ARIZONA HOUSE OF REPRESENTATIVES
Fifty-seventh Legislature - Second Regular Session

COMMITTEE ON INTERNATIONAL TRADE

Report of Regular Meeting
Wednesday, January 28, 2026
House Hearing Room 1 -- 9:00 A.M.

RECEIVED
CHIEF CLERKS OFFICE

JAN 29 2026

Convened 9:07 A.M.
Recessed
Reconvened
Adjourned 10:22 A.M.

Members Present
Representative Austin
Representative Carbone
Representative Cavero
Representative Travers
Representative Weninger
Representative Wilmeth
Representative Peña, Vice-Chairman
Representative Rivero, Chairman

Members Not Present
Representative Hendrix
Representative Hernandez

Agenda
Original Agenda – Attachment 1

Request to Speak
Report – Attachment 2

Committee Attendance
Report – Attachment 3

Presentations

Name	Organization	Attachments (Handouts)
Olivia Ainza Alexis Kramer	Nogales-Santa Cruz County Chamber Of Commerce	4
Greg Lucero	Santa Cruz County Provisional Community College District	5
Jourdan Bell Juan & Graciela Fleischer	Cattlemex and T4 Ranch JM Fleischer Cattle Co.	6

Christie Kuhl, Committee Secretary
January 29, 2026

(Original attachments on file in the Office of the Chief Clerk; video archives available at http://www.azleg.gov)

Conv. 9:07
Adj. 10:22

ARIZONA HOUSE OF REPRESENTATIVES
Fifty-seventh Legislature - Second Regular Session

REGULAR MEETING AGENDA

COMMITTEE ON INTERNATIONAL TRADE

DATE Wednesday, January 28, 2026 ROOM HHR 1 TIME 9:00 A.M.

Members of the public may access a livestream of the meeting here:
https://www.azleg.gov/videoplayer/?clientID=6361162879&eventID=2026011092

Members:

Representative Austin	Representative Hernandez C	Representative Wilmeth
Representative Carbone	Representative Travers	Representative Peña, Vice-Chairman
Representative Cavero	Representative Weninger	Representative Rivero, Chairman
Representative Hendrix		

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1. Introductions
2. Chairman's Remarks
3. Presentations:
   a) Nogales-Santa Cruz County Chamber of Commerce
      - Olivia Ainza, President & CEO
      - Alexis Kramer, Senior Marketing & Communications Manager
   b) Santa Cruz County Provisional Community College District
      - Greg Lucero, CEO
   c) Cattlemex and T4 Ranch
      - Jourdan Bell
   d) JM Fleischer Cattle Co.
      - Juan and Graciela Fleischer
4. Discussion
5. Adjournment

ORDER OF BILLS TO BE SET BY THE CHAIRMAN

RA
01/22/2026

People with disabilities may request reasonable accommodations such as interpreters, alternative formats, or assistance with physical accessibility. If you require accommodations, please contact the Chief Clerk's Office at (602) 926-3032 or through Arizona Relay Service 7-1-1.

Attachment 1

Information Registered on the Request to Speak System

House International Trade (1/28/2026)

Attachment 2

ARIZONA STATE LEGISLATURE

Fifty-seventh Legislature - Second Regular Session

COMMITTEE ATTENDANCE RECORD

COMMITTEE ON **INTERNATIONAL TRADE**

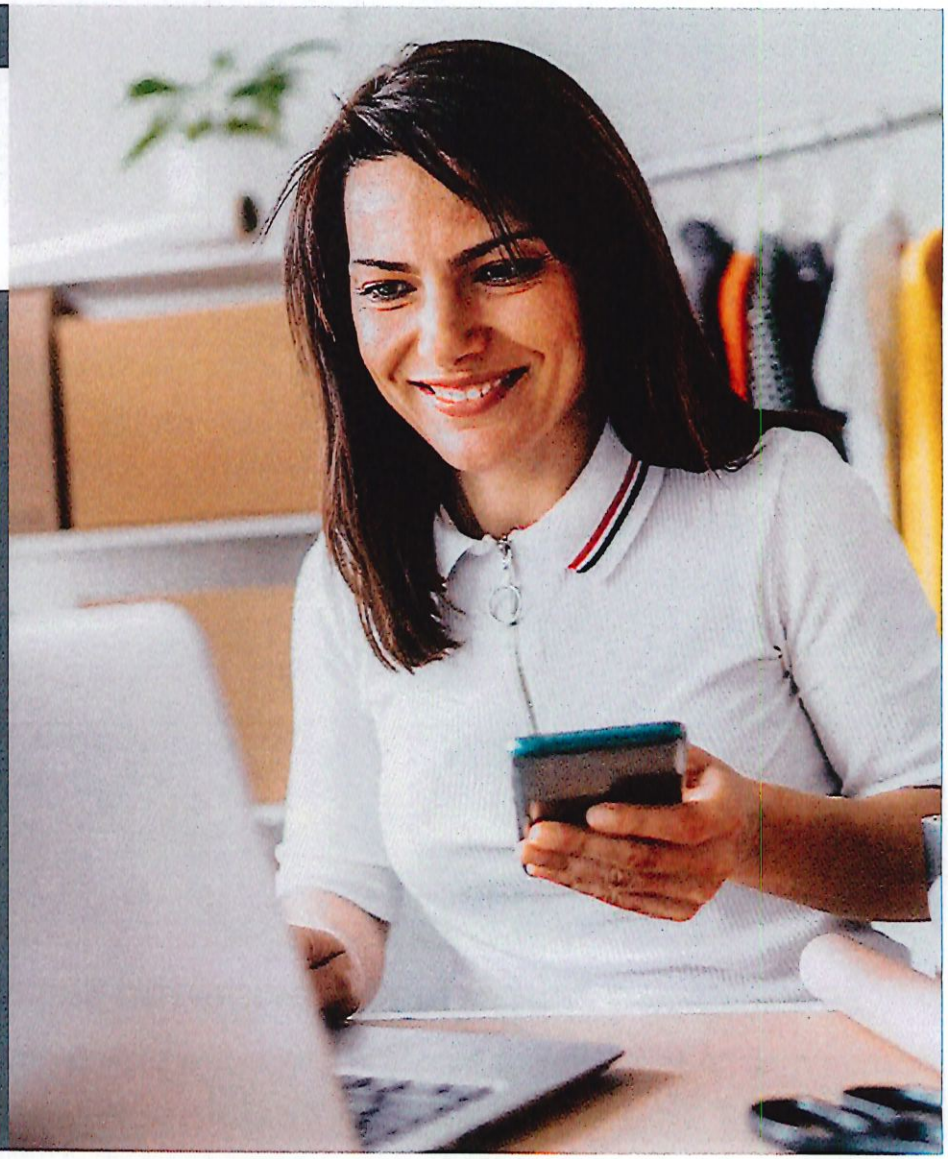
CHAIRMAN: Tony Rivero VICE-CHAIRMAN: Michele Peña

