

# *Blair Clavel*

## **Home Address**

45 Clavel Lane  
Roy, New Mexico, 87743  
Phone: (575) 485-0046

## **Office Address**

Box 156/Courthouse  
Mosquero, New Mexico, 87733  
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## **EDUCATION**

<b>M.S.</b>	May 2000	<b>West Texas A&amp;M University</b>	Animal Science
(Emphasis Meat Science)			
<b>B.S.</b>	August 1998	<b>West Texas A&amp;M University</b>	Animal Science

## **CURRENT EMPLOYMENT**

**Employer:** New Mexico State University, Cooperative Extension Service  
**Title:** Assistant Professor and County Program Director-Agriculture/4-H Agent  
**Period:** 2002 to present

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## ***SUMMARY OF EFFORTS AT NEW MEXICO STATE UNIVERISTY (HARDING CO. EXTENSION)***

### **BEEF PROGRAMS**

#### **Producer Cattle Buy-Back Program**

Since 2002, I have coordinated a calf buy-back cooperative which enables producers to get better prices for their cattle and also rewards them with carcass and close-out data. This program has added value to Harding feeder cattle for the last 6 years and we are currently feeding around 1000 head.

#### **Animal ID**

Since 2002, I have had several programs updating and demonstrating the potential national ID requirements for a US national ID program. One event was a hands on tagging demonstration with different RFID tags with an explanation of how the equipment worked.

#### **Cowboy Computer Courses**

For three years, I taught an Excel computer class to residents of Harding County. It was mainly for ranchers and land owners who were unfamiliar with computers. We had nearly twenty producers come to the classes the first two years and they all learned how to use spreadsheets in their cattle operations.

#### **Beef Quality Assurance Training**

I have taught the principals outlined by the NMSU beef quality assurance program to almost fifty producers in Harding County. This program teaches proper livestock husbandry practices to ensure a safe and wholesome product for consumers. An example is the proper injection site for delivering vaccines and antibiotics. It serves as a real eye opener for beef producers.

#### **Niche Beef Marketing**

I have served as a resource for three organic and two natural beef producers in the county. I have spent considerable time with the producers outlining cutout value and determining pricing strategy for their products.

### **4-H AND YOUTH EDUCATION**

#### **Livestock Judging Program**

Since 2002, I have started a livestock judging program in the county. Many youth are interested and we are now competing on a District and State level. Youth that were never exposed to judging now participate willingly. Fundamental livestock evaluation is taught and 4-H members and teams are frequently in the top 10 at judging events.

#### **Meat Judging Program**

Meat judging and carcass evaluation were introduced to kids in the county in 2002. I have tired to teach youth practical knowledge about meat judging to help them later on in career choices. Specie differentiation, primal and retail cuts, and general meat judging concepts are taught. I have taken youth to feedlots and meat labs on several occasions for hands on illustration.

#### **Livestock Skill-A-Thon Program**

This is the most productive and educational contest that 4-H members can participate in that are seeking agriculture production or industry careers. I have tired to build teams around this contest because it is highly educational and kids get excited about it. Harding County has had three state winning teams and has placed in the top ten at nationals twice.

### **Harding County 4-H Project Work**

I take the lead in the county on helping kids with their project work. The majority of time is spent with livestock projects. I help 4-H members on everything from castrating hogs to feeding strategies. I host a tag day in the spring and then weigh days once a month until the fair to monitor progress.

### **Wildlife Camp**

In 2006, I teamed up with a local rancher to host a 2-day wildlife camp. 4-H members learned about species, tracks, and habitat. USDA personnel bring skulls, pelts, and teeth and demonstrate how to tell the different animals apart. The youth witnessed turkeys roosting and also enjoyed swimming and fishing. This is an annual event.

### **General Leadership and Educational Events**

I attend two 4-H meetings per month and take our youth to leadership and educational events around the state.

## **ECONOMIC DEVELOPMENT**

### **Harding County Community and Economic Development Committee**

I serve as a board member on this committee and meet monthly to come up with ideas and projects to create economic sustainability in the county. Harding is very rural and we are losing youth after they graduate. We have very few young kids coming into the community.

### **Metal Fabrication Building Project**

I assisted with bringing a metal fabrication building to the county. Our economic board persevered over a 4 year period to construct this building so local people could run a welding shop. We secured legislative dollars, USDA dollars, and other grant dollars. The building is up and a local is using it as a base of operations for a very successful construction business.

