



What is a matriarch?

The definition of matriarch is “head of family or tribe” or an “older women who is powerful within a family or organization.”

NMDA wants to recognize the respected, hard-working, and often humble women in New Mexico agriculture who have devoted most of their lives to improving our state’s agriculture industry, their community, and their family. These matriarchs are leaders, mentors, and advocates.

Name of Nominee: _____ Where does the nominee reside? _____

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What sector does the nominee represent?

Farming

Ranching

Other Agribusiness

What are her past and current contributions to New Mexico agriculture?

How has she served her community?

How has she influenced younger generations in agriculture?

What else do you think will be part of the legacy she will leave behind?

Has she created or carried on any unique or cultural traditions specific to agriculture?

Do you think the nominee or designee would consent to an on-camera interview at their farm, ranch, or agribusiness? Yes No

Designee:

Name _____ Phone _____ Email _____

Address _____ City _____ State _____ Zip _____

Nominated by:

Name _____ Phone _____ Email _____

Address _____ City _____ State _____ Zip _____

- Submit at least one reference letter
- Submit one photo of the nominee
- One or more women can be nominated by the same person
- Priority will be given to those in production agriculture

The nominees (or designees) selected to be recognized and featured in the media will be contacted on July 1st. If they accept, NMDA will work with them to schedule the interview and filming. They will also be invited to the NM State Fair in September to be recognized in person. Any footage used in various commercials and/or video segments will air no sooner than January 2026 to align with USDA's "International Year of the Woman Farmer" campaign.

Only complete nominations will be considered.

Nominations must be received no later than **June 21, 2025**, to be considered.

Please send to: NMDA Marketing & Development Division

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