

Beef Council

Bullhorn

October 2024



Fuel for Success Dinner: Empowering New Mexico State Student Athletes



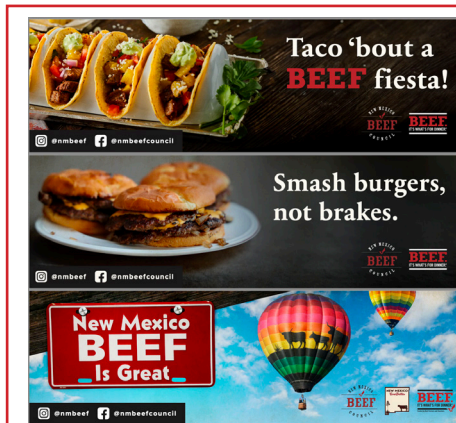
The New Mexico Beef Council is thrilled to share the success of the recent Fuel for Success Dinner, which featured renowned sports dietitian Amy Goodson. This special event took place on August 19th at New Mexico State University and aimed to inspire and educate nearly 400 student athletes on the importance of nutrition in achieving peak performance.

Amy Goodson, MS, RD, CSSD, LD, brought over 17 years of experience in sports nutrition to the event. Amy is also the creator of the Sports Nutrition Game Plan in conjunction with the Texas Beef Council. She has worked with elite athletes from the Dallas Cowboys, Texas Rangers, and Texas Christian University Athletics, among others. Amy is passionate about communicating positive nutrition messages and helping athletes fuel their bodies for success.

During the dinner, Amy shared her insights on how proper nutrition, including the benefits of incorporating beef into their diets, can enhance athletic performance, recovery, and overall health. Lean beef, rich in essential amino acids, iron, zinc, and B-vitamins, plays a pivotal role in muscle recovery and energy production. Amy highlighted how a serving of lean beef can provide around 30 grams of high-quality protein, essential for muscle repair and growth.

The Fuel for Success Dinner was not just about nutrition; it was about empowering our student athletes to make informed choices that will benefit them both on and off the field. This event provided a fantastic opportunity for NMSU athletes to gain valuable knowledge and connect with a leading expert in the field.

For more info on Sports Nutrition Game Plan follow this QR Code:



Consumer Marketing Campaign
During the month of October we are running these billboards in Albuquerque targeting consumers during Balloon Fiesta. Our goal is to encourage visitors to choose BEEF at their next meal. Thanks to the New Mexico Cowbells for the use of the license plate image! If you see our billboards or are in Albuquerque for Balloon Fiesta and eating beef, be sure to tag us on social media!

BEEF

IT'S WHAT'S FOR DINNER®



Social Media

Performance Report

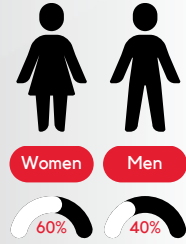
BEST POST

Reach: 13K
Impressions: 29K

369K

Total Facebook Reach
June 2024 to Sep. 2024

Audience Demographic



225K

Total Instagram Reach
June 2024 to Sep. 2024

Instagram: @nmbeef | Facebook: @NMBeefCouncil

National Beef Checkoff
2024 Return on Investment Study
Full Report here:



Ready... Set... COOK!

Four teams competed for the win at the Dutch Oven Cookoff that took place in Winston, New Mexico in August. The New Mexico Beef Council is a longtime sponsor of this event and was proud to be able to sponsor the beef brisket for the cookoff. Along with a beef main dish, each team also had to prepare a side dish, vegetable, bread and dessert for the judges. One team swept all of the categories, but all who participated were winners and happy to see the tradition and skills of Dutch Oven cooking continue.



The 2024 Navajo Nation Jr. Livestock Show and Sale took place on Thursday, September 5, and Friday, September 6, at the Loren C. Lee Pavilion in Window Rock, Arizona. The 2024 Reserve Champion Market Beef was shown by Tatum Lantana from Dreamweavers 4-H in Bloomfield, New Mexico. Marjorie Lantana presented Mr. Cadman with a basket of promotional items and BEEF swag.

For more information on our programs, beef education or our organization visit:
www.nmbeef.com

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