

Agriculture & Food Systems

Strategies/Actions/Activities

Infrastructure:

- Needs: Agriculture producers & transportation.
- Basic infrastructure
 - Provide agricultural areas with the basic infrastructure to house proper and efficient production.
 - Includes: Roads, Water/Irrigation Systems, Utilities, buildings etc...
- Identify inventory & direct existing resources
 - Land, Water Source, Irrigation System, Machinery, Vacant Facilities, Warehouses, storage space etc...
- What areas are conducive to farming?
 - Create a map using the information gathered during the identification of regional agricultural inventory and resources.
- Water Quality > (*Water Sampling*)?
 - Conduct water sampling efforts at various water sources throughout the region.
 - Provide the best, up-to-date knowledge of water quality in the region and map this information.
- Identify Environmental Problems
 - Such as: Uranium, erosion, water quality, etc...
 - Include these issues into the agricultural inventory and resources map.

Education & Talent Supply:

- Teachers
 - Provide schools with teachers who have agriculture backgrounds and education
- Education of Food Safety Standards
- Pre-K through 12th Grade
 - Agricultural Practices, Farm to School
- Future Farmers of America (FFA) – 4H Programs
 - Promote programs and incorporate them into schools
- Heritage Farming/Traditions (Master Gardener Program),
 - Credited with a rigorous approved program relevant to Cultures & Traditions
 - Once these students graduate, incorporate them into grade schools and have them teach agriculture practices they have learned in post-secondary schools.
- Consumer Education
 - Provide consumers with education through simple measures such as flyers, videos, and presentations so that they understand the importance of the local food system.

- Family Nutrition Education
 - Provide Families with education through simple measures such as flyers, videos, and presentations about the importance of proper and healthy nutrition.
- Change the youth's perception on agriculture and farming (more than just a hobby)
 - Provide the youth with success stories and economic analysis to help them understand that agriculture & farming is more than just a hobby but a way of life and that it can be profitable.

Business Climate:

- Market Study
 - Conduct a Market Analysis of the Regional Agricultural and Food Systems industries.
 - Use analysis to formulate strategies to capitalize on potential growth within the industry.
- Emerging markets – niche-product demand
- Farmers Market
 - Establish farmers markets throughout the region and expand the current markets.
 - Possibly start a regional traveling farmers market in the region.
- Problems – Formal Business Formation
- Elder Education
 - Provide accessible educational opportunities within the agricultural industry for older individuals.
- Create a regional center for distribution.
 - Establish a Regional Center for the distribution of produce, agricultural material, equipment etc.... Possibly include a processing facility within this center to create a “one-stop-shop” for the agriculture industry.
- Enterprises, entrepreneurships within AG practices.

Innovation & Sustainability:

- More Efficient Water Use
 - Integrate sustainable irrigation practices into the region.
 - Convert old and outdated irrigation systems (*High Volume Water Consumption*) into new innovative sustainable systems (*Low Volume Water Consumption*)
- Equipment Rental Programs/Businesses
 - Start an agriculture rental program/business to be utilized by local farmers in the region.
 - Rent and deliver trailers, flatbeds, farming machinery, and other agriculture
- Mobile USDA
- Student Contribution > Comprehensive Plan > Food Market = Implementation

Quality of Life:

- Healthy Food
 - Provide the region with healthy food
 - Utilize the Farm-to-School, Farm-to-table programs to get locally grown healthy food to children in the region.

- Farmer Markets
 - Establish Farmer Markets to provide “Healthy Food” to the community

Leadership:

- Support – Amendment of laws for development
- Higher Educational Institutions must collaborate and integrate agricultural programs
 - Support the collaboration and the desire to integrate agricultural programs into all post-secondary institutions.

Direct Job Creation:

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NOTES:

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Tourism & Artisan Enterprises

Strategies/Actions/Activities

Infrastructure:

- Building Infrastructure
 - Artists Village
 - Studios
 - Downtown Galleries
- Artist Co-op
- Regional Museums
- Basic Infrastructure
 - Roads
 - Maintenance of roads will allow for better and more travel to historic, cultural, and artist destinations.
 - Utilities
 - Provide basic utilities at tourist destinations (where applicable) for accommodation purposes.
 - Broadband
 - Create and expand broadband connectivity to help promote the many destinations of the Northwest Region of New Mexico.
 - Etc...
- Rest Stops
 - Give people multiple places to stop.
 - Possibly utilize rest stops as a place for artists to sell their work.

