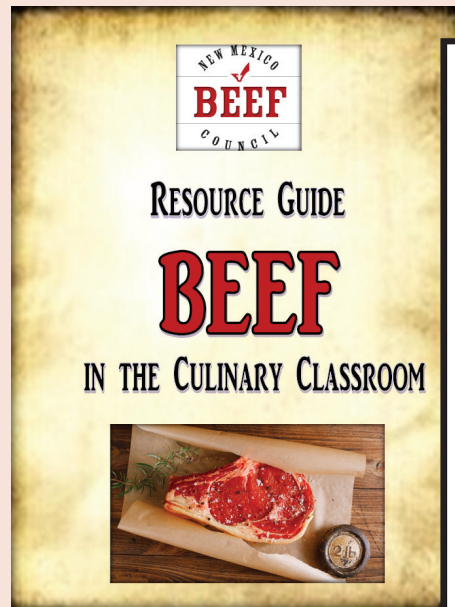


# BEEF COUNCIL bullhorn



## NMBC & NMSU Hotel, Restaurant and Tourism Management Partnership

After more than a “pandemic year”, NMBC has launched a partnership with NMSU Hotel, Restaurant and Tourism Management (HRTM). Three in-person BEEF fabrication/lecture classes were conducted by NMBC Staff; HRTM 363 Quantity Food Production & Service Fundamentals and HRTM 2120 Food Production and Service Fundamentals. This partnership is the beginning of additional opportunities for NMSU culinary students to learn about beef merchandising, nutrition and sustainable beef production. ■



The Beef Resource Guide is given to all students and includes information on thermometer calibration, Beef Cuts and other Beef basics



### How to Calibrate Your Meat Thermometer

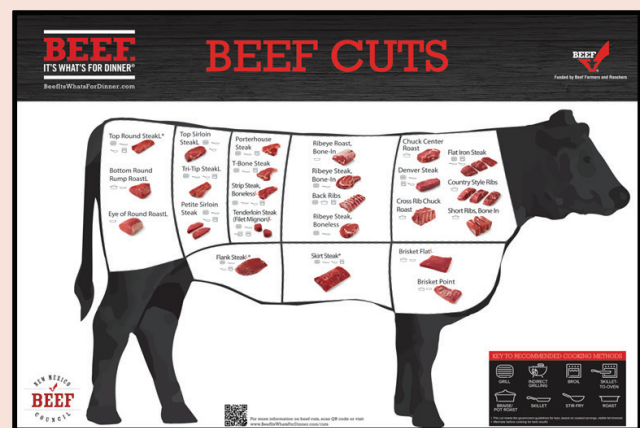


1. Fill a glass with ice, cover with water and stir well.
2. Dip the meat thermometer stem 2 inches into the iced water without touching the bottom or sides of the glass.
3. Wait 30 seconds to allow the thermometer to adjust.
4. It should read 32 degrees Fahrenheit. If it needs to be adjusted look for the small nut on the backside of the thermometer located where the face meets the probe. Use pliers to turn the nut to recalibrate to 32 degrees Fahrenheit.
5. Reinsert into iced water to make sure temperature is correct.

**Cleaning:** Wash in warm, soapy water. Do not immerse dial head in water or wash in a dishwasher.

New Mexico Beef Council  
1209 Mountain Rd. Pl. NE  
Albuquerque, NM 87110  
505-841-9407, nmbeef@nmbeef.com

[www.beefitswhatfordinner.com](http://www.beefitswhatfordinner.com)



## Beef Checkoff: Who's Who & How It Works

By Greg Hanes, CEO, Cattlemen's Beef Board

**B**eef. It seems like the kind of commodity that would be simple, straightforward, easy to understand. Except...it's not. The industry's long history of organizational splits, reinventions, mergers and aliases — along with the fact that many association names sound similar — is enough to make anybody's head spin. Even folks from other commodities agree that the beef world is complex, and so is its Checkoff.

For three and a half decades, the Beef Checkoff has existed to promote beef, but unless you are actively engaged in the program, you may not fully understand its management and oversight. Those duties are clearly assigned to the Cattlemen's Beef Promotion & Research Board (aka, Cattlemen's Beef Board/CBB) by the Beef Promotion and Research Act. Even with completely separate boards, staffs and offices, two common misperceptions remain: the belief that the

continued from previous page

National Cattlemen's Beef Association (NCBA) oversees the Checkoff — and that CBB and NCBA are one and the same. Nothing could be further from the truth.

