agreed that the topics were relevant to their needs and presented in a practical, applicable manner. Written comments reflected appreciation for operation-focused information and real-world application.

#### PUBLIC VALUE STATEMENT:

SE RANCHERS WORKSHOP HELPS PROTECT NEW MEXICO'S AGRICULTURAL ECONOMY, NATURAL RESOURCES, AND FOOD SUPPLY. THESE BENEFITS EXTEND BEYOND INDIVIDUAL PRODUCERS, SUPPORTING RURAL ECONOMIES, CONSUMER CONFIDENCE IN BEEF PRODUCTION, AND THE LONG-TERM VIABILITY OF NEW MEXICO'S WORKING LANDSCAPES.



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New Mexico State University

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NMSU AND THE U.S. DEPARTMENT OF AGRICULTURE COOPERATING.