DATE	01/28/26	
CONVENED	9:07	
RECESSED		
RECONVENED		
ADJOURNED	10:22	
MEMBERS	PRESENT	NOT PRESENT
Austin	✓	
Carbone	✓	
Cavero	✓	
Hendrix		✓
Hernandez C		✓
Travers	✓	
Weninger	✓	
Wilmeth	✓	
Peña, Vice-Chairman	✓	
Rivero, Chairman	✓	
TOTAL	8	2

Attachment 3

NOGALES-SANTA CRUZ COUNTY CHAMBER OF COMMERCE

SOUTHERN ARIZONA'S GATEWAY FOR BUSINESS GROWTH



Attachment 4

SMALL BUSINESS RESOURCE MARKETPLACE: DIGITAL, PROCUREMENT & FINANCIAL READINESS

As part of its role in strengthening the local business ecosystem, the Nogales–Santa Cruz County Chamber of Commerce operates the **Small Business Resource Marketplace** to advance digital capacity, procurement readiness, and financial sustainability for local businesses.

The Marketplace serves as a centralized support platform that **integrates digital resources, procurement navigation, and technical and financial assistance,** helping businesses move from start-up to growth and long-term stability.









SMALL BUSINESS RESOURCE MARKETPLACE



SINCE 2020, THE CHAMBER HAS ASSISTED 648 BUSINESSES WITH:

- Development and launch of mobile-friendly websites and professional digital platforms.
- Creation and verification of Google Business Profiles and online visibility tools.
- Registration and readiness for procurement programs, including government procurement systems, local school districts, and major private-sector purchasers such as South32.
- Technical assistance related to vendor compliance, documentation, and qualification requirements.
- Connections to financial resources, including grants, lending partners, and business support programs.

PREPARING LOCAL BUSINESSES FOR GROWTH & OPPORTUNITY

KEY COMPONENTS

- **Educational Workshops:** Practical sessions **covering business fundamentals** such as operations, compliance, and contracting, designed to strengthen readiness and competitiveness.
- **Mentorship & Technical Assistance:** Access to experienced professionals who **provide guidance, insights, and one-on-one support** throughout the process.
- **Procurement & Opportunity Readiness:** Clear guidance on navigating procurement processes, understanding requirements, and **preparing to pursue contracting and partnership opportunities.**









SOUTH32 VENDOR READINESS PROGRAM



AS PART OF A SHARED COMMITMENT TO STRENGTHENING OUR REGIONAL ECONOMY AND EMPOWERING LOCAL BUSINESSES,
SOUTH32 HAS PARTNERED WITH THE CHAMBER TO LAUNCH A VENDOR READINESS PROGRAM

This strategic initiative is designed to prepare local suppliers for opportunities tied to the Hermosa Project and beyond.

PROGRAM OVERVIEW

The Vendor Readiness Program will provide comprehensive training and resources to help local businesses navigate the procurement process and meet the required standards to work with South32. This partnership underscores South32's commitment to empowering local communities and promoting regional economic development.



HANDS-ON ENGAGEMENT & FIRST-HAND INDUSTRY GUIDANCE

SMALL BUSINESS FELLOWSHIP & INTERNSHIP PROGRAM



The Nogales–Santa Cruz County Chamber of Commerce operates a **Small Business Fellowship and Internship Program** that connects students with local businesses and industry leaders across the region.

- Provides **hands-on experience** in business operations, management, and strategic oversight.
- Offers **structured placements in key regional industries**, including logistics, mining, produce, agriculture, retail, hospitality, and tourism.

SOCIAL MEDIA ENGAGEMENT

Thanks to the power of social media, on average, over **40,000 online users** interact with the @visitnogalesaz posts on Instagram, Facebook, Twitter, and Pinterest.

