



BEEF COUNCIL bullhorn

FAIR DAYS INCLUDED BEEF HAPPY HOURS

The 2022 New Mexico State Fair is just a happy memory now for people across the state. The NM Beef Council invited attendees to experience the interactive exhibits in the booth, pick up educational and recipe information and, best of all, enjoy samples of delicious petite filet served up by the Cowbelles. NM Beef Council is grateful for the support of the Cowbelles, who acted as hosts for the beef booth and assisted at the Happy Hours we co-hosted with NMDA and the state's beer and wine purveyors. Thank you to our State's Ag Queen, Erica Garcia, who helped entertain visitors. ■



Fair attendees enjoyed delicious beef and NM beer samples.



Hundreds of people visited the NMBC booth at the State Fair which was set up in cooperation with the NMDA.



Cowbelles Jacinda Price and Michelle Greeman serve beef samples at the Bollack Building.



NM Agriculture Queen Erica lends a hand.



Cowbelles serve delicious beef and lots of smiles.

NMSU HRTM STUDENTS LEARN ABOUT BEEF

The New Mexico Beef Council returned to NM State University to teach two classes for the Hospitality, Tourism and Restaurant Management (HRTM) program. The BEEF Team engaged students with hands-on fabrication of a beef rib primal and they participated in beef grilling demonstrations. Students were treated to beef samples illustrating moist heat cooking and dry heat cooking techniques, as well as insights on grilling the perfect steak. Each student received the Beef in the Culinary Classroom binder full of resources that supported the presentations. Information covered included "gate to plate" from beef production and sustainability to health and nutrition, beef's place in the foodservice & retail industries, beef grading and the differences in taste for natural, grass-fed and organic beef.

The NMBC is grateful for the work of the BEEF Team: Patty Waid, NMBC Education Specialist, Kate Schulz, Consulting Dietitian, RDN, LD, LMNT, Tom Bertelle and Daniel Chavez who are both Beef Specialists. Jim Hill, NMBC Director, beef producer & farmer from Las Cruces was a guest speaker. He provided the students a first-hand look at raising beef from a ranching perspective and the students loved it! The classes were well received. As one student wrote on his evaluation, "Very nice people and very informative. Loved learning from their experience and different backgrounds". ■



NMBC's Consulting Dietitian, Kate Schulz, and Education Specialist, Patty Waid do last minute prep for the class.



Tom Bertelle, NMBC Beef Specialist, and the Beef Team prepare for each class with lots of charts and graphs, fabricated and cooked beef. Toward the end of the class the students get to sample the various beef products.



NMSU Chancellor, Dan Arvizu (far left) and NMBC Executive Director, Dina Reitzel (far right), with HRTM students.



NMBC Council Director Jim Hill talks with the class about raising safe, wholesome and delicious beef.



To learn more visit www.NMBeef.com

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GET TO KNOW YOUR NEW MEXICO BEEF COUNCIL

Marjorie Lantana, Secretary for the NMBC, is a third generation cow and calf producer from Crownpoint, N.M. She runs her Black Angus herd on Navajo Tribal Trustland with a flock of Suffolk sheep. Marjorie has three children; Trina Platero and husband Jerrold; Mikelle and her partner Travis; and son Chambliss and wife, Sheena. She enjoys spending time with her four grandchildren. Recognized as "Rancher of the Year" for 1995, 2006 and 2013 by the Navajo Nation Department of Agriculture, Marjorie has been a 4-H leader, board member on Dine bi Eastern Fair as well as board member of the Junior Livestock/Archery Committee in Crownpoint. ■



Marjorie Lantana
NMBC Secretary

BEEF GRANTS AVAILABLE FOR HIGH SCHOOL CULINARY PROGRAMS

NMBC provides Beef Grants for culinary arts program taught at high schools across the state. So far this year, 28 high school ProStart teachers received a "new school year" Eblast inviting them to participate in the Beef Grant Programs. Applications may be found at nmbeef.com and are due back by October 28, 2022. ■

UPCOMING EVENTS & ACTIVITIES

OCTOBER 2021

- **Indigenous People's Day**
October 10
- **Beef classes at CNM**
October 11
- **Kids, Kows & More**
October 18
Colfax County, NM
- **NCBA Partners in Action (PIA) Meeting**
October 19 - 21
Denver, Colorado
- **Fall SBC Director Orientation**
October 26
Denver, Colorado
- **Preparation of NMBC Audited Annual Report**
Deadline November 30

NOVEMBER 2021

- **USMEF**
November 9-11, Oklahoma City, Oklahoma
- **Veteran's Day**
November 11
- **CowBelles Beef Education Program Luncheon**
November 15
NMBC Office, Albuquerque, New Mexico
- **Thanksgiving Day**
November 24

DECEMBER 2021

- **Joint Stockmen's Convention**
December 14-17
Hotel Albuquerque, Albuquerque, New Mexico
- **NMBC Meeting**
Date TBD, Albuquerque, NM
- **Christmas, December 25**



BEEF. IT'S WHAT'S FOR DINNER. 300 RETURNS TO DAYTONA INTERNATIONAL SPEEDWAY

NASCAR BEEFS UP THE XFINITY SERIES SEASON OPENER FOR A THIRD CONSECUTIVE YEAR

For the third year in a row Daytona International Speedway announced its partnership with Beef. It's What's For Dinner to sponsor the 42nd season-opening race for the NASCAR Xfinity Series – The Beef. It's What's For Dinner.® 300. The race is scheduled to kick off the season on Saturday, February 18 at Daytona International Speedway, the day before the 65th annual DAYTONA 500.

Beef. It's What's For Dinner. is an iconic brand funded through national and state support of beef farmers and ranchers as part of the Beef Checkoff program and managed by the National Cattlemen's Beef Association (NCBA).

"The partnership we have with the Beef Checkoff and NCBA is unique to our sport and our fans love it," said Daytona International Speedway President, Frank Kelleher of the Beef. It's What's For Dinner.® 300. The race has given beef farmers and ranchers the perfect platform to reach consumers and tell the tasty story of beef. We have had two incredible Beef. It's What's For Dinner.® 300 events and again can't wait to smell beef on the grills of our campers in February." ■



**NEW MEXICO
BEEF COUNCIL
2022-2023
DIRECTORS**

DIRECTORS

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