



BEEF COUNCIL bullhorn

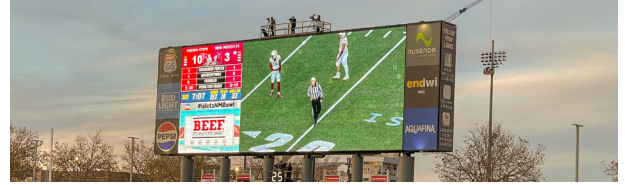


AGGIE SPIRIT SHINES AT NEW MEXICO BOWL

The New Mexico Beef Council was a proud sponsor of the **2023 New Mexico Bowl** on December 16 at University Stadium in Albuquerque. The 18th annual NM Bowl game featured the New Mexico State University Aggies of Conference USA, and the Fresno State Bulldogs of the Mountain West Conference. The game was attended by more than 30,000 fans and aired on ESPN. The NMBC was also a sponsor of the NMSU Alumni Tailgate party that took place prior to the football game with more than 1,500 Aggie fans who enjoyed Beef Brisket for their pregame meal. ■



The NMBC logo was featured on the jumbotron and on the sideline.



Dina Reitzel and Miss New Mexico at the tailgate before the game.



NMBC Executive Director, Dina Reitzel and loyal Aggie Fans pose for a smile.



NMBC Executive Director, Dina Reitzel, along with NMBC Cabinet Secretary, Jeff Witte and the Aggie football team before the game.



Hundreds of Aggie fans packed the tailgate tent.



The tailgate party featured delicious beef from Rudy's.



NM Dept of Agriculture Cabinet Secretary, Jeff Witte, enjoys the tailgate with his family.

NMBC PARTNERS WITH UNM FOR LOBOS "FUEL FOR SUCCESS" BANQUET



Amy Goodson, MS, RD



Sample ad from Lobo Athletics sponsorship



The New Mexico Beef Council is partnering with the University of New Mexico Lobo Athletics to present **"Fuel for Success"**, a banquet for 400 UNM Lobo Athletes on February 26th at UNM. Kate Schulz, NMBC's Registered Dietician says, "I am enjoying coordinating this event with UNM. We are planning the menu which will feature a delicious BEEF entree, and will bring in nationally recognized speaker and writer, Amy Goodson, who will present a positive nutrition message to athletes on how to **'Fuel for Success'**, by including beef in their diet." Amy has more than 17 years of experience as a sports dietician. Each student athlete will receive a gift from the NMBC including a water bottle and other BEEF Swag. This is the first ever partnership between NMBC and UNM that includes beef nutrition information for student athletes. This event is part of NMBC's sponsorship of UNM Lobo Athletics. ■



To learn more visit www.NMBeef.com

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SERVICE IS HONORED AND APPRECIATED

Three New Mexico Beef Council directors who served from 2017 to 2023 retired from the Council in 2023: Dan Bell, John Heckendorn and Jim Hill. Awards recognizing their service were presented at a very well attended Joint Stockmen's Convention luncheon on Friday, December 16th. Jim Hill was unable to attend and will be recognized for his service at a later date. ■



NMBC Executive Director Dina Reitzel, NMBC Chairman Cole Gardner, John Heckendorn, and New Mexico Secretary of Agriculture Jeff Witte



Dina Reitzel, Dan Bell, Cole Gardner, and Jeff Witte

NEW MEXICO COWBELLES/NEW MEXICO BEEF COUNCIL PARTNERSHIP

Patty Waid, NMBC Education Specialist, spoke at the recent NM CowBelles annual meeting on the status of the NMBC and NM CowBelle Education & Promotion Collaboration. Three presentation modules are being developed covering Sustainability, Nutrition and Health, and Cow By-Products. Each module will include a basic script and outline and a list of supporting resources including printed handouts with attractive infographics, promotional items, posters and banners for the speaker to choose from, and use as part of the presentation. Also included will be a resource guide with suggested videos, social media information, books, websites, etc. for the presenter to use as additional education information to enhance their presentation. After working with the NM CowBelle representatives on content, Patty developed and presented the first module which covers sustainability in the beef industry. The next two modules will be presented in their final format, at the ANCW Region VI meeting which will be held on April 12th in Las Cruces. ■



NMBC'S TOM BERTELLE PRESENTS AT CATTLEMEN'S COLLEGE

Tom Bertelle speaks at recent Cattlemen's College held in conjunction with the Joint Stockmen Convention in Albuquerque.

Tom Bertelle, NMBC Center-of-the-Plate Specialist, presented on the status of "Branded Beef in New Mexico for Foodservice and Retail Markets" to 89 attendees at the recent Cattlegrowers' 2023 Cattlemen's College. Tom spoke on the challenges and opportunities of producers marketing their own branded beef products in the foodservice and retail marketing channels in the state. Tom also spoke on the role of "source verifications programs" that are utilized by restauranteurs and retailers to reassure customers and communicate where their beef comes from. Tom said "more often than not, servers in NM dining establishments actually know the story behind the beef they are serving, and are proud to tell the story, an important factor to drive NM consumer purchases". ■

UPCOMING EVENTS

FEBRUARY 2024

February 3
ProStart Bootcamp at CNM
Albuquerque

February 22
New Mexico Beef
Council Meeting
Albuquerque

February 26
Fuel for Success
Banquet at UNM
Albuquerque

MARCH 2024

March 12
ProStart Invitational,
Sweeney Center
Santa Fe

March 23
NMSU Hotel, Restaurant,
Tourism Management
Chef's Artist's Dinner
Albuquerque

APRIL 2024

April 11-13
ANCW Region VI
Annual Conference
Las Cruces

April 12
BEEF DAY at ANCW Conference
Las Cruces

April 17-19
Association of Career
& Technical Education
(ACTE) Conference
Albuquerque



**NEW MEXICO
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2023-2024
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