WEBSITE ACTIVITY HIGHLIGHTS

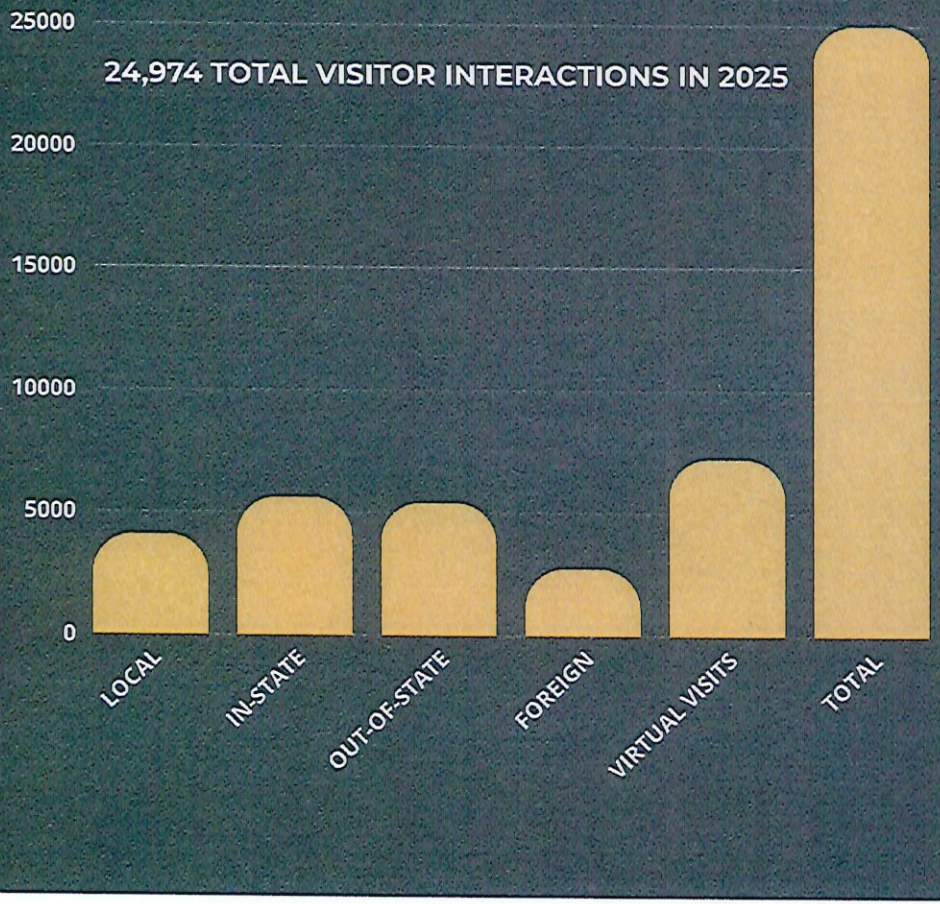
Over the course of the year, the Visit Nogales-Santa Cruz County website engaged **approximately 15,400 active users**, including about **15,000 new visitors**, reflecting sustained first-time interest driven primarily by organic search and partner referrals.

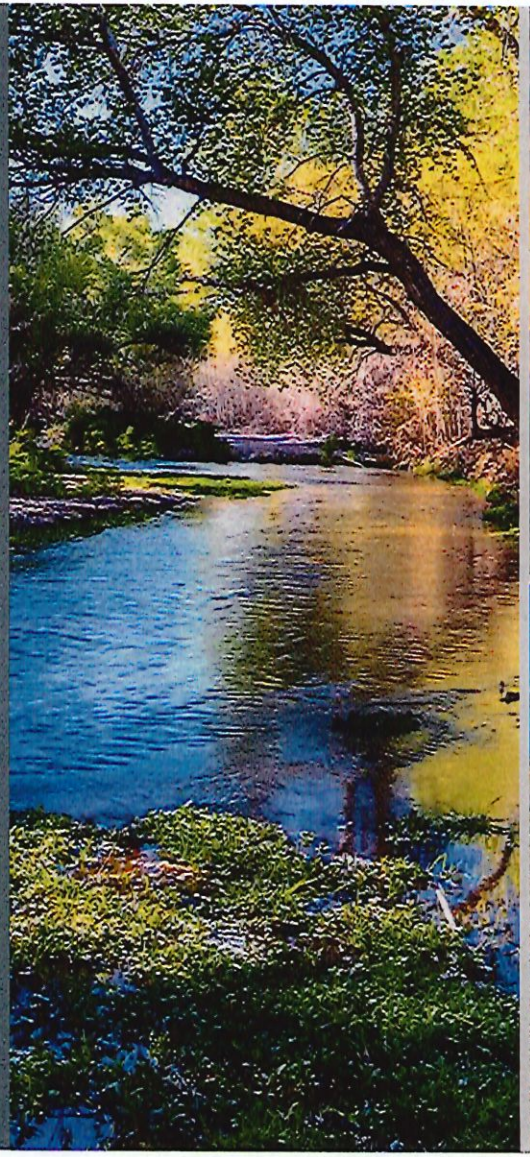
Users averaged over **4,500 interactions,** demonstrating meaningful engagement with destination content.

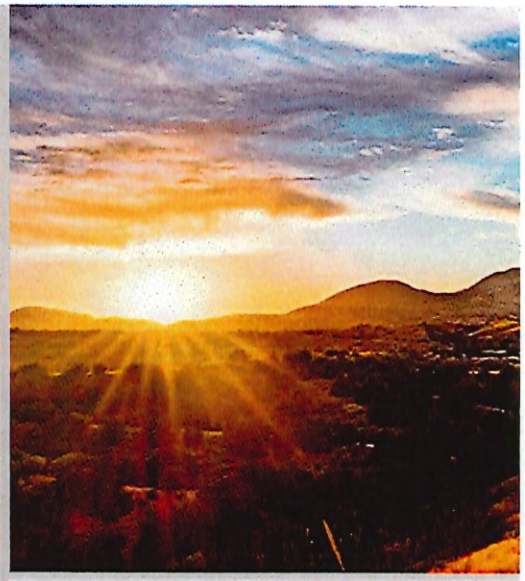
Organic traffic was primarily seen from regional and out-of-market cities such as **Phoenix, Tucson, Denver, Los Angeles, and Las Vegas.**

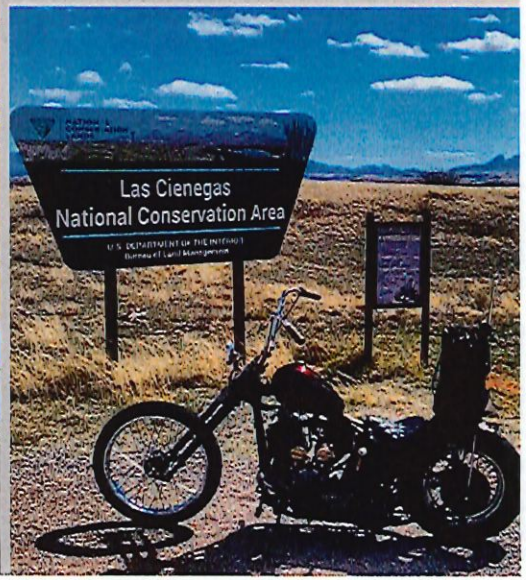
EXPANDING TOURISM REACH THROUGH DIGITAL & EXPERIENTIAL MARKETING

TOTAL NUMBER OF TOURISTS THE CHAMBER ASSISTED IN 2025:











INTERESTED IN LEARNING MORE?

