



BEEF COUNCIL bullhorn

AG EDUCATION FEATURED IN ROOSEVELT, SIERRA & OTERO COUNTIES

COVID has presented many challenges for all of us, not the least of which was meeting in person to share information. Educators in Roosevelt County and Sierra County were relieved to again be able to host "in person" AG education programs for schools in their counties. Ryan Craig, Roosevelt County Extension Agent, coordinated a Kids, Kows & More event on May 25 at the Roosevelt County Fairgrounds. Sara Marta, Sierra County Program Director, planned a full day of activities as part of the Sierra County Ag Day on May 27. Students and teachers

from the surrounding areas attended these special events to learn how agriculture impacts their daily lives. Kyra Monzingo, an NMBC contractor, provided a beef education presentation at both locations. She shared information illustrating the important role cattle play in their everyday lives. Students and teachers were treated to "goodie bags" with coloring books, rulers, crayons and even recipe brochures to take home to their family courtesy of the NM Beef Council. Students were also provided with tasty beef jerky. NMBC is grateful for

the Chamisa CowBelles and their assistance at Sierra County Ag Days handing out beef recipes to attendees. The CowBelles first-hand knowledge of the beef industry and their one-on-one contact with attendees are always appreciated by everyone.

Otero County Cooperative Extension had a Career Day on May 11. Brittney Baird, planner for the event, invited NMBC to provide resources to distribute to those interested in the beef industry. Various organizations including New Mexico State University were also involved.

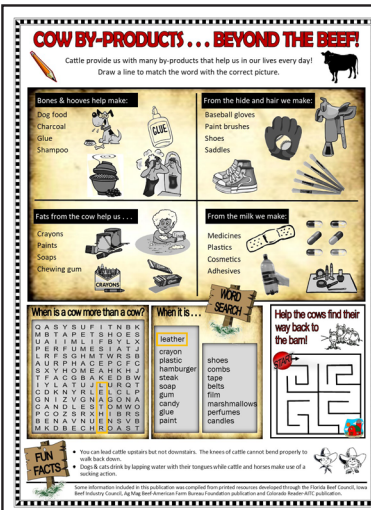
If you are planning an AG education program and would like resources to distribute, contact the NMBC at nmbeef@nmbeef.com or call 505-841-9407.



Southwest Dairy Farmers provided their Mobile Dairy Unit as part of Kids, Kows & More.



Kyra Monzingo talks to students about beef as protein and the other byproducts that we get from a cow.



Each student receives a "goody bag" that includes Moos News, a publication developed by NMBC specifically for the Kids, Kows & More program.

Students learn about beef byproducts through games and coloring with these fun handouts.

To learn more visit www.NMBeef.com

1209 Mountain Road Place NE, Suite C ■ Albuquerque, NM 87110 ■ 505-841-9407 ■ www.NMBeef.com



JUNE IS BEEF MONTH, TURN UP THE RADIO

NEW MEXICO BEEF COUNCIL

JUNE BEEF MONTH

June is ALWAYS beef month. We salute the return of warm weather and the delicious smell of beef cooking on the grill in backyards across New Mexico. Look for beef features in your local media and listen for our latest radio campaign airing on stations in your area.

PROMOTING BEEF WITH NUTRITION AND HEALTH INFLUENCERS

by Kate Schulz, Consulting Dietitian

The New Mexico Beef Council promotes beef's nutritional and health benefits by sharing the latest research and information with future and current healthcare professionals across the state. The 2020-2025 Dietary Guidelines for Americans strongly support meat as a foundational protein food for infants and young children. Meat was encouraged as a nutrient-dense food to meet the nutrient needs, especially iron and zinc, for this age group.



The NMBC is working to share this information and additional learning opportunities sponsored by Checkoff contractors with child nutrition stakeholders, including pediatricians, nurse practitioners, dietitians, and speech-language pathologists.

Self-Feeding from Baby's First Bites: How to incorporate Baby-Led Weaning (BLW) in Your Practice was one such event hosted by NCBA and attended by more than 1000 dietitians from across the country. Presenter Katie Ferraro MPH, RDN, CDE shared about baby-led weaning and how to incorporate this philosophy and approach in one's pediatric nutrition practice (...or with your own family!). Katie reviewed evidence supporting a baby-led approach to starting solid foods, and addressed nutrient adequacy and safety concerns. She also shared tips and best practices to successfully implement a BLW approach that incorporates a variety of foods, including beef, introducing textures, and preparations at different stages of development throughout a baby's first year. For more information visit www.nmbeef.com or www.beefitswhatsfordinner.com



One of several infographics the CBB has created to illustrate helpful feeding tips for babies

BEEF EXPORTS HIT A NEW RECORD

Beef exports set another record in March. The first quarter of 2022 beef hit \$3 billion in export sales, up 41% from last year. In the first quarter, exports added an average of \$474 of value to each head of cattle. Remember, exports provide another way for U.S. cattle producers to increase their sales. Foreign consumers crave—and will pay a premium for—high quality U.S. beef. Key export metrics for March 2022:

• Korea \$793 million (57% increase)	Mexico \$242 million (-1% decrease)	Canada \$194 million (20% increase)
• Japan \$549 million (22% increase)	• Taiwan \$227 million (92% increase)	• World \$3 billion (41% increase)
• China/HK \$582 million (59% increase)		

ON THE FARM STEM EDUCATES TEACHERS ABOUT BEEF



This June, science educators from around the U.S. will gather in Oklahoma for the American Farm Bureau Foundation for Agriculture's (AFBFA) On The Farm STEM (OTF) program. An immersive professional development experience, OTF equips teachers with access to experts, as well as the knowledge, curriculum and resources to effectively teach science through the lens of agriculture, specifically beef production. More than 250 educators have completed the OTF program in the last five years, and surveys have shown that teachers who participate in the program are eight percentage points more likely to trust positive statements about beef production than those who have not attended. This program is funded by the Beef Checkoff.

SOUTHEAST RANCHERS' WORKSHOP A SUCCESS

New Mexico State University Cooperative Extension Service Agents from Chaves, Eddy, Lea and Roosevelt counties hosted the Southeast Rancher's Workshop, April 26 in Roswell, to provide ranchers and agricultural producers with up-to-date information for everyday management decisions. 37 attendees heard from experts in the field covering topics such as marketing strategies, cattle growth and reproductive technologies, sheep and goat management, wildlife damage and mitigation and predator and fly control. The workshop kicked-off with Beef Quality Assurance (BQA) Certification Training for producers with lunch sponsored by New Mexico Beef Council.

During 2022, additional BQA Certification Training opportunities have been held in Otero, Hidalgo, Grants and Sierra counties, with 70 producers obtaining their NM BQA Certification. To learn more about the NM BQA Certification program, upcoming trainings and CEU opportunities, go to bqa.nmsu.edu.

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