

BEEF COUNCIL bullhorn



What is the Sports Nutrition Game Plan?

The Sports Nutrition Game Plan is a comprehensive initiative that focuses on educating athletes, coaches, trainers, and parents about the critical role nutrition plays in performance, training, and recovery. With the New Mexico Beef Council's expertise, the program places special emphasis on the benefits of incorporating beef into a well-rounded diet. The FREE online platform provides videos, handouts and additional resource materials for participants to gain valuable insights into meal planning, nutrient timing, and how to fuel the body for optimal athletic performance.

Why Beef?

Beef is an excellent source of high-quality protein, essential vitamins, and minerals that are pivotal for muscle growth, energy, and overall health. By incorporating beef into their diets, athletes can benefit from its nutrient density to enhance their training regimen and recovery process.

NEW MEXICO BEEF COUNCIL AND NEW MEXICO ACTIVITIES ASSOCIATION JOIN FORCES

The New Mexico Beef Council is delighted to announce an exciting new partnership with the New Mexico Activities Association. Together, we're proud to feature the Sports Nutrition Game Plan, a cutting-edge program designed to empower high school athletes with the nutritional knowledge they need to excel in their sports and maintain peak health. A program created and funded by the Texas Beef Council.

How to Get Involved:

Register today by scanning the QR code or visiting our website at www.nmbeef.com



Niki (Far Left) joins fellow Beef Council Directors, Staff, and their families at Balloon Fiesta in Albuquerque

NMBC WELCOMES NIKI HENARD

NMBC's newest Council Director was appointed in early September. Niki is a beef producer from Tatum, New Mexico, located in Lea County. She will represent the New Mexico Beef Council through June of 2027.

September Social Media Challenge: Gather 'Round the Table, New Mexico

Throughout September, we encouraged families across the state to gather around the dinner table, share their stories, and enjoy nutritious meals made with beef.

Thanks to enthusiastic participation, we achieved over 1 million impressions—1,021,521 to be exact! This incredible reach reflects the importance of family meals and the pride New Mexicans have in supporting local ranchers and producers. Participants shared heartwarming photos, recipes, and memories from their family dinners, and our challenge brought together families from all walks of life. A special congratulations to Jackie Freeman, our grand prize winner, who received a NMBC cooler packed with everything needed to create more cherished moments around the dinner table.



The New Mexico Beef Council offers free beef resources including recipe cards to consumers. Please contact nmbef@nmbef.com for more information or to request free beef resources.

INGREDIENTS:

- 3/4 cup butter, softened (1-1/2 sticks)
- 1/2 cup sugar
- 1/2 cup brown sugar
- 1/2 cup creamy peanut butter
- 1/2 cup chocolate-hazelnut spread
- 1 egg
- 1 tablespoon vanilla extract
- 1-1/2 cups all purpose flour
- 1 teaspoon baking soda
- 1/4 teaspoon kosher salt
- 2/3 cup finely chopped beef jerky
- 1/4 cup bittersweet chocolate chips

COOKING:

1. Preheat oven to 350°F. Combine butter, sugars, peanut butter and hazelnut-chocolate spread in large bowl. Using hand or stand mixer, mix until fluffy. Add egg and vanilla; mix until fully incorporated.
2. Combine flour, baking soda and salt in medium bowl; whisk together. Add flour mixture to butter mixture; mix until fully incorporated; do not over mix. Add in jerky and chocolate chips. Divide dough into 24 equal balls. Place on 2 ungreased shallow-rimmed baking sheets. Bake in 350°F oven 13 to 15 minutes or until tops are evenly cracked. Cool 10 minutes before serving.

NMBC Welcomes 21 New Schools

New Mexico Beef Council offers a grant program for New Mexico Schools and reimburses each school up to \$1,000 per school year for the purchase of beef used in their "BEEF" coursework covering culinary arts, food preparation, nutrition, family and consumer science, beef production and ranching, and ProStart to name a few. We would like to welcome and thank the NEW schools that have joined the program from counties across our state. For more information, or to acquire beef teaching resources free of charge go to nmbef.com or contact our office.



NMBC Welcomes Mora Homeschool Learning Co-OP in Sapello, New Mexico

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