STAY CONNECTED AND
FOLLOW US
@NOGALESCHAMBER
FOR THE LATEST UPDATES!



OR CONTACT US AT (520) 287-3685
OR INFO@THENOGALESCHAMBER.ORG



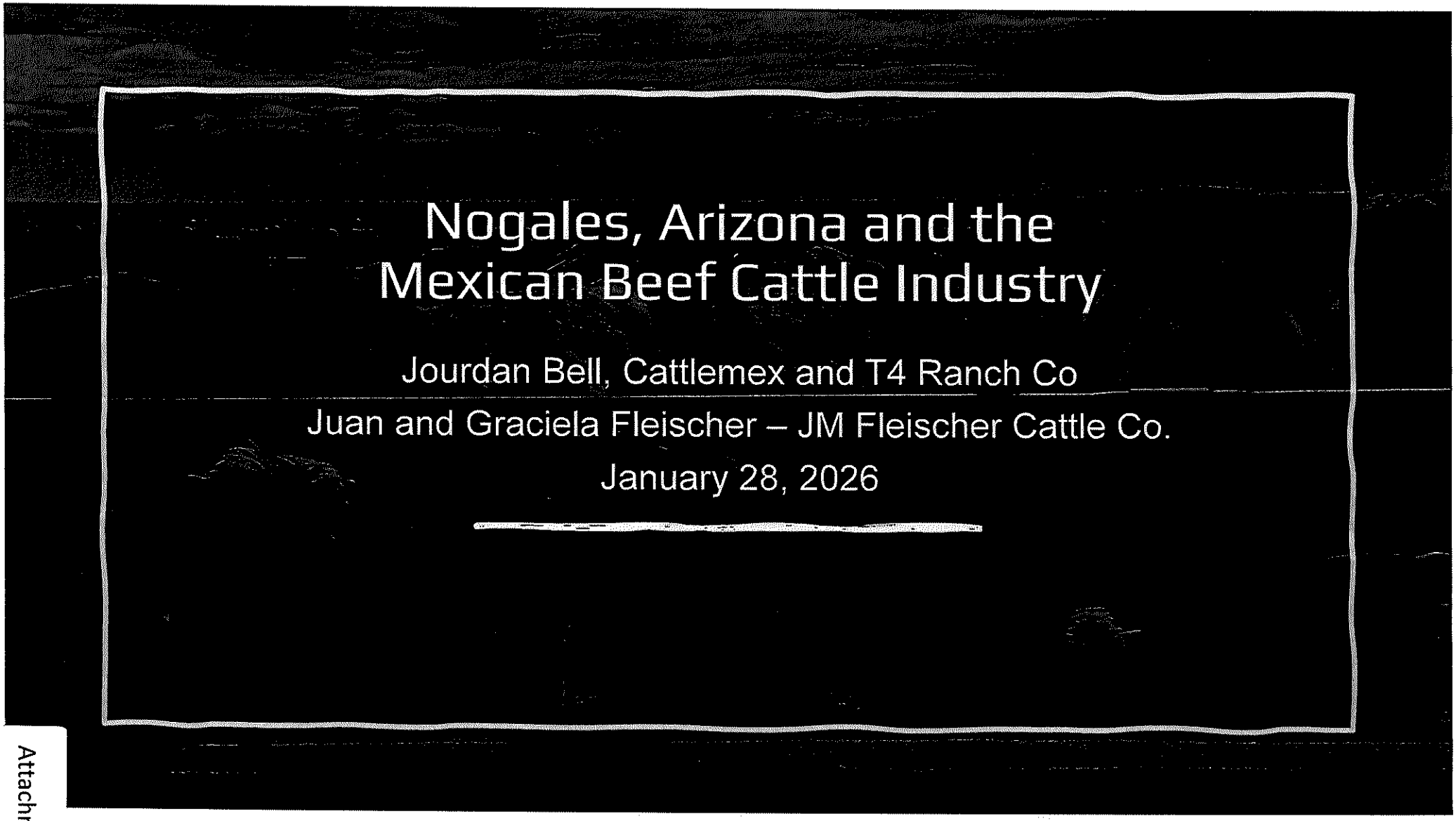
GROWING OUR REGIONAL INDUSTRY THROUGH HIGHER EDUCATION

At the Santa Cruz Center, we understand the significant role higher education plays in bolstering our regional economy and supporting industry needs. It is our aim to strengthen our economy by creating qualified workers to meet the needs of local industry and helping to fill job openings.

