



BEEF COUNCIL bullhorn

Beef Culinary Workshop: A Day of Learning and Delicious Discoveries!

On February 11, 2025, the New Mexico Beef Council were guest speakers in Chef Danielle Young's Food Quantity Class at New Mexico State University. The event was a perfect blend of lectures and hands-on activities, offering students a comprehensive understanding of beef cooking and consumer insights.

Nutritional Insights

Dietitian Kate Schulz led the attendees in a discussion on the nutritional components of beef. She highlighted that beef is a naturally nourishing and sustaining food, providing 25 grams of protein per serving along with 9 other essential nutrients. Kate then dived into consumer insights and trends, providing valuable knowledge on how beef fits into the current market and consumer preferences.

Hands-On Learning

This year, the class chose to feature a Steak Pesto Caesar Salad in their 100 West Café but faced a challenge in deciding on the best cut of beef. Chef John Young stepped in with a hands-on demo and discussion on the differences between chuck steak and round eye steak. He shared tips and tricks for cooking, menu decision-making, plating, and presentation, ensuring students left with practical skills to enhance their culinary creations.

Visit 100 West Café

We encourage those in Las Cruces and the surrounding area to visit the new 100 West Café located in Gerald Thomas Hall at NMSU. The café is open each Friday from February 14 to May 2, from 11 AM to 1 PM.



New Mexico Beef Council is Excited to Launch Our NEW Podcast!



We are telling the stories behind the beef in New Mexico. Scan the QR code to listen to "Behind the Burger" on your favorite podcast app.





Beef Class at West Mesa High School

Over 20 students in the Culinary Arts Program learned about where the beef they eat comes from, cooking methods and degrees of doneness, and about what the New Mexico Beef Council (NMBC) does. NMBC Executive Director, Carollann Romo, gave a brief introduction on the checkoff dollars and how they are spent on beef promotions, research, marketing, information and communication. She shared a map of New Mexico with pin locations for all the schools that were participating in the Beef Grant program this school year and examples of billboards, social media, sports and grocery store beef advertising. Carollann asked the class how they liked their steaks cooked and received some good responses. The class instructor, Chef Robert Miera, asked about grass vs. grain finished and a brief discussion took place. Chef Jon Young demonstrated the difference between strip and top sirloin steak. He seared them for different lengths of time while explaining temperatures of medium-rare to well-done. Chef Jon brought a demi-glace and bearnaise that he had already prepared and taught the students how to make a hollandaise. The class concluded with the students each building their own steak slider sandwich on a green chile cheddar biscuit with their sauce of choice.



ENGAGE WITH US!

When you engage with our social media, you help share our message with consumers. Here's how you can help, in order of importance:

1 SHARE

Send our posts directly to someone who might be interested. Sharing is the fastest way to spread the word!

2 TAG

Tag a friend or colleague who would find the content useful or interesting.

3 COMMENT

Join the conversation by commenting on our posts, videos, and stories. Your insights make our community stronger.

4 LIKE OR REACT

Show your support with a like or reaction to let us know you appreciate our content.



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