



BEEF COUNCIL bullhorn

Getting to Know

Carollann Romo

NM Beef Council, Executive Director

Growing up a cowgirl in Los Angeles County sounds like an oxymoron but, for me, it was a wonderful childhood. I was a generation removed from the family farm because my dad moved to town to be a cowboy in the movies. We lived in a rural community in the mountains outside of the big city and raised and showed livestock in 4-H and competed in way too many junior and high school rodeo events. I now live in Albuquerque with my husband Elliott and our daughter Rietta. On the weekend you may find us at a team roping jackpot chasing down a win, and we also love to travel and hunt in our free time. My husband is a dentist in Albuquerque in a family practice if you ever want to come visit the “cowboy dentist.”

My interest in the Executive Director role stemmed from my love for our state, my love for agriculture and my desire to continue building relationships and furthering the beef industry. With valuable boots to fill, I think the keys to success for me as the new Executive Director will be humility, openness to learning and the work ethic it takes to get the job done.

With ten years marketing experience behind me, I have a willingness to learn and an appetite to grow as a person and a professional. I want to be the kind of leader that gives the council and New Mexico producers the results and impact that they expect. My last role was with Rabo AgriFinance and when I think about my career highlights and professional successes, beef is at the center from hosting Australian Beef Producers for a tour of the U.S., a tour of U.S. producers to Australia, leading the bank’s presence at NCBA’s Cattle Convention and even a recent event hosted with the U.S. Roundtable for Sustainable Beef.

While I may not be a born and raised New Mexican, I don’t think you’ll find a more enthusiastic advocate for our great state. I like to refer to our home state as “America’s Best Kept Secret” with our low population, beautiful scenery and diverse agriculture.

Becoming the Executive Director of the New Mexico Beef Council has been tremendously exciting for me and my family. I look forward to meeting many of you in my travels and serving you all in beef promotion and education.



DINA CHACON-REITZEL

Congratulations on your *Retirement*

We deeply appreciate your years of dedicated service and wish you all the best.

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Directors & Staff



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Serving Up the Beef Ribeye

NM Livestock Board Annual Meeting

The New Mexico Beef Council (NMBC) was honored to sponsor a banquet featuring a delicious beef ribeye dinner for the New Mexico Livestock Board (NMLB) at their annual meeting in July. To express our gratitude for the NMLB's Inspectors and their contributions to the Checkoff, NMBC Council Directors distributed bags filled with beef producer and consumer information, along with mesh back trucker hats promoting New Mexico beef. During the event, Cole Gardner, former NMBC Chairman, spoke about the Beef Checkoff and the NMBC's programs, including Promotion, Research, and Consumer Information. The meeting was well-attended, and the NMBC's presence was greatly appreciated by the NMLB.



NM 4-H Youth Shine in Las Cruces

This summer, the New Mexico Beef Council turned up the heat and sponsored the State 4-H Conference and Meats Judging Contest hosted at NMSU. The Meats Judging Contest continues to gain momentum, showcasing its growing popularity. At NMSU's main campus, 335 participants gathered for an action-packed annual NM State 4-H Conference, where 260 youth participated in contests, workshops, and leadership sessions. The event culminated with an awards ceremony, celebrating the talents of young participants across 24 contests.

2024 Meats Judging Contest Winners

- 1st Place: Curry County Team
- 2nd Place: Dona Ana County Team 1
- 3rd Place: Santa Fe County Team 1
- 4th Place: Roosevelt County
- 5th Place: Eddy County



Curry County Meats Judging Team
(L to R) Greeley Goodson, Kyle Wood, Shalee Priest accepting on behalf of Jayda Goodson, and Reece Robb



NM State 4-H Ambassador, Kasi Montoya, presents **Sponsorship Recognition** to NMBC Executive Director, Dina Reitzel.

Eastern Navajo Fair Celebrates 46 Years

The fair festivities kicked off with a lively golf tournament on Monday, July 22nd, at the UNM Championship Golf Course. With 100 participants swinging for success, each golfer received a special goodie bag courtesy of the New Mexico Beef Council (NMBC). Marjorie Lantana from NMBC shared, "Mr. Mark Freeland, Golf Tournament Coordinator, and all the tournament participants were thrilled with the generous donations from NMBC."



Marjorie didn't stop there—she also coordinated the Junior Livestock Show and Archery Contest held in Crownpoint on July 25 and 26th. Over thirty enthusiastic 4-H participants were delighted to receive beef resource

bags and promotional items from NMBC. The festivities culminated with a delicious beef hamburger cookout during the Awards Presentation on July 26th, where 4-H families savored the flavors of their hard work and achievements.

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