

**NEW MEXICO STATE UNIVERSITY  
TRANSFORMING LIVES THROUGH DISCOVERY  
VISION 2020**

**New Mexico Department of Agriculture's (NMDA) Strategic Plan and its relationship to New Mexico State University's (NMSU) Vision 2020**

**NMDA's Vision**

NMDA works for the benefit of the state's citizens and supports the viability of agriculture and affiliated industries.

**NMDA's Mission**

NMDA promotes food protection, a uniform and fair market place, and global marketing and economic development; supports beneficial use of natural resources; and works cooperatively with public and private sector entities.

**NMDA's Priority Areas and Strategic Goals**

**Priority Area 1**

***Marketplace and Economic Development***

- Strategic Goal: Develop, implement, and promote global marketing and economic development to facilitate trade.

**Priority Area 2**

***Food Protection***

- Strategic Goal: Ensure a safe and secure food supply.

**Priority Area 3**

***Regulatory Compliance***

- Strategic Goal: Maintain regulatory compliance through cooperative relationships with industries, agencies, and the public to ensure consumer protection and a uniform market place for agriculture.

**Priority Area 4**

***Natural Resources***

- Strategic Goal: Promote responsible and effective use and management of natural resources in support of agriculture.

## **The NMDA – NMSU Relationship**

### **I. Graduation-Teaching, Learning, and Programs**

*Provide effective academic programs, stellar teaching and learning, and enhanced student engagement to advance highly capable graduates.*

#### **Relates to NMDA’s Priority Areas 1, 2, 3, and 4**

- NMDA engages students in employment contributing to their success by exposing them to learning opportunities in state government. NMDA provides regulatory services, compliance assistance, and policy driven solutions the citizens and agriculture industry in New Mexico.

### **II. Diversity**

*Be a model of student, faculty, and staff diversity at all levels.*

#### **Relates to NMDA’s Priority Areas 1, 2, 3, and 4**

- NMDA has a diverse workforce. The workforce is located throughout the state in its performance of regulatory duties and in its charge to assist in a variety of agricultural programs. These programs and functions reach beyond the agriculture industry and touch each citizen.
- NMDA’s policy work recognizes the borderland area and staff works on issues related to port of entry for marketing and trade as well as natural resource issues in the region. \
- NMDA and its partners work with the acequia and community ditches and tribal communities on a variety of natural resource issues.
- NMDA’s marketing and development functions extend to tribal and rural farming communities.

### **III. Internationalization**

*Effectively prepare students for a global society.*

#### **Relates to NMDA’s Priority Areas 1 and 2**

- NMDA provides leadership and participates in global marketing and economic development on behalf of New Mexico’s agriculture industry. The marketing and development division conducts international trade missions to place New Mexico grown products in countries across the world.

### **IV. Community Service, Extension, and Outreach**

*Be a model for community engagement at all levels through innovative and exceptional outreach activity.*

#### **Relates to NMDA’s Priority Areas 1, 2, 3, and 4**

- NMDA staff engages in a variety of activities across the state in carrying out its daily functions. NMDA touches the lives of each and every citizen through its consumer protection activities, emergency preparedness training, licensing and regulatory programs, and through its statutory obligation to serve on a variety of boards and commissions. These activities not only bring awareness to NMDA, but are service functions in which the agency represents itself and the university.

#### **V. Research and Creative Activity**

*Be the catalyst for promoting discovery, encouraging innovation, sparking economic advancement, and inspiring creative achievement.*

#### **Relates to NMDA's Priority Areas 1, 2, 3, and 4**

- NMDA partners with research and extension faculty in collaborative efforts to support New Mexico's diverse agricultural industries. NMDA's collaborations extend beyond NMSU to other institutions in New Mexico and outside of New Mexico. Partnerships are furthered in the regulatory realm as well through cooperation among local, state, federal, and nonprofit entities.

#### **VI. Economic Development**

*Be a driving force for economic progress in New Mexico.*

#### **Relates to NMDA's Priority Areas 1, 2, 3, and 4**

- All of NMDA's activities relate to economic development through the facilitation of trade, promotion of food security, support for the beneficial use of natural resources, and cooperative programs with public and private sector entities.
- NMDA responds to marketplace changes to advance the agriculture industry and help agriculture and rural communities remain viable and grow.

#### **VII. Resource Stewardship**

*Increase philanthropy and alternative revenue to support teaching, research, and service.*

#### **Relates to NMDA's Vision and Mission**

- NMDA participates in university and agricultural activities in support of the resource stewardship objective.