

BEEF COUNCIL bullhorn



NMSU Ag Modernization District Breaks Ground on Phase I

New Mexico State University celebrated the modernization of its agricultural district with a groundbreaking ceremony for the first phase in its Agricultural Modernization and Educational Facilities project. The project was approved by New Mexico voters through general obligation bonds in 2018. The ceremony took place on the main campus in August. The new facilities include a state-of-the-art **Meat Science Laboratory**.



NMSU Board of Regents, NMSU Leadership break ground for the new Food Science building which includes a new Meat Science Laboratory to use for teaching, research and development of value added food products.



Architectural rendering of the food science building in the agricultural district at New Mexico State University's Las Cruces campus. This project, Phase 1 of the Agricultural Modernization and Educational Facilities, is funded by 2018 General Obligation (GO) Bonds.

"This marks an exciting milestone for NMSU and the College of Agricultural, Consumer and Environmental Sciences," said ACES Dean Rolando A. Flores, "as well as for New Mexico's agriculture industry. The growth in research, outreach and service that will be made possible by these new facilities will benefit all New Mexicans."

Construction work on the two-phase project got underway in June, and includes the construction and modernization of facilities that support human health and biomedical research, student learning and public outreach, and food security and animal production efficiency.

The NMSU Las Cruces campus is unique among American collegiate campuses in that its agricultural district, which is approximately 164 acres, is adjacent to the campus core. The last major facility added to the agricultural district was Skeen Hall, constructed in 1999 as the Center for Sustainable Development of Arid Lands.

Modernization of the learning environments in NMSU's ag district will help create an agricultural workforce that can advance the industry in New Mexico and help New Mexico's economy grow, Flores said. ■

New Mexico Beef Council Supports San Juan County Fair

(Top) All smiles, the San Juan County Youth Livestock 4-H Fitting Class contestants get ready to show their livestock.

(Middle) Marjorie Lantana represented the New Mexico Beef Council at the San Juan County Fair in August. Marjorie, pictured here with the senior division cattle fitting contest champions and judges, at San Juan County's Youth Livestock Show. LtoR: Katelyn Farmer, Marjorie Lantana, Christiana (SweetPea) Halphen, Kooper Crum and Jennifer Mann

(Bottom) Tatum Lantana and Kynlie Platero show the care their livestock receive prior to judging.



High School Culinary Students Get Boost from ProStart



The New Mexico Beef Council is helping boost the next generation of culinary professionals through support of the ProStart program. NMBC is excited to again offer the Beef Grant program to returning teachers for the 2021-2022 school year.

NMBC's Beef Grant program is available to all the ProStart culinary classroom programs across New Mexico. Schools are provided an opportunity to apply for grants up to \$1,000 to cover the cost of beef used in not only their classroom curriculum but for the ProStart state and national competitions as well.

ProStart is a nationwide, two-year program for high school students pursuing a career in culinary arts and hospitality management. The NMBC Beef Grant program is supported through the Beef Check-off program. Interested students and teachers will find more information and the application on NMBeef.com

Summer Grilling Campaign By The Numbers

The summer grilling campaign had a strong 4th of July performance. These stats are from the national campaign which ran May 24 – July 11 and show how many consumers we reached with our ads.



Impressions:	83.7 million
Video Views:	11.3 million
Clicks on Ads:	120,000
Social Engagements:	43,000
Audio Ad Listens	5.8 million

Grilled T-Bones

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



2021-2022 DIRECTORS – CHAIRPERSON, Zita Lopez (Feeder);
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Climate Week NYC 2021

There is likely to be increased coverage about beef's role in sustainability surrounding Climate Week NYC 2021 on Sept. 20-26 and the UN Food Systems Summit on Sept. 23. The good news is that this also provides a great opportunity for us to proactively share beef's sustainability story and positive information about its role in healthy, sustainable diets. The Checkoff also hosted an official Climate Week NYC 2021 panel event titled "Can beef be sustainable?" which included a cattle rancher, environmental scientist, chef and nutritionist. The event was free to attend and open to all.

