

APRIL 2023



# BEEF COUNCIL bullhorn

## NEW MEXICO STUDENTS COMPETE AT PROSTART® INVITATIONAL

The New Mexico Beef Council was proud to sponsor the New Mexico Restaurant Association Educational Foundation ProStart® Invitational. The competition was held on February 27th at the Uptown Sheraton Hotel in Albuquerque, New Mexico. This was the 20th ProStart® Invitational with high school culinary teams participating from throughout New Mexico. The ProStart® program 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 compete within these two individual categories: culinary and management. In the culinary category, Taos High School Culinary Team won first place, Carlsbad High School was 2nd place and 3rd was Deming High School. In The management category, Cloudcroft High School won first place, Taos High School won 2nd and Silver City High School took 3rd place. "Educator of the Year" was awarded to Kevin Zink, ProStart® instructor at Carlsbad High School. The "Hospitality Cup" was given to Taos High School whose team received the highest number of points in various categories from the judges. Congratulations to Taos High School. We wish them the best of luck at the national competition as they compete with other winning ProStart® teams across the United States at the National Competition on May 2-4 at the Washington Hilton Hotel in Washington, DC.

New Mexico Beef Council also proudly sponsors the NMBC Beef Grant Program for all ProStart® classes in New Mexico, as well as providing beef education resources to assist them with their beef classes. In speaking to the competing teams this year, four teams stated that they featured beef as their main entree because they received the Beef Grant. Beef is always the popular choice to feature but because of costs it is not always feasible for classrooms to fit it into their limited budgets. NMBC will continue to offer this special Beef Grant program to help educate students and provide teachers with the resources for their ProStart® classrooms. ■



*Instructor Adam Medina (3rd from left) and his students from Taos High School, the First Place Winners in Culinary Category*



*ProStart® Instructor, Genevieve Wertz, and her students from Deming High School pick up resources from the NM Beef Council Booth. Deming High School won 3rd place in the Culinary Category*



*Kevin Zink, Carlsbad High School Prostart® Instructor with students who won 2nd place in the Culinary Category. Kevin was awarded "Educator of the Year".*



*Carlsbad ProStart Students prepare their menu for presentation to the judges.*



*(L-R) Chef John Young, NMDA Chef Ambassador; Patty Waid, NMBC Project Specialist; Tom Bertelle, NMBC Beef Specialist; Dr. Jean Hertzman, NMSU Director of HRTM, ACES; Jordan Isaacson, NMDA Chef Ambassador.*



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

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## AG FEST RETURNS TO THE ROTUNDA

After a two year COVID hiatus, AgFest is back better than ever! The event, held at the Sweeny Convention Center, in Santa Fe is sponsored by the NM Farm & Livestock Bureau and attracts legislators, staffers, business and industry people along with beef fans. The NMBC sponsored the beef served at the event and distributed bags of "Cattle Trail Mix," a high protein beef jerky mix made special for AgFest. ■



NMBC Team greets visitors with a smile and "Cattle Trail Mix". (L-R) NMBC CPA Don Umbrage; and NMBC Directors Dan Bell, Marjorie Lantana, Sarah Fitzgerald and NMBC Executive Director, Dina Chacon-Reitzel.



Marjorie Lantana, NMBC Director, chats with FFA officers at the NMBC booth.



NMBC sponsored the beef for the sliders and street tacos that were served to attendees of AgFest 2023.



NMBC Director, Sarah Fitzgerald, hands a "I Heart Beef" sticker to State Representative Candy Ezzell.

## BEEF EXPORTS REACH RECORDS FOR VOLUME AND VALUE IN 2022

According to the U.S. Meat Export Federation (USMEF), U.S. beef exports reached a record \$11.68 billion in 2022, up 10%. U.S. beef exports also set a volume record, up 2% to 1.474 million mt. ■



## UPCOMING EVENTS

### APRIL

#### 3-6

3-6 NMSU HRTM Classes, NMSU School of Hotel Restaurant Tourism Management, Las Cruces

#### 21-22

NM Academy of Nutrition and Dietetics "Future of Food" Spring Conference

#### 26

NMBC Meeting at NMBC Office, Albuquerque

### MAY

#### 10-12

Four Corners Stockman & Stewardship Conference (NMSU/NCBA/NMBC), McGee Park, Farmington

#### 23-25

WALC Conference, Sheraton Uptown, Albuquerque

#### 24-25

U.S. Meat Export Federation, Minneapolis, MN



Sarah Cortese Fitzgerald

## MEET YOUR NEW MEXICO BEEF COUNCIL

Sarah Cortese Fitzgerald is enjoying her first year on the Council. She and husband, Jimmie, run cow calf pairs and yearlings on their farm/ranch in Ft. Sumner, N.M. The couple has a four-year old daughter, Della Ruth, and count Jimmie's son Slate as the fourth in their family. A graduate of Ft. Sumner High School, Fitzgerald went on to study Advertising, Public Relations and Business at Texas Christian University. In addition to running the ranch, Fitzgerald serves on the Executive Committee for the Ranching Heritage Association. When not reading her daughter's favorite books, Fitzgerald loves western historical novels. She cites "Governmental overreach" as the biggest challenge her family faces at the ranch. She is passionate about being informed and involved in her state and community. Her favorite beef dish? Steak cooked on cast iron with an ungodly amount of butter. ■

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

### DIRECTORS

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