



BEEF COUNCIL bullhorn

CENTRAL NEW MEXICO COMMUNITY COLLEGE STUDENTS LEARN ABOUT BEEF

The New Mexico Beef Council provided an all-inclusive Beef class to the CNM Culinary 1112-level students. Executive Chef Scott Clapp, Program Chair Culinary Arts, Beverage and Hospitality Management, School Business, Hospitality & Technology and Executive Chef Erkut Karatas, Culinary Instructor welcomed us into their culinary classroom labs. The NMBC Beef Team included Dina Reitzel, NMBC Director; Patty Waid, NMBC Education Specialist; Kate Schulz, RD, NMBC Dietitian; and Beef Specialists, Tom Bertelle and Daniel Chavez. Cole Gardner, NMBC Chairman and Beef producer from Yeso, NM, provided insight to the students on the beef industry from a rancher's perspective.

Instruction included hands-on fabrication of a beef rib primal, beef grilling demonstrations, videos and classroom instruction. Students were treated to beef samples to illustrate moist heat cooking and dry heat cooking techniques, as well as tips on grilling a great steak! Each culinary student received a collection of Beef resources including Beef in the Culinary Classroom- a binder full of information supporting all the presentations.

Students were introduced to beef's nutritional

and health benefits as NMBC Dietitian Kate Schulz reviewed recent research and information. Students learned that beef is a naturally nourishing food and is consumed in a variety of dietary patterns. Presenters provided tips on choosing lean beef cuts, portion sizes, and the importance of pairing fruits and vegetables with beef. NMBC Director Dina Reitzel dispelled common myths about beef and presented factual research and statistics supporting beef's nutritional benefits.

The in-depth, five-hour class covered the Beef industry from "Gate to Plate". Subjects ranged from Beef production and sustainability to Beef's place in the foodservice & retail industries, Beef grades and differences between natural, grass-fed and organic Beef. NMBC Education Specialist, Patty Waid was pleased with the Council's first engagement at CNM and says, "Our goal is always to ensure the students walk away with a solid understanding of Beef from 'A to Z' and knowledge of the hardworking families who raise the Beef." As one student stated on her evaluation form, "I had a great time and learned a lot. I loved this class"! Mission accomplished! ■



A big thank you to the NMBC Team and CNM staff for this opportunity: (L-R, Back Row) CNM Chef Jerome Aragon CNM, Daniel Chavez, NMBC Beef Specialist, Cole Gardner, NMBC Chairman, Tom Bertelle, NMBC Beef Specialist, CNM Chef Erkut Karatas, CNM Chef Ray (L-R-Front Row) Patty Waid, NMBC Education Specialist, Dina Reitzel, NMBC Director, Kate Schulz, RD, NMBC Dietitian.



Cole Gardner, NMBC Chairman and beef producer from Yeso, N.M. enjoys a 'Tomahawk Steak'



NMBC Beef Specialist, Daniel Chavez, prepares ribeye steaks for the grilling demonstration



Students learn how a rib primal is fabricated



John Heckendorn

GET TO KNOW YOUR NEW MEXICO BEEF COUNCIL

John Heckendorn, along with his wife, Cathy, raises registered Angus cattle on the J-C Angus Ranch in Moriarty. The couple lease pasture in Tucumcari and have a satellite herd in Estancia as well. John and Cathy have been performance testing bulls since 1981. They joined other progressive breeders in a GrowSafe system which has led to the J-C Ranch breeding 13 of the top 25 performing Angus bulls on test last year. The couple has four children, one granddaughter and another

grandchild on the way. John grew up on a farm and ranch in Tucumcari that was homesteaded by his Great Uncle. He attended high school in Tucumcari then college at NMSU. "We love being able to live our dream of ranching and pursuing excellence with improvements to our herd over the years," says John of his family. When he's not ranching, John enjoys being active with his church, reading all types of books and watching the Dallas Cowboys. ■



To learn more visit www.NMBeef.com

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THE BEEF CHECKOFF SHARES BEEF'S SUSTAINABILITY STORY WITH CONSUMERS



Today, more than ever before, consumers care about where their food comes from. They want to know about its environmental impact. They worry about whether livestock animals are treated humanely. They want to know if their food is nutritious and safe to eat. And they will change their eating – and purchasing – habits based on all those factors. The topic of sustainability is changing how all industries do business and communicate with their customers, and the beef industry is no exception. It can be difficult for producers to wrap their heads around the fact that most consumers never visit a beef ranch in person. They don't always see the care ranchers put into raising beef. Telling the beef sustainability story to consumers has never been more important. The Beef Checkoff conducted extensive market research to fully understand consumer perceptions of how beef producers care for the land and what key topics would resonate most with that audience. Survey results indicate that:

- About 50% of consumers say they care about beef's impact on the land and environment. However, they still cite taste, safety, appearance and price as more important considerations when making meal choices.
- Almost half of consumers have a positive perception of beef production.

Unfortunately, they still perceive the beef industry to be less sustainable than other food industries.

- Animal welfare, by far, was the most important topic to address with consumers when it comes to beef and how cattle are raised.

Acting upon the survey results, "Beef. It's What's For Dinner" launched a beef checkoff-funded campaign in 2021 called "Rethink the Ranch." This campaign introduced the public to beef producers who make science-driven decisions that will keep their herds, environment and businesses healthy enough to pass on to the next generation. The campaign's goal was to increase consumer confidence in beef and beef production by inviting consumers to learn more about how beef producers care for the land, their animals and their local communities. These efforts actively engaged consumers by providing in-depth content and rancher stories. Nearly 97 million people saw Rethink the Ranch content, and its videos were viewed almost 60 million times. On social media platforms, content generated approximately 67,000 comments, reactions and shares. The Rethink the Ranch page on Beef. It's What's For Dinner website was viewed more than 80,000 times, and the campaign's audio ads were heard nearly 16 million times. Obviously, this campaign reached a lot of people with the truth about how responsibly beef is raised. ■

MYTHS & EASY TRUTHS ABOUT THE BEEF CHECKOFF

Myth: The Cattlemen's Beef Board hides how Beef Checkoff money is spent.

Fact: In addition to constant USDA oversight, the Cattlemen's Beef Board is required by law to provide annual financials to the public ensuring it meets the requirements of the Beef Promotion and Research Act and Order. The December issue of the Bullhorn will include the audited financials for the CBB, State Checkoff and State Assessment. Financial transparency is important to CBB... and that's the truth of the matter.

Myth: The Cattlemen's Beef Board simply writes a check to contractors, and we never see if these programs were successful

Fact: Contractors never receive any Checkoff funds upfront. All funds are on a cost recovery basis. First, they must complete programs as approved by the Cattlemen's Beef Board with their own money and then they may submit their invoices to receive reimbursement. CBB staff then ensures these expenses match what was approved by the Board in addition to meeting the requirements of the Act and Order. Only when approved by CBB staff do the contractors get reimbursed. Additionally, program evaluation reporting each quarter ensures that programs are on-track and successful... and that's the truth of the matter. ■



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