



BEEF COUNCIL bullhorn



CHECKOFF SPONSORS RACE AT DAYTONA 500

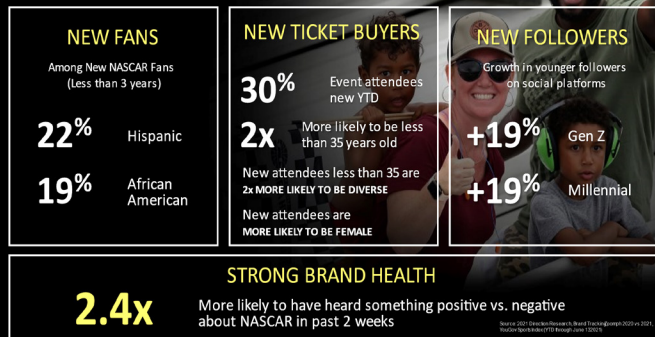


Start your engines – it's the Beef. It's What's For Dinner.300 (BIWFD.300). For the second year the Beef Checkoff sponsored a race during the Daytona 500 weekend last month. The NASCAR audience closely matches the ideal target audience for beef consumers. This year's race included an e-commerce partnership with Chicory and Kroger featuring beef and

driving additional sales of beef through Kroger's e-commerce shopping platforms nationally. The New Mexico Beef Council chose to help sponsor this race as this partnership has proven to be lucrative in creating additional beef sales.

The BIWFD.300 is the fourth campaign partnering with Chicory. The earlier campaigns resulted in more than \$1.2 million in total beef sales with \$165,000 coming from new shoppers and those who had not recently used an e-commerce platform. ■

CHANGING COMPOSITION OF NEW FANS



NASCAR fans represent a prime audience for Beef.

MEET KATE SCHULZ, OUR NEW CONSULTING DIETITIAN



Kate Schulz RDN, LD, LMNT

Kate Schulz, RDN, LD, LMNT works as the consulting dietitian for the New Mexico Beef Council and the Colorado Beef Council. Kate is a graduate of the University of Wyoming and completed her dietetic internship at Utah State University. Kate has worked as a consulting dietitian for

the last ten years; her previous clients include the Wyoming Department of Health, The University of Wyoming, DaVita Dialysis, Heritage Health Care Center, the Cent\$ible Nutrition Program, along with numerous senior meal and meals on wheels programs. Kate serves as the President-Elect for the Northern Colorado Dietetic Association. She has served as the Treasurer, Public Policy Coordinator, State Policy Representative, Licensure Chair, and Licensure Liaison for the Wyoming Academy of Nutrition and Dietetics. Kate previously was awarded Recognized Young Dietitian of the Year, Emerging Dietetic Leader, and Outstanding Dietitian of the Year by the Wyoming Academy of Nutrition and Dietetics. Kate currently serves on the Wyoming Dietetics Licensing Board, appointed by the governor.

Kate grew up on her family's farm and ranch on the Wyoming-Nebraska state line. Her great grandfather homesteaded the property nearly 100 years ago, in 1924. Her dad and brother are still blessed to work and manage that land today, along with her brother's boys, the 5th generation. They have a cow/calf operation and grow alfalfa, corn, dry edible beans, sugar beets, and various other cover crops.

Kate's mom was a nurse practitioner and her aunt was a pharmacist, so she was exposed to both medicine and agriculture at an early age. Though she doesn't live it on the daily, it is not uncommon for her weekends to include helping on her family or in-laws farms as she also married into a farming and ranching family from the San Luis Valley, there they have a cow/calf operation and a small feedlot in addition to growing canola, barley, alfalfa, oats, and corn.

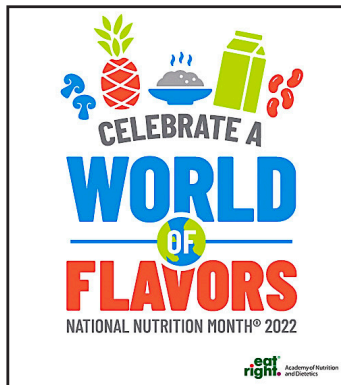
Kate is an RD who just so happened to find a career representing farmers and ranchers. She thinks it is the perfect combination of what she does and where she comes from. ■



To learn more visit www.NMBeef.com

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MARCH IS NATIONAL NUTRITION MONTH

Our new Consulting Dietician, Kate Schulz, began her work with the New Mexico Beef Council by overseeing projects celebrating National Heart Month in February and National Nutrition Month in March. The theme for this year's National Nutrition Month is "Celebrate a World of Flavors" – Kate encourages everyone to discover our World of Beef Recipes on NMBeef.com. Check out Korean Style Beef Short Ribs or Taiwanese Street Tacos or Steak Au Poivre, our nod to a favorite in France. ■

MYTH BUSTERS ABOUT THE BEEF CHECKOFF

BEEF

MYTH:

A DOLLAR DOESN'T SEEM LIKE IT MAKES MUCH OF AN IMPACT, SO WHY DO WE CONTINUE WITH THE CHECKOFF?

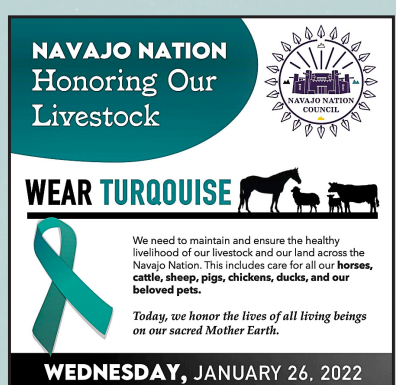
FACT:

AFTER 35 YEARS, THE CHECKOFF ASSESSMENT IS STILL...A DOLLAR!

While it's true that inflation has nibbled away at the Greenback's buying power, the producers and importers shepherding the program consistently find creative ways to drive demand and keep beef the protein of choice. By embracing new technologies, they get the most out of each Checkoff dollar and find innovative ways to tell consumers the compelling facts about beef...and that's the truth of the matter. ■

CHECKOFF FUNDED "RAISED AND GROWN SUSTAINABILITY CAMPAIGN"

The spring Raised and Grown campaign will capitalize on the forward momentum of the FY21 Sustainability campaigns to increase awareness of how beef is raised safely, humanely and sustainably by showcasing beef farmers and ranchers from around the country including ESAP (Environmental Stewardship Award Program) and BQA (Beef Quality Assurance) winners. Watch for the 2022 *Beef. It's What's For Dinner*. Raised and Grown Sustainability campaign. This campaign will, for the most part, continue to utilize the creative assets from the FY21 Sustainability Campaign, along with some newly developed assets. Campaign dates are March 21 - May 27. ■



NAVAJO NATION HONORS LIVESTOCK

The Navajo Nation Council chose January 26 as their annual "Honoring Our Livestock" Day. The Nation encouraged everyone to wear turquoise on this day. We thank Council member, Marjorie Lantana, for letting us know about this important day. ■

BEEF IN THE EARLY YEARS

Highlighting the role beef can play in the diets of infants and toddlers consistent with guidance provided by the USDA Dietary Guidelines for America, the Oklahoma, Texas and Kansas Beef Councils hosted a webinar with 230 health and nutrition professionals. As a result of the program, 80% of respondents said they were very confident in recommending beef as a first food. According to one participant, "Beef was not a food that I would generally recommend at such a young age, however with the rise in anemia in children of that age group, I will now." ■

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BEEF
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BEEF COUNCIL
2021-2022
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