



Marketing

- Domestic marketing efforts included the continuation of an advertising campaign reinforcing the “buy local” message through prominent use of the NEW MEXICO–Taste the Tradition® (NM–TTT®) and the NEW MEXICO–Grown with Tradition® (NM–GWT®) logos. The campaign included a combination of print ads in local and national consumer and trade publications, television segments, a 30-second commercial, online banner ads through a major in-state television station, and an ad in NMDA’s magazine, *Enchanted*.
- NMDA’s international marketing team focused on global markets in Mexico, Canada, Europe, China, India, Korea and Vietnam. New Mexico food and agricultural products include nuts, dairy products, grain products, produce, livestock genetics, and consumer-ready food and beverage products.

Veterinary Diagnostic Services (VDS)

- The VDS Division became a fully-certified International Organization for Standardization (ISO) laboratory. The ISO 17025 certification means that the VDS lab has met specific criteria to qualify as an accredited testing lab.
- VDS commissioned of a state-of-the-art thermal tissue digester (TTD). The TTD is a revolutionary advancement in tissue disposal and sterilization by using agitation and heat to break down tissue (with or without alkali), minimizing water and caustic use in the process. It is a fully automated process that ensures proper breakdown of tissue and sterilization of the contents of the vessel.

Regulation – Feed, Seed and Fertilizer

- NMDA staff participated in the Partnership for Food Protection’s National Feed Sampling workgroup of the FDA’s Partnership for Food Protection, which is developing SampleNET as the third portal in the Animal Feed Network (AFN). State and federal regulatory officials will use SampleNET to report results of violative samples for enforcement action. AFN is a secure web-based system accessible by state and federal government officials with regulatory authority and responsibility over animal feed, including pet food.

Pesticides

- Pesticide compliance staff reviewed and registered 13,000 pesticide products, including products for industrial, agricultural, structural, public health, landscape and nursery, antimicrobials and biological uses.

Laboratory Division

- The NMDA Laboratory Division was created, and it consists of the NMDA Metrology Laboratory, Petroleum Standards Laboratory, State Seed Laboratory and State Chemist Laboratory.

Watershed Protection

- NMDA participated in the Resilience in Agriculture process facilitated by New Mexico First and NMSU Cooperative Extension Service, along with participation by NMDA, the Thornburg Foundation, W.K. Kellogg Foundation, McCune Charitable Foundation and the Santa Fe Community Foundation. The outcome is the Resilience in New Mexico Agriculture Strategic Plan, which may be found at www.nmfirst.org/library.htm.

Food Protection Partnerships

- NMDA staff participated in the job task analysis of feed inspection with the National Environmental Health Association to begin Phase 2 – reviewing exam questions developed in Phase 1 to ensure they are a valid means to determine how knowledgeable feed inspectors are in regards to various aspects of their job. This is being completed under an FDA Food Safety and Modernization Act grant.