



BEEF COUNCIL bullhorn

Beef Ads for the Holidays

NMBC launched a digital out-of-home advertising campaign targeting grocery stores and other relevant retail locations. Ads were strategically placed on screens near store entrances, at checkout, and throughout the store footprint. The campaign promoted Beef as the ideal choice for holiday meals, showcasing its versatility and featuring Appetizers, Roasts, and other Holiday recipes.

This campaign effectively reached consumers across the entire state of New Mexico, delivering impactful messages at the point of purchase. Ads included direct calls-to-actions and embedded QR codes which provide consumers easy access to BIWFD recipe content while inspiring shoppers to choose Beef for their next meal.

Beef. Bringing Everyone Together This Holiday Season.



Beef. A Holiday Tradition



FIND A HOLIDAY RECIPE EVERYONE WILL LOVE

Family, Fun, and Football at Ag Day 2024

The New Mexico Department of Agriculture and the New Mexico State University College of Agricultural, Consumer and Environmental Sciences hosted this street-fest event with booths that featured family and kid-friendly activities showcasing agricultural learning. The New Mexico Beef Council (NMBC) was happy to sponsor this annual event taking place prior to the NMSU homecoming football game that took place in November. The NMBC partnered with Doña Ana County Farm Bureau to serve delicious beef brisket slider samples to the crowds. Pistol Pete posed for a T-bone Steak photo-op with his friend Kate Cooper while Kimberly Stone, NMBC Vice Chair, handed out I-Heart-Beef stickers to smiling kids of all ages. Families enjoyed the educational Beef Cuts Chart and received a clear stadium bag and fun beef educational items for kids.





From Gate to Plate: A Comprehensive Beef Experience at NMSU

The New Mexico Beef Council provided a true Gate to Plate experience in November at NMSU with their Hotel Tourism and Restaurant Management (HRTM) program. The day included many interactive opportunities for the students at both the NMSU Meat Lab and in the HRTM Classroom. The event began with a tour of the NMSU cattle feedyard, led by Dr. Shanna Ivey and Dr. Eric Scholljegerdes, where participants learned about cattle management and feeding practices. The group then visited the NMSU Meat Lab, where Dr. Francine Giotto discussed meat grading and the meat science program. Eleck Stone and Kate Cooper, NMSU students from ranching families, shared insights into the life and challenges of cattle producers. Jacob Painter demonstrated meat grading and breaking down a carcass, with assistance from the Meat Judging team. In the HRTM Kitchen, Chef Jon Young led a cooking session, teaching participants to prepare a unique beef recipe. Kate Schulz then discussed the nutritional benefits of beef, emphasizing high-quality protein in a balanced diet. The day concluded with a final discussion led by Kate Schulz and Carollann Romo, allowing attendees to ask questions and engage in dialogue. Overall, the event provided a comprehensive exploration of the beef industry, from cattle feedyards to the dinner table, highlighting the importance of beef in nutrition and culinary arts.



Local Beef Directory

We are working on compiling a list of places to purchase beef from locally owned ranches, retailers and packers. We'd love to include you in this directory if you'd like. Follow this QR code to give us information about how customers can buy beef from you.



YOUR CHECKOFF DOLLARS AT WORK ON ESPN!

Sign up for FREE!

NO BODY BEATS OUR MEATS!

NEW MEXICO BEEF COUNCIL

ISLETA NEW MEXICO BOWL ALBUQUERQUE

GREEN CHILE TERIYAKI FLAVOR

BEEF JERKY

The New Mexico Beef Council (NMBC) was thrilled to sponsor the Isleta New Mexico Bowl held on December 28th at University Stadium in Albuquerque. Mouths watered as crowds passed by the NMBC's cheeseburger banner that was placed at the stadium's main entrance. The National TV Viewership reached upward towards 3,000,000, with a sideline banner and the "Beef It's What's for Dinner" logo being seen loud and clear. Two Public Address Announcements with concurrent logo recognition on the video boards impressed that "lean beef has over 10 essential nutrients in about 170 calories", during the bowl game. The NMBC was very pleased to have the opportunity to co-brand with the Isleta New Mexico Bowl and Albuquerque's own, "The Daily Jerky" to include beef jerky in swag bags to 360 coaches, trainers, managers, players and staff from both teams.

New Mexico Beef Council Co-Branded Beef Jerky Swag Bag Label



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