Education & Talent Supply:

- Head-start & Justice System Improvements
 - Put them into cultural immersion villages
 - Incorporate art into the rehabilitation process.
- Improve opportunities for youth with traveling artisan program
 - Bring the traveling artisan program into schools of all levels.

Business Climate:

- Expand to national and international markets
 - Promote the regions artisan culture to markets outside the region/state to bring in outside money.
 - Utilize the various channels of advertisement to expand sales outside the region/state.
 - Video
 - Social Media
 - Radio
 - Etc...

Innovation & Sustainability:

- Market to National tourist audience
 - Market the region's artisan industry to expand and maintain the industry's economic standing.
- Create an "Indian Market" Festival
 - Simulate the Santa Fe Indian Market here in the region
 - Utilize this event to draw tourists to the region and bring in outside money.
- Utilize different modes of exploration in the region.
 - Historical Figure Presentations
 - Living Culture Shows
 - Within schools and small towns
 - Scavenger Hunts
 - Traveling Artisan shows
- Video of tourist attractions/destinations within the Northwest Region of New Mexico.
 - Trading Posts
 - Museums
 - Cultural Sites
 - Historic Sites
 - Outdoor Recreational Activities
 - Etc...

Quality of Life:

- Create a proper place to raise kids.
 - Safe & Clean Environment
- Provide the community with amenities to fulfill everyday needs
- Income – sustainable income
 - Provide the region with high-wage jobs

Leadership:

- Ability to convey ideas & have followers
 - Start organizations/coalitions to foster the ideas of the community
 - Utilize this organization to create plans, write grants, and build out the vision for the tourism and artisan communities.
- Instrumental Movers and Shakers
 - Identify leaders of the tourism and artisan communities

Direct Job Creation:

- Capitalize on the outdoor recreational opportunities to create jobs.
 - Biking, hiking, motorized, & equestrian trails
 - Get away cabins
 - Guided hunting
 - Star gazing
 - Etc...

Manufacturing

Strategies/Actions/Activities

Infrastructure:

- Provide Broadband capability to the region.
 - Key piece of infrastructure that is currently missing or lacking strength.
 - This will help with the Creation, Attraction, Retention and Expansion of targeted businesses within the manufacturing industry.
- Inventory of available industrial & commercial buildings
 - Map and keep an updated inventory of the available industrial & commercial buildings.
 - Overlay this information with other data to formulate strategies.
- Number of Industrial Parks and space available within those parks
 - Map and keep an updated inventory of the number of industrial parks and the space within those parks.
 - Overlay this information with other data to formulate strategies.

Education & Talent Supply:

- Invest by developing programs/partnerships between workforce and targeted & current industries with current needed skill sets.
 - Integrate training programs within the region's higher education institutions that are based on the needs of the targeted industries.
 - Must first identify the needs of the targeted businesses and industries.
 - Improve Educational programs to increase the level of overall knowledge and skill of the community.
 - Starting at the early childhood education programs
 - Integrate soft skills training programs

Business Climate:

- Programs to increase entrepreneurial climate activity
 - These programs can be introduced at the high school level but should be mandatory at the post-secondary level.
- Create business develop zones by offering tax incentives & matching grants
 - Could be a major factor when trying to attract businesses in targeted industries.
- Decrease leakage by attracting needed retail/commercial business and supply chains
 - Identify areas of specific industries within the region that acquire the most economic leakage and attempt to decrease that leakage by creating and attracting businesses.

Innovation & Sustainability:

Quality of Life:

- Identify place based assets to attract and recruit human capital i.e. workforce.
 - Once identified, then promote the assets to attract human capital

Leadership:

- ACI NMIDEA to lobby for changes in higher education to implement/provide career/technology/vocational training and education