

The New Mexico Beef Council participated virtually in the joint New Mexico Academy of Nutrition and Dietetics (NMAND) Conference and New Mexico Diabetes Advisory Council (NMDAC): Caring for the whole person conference on March 3, 2022.



AgriFuture



TRADITIONAL VALUES +
DIGITAL CONNECTIONS



May 17-19, 2022 | Embassy Suites | Albuquerque

Just \$50 for students and people new to agriculture!
The \$50 registration fee for "FUTURE AG PRODUCERS"
includes the conference, meals and hotel stay for two nights (May 17-19).

Registration for "CURRENT AG PRODUCERS/MENTORS"
is \$100 and does not include hotel.

The first 150 attendees will receive the book
Connectable: How Leaders Can Move Things From Isolated to All In
by Ryan Jenkins and Steven Van Cohen.

REGISTRATION DEADLINE IS APRIL 7.
<https://www.nmda.nmsu.edu/agrifuture/>



photo: Emily R...

RYAN JENKINS

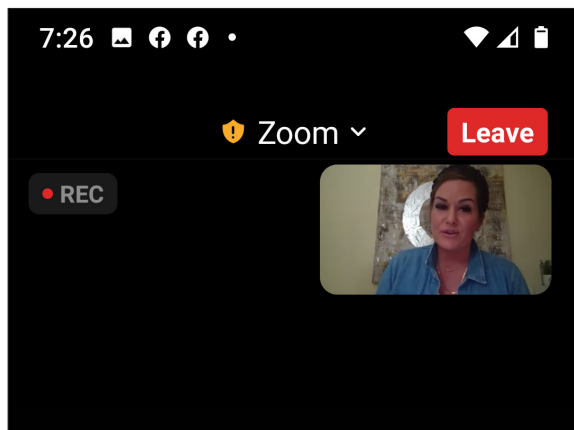


photo: Tim Moffett

TIM MOFFETT

AgriFuture aims to connect, inform and inspire the next generation of farmers, ranchers and all people involved in agriculture. Don't miss out on the farm-to-table reception, breakout sessions, educational agricultural speakers, dinner with mentors, networking opportunities and more.

AgriFuture Inspires, Informs and Connects Ranchers & Farmers. The New Mexico Beef Council is pleased to participate in this conference and would like to encourage next gen beef ranchers and dairy farmers to attend as well.



NMAND was one of the last conferences in which NMBC participated virtually. Kate Schulz presented on Zoom to 48 participants from across New Mexico.

CHECKOFF FUNDED PROGRAMS INTRODUCE NEW DIABETES & HEART RESEARCH

The Checkoff funds ongoing research on how beef fits into a heart-healthy diet and guidance for those with diabetes. These infographics are created for our use when meeting with dietitians and nutritionists, as Kate Schulz did last month. ■



CHOOSING BEEF: NEW DIABETES AND HEART HEALTH RESEARCH

New research from Indiana University shows those at risk for diabetes can choose to substitute carbohydrates with lean beef without increasing heart disease and diabetes risk factors.¹

This research shows that individuals have flexibility to include up to about 6 ounces of lean, unprocessed beef in daily, healthy diets without increasing risk factors for heart disease or diabetes. On average, Americans consume about 1.25 ounces of fresh lean beef a day.² This new research adds to the growing body of scientific evidence demonstrating that lean beef can be part of higher protein, heart-healthy diet.³



The current daily intake of red meat⁴
 ~1.25 ounces lean beef per day, about the size of a matchbook cover



How much flexibility on individual basis to substitute lean beef for carbs without increasing heart disease or diabetes risk factors⁵
 ~6 ounces, about the size of 2 cards⁶

1. Stein et al., Substituting Lean Beef for Carbohydrates in a Healthy Cholesterol-Rich Diet Reduces Atherogenic Lipoproteins and the Fasting Plasma Lipid Profile and Increases HDL Cholesterol: A Randomized Controlled Trial. *Journal of Nutrition* 2014; 144(10):1865-1872. doi:10.3945/jn.114.250404. Available at: <http://ajphaphysiol.org/>


2. USDA, *MyPlate*. Available at: <http://www.choosemyplate.gov/>

3. American Heart Association. *Lean Beef: A Heart-Healthy Protein Source*. Available at: <http://www.heart.org/healthy-living/healthy-eating/how-to-eat/special-diets/choosing-protein-sources/choosing-protein-sources-2014-01-01>

4. USDA, *MyPlate*. Available at: <http://www.choosemyplate.gov/>

5. Stein et al., Substituting Lean Beef for Carbohydrates in a Healthy Cholesterol-Rich Diet Reduces Atherogenic Lipoproteins and the Fasting Plasma Lipid Profile and Increases HDL Cholesterol: A Randomized Controlled Trial. *Journal of Nutrition* 2014; 144(10):1865-1872. doi:10.3945/jn.114.250404. Available at: <http://ajphaphysiol.org/>

6. USDA, *MyPlate*. Available at: <http://www.choosemyplate.gov/>




CHOOSING BEEF: NEW DIABETES AND HEART HEALTH RESEARCH

A new research, conducted here, the gold-standard in nutrition evidence, shows that individuals have more control over their healthy diet than ever before, unopposed beef demand. Increasing risk factors for heart disease and diabetes is a result of the growing body of scientific evidence demonstrating that lean beef can be part of a diabetes-friendly diet that supports metabolic and cardiovascular health.