- **HISTORY**
- **REVENUE**
- **ENROLLMENT (FTSE)**
- **PCC PARTNERSHIP**
- **WORKFORCE DEVELOPMENT**

WWW.SANTACRUZCENTER.ORG | INFO@SANTACRUZCENTER.ORG

Attachment 5



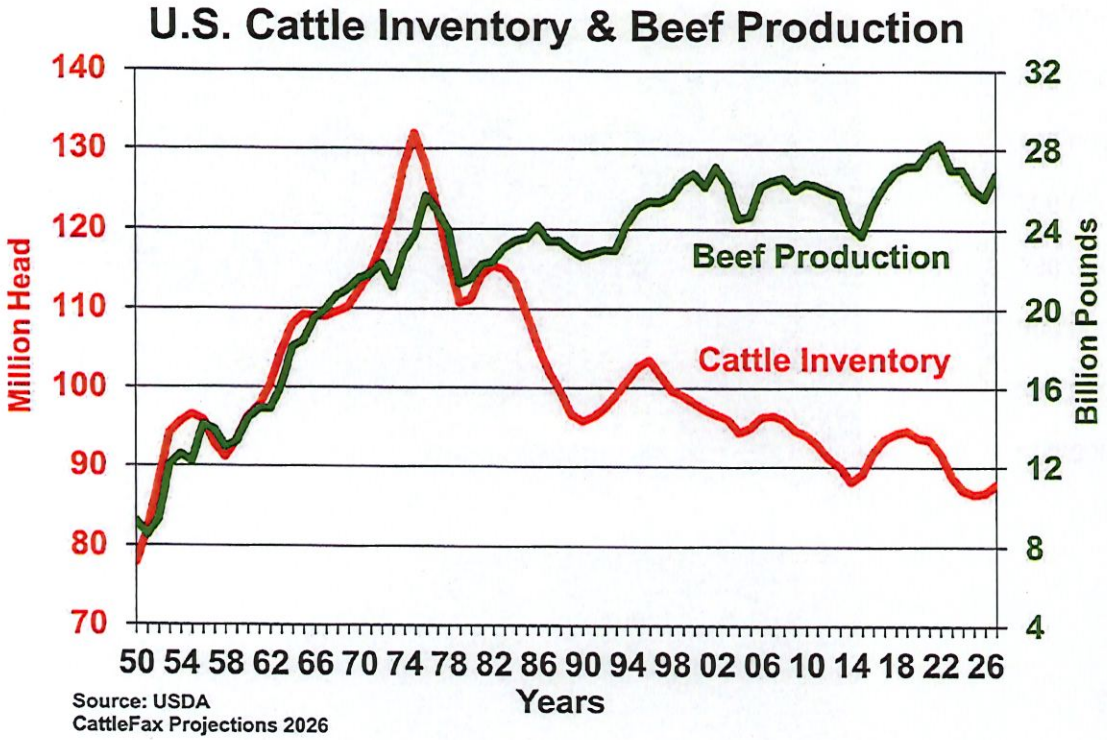
Attachment 4

Topics

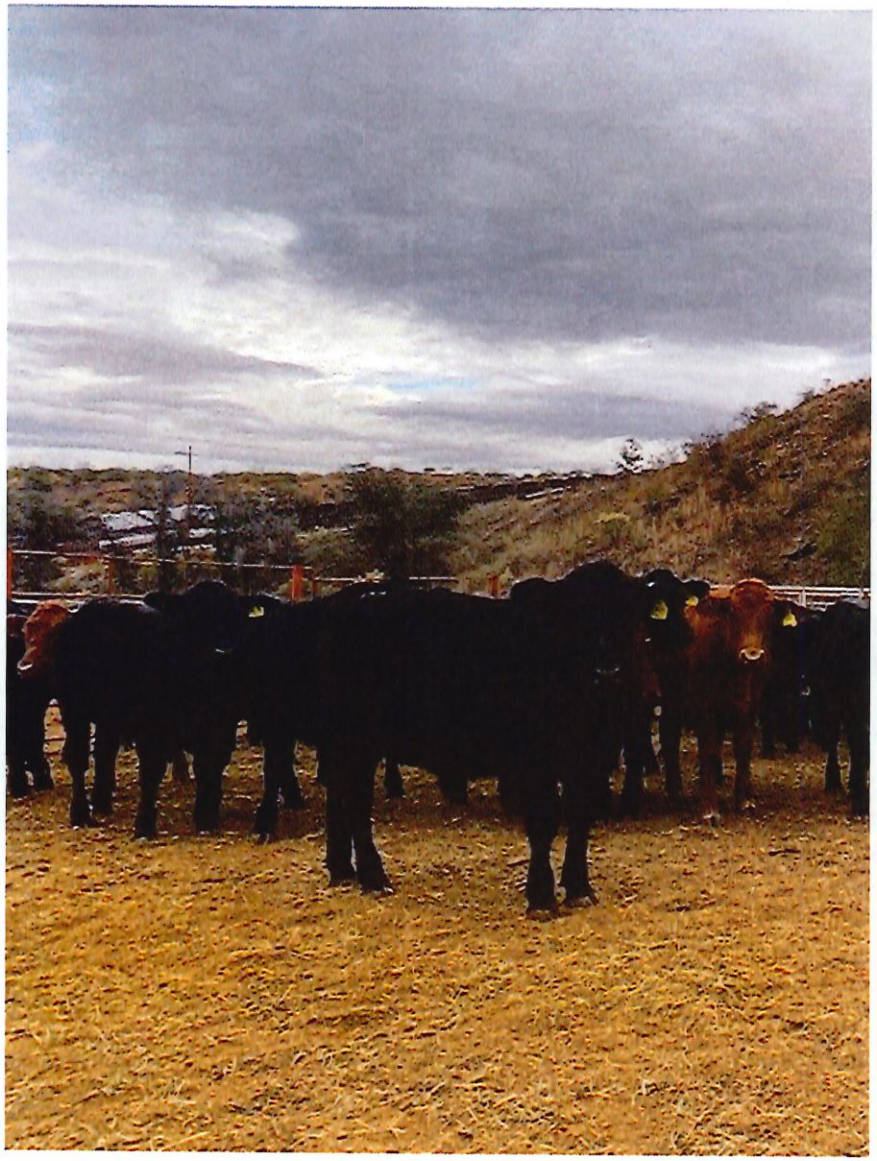
1. The benefit of the cross-border livestock trade.
2. Why is the Nogales livestock POE currently closed?
3. How can state policymakers support a reopening?



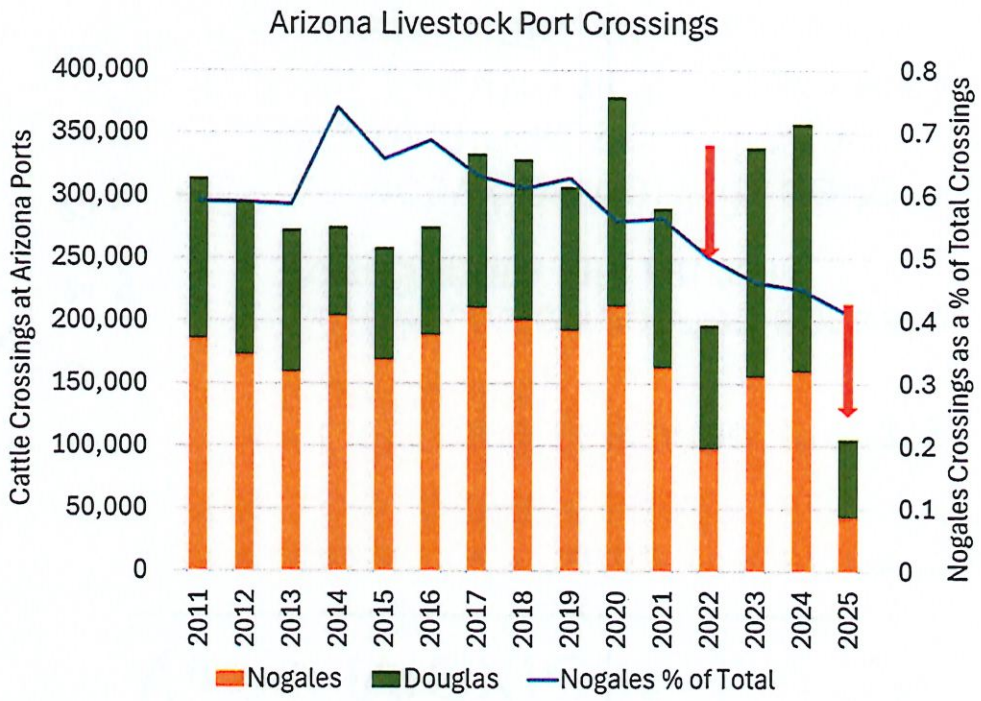
Why Mexican Cattle?

