

## Celebrating the Run and Refueling with BEEF

BEEF showed up to cheer on over 1,600 participants of this year's Shiprock Marathon event. Held the first weekend of May, this USA Today Top Ten ranked marathon is a runner's favorite for the rugged desert landscapes of the Navajo Nation. The participants are inspired along the way with live music for motivation to create a memorable running experience. For the first time since covid, marathon runners were able to re-fuel with a post-race meal featuring beef that was sponsored by the New Mexico Beef Council, (NMBC). They enjoyed fresh grilled hamburgers, beef hotdogs, fruit, drinks and snacks. The NMBC also enjoyed having a booth presence and handing out Team BEEF Jerseys, visors, hats, backpacks, stickers, recipes and local beef jerky to all in attendance including volunteers, staff, safety and medical teams, and friends and families who were there to support their runners.

All the proceeds for the marathon go to Navajo YES, a non-profit organization with the mission to promote community wellness, lifelong fitness and youth empowerment in communities across the Navajo Nation. We are a proud sponsor of this event and support the cause of the Navajo YES organization by bringing the beef, and look forward to more opportunities to get involved.



# Shiprock Marathon





## Empowering Women in Agriculture

Hundreds of women from across New Mexico attended the 2025 Women in Agriculture Leadership Conference at the end of April at the Inn of the Mountain Gods in Ruidoso, NM. The New Mexico Beef Council helped sponsor this event that focused on inspiring women to develop their leadership skills, network and share knowledge, and learn to better prepare for challenges in an ever-changing environment. Carollann Romo, NMBC Executive Director welcomed attendees to the conference on the first night and spoke about the council's current work on beef promotion, marketing, education and research in our state. The NMBC enjoyed having a booth at the event that offered beef promotional items and resources.



Marjorie Lantana, "Diamond in the Rough Award" nominee

Listen to the  
 NMBC's Podcast,

"Behind the Burger"

If you'd like to be  
 featured please

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## NMAND and NMBC Partner to Highlight Muscle Health Research

The New Mexico Academy of Nutrition and Dietetics (NMAND) and the New Mexico Beef Council (NMBC) joined forces to bring cutting-edge research on muscle health and aging to their members. This collaboration centers around a presentation by Dr. Emily Lantz, an expert in nutrition and muscle metabolism, titled "Optimizing Muscle Health in Aging: The Essential Role of Dietary Protein."

Dr. Lantz's research focuses on the impact of dietary protein on muscle preservation, particularly in aging populations. Her work emphasizes the importance of high-quality protein sources, including beef, in maintaining muscle strength and preventing age-related decline. Studies suggest that older adults may benefit from increased protein intake and physical activity to support muscle function and overall health.

Through this partnership, NMAND and NMBC aim to educate health professionals, dietitians, and consumers on the latest findings in nutrition science. The initiative includes seminars, workshops, and educational materials highlighting the role of beef and other protein-rich foods in promoting longevity and mobility.



**BEEF**  
 IT'S WHAT'S FOR DINNER.®



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