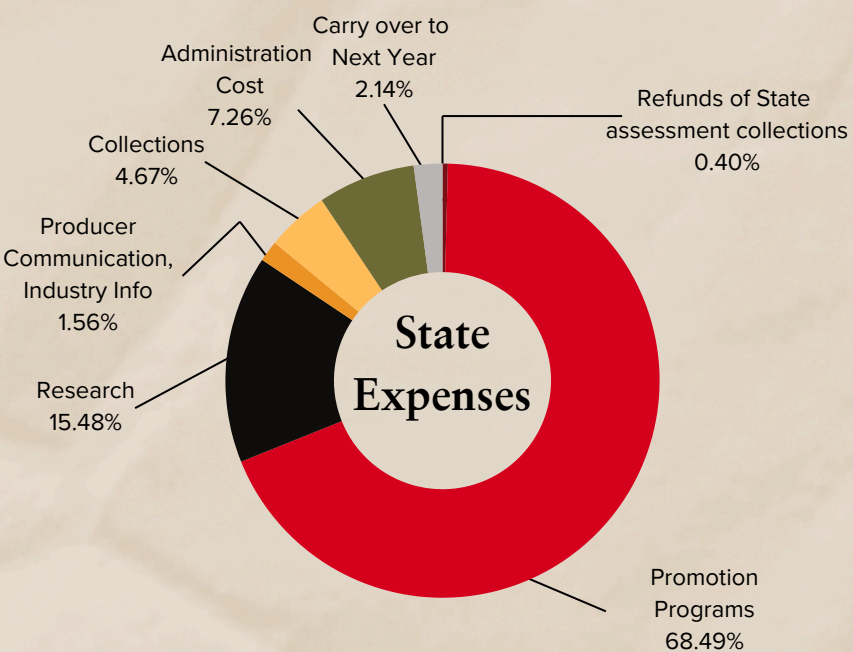
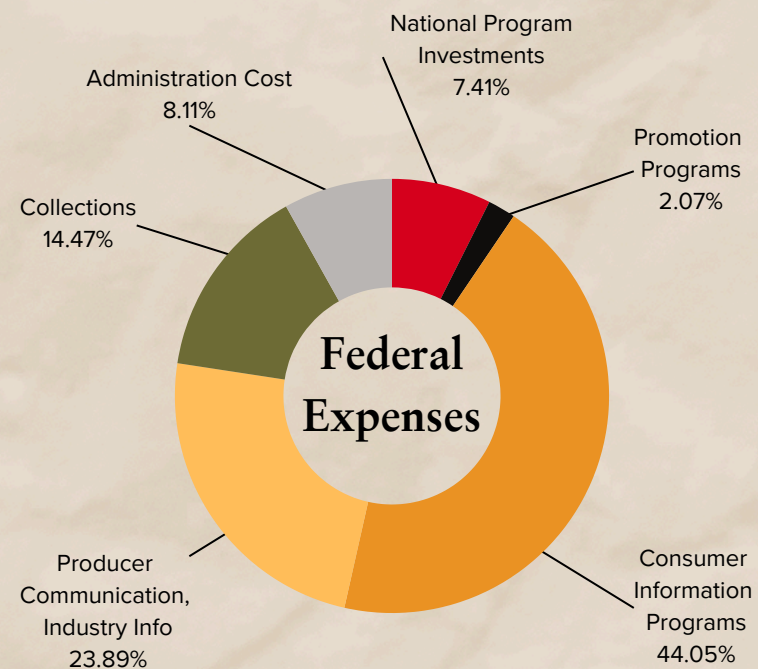


**The New Mexico Beef Council** is the Beef promotion, research and consumer education arm of New Mexico's Beef Community. The New Mexico Beef Council, via the New Mexico Livestock Board, collects \$1 per animal sold pursuant to the Beef Promotion and Research Act of 1985, known as the Federal Beef Checkoff, and \$1 per animal sold pursuant to the State Assessment as passed in 2019 with state law. The Federal Beef Checkoff is split between the Cattlemen's Beef Board (\$0.50) and the New Mexico Beef Council (\$0.50). Combining both the state and federal dollars, the New Mexico Beef Council works to **increase and protect the demand for beef with promotion, research, advertising, education and more.** The NMBC operates under the guidance of its Board of Directors. The Board consists of nine directors appointed by the New Mexico Secretary of Agriculture, with the approval of the governor, for terms of three years. Board members are residents of New Mexico and beef producers representing these sectors: beef producers, fluid milk producers, purebred breeders and cattle feeders. The programs outlined in this Annual Report were approved activities in the NMBC Marketing Plan by the Board of Directors for FY23-24.

