

# BEEF COUNCIL bullhorn



## Future Chefs & Restaurateurs Learn About Beef at NMSU

**N**MSSU-Hospitality, Restaurant and Tourism Management (HRTM) teamed up with NMBC staff in April for three beef classes that took place at NM State University as part of a partnership between NMBC and the NMSU-HRTM program. The three classes, HRTM 363 Quantity Food Production & Service, and two sections of HRTM 2120 Food Production & Service Fundamentals, were provided lecture and hands-on presentations over three days.

Tom Bertelle and Daniel Chavez, NMBC Center-of-the-Plate Beef Specialists, provided hands-on training for the students. Sub-primals rib, chuck and loin were used in the fabrication of cuts and as visual aids. Students were able to taste-test cuts to understand grading and beef choices. Two beef videos were played for two of the classes to reinforce fabrication information and examples of the versatility of beef menuing ideas.

Dina Chacón-Reitzel, NMBC Executive Director, presented information about the beef industry, the facts about alternative meat products, and sustainable beef production practices.

Students were provided "Beef in the Culinary Classroom" binders, developed through NMBC, and supplemental printed resources to support the presentations given. In addition, they were all given beef aprons and had previously been provided "The Beef Book", a Bible of beef facts, and chefs jackets with the NMBC logo. Culinary instructors were provided



Beef team prepares for classes



Chef Instructor, Pete Mitchell provides instruction to culinary students



Daniel Chavez, NMBC Beef Specialist, prepares different grades of beef for sampling



Students learn about quality grades of beef



Daniel Chavez and Tom Bertelle, NMBC Beef Specialists, conduct fabrication demonstrations for students



NMSU Chancellor, Dan Arvizu, culinary students and NMBC Executive Director, Dina Chacón-Reitzel, take a quick break from class



continued from previous page

posters, resources and video presentations which they will be able to use for future classes.

The NMSU AgMedia department videotaped the presentations with a focus on using the videos for marketing, promotion, education, and information purposes. The audience for these videos includes traditional and non-traditional college students, potential college students, educators, beef producers, processors, and other food industry professionals. The partnership will be featured in the College of ACES magazine this fall.

A special thanks to NMSU Chancellor Dan Arvizu who took time to drop by and visit with the students during the presentations. Thanks also go out to Dr. Jean Hertzman, Ph.D., CCE, Director & Professor for HRTM and Patty Waid, NMBC Education Specialist and Waid & Associates Event Planning, for assisting with the planning and support of this important NMBC-NMSU/HRTM partnership initiative. ■



## Shiprock Virtual Marathon



## June is Beef Month

**J**une is Beef Month! We're celebrating on social and digital media with grilling messages (it is the summer grilling season, after all) as well as information on sustainable beef production. NMBC has partnered with the New Mexico Department of Agriculture to develop "grilling tips" videos featuring NMDA's Ambassador Chefs. The NMBC is producing videos featuring New Mexico's Ute Creek Ranch, Region 6 Environmental Stewardship Award Winner. These will appear on NMBC's and NMDA's social media pages. ■

## FEWER EMISSIONS



According to the U.S. Environmental Protection Agency, greenhouse gas from beef cattle only represents 2% of emissions in U.S.

**2.0%**



BEEF

**2.2%**



LANDFILL

**25.3%**



TRANSPORTATION

**29.7%**



ELECTRICITY

**40.9%**



OTHER SOURCES



Source: EPA. 2019. Inventory of U. S. Greenhouse Gas Emissions and Sinks: 1990-2017. U. S. Environmental Protection Agency, Washington, D.C.

NMBC sponsored the Shiprock "Virtual" Marathon in April. Pictured here is Team BEEF: Evangeline Natachu, Earlina Keeswood, and Donovan Carlisle

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



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