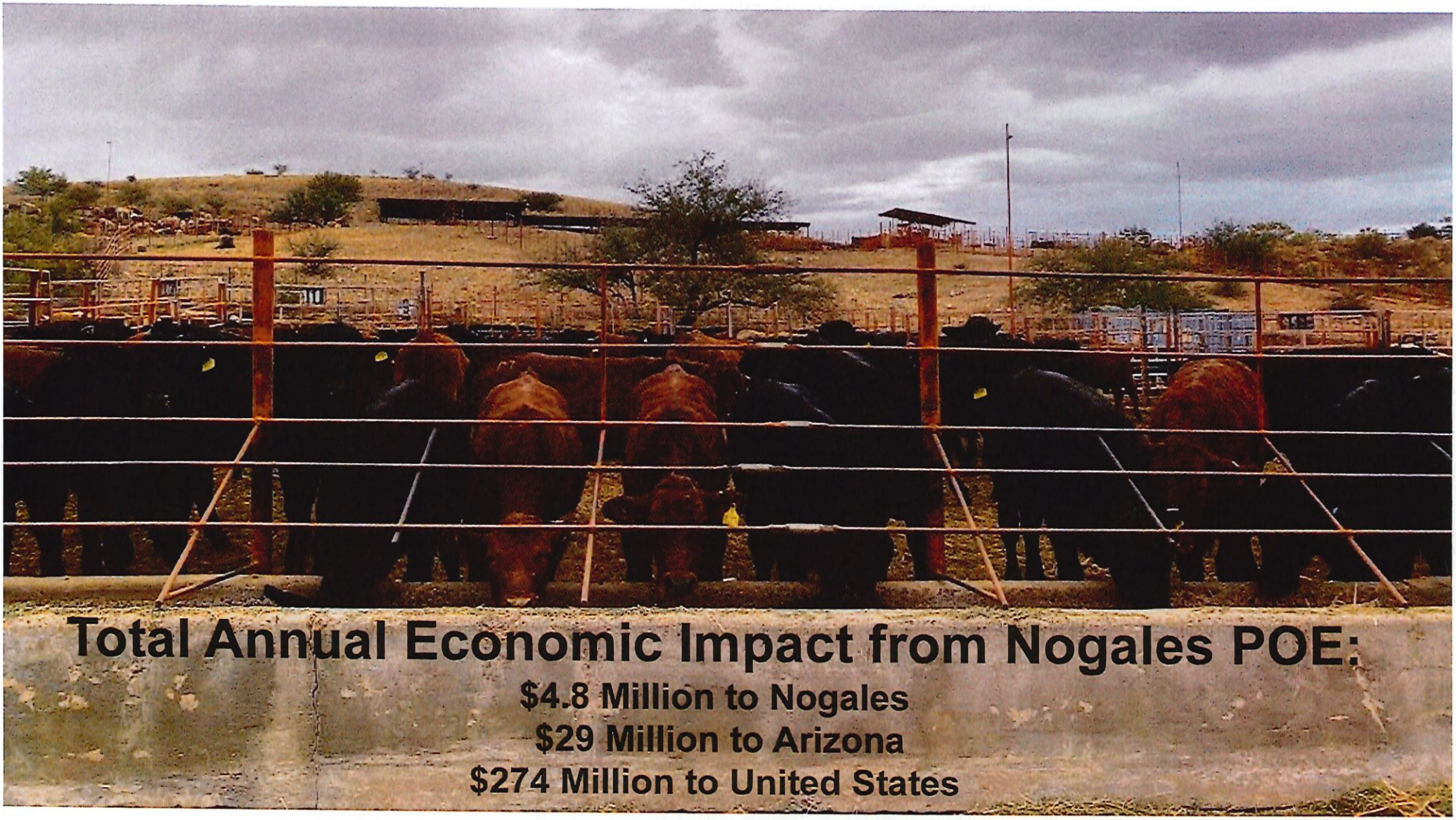


- Imported live cattle help make up the U.S. cattle deficit
  - ~1.3 M cattle imported annually from Mexico
  - ~288 K cattle imported annually from Sonora into Arizona
- Cattle activities contribute to locally retained spending in border communities (truckers, importers, vets, etc.)
- Live cattle contribute a value added product to the US beef supply
  - USDA estimates that the avg. American consumes 60 lbs. beef/year



