

BEEF COUNCIL bullhorn



Beef Is Big at NMSU's Ag Day

AG Day was celebrated at NMSU Homecoming by the New Mexico Department of Agriculture and New Mexico State University (NMSU) College of Agricultural, Environmental and Consumer Sciences (ACES). New Mexico Beef Council was this year's title sponsor. AG Day featured ACES departments' exhibits, dozens of agricultural organizations, businesses, non-profits and student organizations sponsored food booths and educational exhibits.



(Left) NMBC Director Jim Hill sporting his TEAM BEEF jersey serves up tasty beef sliders at NMSU's Ag Day.

(Below) Doña Ana Farm Bureau's Bud Deerman treated the NMSU Regents to a ride on the "tractor train" a fun activity for "kids".



Groups such as the NMSU Therapeutic Riding Program and the NMSU Animal and Range Sciences department provided pony and horse rides, along with a variety of farm animals and livestock that the public interacted with to learn more about. New Mexico Ag in the Classroom had a fishing-pond game, while organizations such as New Mexico 4-H, NMSU Cooperative Extension Service and the New Mexico Farm & Ranch Heritage Museum helped educate the public about how agriculture is integrated into their communities and everyday lives. Attendees had the chance to sample New Mexico grown products, such as beef and dairy. ■

Hotel Restaurant & Tourism Management at NMSU

NMSU-Hospitality, Restaurant and Tourism Management (HRTM) teamed up with NMBC staff in September 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,



NMBC's Tom Bertelle grills steaks for sampling different grades of beef as students look on.

and two sections of HRTM 2120 Food Production & Service Fundamentals, attended lectures, and hands-on presentations over three days.

Tom Bertelle and Daniel Chavez, NMBC Center-of-the-Plate Specialists and Beef experts, 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. Beef videos were used for the classes to reinforce fabrication information, examples of the versatility of beef in menuing ideas, and the sustainability of beef production.

Dina Chacón-Reitzel, NMBC Executive Director, presented information about the beef industry, including the beef supply chain, and sustainable beef production practices.

Students were provided "Beef in the Culinary Classroom" binders, developed through NMBC, and supplemental print-



Congratulations to Senator Pat Woods for receiving the Outstanding Alumni Award from NMSU Agricultural Economics and Business Department

(L-R NMSU Donald Connor, Leslie Edgar, Senator Woods, Dean Flores, Jay Lillywhite and Jon Boren)

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ed resources to support the presentations given. In addition, they were all given beef aprons, "The Beef Book", and chefs jackets with the NMBC logo. Culinary instructors were provided posters, resources and video presentations which they will be able to use for future classes.

Thanks 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. ■



Happy student showing off his Beef. It's What's for Dinner. apron and cow mascot at the Beef dinner prepared by the HRTM students.



(top) Tom Bertelle and Daniel Chavez fabricate beef primals for students



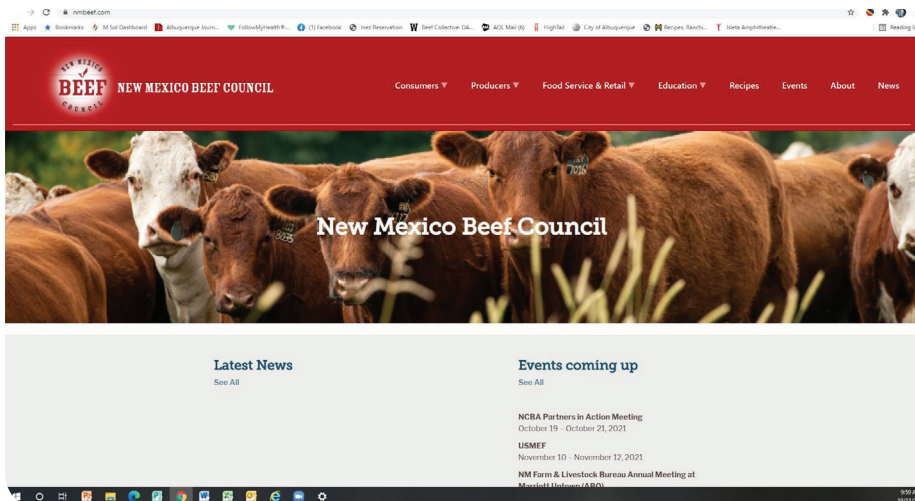
(bottom) Students enjoy beef samples

Kids, Kows & More

The New Mexico Beef Council partners with NMSU Colfax County Cooperative Extension Service in coordinating Kids, Kows & More, an experiential learning experience about agriculture. Kids get a little taste of all types of agriculture in their area. Colfax CES hosted Kids, Kows & More in October with 160 kids and seven presentations covering all areas of agriculture (beef, animals, water conservation, chile, etc.) All of the kids received goodie bags with resources from NMBC. We thank Kathryn Malcolm-Callis, the NMBC presenter. ■



New Mexico Beef Council Launches New Website



Have you visited our website, NmBeef.com, lately? We recently updated it and would love your input on additional resources or links that we can include. You will find more recipes and more resources for consumers and producers. ■

For more information about your beef checkoff investment visit MyBeefCheckoff.com



2021-2022 DIRECTORS – CHAIRPERSON, Zita Lopez (Feeder); VICE-CHAIRPERSON, Cole Gardner (Producer); SECRETARY, Marjorie Lantana (Producer).

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