### **Harding County Distance Education Initiative**

I have been after NMSU to provide distance education to rural communities for five years. In 2007, agent successfully networked with NMSU and students on the east side of the state will be able to take one distance education course. This will offer students a chance to receive dual credits and enter college with many hours towards their degree.

### **Hometown Competitiveness Program**

In 2006, I worked with producers in the county to introduce this program. This program, by working with the Ogallala Commons group, creates ideas for youth entrepreneurship and ecotourism. Both of these things are great for a rural community to succeed by allowing youth to return home and benefiting by the natural beauty and scenic value of your own place.

### **Harding County Main Street Program Initiative**

As a member of the Economic Board, I helped to make Harding County a satellite main street program. This program helps communities restore and improve their business establishments while improving the image of your towns and businesses.

## **EXPANDED YOUTH DEVELOPMENT**

### **FFA Judging Program**

I have been responsible for coaching the livestock and meat teams for the FFA programs in the county for the last 4 years. This works well as it creates a good relationship between the agent and ag teacher and offers a close working environments. It also builds a solid program as it offers the kids a year round avenue for judging via 4-H and FFA.

### **FFA Range Management Program**

I have worked with the FFA teachers to take their classes on field trips in the county. On these trips, we discuss range management techniques, identify grasses, and apply hands on range monitoring techniques. In 2007, one ag class helped me with collecting clipping data on one monitoring site.

### **Kids, Kows, and More Program**

Since 2003, I have helped two counties implement the Kids, Kows, and More programs. I have taught at 3 different stations and have assisted with the organization of the Harding County Schools. This program teaches school kids about general agricultural production and how it aids in their everyday living.

### **Egg to Chick Program**

Since 2002, I have assisted grade school teachers with two Egg to Chick programs. This program offers students a hands on approach to learning about the life cycle of poultry and lets youth monitor the growth stages of chicks. It is a great way to teach youth about the responsibility of taking care of an animal.

### **Farm Safety Day Camp**

Since 2002, I have assisted with six farm safety day camps. These camps teach youth about the dangers of farm and ranch equipment and point out safety techniques to adhere to when working around the farm or ranch. For the past six years, I have taught the "Lawnmower Safety" section of the camp.

## **Range management programs**

### **Harding County Invasive Plant Task Force**

I chair our local plant task force. This committee works to disseminate information about noxious weeds and increase the awareness of invasive and noxious weeds. I have worked with the DOT to spray hoary cress along the highways and right of ways. I have also obtained grant money to launch an awareness campaign about the worst noxious weeds. Through this effort, over 700 laminated "flip through" cards were sent out to our producers and the local 4-H clubs put up bill boards in the county increasing the awareness of noxious weeds.

### **Loco Weed Program**

Loco weed is a sporadic pest in our county and it worsens depending on the moisture and conditions in the county. In 2007, agent collaborated with other agent and two specialists to bring a loco workshop to the county. Over forty producers were in attendance. A spray demonstration was given, test plots were sprayed with different chemical, and questions were answered about loco development and growth. I also obtained an old spray rig from another agent and helped producer spray almost 500 acres. We now have spray rig so producers can spray loco if desired. I also keep in contact with producers to monitor loco growth and severity.

### **Fire Ecology Program**

There were many range fires in Harding County throughout June and July of 2006. These fires were caused by lightening and drought. Many producers and family members lost grazing land and were negatively impacted financially. I collaborated with Union County Agent and extension specialists to host an After the Fire Workshop. Over thirty-five producers from around the county came to listen about: how early can you graze, what USDA programs are available, what are the tax liabilities for selling cows, etc. As a result, many producers left with ideas and more understanding of how to deal with the loss.

### **Range Monitoring Program**

In 2004, I established 11 monitoring sites across the county. This allows me to get production data for various programs every year, and it also allows me to conduct forage analysis on the grass samples. This is very important

for our producers so they know what kind of supplement to purchase for the winter and it also gives them some baseline monitoring data to document. 2007 marks the fourth year of obtaining this data.

### **Private Pesticide Applicator Program**

Many producers in Harding County have private pesticide applicator licenses, which enable them to purchase pesticides for their own use. Producers can attend different seminars throughout the years to maintain 5 credits in 5 years to maintain their license.