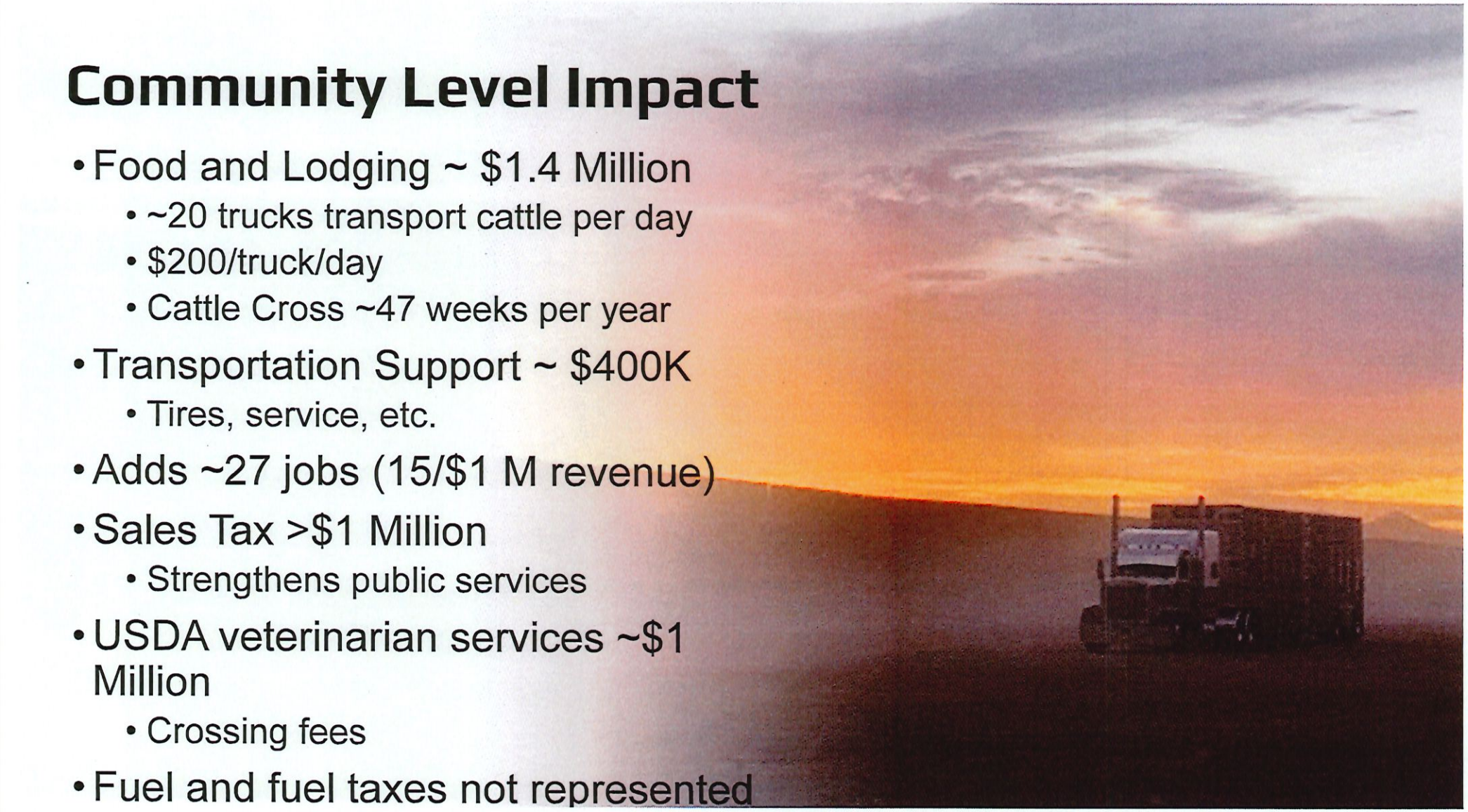
Arizona Beef Cattle Imports




Total Annual Economic Impact from Nogales POE:
$4.8 Million to Nogales
$29 Million to Arizona
$274 Million to United States

Community Level Impact

- Food and Lodging ~ $1.4 Million
  - ~20 trucks transport cattle per day
  - $200/truck/day
  - Cattle Cross ~47 weeks per year
- Transportation Support ~ $400K
  - Tires, service, etc.
- Adds ~27 jobs (15/$1 M revenue)
- Sales Tax >$1 Million
  - Strengthens public services
- USDA veterinarian services ~$1 Million
  - Crossing fees
- Fuel and fuel taxes not represented





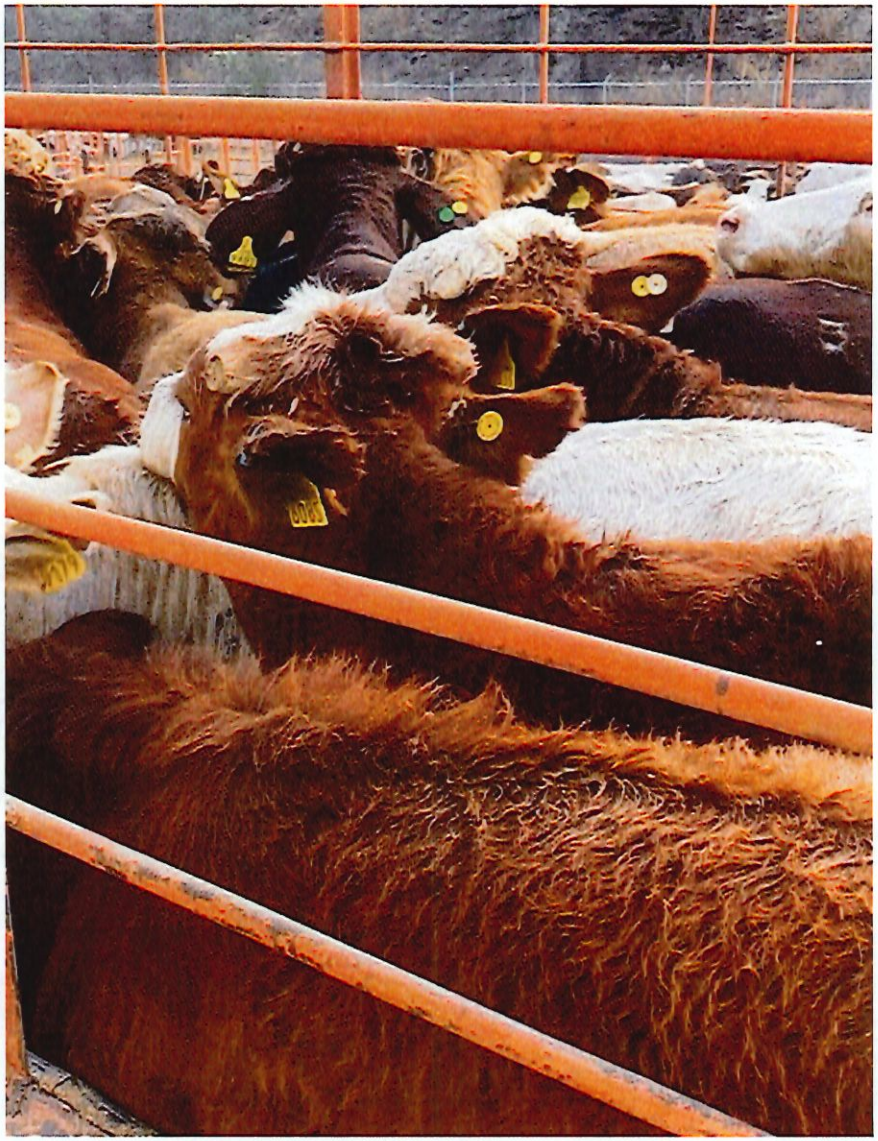
We need your advocacy...

