



# BEEF COUNCIL bullhorn

## PROSTART® LAUNCHES FOODSERVICE CAREERS



Congratulations to Carlsbad Culinary, winners of the ProStart® competition.



Each participating student received a Swag Bag with chef's essentials. This was a partnership between NMBC and NM Department of Agriculture

The New Mexico Beef Council is pleased to partner with the ProStart® program which includes 48 programs in 28 high schools across New Mexico. ProStart® is a two-year curriculum designed to teach high school students the culinary and management skills needed for a career in the restaurant and foodservice industry. Students also can participate in paid internships where industry managers mentor them. The Hospitality Industry Education Foundation, which administers the ProStart® Program in New Mexico, is supported in part by the National Restaurant Association Education Foundation through its ProStart® Initiative.

Each spring, New Mexico ProStart® students compete to earn a chance to advance to the National ProStart® Student Invitational and to win scholarships. The New Mexico Beef Council was proud to sponsor the ProStart® Invitational held at the Sheraton Uptown Hotel in Albuquerque last month. This was the 19th ProStart® Invitational with 10 teams participating from across the state. Four of the teams featured BEEF as their main entrée. Carlsbad High School won the competition with their main entrée, pan seared Akushi Beef Medallions over steamed rice with quail eggs and finished with savory teriyaki sauce. These young New Mexican culinarians competed earlier this month with other winning ProStart® teams across the United States at the Washington Hilton Hotel in Washington, D.C. Results of the competition were not available as the Bullhorn was going to press.

A key component in both the teaching and the competition is the New Mexico **Beef Council's Beef Grant Program** which reimburses teachers for their beef purchases up to \$1,000 per year. Teachers also take advantage of additional beef resources provided by NMBC, like curriculum plans and other beef collateral. We received thanks from many teachers who took advantage of the Beef Grant enabling them to compete using beef versus another protein. Beef is always a popular choice for both entrees and appetizers, but because of cost it is not always feasible for classrooms to fit it into their limited budgets. We were thrilled to see that Carlsbad High School not only chose to feature beef as their main entree but that the judges felt that their beef dish was a winner. For additional information on ProStart® and other NMBC programs, please visit [www.nmbeef.com](http://www.nmbeef.com) ■



Chef Instructor, Kevin Zink, with his winning team from Carlsbad High School.



Congratulations to Cloudcroft High School on winning the "Management Competition".



To learn more visit [www.NMBeef.com](http://www.NMBeef.com)

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## CHECKOFF FUNDED DAYTONA BEEF 300 SPONSORSHIP IS BIG WIN FOR PRODUCERS

For the second year the Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with the Daytona International Speedway to sponsor the "Beef. It's What's For Dinner 300", the Saturday night race ahead of the legendary DAYTONA 500 this past February.

Days before drivers took to the track, beef was in the spotlight on local TV and radio stations across the country as seven-time burger bash champion and celebrity chef Josh Capon shared race day recipes. The partnership also provided an opportunity for the Beef. It's What's For Dinner. brand to be back on TV, reaching younger and increasingly diverse NASCAR fans across the nation.

The results of this Beef checkoff effort were 6.3+ billion positive impressions for the Beef. It's What's for Dinner. brand through social and traditional media. Impressions are essentially the number of times consumers were exposed to the Beef. It's What's for Dinner. brand, ads and messaging

In addition, the New Mexico Beef Council partnered with New Mexico Kroeger/ Smith grocery stores to extend the race theme and box beef for tailgating. ■



The brand was also showcased in advertising during the race on Fox Sports 1, on the racetrack big screen and on signage throughout the Daytona International Speedway property as well as through a Beef. It's What's for Dinner midway tent focused on direct consumer engagement.

## MAY IS MEDITERRANEAN DIET MONTH

Many New Mexicans have discovered the health benefits of the Mediterranean Diet. The diet encompasses a wide variety of foods and flavors from the countries that surround the Mediterranean Sea. NMBC's consulting dietitian, Kate Schulz, recommends "building a healthy Mediterranean plate starting with fresh vegetables and fruits, then add lean protein and whole grains and finish with dairy and healthy fats." Watch for our favorite Mediterranean beef dishes to be featured this month on our social media channels. ■

### Why Include Lean Beef in a Mediterranean Diet?



You can rest easy knowing that along with being delicious, lean beef contains important nutrients, like **protein, iron, zinc and B-vitamins** that your body needs.<sup>3</sup>



The eating pattern allows a **wide variety of proteins** (including fresh lean beef, pork, poultry, and fish) that support heart health, and can help keep you satisfied throughout the day.<sup>2,4</sup>



Beef is a delicious tasting, high-quality protein that can be enjoyed at any meal throughout the day. It's easier to start and stick to a healthy eating plan when it is **satisfying and enjoyable** – and includes different foods and flavors.<sup>5</sup>



## Beef Sustainability Facts 2022

### FAMILY-OWNED FOR GENERATIONS

More than 90% of U.S. farms and ranches are family-owned, meaning they have a vested interest in sustainability.<sup>1</sup>

### PROVIDE HABITAT FOR WILDLIFE

Cattle producers are the original conservationists, maintaining habitats for wildlife like hummingbirds, ducks, butterflies and more.<sup>2</sup>

### CONVERT PLANTS TO PROTEIN

Cattle upcycle human-inedible plants into high-quality protein, which generates more protein for the human food supply than would exist without them.<sup>3</sup>

### PERFECT LAND FOR CATTLE

Approximately one third of the land in the U.S. is pasture and rangeland that is unsuitable for growing food crops, but it's perfect for raising cattle.<sup>4,5</sup>

### STORE CARBON IN SOIL

Beef cattle regenerate land and sequester carbon naturally, simply by grazing. In fact, the U.S. land where cattle graze contains up-to 30% of the world's carbon stored in soil.<sup>6</sup>

### RECYCLE CARBON WITH CATTLE

The methane belched from cattle only stays in the atmosphere for approximately 9-12 years before being recycled back into the ground via the biogenic carbon cycle.<sup>7</sup>

#### References

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