

*For immediate release*

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**NMDA encourages New Mexico seed stock producers to submit bull sale materials for promotion**

*Cattle buyers from Mexico met with producers from New Mexico at Joint Stockman Convention last month*

(Las Cruces, N.M.) – The New Mexico Department of Agriculture is encouraging New Mexico ranchers to submit their spring bull sale flyers and catalogs so the agency may assist with marketing and promotion among cattle producers from Mexico. NMDA recommends ranchers submit materials electronically to marketing specialist Juan Sanchez at [jsanchez@nmda.nmsu.edu](mailto:jsanchez@nmda.nmsu.edu).

This effort is a continuance of an inbound mission that took place during the annual Joint Stockmen’s Convention last month. Cattle buyers from Mexico were invited to meet with New Mexican ranchers in Albuquerque in December. NMDA has facilitated this meeting for three consecutive years during the convention hosted by the New Mexico Cattle Growers Association.

Eight cattle buyers from Mexico traveled to the meeting, and they were interested in Angus, Brangus, Charolais, Santa Gertrudis and Beefmaster breeds. The group visited several ranches throughout the state, and over 25 bulls were purchased.

“Part of the New Mexico Department of Agriculture’s mission is to promote global marketing and economic development, and we look forward to assisting New Mexico ranchers with potential sales,” said New Mexico Secretary of Agriculture Jeff Witte.

Ranchers interested in submitting materials should contact Sanchez at 575-646-4929 or [jsanchez@nmda.nmsu.edu](mailto:jsanchez@nmda.nmsu.edu).

To learn more about the NMDA, visit [www.nmda.nmsu.edu](http://www.nmda.nmsu.edu). Like us on Facebook [www.facebook.com/NMDeptAg](https://www.facebook.com/NMDeptAg) and follow us on Twitter @NMDeptAg.

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Photo attached:



Cattle buyers from Mexico and sellers from New Mexico met during the 2017 Joint Stockmen's Convention in Albuquerque at an international meeting facilitated by the New Mexico Department of Agriculture. Pictured (from left to right) are Martin Enriquez of Sonora, Marco Cuesta of Chihuahua, Jorge Portillo of Sonora, Alfonso Enriquez of Sonora, Carlos Sellers of Coahuila, Clayton Gardner of New Mexico, Arturo Lizarraga of Sonora, Jorge Franco of Sonora and Cole Gardner of New Mexico. (Photo courtesy of New Mexico Department of Agriculture)