

BEEF COUNCIL bullhorn



Joint Stockmen Convention Highlights

After a year off from in-person meetings, the Joint Stockmen Convention last month at the Hotel Albuquerque, was well attended by ranchers and farmers from across the State. The New Mexico Beef Council celebrated the 35th Anniversary of the Beef Checkoff with a special cake and the premier of the 35th Anniversary video.

NM Beef Council also sponsored the Trade Show Reception and gave out awards to two Council members who had served on the Council, and presented the Beef Backer of the Year award to New Mexico Senator Pat Woods. ■

(Right) NMBC Executive Director, Dina Chacon Reitzel, introduces the 35th Anniversary of the Beef Checkoff video.



(Left) You need a BIG cake to celebrate a BIG Anniversary! Council Members Dan Bell, Cole Gardner, Matt Ferguson, Marjorie Lantana, Zita Lopez and Kenneth McKenzie are joined by NMBC Executive Director, Dina Chacon-Reitzel, in sharing cake with those attending the trade show reception.



Council members Cole Gardner and Marjorie Lantana served tasty beef sliders to reception attendees.



NMBC Chairwoman, Zita Lopez, serves cake to reception attendees.



(Above) Susie Jones (far left) from Veguita represented dairy producers on the Council for the past 6 years. Kenneth McKenzie (far right) from Encino also served on the Council for 6 years. Both were presented with a framed photo plaque as a thank you for their service.

Senator Pat Woods named Beef Backer of 2021

The Beef Backer Award is presented annually by the New Mexico Beef Council, for outstanding efforts to advance the New Mexico Beef industry through Promotion, Education and Research.

The 2021 recipient, Senator Pat Woods, is no stranger to the New Mexico beef community. Senator Woods is a native New Mexican and a fourth generation farmer and rancher, on the farm his great-grandfather homesteaded in 1909. Pat received a Bachelor of Science Degree in Agriculture Economics from New Mexico State University before returning to manage his family's farm, and starting his own farm and ranching operation with his wife, Eva.

Pat and Eva's cattle and farming operation is in Broadview near Clovis, and includes milo, wheat, native grasses, and growing yearlings and replacement dairy heifers. It is a true multigenerational outfit, with Pat's son, wife and family returning to the farm.

In 2003, Pat was appointed by U.S.D.A. Secretary of Agriculture, Ann Veneman, to serve on the Cattlemen's Beef Promotion and Research Board. Pat served two, three-year terms on the Beef Board, and held prestigious leadership positions including serving on the Executive Committee, which is responsible for carrying out Beef Board policies and administering the terms of the Federal Beef Checkoff law and serving on the Beef Promotional and Operating Committee which allocates Federal Beef Checkoff dollars to contractors through a stringent process, and coordinates the

national and state checkoff programs. In tandem with the Beef Board, Pat served on the New Mexico Beef Council, which administers New Mexico beef promotion, consumer information and research programs.

NM Beef Council executive director, Dina Reitzel says, "Pat took his responsibilities to the producers seriously. He made it a mission to educate producers about the Beef Checkoff, its structure, funding process, as well as what was being done with these important dollars to benefit beef producers and the beef industry. Pat has the best working knowledge of the Beef Checkoff of any producer in the state and beyond the farm, truly lives by his philosophy which is "to be involved in whatever it takes to promote agriculture".

Pat has been involved in New Mexico agriculture organizations in many capacities throughout his lifetime. He served on the Board of Directors and as President of the Curry County Farm & Livestock Board for over a decade, and was recognized by the NM Farm & Livestock Bureau with the Distinguished Service to

Agriculture Award. This Fall he was given the Outstanding Alumni Award by the New Mexico State University Agricultural Economic and Business Department. Pat is an active member of the New Mexico Cattle Growers' Association, the Wheat Growers' Association, was involved in the "Ag-50" committee of the Clovis/Curry County Chamber Commerce, served on the Board of Trustees for the Farmers Electric Coop, past president of the local school board, a member of the local volunteer Fire Department, and is active in his local Methodist Church.

Pat's involvement in the state's task force for workers compensation reform legislation gave him a taste for Santa Fe politics, but he ran for public office anyway! In 2012 Pat was elected Senator of District 7 which represents Curry, Quay and Union Counties. He is currently serving on the Senate Finance Standing Committee, with interim committee participation on the Legislative Finance Committee, the Economic Development & Policy Committee and the Water & Natural Resources committees. Amongst his many accomplishments in the legislature, Senator Woods introduced, and ardently supported the passage of Senate Bill 193 in 2019, which re-established the collection of the one-dollar-per-head State Checkoff, a monumental game changer for the State's beef industry.

Senator Wood's advocacy for agriculture at the local, state and national levels, reflect his belief that membership in agriculture organizations and programs such as the Beef Checkoff are needed to keep the industry competitive and rural life viable. Pat was quoted as saying, "you can't get anything done sitting at home and being a 'non-joiner'. You have to be involved." Because we at the Beef Council know that a job well done is rare, it is a privilege to present the 2021 Beef Backer Award to Senator Pat Woods. ■



For more information about your beef checkoff investment visit [MyBeefCheckoff.com](https://www.MyBeefCheckoff.com)



2021-2022 DIRECTORS – CHAIRPERSON, Zita Lopez (Feeder);
VICE-CHAIRPERSON, Cole Gardner (Producer); **SECRETARY**, Marjorie Lantana (Producer).

NMBC DIRECTORS: John Heckendorn (Purebred Producer); Jim Hill (Feeder); Dan Bell (Producer); Matt Ferguson (Producer); Kimberly Stone (Producer); Joel Van Dam (Dairy Representative)

BEEF BOARD DIRECTOR, Bill King (Producer)
FEDERATION DIRECTOR, Zita Lopez
U.S.M.E.F. DIRECTOR, Kenneth McKenzie (Producer)

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