WHAT DID THE RESEARCHERS DO?

The study participants did several things to reduce the risk of heart disease and diabetes in type 2 diabetes. Cardiovascular risk factors were measured at the end of each study period and compared with the same individual throughout the trial.


About half of participants consumed the USDA nutrition label with a serving of 100 grams of red meat per day (USDA CON)




About half of participants consumed a diet similar to the common or average U.S. diet with a serving of 100 grams of red meat per day in place of USDA CON.




Measured cardiovascular risk factors after 28 days




Participants who ate beef less than weekly for 18 days or more as a "baseline"




Find the equivalent diet for 28 days



Measured cardiovascular risk factors after 28 days



Beef or not?



The same individual risk factors were compared between the two diets.

STUDY TAKEAWAY

Individuals have flexibility to include up to about 6 ounces of beef, unopposed beef in daily healthy diets without increasing risk factors for heart disease or diabetes.


RESULTS

Most indicators of cardiovascular health, such as insulin sensitivity and LDL cholesterol, did not differ between the two diets.

The only significant difference observed was a shift toward a greater percentage of cholesterol carried in large, more buoyant LDL particles during the higher beef diet. More buoyant LDL particles are considered a heart-healthy sign as they may be less likely to promote atherosclerosis.

To learn more about this research and how beef can play a role in healthy eating, visit BeefUSAHealth.com.

Made in the USA
Beef is a natural source of protein, iron, zinc, and B12. It's also a source of heart-healthy fats like omega-3 fatty acids.



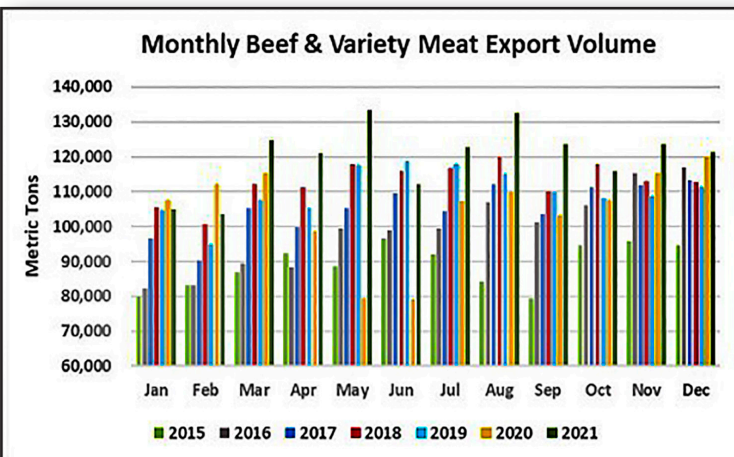
BeefUSA is a registered trademark of the Beef Promotion and Research Board.

2021 BEEF EXPORTS SHATTER PREVIOUS RECORDS

U.S. beef exports greatly exceeded previous volume and value records in 2021, surpassing \$10 billion for the first time, according to year-end data released by USDA and compiled by the U.S. Meat Export Federation (USMEF). Pork exports finished slightly below the record volume reached in 2020 but set a new value record, topping \$8 billion for the first time.

December beef exports totaled 121,429 metric tons (mt), up 1% from a year ago, while value climbed 33% to \$991.8 million – the third largest month on record. These results pushed 2021 volume to 1.44 million mt, up 15% from a year ago and 7% above the previous record set in 2018. Export value soared to \$10.58 billion, up 38% from 2020 and shattering the previous record (also from 2018) by 27%.

“The beef export results are truly remarkable, especially considering the COVID-related obstacles in the global foodservice sector and all the supply-side and logistical challenges faced by the U.S. industry,” said USMEF President and CEO Dan Halstrom. “Obviously our large Asian markets accounted for much of the growth, but it really takes broad-based global demand to reach



these impressive levels. So this success story is not just about Korea, Japan and China – but also a strong performance in Taiwan, excellent growth in Central and South America and a rebound in Mexico and Southeast Asia.” ■

ANSWERS TO YOUR QUESTIONS ABOUT THE BEEF CHECKOFF



Q: HOW DO I PAY INTO THE CHECKOFF?

A: By law, all producers selling cattle or calves, for any reason and regardless of age or sex, must pay \$1 per head to support beef/veal promotion, research and information through the Beef Promotion and Research Act.

Q: HOW CAN I BE INVOLVED IN THE BEEF CHECKOFF?

A: For many producers, the best place to get involved is by attending state board meetings or even becoming a member of the Cattlemen's Beef Board (CBB).

Q: WHAT IS THE CATTLEMEN'S BEEF BOARD? WHO SERVES? HOW ARE THEY PAID?

A: The Cattlemen's Beef Promotion and Research Board oversees and manages the \$1 per head Beef Checkoff program.

Nominating organizations represent beef and dairy producers in 32 individual states and six state units, where states are grouped together to form enough cattle numbers for a seat, based on the number of cattle in each state. Importer appointments are drawn from nominations by importer associations. The number of Board members is established according to the number of cattle in the state or region; 500,000 head for the first Board member and 1,000,000 head for each additional member. Importer numbers are established in the same manner. Members serve without pay, but may be reimbursed for travel and direct business expenses associated with serving on the CBB.

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BEEF
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NEW MEXICO
BEEF COUNCIL
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