



# BEEF COUNCIL bullhorn

## NMBC HOSTS ACF-NM

On Thursday, February 9, 2023, the New Mexico Chapter of the American Culinary Federation held their monthly meeting at the New Mexico Beef Council office. Professionals representing various aspects of the food service industry were represented; culinary instructors, food distributors, restaurateurs, food truck owners, caterers. Also attending were instructors from the ProStart® High School Culinary Arts program as well as college level students from the Southwest Indian Polytechnic Institute.

Guests were served beef appetizers which included Beef Wellington Bites, Spicy Steak and Avocado Bruschetta and Beef & Cheese Sliders as well as red velvet mini cupcakes and, of course, Cow themed Cookies!! To access the

recipes for the beef appetizers, please go to [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).

The Beef program consisted of a beef rib fabrication demonstration provided by Tom Bertelle, NMBC Meat Specialist and a presentation from Kate Shulz, RD, LD, LMNT entitled "Beef Nutrition Foundation & Facts for Foodservice." Dina Chacon-Reitzel, NMBC Director, discussed current beef prices and shared the latest research trends on beef for the foodservice sector. Attendees were provided tote bags with valuable beef information and recipes upon leaving.

The New Mexico Beef Council has been a long-time member of ACF-NM and is considered a valued partner in their efforts to educate future culinarians and the public about beef and its role within the foodservice industry. ■



Food Service Professionals enjoy Beef appetizers while learning about beef trends.



Tom demonstrates a rib primal fabrication while Dina Chacon-Reitzel shares the latest on beef trends.



Tom Bertelle shows attendees various cuts from a beef tenderloin.



NMBC's dietician, Kate Shulz, explains the nutrition differences between Grain-finished and Grass-finished Beef.

## BEEF QUALITY ASSURANCE OFFERS TRAINING IN NW NEW MEXICO



Dr. Wenzel helps ranchers achieve their BQA Certification

The New Mexico Beef Council recently partnered with the Navajo Sustainable Agriculture Project (NSAP), a New Mexico State University Cooperative Extension Service initiative, to provide Beef Quality Assurance (BQA) Certification Training for producers from San Juan and McKinley Counties, along with students from Navajo Tech University (NTU). The January 16th event was held at NTU in Crownpoint, N.M. with John Wenzel, DVM, NMSU Extension Veterinarian, providing the training.

23 attendees participated with 14 producers completing testing and successfully obtaining NM BQA Certification. NM Beef Council sponsored lunch with Marjorie Lantana, NMBC Secretary, and Sonja Jo Serna, NMBC Contractor (BQA), attending to strengthen producer communication, address questions and provide educational materials.

To learn more about the NM BQA Certification program, upcoming trainings and CEU opportunities, go to [bqa.nmsu.edu](http://bqa.nmsu.edu). The BQA program has been supported with Beef Checkoff dollars from inception and additional Council Assessment funds for New Mexico BQA programs. ■



Navajo beef producers learn improved beef production practices.

# THANK YOU

BQA TRAINING | JANUARY 16, 2023



The NSA Team would like to thank the NM Beef Council for hosting the BQA luncheon! We received many compliments on the meal provided. The ranchers approved! We appreciate all that you do for our fellow ranchers. I hope we collaborate again soon!

Sincerely,  
NSA Project Team

NSAP thanked NMBC for sponsoring the beef luncheon.



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

1209 Mountain Road Place NE, Suite C ■ Albuquerque, NM 87110 ■ 505-841-9407 ■ [www.NMBeef.com](http://www.NMBeef.com)



## UPCOMING EVENTS

### MARCH

**6-8**

**Annual Meat Conference (AMC) in Dallas unites large and small grocery retailers, packers, processors and meat industry organizations to experience educational sessions and networking**

**16**

**Rotunda Dinner with Legislators and Ag partners in Santa Fe**

### APRIL

**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**

## MEET YOUR NEW MEXICO BEEF COUNCIL

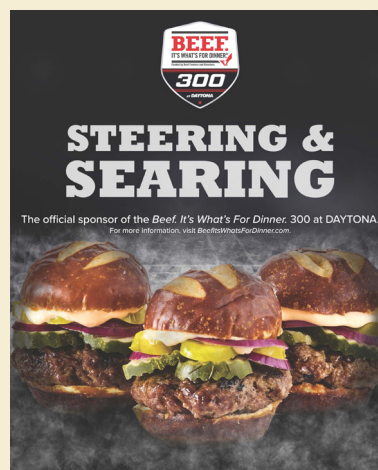


Nancy Phelps

Nancy Phelps is a familiar face in the ranching industry and chances are pretty good that if you're reading this, you probably know Nancy. Nancy's parents both had their roots in agriculture, so it wasn't a surprise when Nancy married a third generation rancher, Edwin "Bud" Phelps. Bud is a self-taught saddle maker and a self-professed cowboy. Nancy and Bud have a son, Porter, and a grandson, Patrick, who attends Wyotech Technical Institute in Laramie, W.Y. The Phelps ran Herefords exclusively on a Colorado ranch until the early 1990s when they starting putting Angus bulls on the cows. The couple ended up buying a ranch in Winston, N.M. where they have worked and lived the past 25 years. Nancy comments on her family's ranch, "It gets harder and harder to make ends meet because the cost of production continues to rise. Our cost for feed, fuel and other related expenses are increasing at a rate greater than inflation." Despite the challenges, Nancy is bullish on ranching in New Mexico, "We continue to search for answers to continue to live the type of life we have chosen, and love." Her favorite beef dish? Prime rib roast, but she loves a good filet too. ■

## CHECKOFF SPONSORS RACE AT DAYTONA 500

Start your engines – it's the Beef. It's What's For Dinner.300 (BIWFD.300). For the third year the Beef Checkoff sponsored a race during the Daytona 500 weekend last month. The NASCAR audience closely matches the ideal target audience for beef consumers. This year's race included a sweepstakes to win a Pit Boss grill and prize pack. Additionally the Social Media team created special posts for the race and Satellite Media Tour featuring Chef Ryan Clark highlighting great beef tailgate recipes live from the Daytona International Speedway. The New Mexico Beef Council chose to help sponsor this race as this partnership has proven to be lucrative in creating additional beef sales. ■



*The Checkoff-sponsored race provides an excellent opportunity for e-commerce which is one of the reasons the NMBC provides additional funding for this initiative.*



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

### DIRECTORS

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