



BEEF COUNCIL bullhorn



2023 U.S. BEEF ACADEMY DEEMED A SUCCESS

The 2023 US Beef Academy was held June 18-24 at the Southwest Center for Rangeland Sustainability on the NMSU Corona Range and Livestock Research Center in Corona, NM. This was the tenth year that the CRLRC has hosted the event. This year's student class consisted of four veterinary students, eight graduate students (both Master's and PhD candidates), and four undergraduate students. They come from the states of Ohio, Georgia, Tennessee, North Carolina, Texas, Arizona and New Mexico. The academy is capped at 16 students each year. The event is a collaborative effort between NMSU Department of Extension Animal Sciences and Natural Resources, Texas Agri- Life Extension and the University of Tennessee Institute of



Agriculture. Many university faculty members joined multiple industry experts in presenting topics to the students that included current research in the areas of meat science, beef carcass breakdown and value, cattle health and well-being, immunology and vaccinology, cattle handling, rumen structure and function, ration formulation, cattle breeding and reproduction, estrus synchronization, innovations in semen technology and in-vitro

fertilization, palpation and ultrasounding of cows, and marketing of cattle. The top student award went to Naomi Lucero of El Paso, TX, a Masters student studying ruminant nutrition at NMSU under Dr. Sergio Soto-Navarro. She received a print donated by western artist Robert (Shoofly) Shufelt and his wife Julie. The

Academy is supported by many, including Title Sponsor Zoetis Animal Health, Book and Bag Sponsor Reprologix and day sponsors **New Mexico Beef Council**, Purina Animal Nutrition, American Breeder Services, Where Food Comes From and beef donor Hurt Cattle Co. of Deming, NM. To date, the Academy has hosted students from 23 states and Mexico. The 2024 US Beef Academy will be held May 19- 25 in Corona, NM. ■

DAIRY CONSORTIUM CELEBRATES 15 YEARS OF EDUCATING, TRAINING NEXT GEN



Consortium Class of 2023



The Consortium provides hands-on training

Once again, the **New Mexico Beef Council** was a sponsor of the 2023 US Dairy Education and Training Consortium (USDETC) The Consortium just completed its 15th year adding another 53 students to the growing list of industry professionals.

USDETC was established in 2008 to provide a unique educational opportunity through both classroom and experiential learning experiences. Since its inception, 610 students have completed the 6-week program. A 2022 survey of the former students was conducted (34% response rate) to determine the impact the consortium had on their future and the impact the classes and hands-on experiences had on their professional career. Of the 206 respondents, 47 are currently still in school, while 159 are employed. Of the former students which have entered the job market, 81% are employed in agriculture and 28% have found employment on a dairy, and 24% in the dairy allied industry, while 15% have continued to become veterinarians. Only 19% are not employed in agriculture, which means that 4 out of 5 students attending the Consortium receive valuable guidance

and instruction for their future careers in agriculture. The importance of the program is clearly shown in the following responses from former students. When asked "To what extent did the Consortium help you decide which direction to go in your career," over 61% said, "opened a new door," "definitely made a change" or "made me completely change gears." When asked "What impact did the consortium have on other courses you have taken," 60% gave a score 8 or higher (out of 10), indicating many students revisited their degree programs as a result of attending the Consortium. When asked "Did attending the Consortium assist you in your career development, 81% scored 8 or higher. When the 2022 class was asked if the program met their expectations, 96% scored an 8 or higher. When asked "Would you recommend this program to another student, 96% gave an 8 or higher. However, more importantly, a total 51% of the students have moved into a dairy or dairy related profession. The Dairy Consortium is attracting students that are continuing into the dairy profession. ■



To learn more visit www.NMBeef.com

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YOUTH RANCH MANAGEMENT CAMP

The **New Mexico Beef Council** is proud to be one of the original sponsors of our state's Youth Ranch Management Camp. This collaboration is between NMSU Cooperative Extension Service, the New Mexico Beef Council as well as other beef industry partners. This camp is truly life altering for the students and lives up to its mission of *educating tomorrow's leaders in ranch management today.*

Extension Specialists, County Extension Agents, and members of the ranching community came together to provide an opportunity for youth to learn about the many different aspects of the ranching industry. Participants were taught about both the production and reproduction side of the beef industry, the importance of managing finances and marketing, the potential of utilizing the wildlife within the land, and how to properly manage the rangeland and its resources. At the end of it all, participants got to present their ranch plans, which were developed throughout the week as their knowledge increased. A panel of judges and other guests were presented ranch plans from five teams that were competing for top honors. The winning team this year was, Blue Creek Cattle Co. which consisted of Justyn Nevarez, McKinley Dyer, Brenden Lyday, Sterlin Mitchell, James Hurt, and Alejandra Lopez. Congratulations to the winning team. "The Beef Council is grateful for NMSU College of ACES Cooperative Extension Service for their commitment to creating this educational opportunity for New Mexico teens," commented Cole Gardner, NMBC Chairman. ■



Sid Gordon, Otero County Extension Agent, and Wes Stribling, Ranch Camp Chairman provide hands-on instruction to students at the Camp.

NMBC & 94 ROCK GRILL IN THE 505



NMBC teamed up with Albuquerque radio station, 94 Rock, for a summer grilling competition. Bryan Frei took first place with his Brisket Pizza winning a \$500 Albertson's gift certificate + Disc It Grill; second place went to Charlie Maes with his assorted tamales, winning \$250 Albertson's gift card, third place went to Jason Zigler and his "shotgun shells" earning him a \$100 Albertson's gift card for third place. ■



More than 50 contestants entered the grilling contest



The judges, Theo from Nomad BBQ, Nevin from Disc-It and Chef Maria from My Mom's had a tough job deciding on the winners

UPCOMING EVENTS

SEPTEMBER

- 7-17 New Mexico State Fair**
NMBC Sponsored Happy Hours dates
September 8th and 9th from
3:00-8:00 p.m., Albuquerque, NM
- 28 NMBC Meeting**
9:00 a.m., Albuquerque, NM

OCTOBER 2023

- 6-10 Food and Nutrition Conference Expo (FNCE), Denver, CO**
- 16-19 Hotel, Restaurant, Tourism Management Beef Culinary Classes,**
New Mexico State University,
Las Cruces, NM
- TBD Central New Mexico Community College, Culinary Program Beef Training**
Albuquerque, NM

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