



BEEF COUNCIL bullhorn

HIGHLIGHTS FROM THE MID-YEAR NM CATTLE GROWERS MEETING

The mid-year meeting for NM Cattle Growers, NM Wool Growers and CowBelles was held last month in Ruidoso. The NMBC conducted their annual meeting approving the FY22-23 Federal Checkoff and Council Assessment marketing plans. NMBC Executive Director, Dina Reitzel, addressed the NM CowBelles and helped them celebrate their 65th Anniversary. NMBC recognized Bill King for his service on the Council as the Cattlemen's Beef Promotion and Research Board Director for the last 6 years. King was presented with the iconic framed photo that directors receive when their terms are up. The mid-year meeting is also when the CowBelles name the beef ambassadors for the coming year.



Congratulations to Taylee Sours and Remington Hunt, the 2022-2023 New Mexico CowBelles Beef Ambassadors! These agricultural standouts, both hailing from Texico Municipal Schools, are going to do a great job representing the beef community at events throughout the state.



NMBC Executive Director, Dina Reitzel, presents a synopsis of marketing activities planned for the next year to promote beef consumption.



Congratulations
New Mexico
CowBelles!



Bill King was thanked for his six years of service on the Council with this framed photo which first appeared in National Geographic in the March 1991 issue and is titled "Along the Santa Fe Trail".

PROSTART® TEACHERS PROMOTE BEEF DURING COMPETITIONS



Students were instructed on preparing a variety of dishes, including the Beef Crunch Wrap and T-Bone Steak with orzo. These two chefs-in-training show off their dishes.

New Mexico has 48 ProStart® programs in 22 high schools across the state. These programs introduce high schoolers to careers in food service as they receive hands-on training for everything from meal prep and nutrition to planning menus and food costs. The NMBC supports these programs by providing grants of up to \$1,000 per school year per teacher when the instructor uses beef as the main protein.

Kevin Zinc, ProStart® Culinary Instructor for Carlsbad High School, and his students won the NM ProStart® Invitational earlier in the spring. They flew out to Washington D.C. to compete on May 6-7 with winners from other states. The New Mexico team did not win but it was a fantastic experience for the students.



NMBC PARTNERS WITH 94 ROCK ON BBQ COMPETITION

One of Albuquerque's top radio stations, 94 Rock, partnered with the New Mexico Beef Council in conducting a grilling/smoking/BBQ competition. The station encouraged listeners to bring their best beef dishes to be judged by a select group of local chefs on July 1st. Prizes included cash and the "All New Disc It DX Fold Up". NMBC received both promotional spots on 94 Rock as well as being featured on the 94 Rock website. Winners of the competition were not available as the July Bullhorn went to press.



1st Place Prize is a Disc It and \$500. 2nd Place received \$250 and 3rd Place scored with \$100.



BEEF QUALITY ASSURANCE (BQA) CERTIFICATION

New Mexico Beef Producers are encouraged to certify, or recertify as the case may be, with the Beef Quality Assurance program sponsored by the NM Beef Council and coordinated out of New Mexico State University College of ACES. BQA's mission is "to maximize consumer confidence in, and acceptance of, beef by focusing the producer's attention to daily production practices that influence the safety, wholesomeness and quality of beef and beef products through the use of science, research and educational initiatives." These courses, offered in person and online, teach methods for raising cattle in accordance with BQA fundamentals. Topics involve cattle health, stockmanship, marketing, emergency planning, and meat quality. With three classes available, you can choose one that relates to your operation.

- **COW/CALF** - For those who breed and sell weaned calves
- **STOCKER/BACKGROUNDER** - For those who raise and sell feeder cattle
- **FEEDYARD** - For those who feed and sell fed cattle

SUMMER GRILLING CAMPAIGN FEATURES TONY ROMO



As the temperatures heat up, the checkoff's national Summer Grilling campaign is now in full swing across a multitude of advertising platforms. Tony Romo ads can be viewed on YouTube and across Smart TV channels, like HGTV, Fox News, CBS, ESPN, and other popular connected TV networks. Launched in early June, these platforms had already delivered well over 550K video views. New audio ads will also help consumers "make the right call and choose Beef for their grill," with Tony Romo audio ads appearing on Spotify and on a wide range of Sirius XM programming, including on Major League Baseball and other sports programming all throughout the summer. Thus far, the campaign has generated over 545K listens to these new radio spots. Additionally, Beef advertising will be run across a variety of social media platforms - including Facebook, Instagram, Pinterest and Twitter. Consumers will be inspired and educated on how to build delicious and nutritious Beef burgers via Nativio native advertising, appearing on popular websites such as Taste of Home, Saveur and Health.com. Google Search ads will be used to drive traffic to Tony Romo's Grilling Playbook landing page, which includes a wide array of Beef grilling favorite recipes and tips on how to grill Beef to perfection (over 7K consumers have already checked out this new webpage!).



TONY ROMO'S GRILLING PLAYBOOK

Let Tony Romo make the call for you so you can win big at the grill this season. With beef recipes that fit any scenario, Tony's Grilling Playbook has all the delicious options you need to find the winning combination this grilling season.



THROWBACKS

Classic Recipes



HOT STREAK

Smoking Recipes



TWO-MINUTE DRILL

Quick-to-Cook Recipes



NEW FAVORITES

Grilling Recipes with a Twist



EXTRA POINT

Leftover Recipes



HOMETOWN FAVORITES

State-Themed Recipes



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

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