



BEEF COUNCIL bullhorn

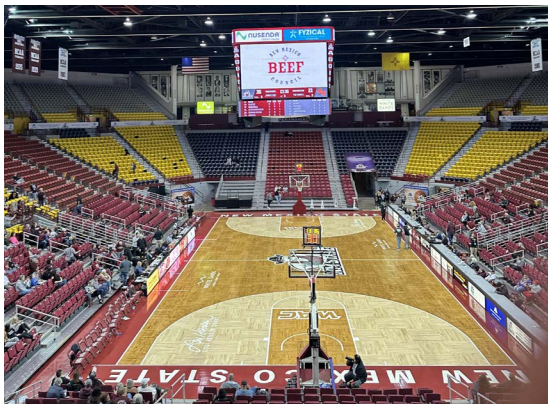
American Heart Association®



FEBRUARY IS AMERICAN HEART MONTH

The New Mexico Beef Council has created a partnership with the American Heart Association for the month of February which includes the annual "Go Red for Women" luncheon. Additionally, several American Heart Association – Certified recipes have been added to the NMBC Recipe file at NMBeef.com. ■

BEEF, IT'S WHAT HEALTHY ATHLETES EAT



The New Mexico Beef Council entered into sponsorships with New Mexico State University and University of New Mexico Athletics last fall. The sponsorships connect NMBC directly with the athletic directors and coaches for both schools. Our emphasis for these programs is to focus on healthy eating habits for all athletes. NMBC also receives signage at various sports competitions including this jumbotron banner that was displayed at a recent NMSU game at the Pan Am Center. ■



Dina Chacon-Reitzel, Kathryn Malcolm Callis and Cole Gardner

KATHRYN MALCOM-CALLIS RECOGNIZED AS "EDUCATOR EXTRAORDINAIRE"

The New Mexico Beef Council's Beef Education program has been fortunate, over the years, to have incredible presenters represent them at various agriculture education events across New Mexico. It is therefore sad when one leaves.

Kathryn Malcolm Callis has been a dedicated NMBC beef educator and is now choosing to retire and will be very much missed.

Kathryn lives in Clayton New Mexico and for over 17 years has dedicated her time to speaking to thousands of students and teachers in various locations across the northern part of the state. She has traveled hundreds of miles and planned dozens of Beef presentations on behalf of the NM Beef Council. Kathryn's educational efforts not only included beef information about the industry and the families who are involved but she also made sure to always bring in extra items to supplement her presentations. Ollie, her loyal dog, was always with her along with visual aids such as saddles, chaps, and western gear, showing the tools that are necessary in the everyday life of a rancher. NMBC would then provide additional materials in the form of banners, beef jerky, coloring books and more.

At the December 2022 NMBC Board Meeting Dina Chacon-Reitzel and NMBC Board members presented Kathryn an engraved Nambe platter in recognition of her commitment to the NMBC Beef Education program. She will be truly missed but we wish her the best of luck in her retirement and a well-deserved rest! ■



Jim Hill

GET TO KNOW YOUR NEW MEXICO BEEF COUNCIL

Jim Hill has served on the Council for the past four years. "I've learned so much about our industry as a Council member," says Jim enthusiastically. Jim and his wife, Debbie, raise Angus and Angus/Hereford Crossbreeds as well as running a very successful hay business in Mesilla Park. He considers himself

blessed to work with two of his sons daily and because he enjoys so many of the people with whom he has worked over the decades. Jim grew up in Tennessee and went to college at Texas Western (University of Texas El Paso) to play football. After an injury, he gave up the dream of being a professional football player and settled into that of being a family man working the land. Jim and Debbie have five children and fourteen grandchildren. Jim's favorite beef dish: Prime rib with real horseradish. After decades of working in the agriculture industry, Jim knows the biggest challenge for ranchers and farmers was, is and will continue to be water. ■



To learn more visit www.NMBeef.com

1209 Mountain Road Place NE, Suite C ■ Albuquerque, NM 87110 ■ 505-841-9407 ■ www.NMBeef.com



KIDS, KOWS & MORE

Students from Colfax County and surrounding communities converged on the Raton Convention Center this past October. Kids & Kows & More workshops, covering all areas of agriculture, were provided to students and teachers. New Mexico Beef Council provided a speaker, Kathryn Malcolm Callis from Clayton, NM to present information about the Beef industry to those attending. Resources in the form of coloring books, crayons, rulers and Beef jerky were provided to students to reinforce messages about the important role Beef plays in their everyday lives.

In November, NMBC helped to support the Socorro County Ag Literacy Day taking place at the Socorro County Fair Grounds. Students in 3rd & 4th grades attended and were provided beef resources in the form of coloring books, crayons and fun rulers to take home.