# NEW MEXICO BEEF COUNCIL

## ANNUAL REPORT FY 2023-2024

2023-24 Audited Federal Financial Report	
Carryover From Prior Year	\$111,929
Less CBB	(\$600,865)
Check off and Interest	\$1,203,604
<b>TOTAL Sources</b>	<b>\$714,668</b>



2023-24 Audited State Financial Report	
Total State Assessments and Interest	\$715,696
Less Refunds of State Assessments	(\$2,838)
<b>TOTAL Sources</b>	<b>\$712,858</b>



### Understanding Your Checkoff Dollars



Learn more at [www.nmbeef.com](http://www.nmbeef.com)

## Celebrating Women in Agriculture

Women are an important part of the agricultural sector. They are involved in many aspects of food production and are stewards of their farms and ranches, while contributing to sustainable land and natural resource management. There are over **12,500-woman farmers/ranchers in New Mexico** with an economic impact of \$88.5 million to our State. We value our ongoing partnerships with WALC (Women in Agriculture Leadership Conference) through the New Mexico Farm and Livestock Bureau, ANCW (Region 6 American National CattleWomen Inc.), the United Dairy Women of New Mexico, and the New Mexico CowBelles on our combined efforts in beef promotion.



**\$88 million Impact in NM Ag**

## Educating Our Future Through Partnerships

The United States Beef Academy (USBA) is an educational event for young men and women who are motivated to learn about the beef industry. Under the direction of New Mexico State University (NMSU) Department of Extension Animal Sciences and Natural Resources and Texas Agri-Life Extension, students learn current methods and technology in beef production. The US Dairy Education and Training Consortium (USDETC) provides a unique educational opportunity through **both classroom and experiential learning**. USDETC attracts students that will continue into the dairy profession. The Youth Ranch Management Camp collaborates with NMSU Cooperative Extension Service and other industry partners to offer life altering education for students in ranch management.



## Strong Minds Strong Bodies: Physician Outreach Toolkit

The New Mexico Beef Council, in collaboration with the National Cattlemen's Beef Association, participated in the Strong Minds Strong Bodies Physician Outreach Toolkit initiative. This program aimed to educate physicians about the nutritional benefits of beef, particularly for school-aged children. As a result of this outreach, **90% of respondents have recommended or intend to recommend beef for children**. High-quality protein, such as that found in beef, is essential for the growth, repair, and maintenance of all body tissues. Impressively, 97% of respondents acknowledged the importance of high-quality protein in supporting overall health and development.



**90% RECOMMEND BEEF**

## BEEF is Boss on ESPN

The New Mexico Beef Council sponsored its first college football bowl game in 2023, the Isleta New Mexico Bowl. The field level "Beef It's What's for Dinner" signage was seen on ESPN TV for over two and a half minutes total throughout the game, with a **media value of \$57,016**. The signage was also displayed on the Jumbotron along with logos and a sizzling beef-centric public address announcement.



**2.5 Minutes of ESPN Airtime**

## Fuel for Success: Empowering Student Athletes

The New Mexico Beef Council sponsored a "Fuel for Success" steak dinner in February of 2024 at the University of New Mexico. Renowned sports dietitian Amy Goodson, with over 17 years of experience, shared her expertise on how proper nutrition, including **lean beef, enhances athletic performance**, recovery, and overall health. Nearly 400 student-athletes were empowered to make informed nutritional choices, showcasing their commitment to excellence both on and off the field.



**400 Student Athletes**

## Advancing Meat Science in New Mexico

A ribbon cutting ceremony was held in November of 2023 for the new Meat Science Lab on the New Mexico State University campus. Several dignitaries, elected officials, NMSU representatives, New Mexico Beef Council Directors, alumni and community members gathered to celebrate the new facility. These facilities will make it possible for NMSU to build greater research capacity, create new partnerships with private industry and governmental agencies, and allow the University to **compete for grants in meat science research and education**.



**Meat Science Lab**  
NEW MEXICO BEEF COUNCIL  
NM STATE

## A Word from Carrollann Romo

Dear New Mexico Beef Producers,

Thank you for the warm welcome I have received in the community and throughout the state. I look forward to meeting more of you and learning from all of you as we work to further the beef industry together. As I have just began my new role, I wanted to highlight a few of my favorite things we are working on for FY24-25 as a sort of preview for the new year while still celebrating what was done in the past year:

- **Beef billboards** for the month of October in Albuquerque
- **September Family Meals Month** social media campaign
- Partnership with New Mexico Athletics Association bringing the resource: **Sports Nutrition Game Plan** to students
- Beef Grant Program **expanding to more than 50 schools** throughout the state of New Mexico.

I am so excited for the possibilities and am looking forward to sharing more good news with you at upcoming events and when meeting you in person. If you have any ideas, input or questions, please feel free to contact me.

Sincerely,

*Carrollann Romo*

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Follow our instagram  
**@nmbeef**



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[www.NMBEEF.com](http://www.NMBEEF.com)