### Answering The Big Question

By law, absolutely no Checkoff funds can be used for policy or lobbying efforts. That said, the Beef Checkoff's largest contractor, NCBA, does have a policy division. So, how does that work? Through closely monitored processes and a "firewall" that keeps policy work and Checkoff-funded work separate.

As a trade association representing U.S. cattle producers, NCBA is like a coin with two sides. One side, the Policy Division, works to advance the political interests of its members. Any discussion of NCBA and policy is valid, but that's NCBA's Policy Division at play and has nothing to do with the CBB or Checkoff.

For the current fiscal year, the Beef Checkoff has nine contractors:

- American Farm Bureau Foundation for Agriculture (AFBFA)
- Cattlemen's Beef Board, which manages the Producer Communications program
- Foundation for Meat & Poultry Research and Education (FMPRE)
- Meat Importers Council of America (MICA)
- National Cattlemen's Beef Association (NCBA)
- National Institute for Animal Agriculture (NIAA)
- North American Meat Institute (NAMI)
- U.S. Cattlemen's Association (USCA)
- U.S. Meat Export Federation (USMEF)

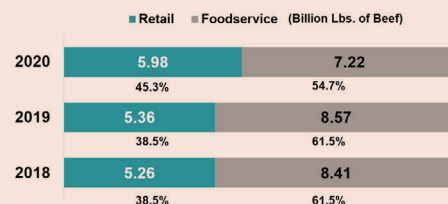
## Hindsight 2020: Retail and Foodservice Trends Through the Pandemic

A year into one of the largest ever disruptions of the global and U.S. economies, some industries and market sectors are continuing to feel the severe impacts of COVID-19. Although the beef and protein industry experienced disruptions in normal business operations, consumers still demand high quality beef in their diets. Looking forward to the future retail and foodservice environments, as the U.S. population begins to get more comfortable and a greater number of people receive vaccinations, expect foodservice activity to slowly return closer to "normal" levels. Until then, expect consumers to continue to prepare a large percentage of their meals at home, looking for those convenient and versatile options that beef is helping satisfy during this turbulent time.

A major change in consumer behavior that affected the retail industry was the "stocking-up" behavior experienced at the beginning of the pandemic. Shoppers rushed to their grocery stores to buy surplus groceries, especially meat products. Even as late as September of last year, 50 percent of consumers surveyed reported to be "stocking-up" at a greater rate than normal. With this behavior, and with the foodservice industry restricted or shutdown, 83 percent of consumer meals were being cooked and consumed at home. Ground beef was one of the main products to be stored in refrigerators and freezers, with more than 50 percent of consumers reporting to have surplus ground beef products.

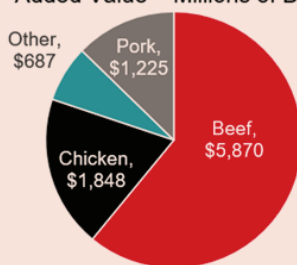
The foodservice industry has faced the largest disruption of operations in modern history in the past year. Due to a combination of low consumer comfort and government-mandated restrictions on in-person dining, year over year transactions and sales in restaurants declined as much as 45 percent in 2020.

The Beef Checkoff responded by increasing social media in order to educate consumers about the wide variety of cuts available, preparation methods, delicious beef recipes and beef handling & safety information.



Source: Nielsen, Answers on Demand, 2020 Beef Sales, NPD Category Sizing

### Protein Market Share Added Value – Millions of Dollars



### COVID-19 Foodservice Impact



For more information about your beef checkoff investment visit [MyBeefCheckoff.com](https://www.MyBeefCheckoff.com)



**2020-2021 DIRECTORS – CHAIRMAN**, Matt Ferguson (Producer); **VICE-CHAIRMAN**, Zita Lopez (Feeder); **SECRETARY**, Susie Jones (Dairy Producer).

**NMBC DIRECTORS:** John Heckendorn (Purebred Producer); Jim Hill (Feeder); Kenneth McKenzie (Producer); Cole Gardner (Producer); Marjorie Lantana (Producer); Dan Bell (Producer)

**BEEF BOARD DIRECTOR**, Bill King (Producer) **FEDERATION DIRECTOR**, Matt Ferguson **U.S.M.E.F. DIRECTOR**, Kenneth McKenzie

**For more information contact:** New Mexico Beef Council, Dina Chacón-Reitzel, Executive Director  
1209 Mountain Rd. Pl. NE, Suite C, Albuquerque, NM 87110 505/841-9407 • 505/841-9409 fax • [www.nmbeef.com](https://www.nmbeef.com)

Find us on   