From 2002-2007, I have conducted seven private pesticide applicator trainings for over fifty producers. These enabled producers to receive their private pesticide license or renew their current licenses. This allows agricultural producers to buy chemical to spray invasive and damaging weeds on their places as needed. I also showed video tapes in office to several producers (on an individual basis) that enabled them to obtain continuing education credits for license renewal.

In 2007, I provided information and tested over twenty producers so they could buy chemical to treat salt cedar on their lands. As a result, producers can increase their revenue by eliminating these nuisance salt cedars.

### **Salt Cedar Program**

Since 2004, I have set on the Canadian River Riparian Restoration Project steering committee which is a committee that oversees salt cedar eradication projects along the Canadian River. In 2006, I initiated a cooperative agreement between the Range Improvement Task Force and the project manager for monitoring services along the spray area. Since that time, I have initiated several meetings with NMSU specialists and landowners to discuss monitoring, percent kill, re-growth, and other management issues. I have also helped provide technical assistance to the project manager of the Ute Creek Salt Cedar project which is all in Harding County. These projects aim to eliminate salt cedar from our water shed and enhance water flow and volume.

### **NMACAA Range Tour**

The New Mexico Agriculture Agents Association is the professional development organization for New Mexico Ag Agents. This allows members to be recognized for strong programming, service awards, and gives members the opportunity to interact with other agents at the national convention. As president of NMACAA, I and the natural resource committee scheduled a two day tour in Northern New Mexico showcasing different operations. The tour objective was to disseminate information to agricultural agents about natural resources and conservation practices in New Mexico. The participants learned about fire ecology, small diameter wood products, elk population control and salt cedar eradication and control. Fifteen agents attended the tour. Agents reported that it was beneficial to see the affects of salt cedar removal, habitat control, and small business economic development and were inspired to take ideas back to their own counties. Agents enjoyed the day and gained new insight from the project/tour. Many were talking about planning similar tours in their own area to showcase small town economic development and conservation practices.

## **PREVIOUS EMPLOYMENT**

August 2000-January 2002: **American Gelbvieh Association**

Job Title: Director of Commercial Marketing

Responsibilities:

- management of Gelbvieh Alliance (value-based grid marketing agreement with ConAgra Beef Company)
- coordination of NCBA Carcass Merit Project (DNA marker study)
- coordination of Gelbvieh Carcass Sire Testing Program
- national coordination of special Gelbvieh feeder calf sales in conjunction with livestock auctions
- marketing Gelbvieh-influenced calves over feeder fax service
- facilitating the buying and selling of Gelbvieh-cross replacement females
- presenting information on grid marketing and structured crossbreeding at seminars and producer meetings
- writing monthly column in Gelbvieh World
- bi-annual publication of Profit Picture newsletter
- daily consultation and assimilation of Gelbvieh Alliance data with feeders and producers

Fall 1996-Summer 2000: **Cattleman's Carcass Data Service/Beef Carcass Research Center**

Job title: Director of Special Projects, crew chief

Responsibilities:

- collection of carcass data at various packing plants in the Texas Panhandle and across the United States for research, feedlots, and producers
- coaching of West Texas A&M University Meats Judging Team

Skilled areas include:

- yield and quality grading
- marbling, backfat, KPH, and maturity calls
- ribeye printing and estimation
- shear force evaluation
- dentition scoring
- maintaining identification of cattle through packing plant
- seminar presentations, event planning
- live animal evaluation
- pricing of feeder and live cattle
- computer processing of carcass data and information
- negotiating from cow-calf to packer level

Summer 1997: **Seawinds Stables**

Job title: stable hand for horse breeding and training facility

Responsibilities:

- care and maintenance of horses and facilities
- removal of hay from fields to barn

Summer 1996: **Veritas Geophysical**

Job title: scout

Responsibilities:

- scouting for large seismographic company
- direction and coordination of crews to proper sites for natural gas exploration

Lifetime and Present Part time: **Clavel Ranch**

Job title: ranch hand/foreman

Responsibilities:

- operation and care for a working cow-calf ranch in the Northeast corner of New Mexico
- maintenance, herd health, nutrition, and marketing decisions

Skilled areas include:

- horseman and herdsman
- calving, veterinary/doctoring
- pregnancy testing
- estrous synchronization
- heat detection
- blood drawing
- windmill maintenance
- welding
- fencing and equipment operation
- class A commercial drivers license

**AWARDS**

New Mexico Extension Specialists Association, County Faculty Achievement Award, 2011

National Association of County Agriculture Agents Achievement Award, 2006

Roy High School FFA Honorary Degree, 2005

Harding County 4-H Appreciation Award, 2003-2005

Harding County FFA Chapter Appreciation Award, 2003

WTAMU Meat Judging Team, head coach, 1999-00

WTAMU Animal Science Meat Animal Evaluation Class, instructor, 1999

WTAMU Meat Judging Team, assistant coach, 1998-99  
WTAMU Senior Outstanding Animal Science Major, 1998  
Northeastern New Mexico Livestock Association guest speaker, 1998  
New Mexico Hereford Field Day guest speaker, 1998  
Roy Brian Agriculture Scholarship, recipient, 1997-98  
United National Meat Animal Evaluation Contest, participant, 1997  
Texas Cattle Feeders Association Live Animal Public Evaluation Contest, 2<sup>nd</sup> place, 1997  
WTAMU Animal Science Meat Animal Evaluation Class, student assistant, 1997  
New Mexico Cattle Grower's Scholarship, recipient, 1997  
WTAMU Meat Judging Team, high scoring team member, 1996-97

## **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

New Mexico Association of County Agriculture Agents  
President, 2006  
President Elect, 2005  
Vice President, 2005  
Secretary/Treasurer, 2004  
Secretary/Treasurer Elect, 2004  
Northeast District Director, 2003-2004  
National Association of County Agriculture Agents-2002-2007  
New Mexico Association of Extension 4-H Agents-2002-2017  
National Association of Extension 4-H Agents- 2002-2004  
New Mexico Cattle Growers Association- 1997-2007  
Elected to Board of Directors- 2006  
Elected Northeast Vice President- 2012-2017  
Texas Cattle Feeders Association- 2002-2004  
Society for Range Management- 2003-2004  
American Meat Science Association- 1998-2000

## **COMMITTEES AND COMMITTEE ASSIGNMENTS**

### **State**

New Mexico Livestock Board National ID Committee, 2007-2010  
State Avian Influenza Training Team  
Extension member, 2007  
New Mexico Cattle Growers Association  
Board of Directors, 2006-2010  
Promotion and Marketing Committee, Chairman 2006-2010  
Since 2006, I have organized 3 committee meetings and have presented information on source and age verification, different marketing channels, niche marketing, and the beef check-off.  
New Mexico Department of Game and Fish  
APLUS Task Force, member 2010

### **University/College Committees**

NMSU Search Committees  
NMSU 4-H Department Head- 2012  
NMSU 4-H Agriculture and Natural Resources position 2005  
NMSU Clayton Livestock Research Center Superintendent 2004  
NMSU 4-H Department Head 2004  
New Mexico Association of County Agriculture Agents  
Animal Science Committee, member 2003-2005  
Animal Science Committee, chair 2005-2007  
4-H and Youth Committee, member 2003  
New Mexico Association of Extension 4-H Agents  
Professional Improvement and Development Committee 2003-2005  
Policy and Resolutions Committee 2003, 2007

### **Local Committees**

Clayton Livestock Research Center Committee member 2004-2007, 2010-present  
Harding County Economic Development Board Committee member 2003-20014  
Roy Municipal Schools Vocational Agriculture Committee member 2003-2004  
Canadian River Riparian Restoration Project Committee member 2003-2007  
Harding County Invasive Plant Task Force, chair 2002-2007  
Roy Schools Board of Education, member 2009-2017

### **PUBLICATIONS**

#### **Extension Guides (local)**

Clavel, Joseph B. (2016) Strategies for post fire grazing management: Presentation for De Haven Cross Visit: Original Work

Clavel, Joseph B. (2016) Grazing as a tool for Range Management: Presentation for De Haven Cross Visit: Original Work

Clavel, Joseph B. (2016) Marketing methods for fat cattle and grid marketing: Presentation for Youth Ranch Camp: Original Work

Clavel, Joseph B. (2015) Marketing methods for fat cattle: Presentation for Youth Ranch Camp: Original Work