- U.S.- Mexican border has been closed to livestock imports since November 2024 because of New World Screwworm
  - Exception ~3 months in 2025
- Prolonged closure has:
  - Disrupted cattle supplies and increased consumer beef prices
  - Negatively impacted border communities
- Sonora is NWS free

https://www.aphis.usda.gov/livestock-poultry-disease/stop-screwworm/current-status

Safety of Sonoran Cattle

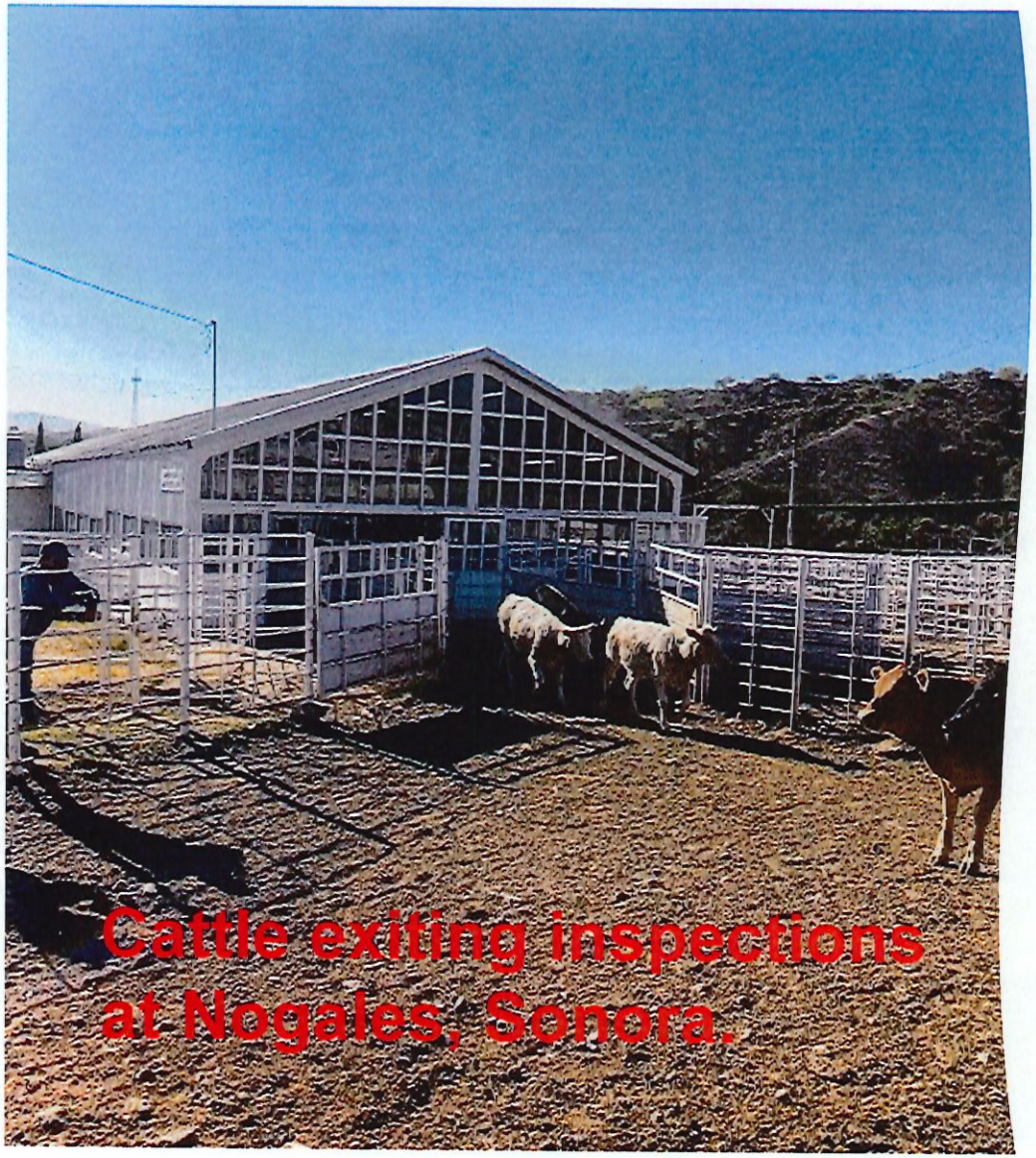
- 40+ year relationship between Sonora and USDA
- Only cattle born and raised in Sonora cross through Sonoran Ports of Enry
- Rigorous USDA-APHIS Import Protocols Include:
  - Cattle eligible for import are inspected 3 times (Mx veterinarian at origin, Mx veterinarian at border, and US veterinarian at border.
  - Cattle receive mandatory dose of ivermectin at origin, transported on sanitized trailers, and tipped before export in a tickicidal dip that kills ticks and NWS larvae





We request...

- USDA consider cattle imports from Mexico on a U.S. and Mexican state by state basis.
- Reopen livestock POEs at Nogales and Douglas
- Arizona should not be penalized for NWS activity in Nuevo Leon and Tamaulipas



THANK YOU
Questions?

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gafleischer1371@gmail.com