

Mr. Eduardo Medina, MA. Agriculture Business: Senior Program Extension Specialist. Areas of Expertise: Agriculture Economics, Animal & Range Science, Range Livestock Production and Management; National and International Community/Economic/Business Development; Community Needs Assessments; Product Marketing and Technology Adoption. Mr. Medina is responsible for building relationships with farmers and ranchers as part of the NMSU Cooperative Extension Research and Outreach Assistance Network Team. Activities include: result and method demonstrations, small focus group discussions, office calls, correspondence, and farm/ranch home visits. Assess needs and develop a systems approach that will address current farm/ranch needs. Identify and facilitate the linking of resources within the NMSU system, USDA and with other outside organizations related to support and education SMFR agriculture and local food systems. Develop bilingual outreach materials in order to communicate information about small farms and urban agriculture. Mr. Medina also play a leadership role in the bi-national Extension initiative REINU, "Red de Extension e Innovacion Nacional Universitaria". Provides train the trainer for the REINU program in which NMSU CES is training extension agents and 4S agents in Mexican universities, in order for them to develop an extension model similar to our land-grant system.

Additional responsibilities include USDA Agricultural Mediation Program (NMAMP). As the designated USDA Agricultural Mediation Officer for NM and part of AZ Forest Service, Mr. Medina mediates agricultural disputes between farmers/ranchers and USDA throughout the State of New Mexico. The program is administered by the Cooperative Extension Service at New Mexico State University and has been certified by the U.S. Department of Agriculture. Provides a voluntary alternative to litigation, arbitration, or formal appeals through the use of impartial third party mediation. Provides all parties the opportunity to express their views and provide input toward the solution.