Clavel, Joseph B. (2014) Ten Year Monitoring Results for Harding County: Original work

Clavel, Joseph B. (2013) Marketing methods for fat cattle: Presentation for Youth Ranch Camp: Original work

Clavel, Joseph B. (2012) Marketing methods for fat cattle: Presentation for Youth Ranch Camp: Original work

Clavel, Joseph B. (2008) Calf (BEEF) Marketing Strategies: Presentation for Quay County Agriculture Meeting: Original work

Clavel, Joseph B. (2007) Cow-calf Marketing Strategies/Cooperatives: Presentation for Northeastern NM Livestock Association Meeting: Original work

Clavel, Joseph B. (2007) Cow-calf Marketing Strategies/Cooperatives: Presentation for De Baca County Beef Producer Workshop: Original work

Clavel, Joseph B. (2006) Evaluating the Premium: Comparisons Between Natural/Organic and Commodity Beef Prices: Proceedings and Presentation for Southwest Beef Symposium: Original work

Clavel, Joseph B. (2006) Niche Beef Wholesale Calculator: Excel spreadsheet for predicting niche beef calf prices: Original work

Clavel, Joseph B. (2005) Oregon Country Beef Cost of Production: Excel spreadsheet for county producers interested in forming natural beef coop: Original work

Clavel, Joseph B. (2005) Niche Marketing Retail Beef Breakeven: Excel workbook for county organic beef producers: Original work

Clavel, Joseph B. (2004) Commercial Perspective on National ID: Power-point presentation for Cattle Growers Mid-Winter Conference: Original work

Clavel, Joseph B. (2004) FFA Rangeland Management Final Exam: County program testing curriculum for FFA program: Original work



Clavel, Joseph B. (2003) Noxious Weeds Threaten Area Grasslands: Informative column, Harding Co. Leader. New Mexico State University, Cooperative Extension Service: Original work

Clavel, Joseph B. (2003) FFA Rangeland Management: County program curriculum for FFA program: Original work

Clavel, Joseph B. (2003) FFA Rangeland Management Quiz: County program testing curriculum for FFA program: Original work

Clavel, Joseph B. (2003) Cowboy Computer Class VII: Review of Course Material and Computer Operation. County program Excel computer class: Original work

Clavel, Joseph B. (2003) Cowboy Computer Class VI: Checkbook Spreadsheet and Review. County program Excel computer class: Original work

Clavel, Joseph B. (2003) Cowboy Computer Class V: Sorting Data and Moving Between Sheets. County program Excel computer class: Original work

Clavel, Joseph B. (2003) 4-H Range ID and Contest Study Material: County program curriculum for 4-H range ID program: Original work

Clavel, Joseph B. (2003) 4-H Meat Judging Guide (CD Rom): County program curriculum for teaching meat judging: Original work

Clavel, Joseph B. (2002) Cowboy Computer Course IV: Formulas and More Spreadsheet Development. County program Excel computer class: Original work

Clavel, Joseph B. (2002) Cowboy Computer Course I: Simple Spreadsheet Development. County program Excel computer class: Original work

Clavel, Joseph B. (2002) Cowboy Computer Course III: Creating Charts from Data. County program Excel computer class: Original work

Clavel, Joseph B. (2000) Carcass Characteristics and Warner-Bratzler Shear Values of Criollo Type (Longhorn) Cattle. Masters Thesis.

### **Extension Proceedings**

Clavel, Joseph B. (2007) Cow-calf Marketing Strategies/Cooperatives: Presentation for Northeastern NM Livestock Association Meeting: Original work

Clavel, Joseph B. (2007) Cow-calf Marketing Strategies/Cooperatives: Presentation for De Baca County Beef Producer Workshop: Original work

Clavel, Joseph B. (2006) Evaluating the Premium: Comparisons Between Natural/Organic and Commodity Beef Prices: Proceedings and Presentation for Southwest Beef Symposium: Original work

Clavel, Joseph B. (2004) Commercial Perspective on National ID: Power-point presentation for Cattle Growers Mid Winter Conference: Original work

### **Thesis**

Clavel, Joseph B. (2000) Carcass Characteristics and Warner-Bratzler Shear Values of Criollo Type (Longhorn) Cattle. Masters Thesis. West Texas A&M University.