NM Beef Council is proud to support education efforts for students across the state. Kid friendly education resources can be provided to your community programs. Contact NM Beef Council at 505-841-9407, nmbeef@nmbeef.com to request activity sheets and fun items for your next ag-related event. ■

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NEW MEXICO
BEEF
COUNCIL

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Moos News 1

NEWS YOU CAN "COWNT" ON!

COWBOY BOB'S SPECIAL MESSAGE

Handy cowboys and cowgirls:
I have been busy running up cattle, fixing fences, and reading your letters. Keep them coming. I enjoy hearing from you. Send them to:

Cowboy Bob
NM Beef Council
1209 Mountain Road NE, STE 310
Albuquerque, NM 87110

In this edition you will find some fun games you can play and information that I am sure you've never heard before. For example, did you know that one cowhide will yield 14 soccer balls... or 40 footballs?

Cows play an important part in everyone's life. Not only are they used for food, but they are "cowgirls" too! Cows eat things people eat! They help recycle products that normally would go to waste. For example they eat fruit pits, potato peels, sugar beet pulp, etc. If we ate those things we would have a big tummy ache for sure. These items help to build wholesome, healthy beef that people can eat all over the world!

Take care little partners and don't forget to write Cowboy Bob! Send me your questions and I will try my best to answer them!

Happy Trails
Cowboy Bob

"A personal thanks to those of you who have called and emailed New Mexico Beef Council asking for information. We value your input and will continue to provide you with the most up-to-date information about our hard working, dedicated farm and ranching families and their goal of producing healthy, wholesome beef for the world. We invite you to participate in one of the many Beef Education Programs that take place during the school year in various communities around the New Mexico. For additional information please visit www.nmbeef.com."

Thanks,
Dina

Fun Games and Activities
www.McKenzieFarm.org
Developed by American Farm Bureau Foundation

Color Us Happy
A baby cow is called a calf.
Cattle come in all colors.
Red, black, white, gray, tan, pink, & white and red & white.

Cow Jokes
Where do Cows Go To Dance?
To the Meat Ball!
Why Do Cows Wear Belts?
Because Their Horns Got Too Weak!



Craig Gifford, Marjorie Lantana and Marcy Ward

NMSU, COUNCIL MEMBER PRESENT AT NAVAJO LIVESTOCK MANAGEMENT PROJECT

New Mexico Beef Council Board member Marjorie Lantana was joined by Marcy Ward and Craig Gifford, NMSU, to present at the Navajo Livestock Management Project last month. The program was held in Crownpoint, NM and hosted by the staff from Diné College Land Grant Office and Navajo Sustainable Agriculture Project. Councilwoman Lantana reported that it was a productive day for the ranchers. ■

NEW MEXICO AUCTIONEER WINS WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP QUALIFIER



Sixto Paiz - WLAC Qualifying Event Champion; Mike VanMaanen, LMA Vice President; Jake Drenon, Windsor Livestock Auction Co. Inc.

Sixto Paiz, of Portales, N.M., was named champion at the 2023 World Livestock Auctioneer Championship (WLAC) qualifying event at Windsor Livestock Auction Co., Inc. in Windsor, Mo.

"To be around guys like I was around today - that's what I live for," Paiz said. "That's why we all go to these competitions. It's for the comradery with people that you know are doing the same things you do each and every day and have the same passion for it. If they didn't, they wouldn't be entering in the competition." Paiz has been auctioneering for around seven years, and currently sells regularly for three livestock auctions, a car sale and an equipment auction company out of Midland, Texas. This was his fourth time competing at a WLAC qualifying event and third time qualifying for the semifinals.

We wish Sixto the best of luck when he competes at the World Livestock Auctioneer Championship held in conjunction with the LMA Annual Convention June 7-10, 2023, in Arcadia and Punta Gorda, Fla. ■

UPCOMING EVENTS

FEBRUARY

- | | |
|--|---|
| <p>1-4
NCBA Convention in New Orleans</p> <p>9
American Culinary Federation-NM Chapter-NMBC sponsoring a chapter meeting at NMBC offices</p> <p>16
Ag Fest in Santa Fe, NMBC is a sponsor</p> | <p>22
American Heart Association Go Red for Women Hotel Albuquerque luncheon</p> <p>27
ProStart Culinary Program Invitational Sheraton Uptown Hotel-Albuquerque</p> |
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MARCH

- 6-8**
Annual Meat Conference (AMC) in Dallas unites large and small grocery retailers, packers, processors and meat industry organizations to experience educational sessions and networking

APRIL

- NMSU HRTM- Confirmed, dates to be decided**
- 21-22**
NM Academy of Nutrition and Dietetics "Future of Food" Spring Conference

NEW MEXICO
BEEF
COUNCIL

**NEW MEXICO
BEEF COUNCIL
2022-2023
DIRECTORS**

DIRECTORS

- | | |
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