



# BEEF COUNCIL bullhorn



## LOBO'S GET "FUELED FOR SUCCESS" AT BANQUET

The New Mexico Beef Council (NMBC) sponsored the University of New Mexico's Fuel for Success Banquet at the Rudy Davalos Basketball Center on February 26th. Nearly 400 student-athletes were in attendance. The evening included a presentation by nationally recognized sports dietitian Amy Goodson, MS, RD, LD, CSSD, followed by a delicious New York Strip plated steak dinner provided by the NMBC. Amy provided the student-athletes tips on Fueling for Success during training, competition, and recovery. She shared valuable information on the importance of fueling the body with a focus on high-quality protein, such as beef, to improve athletic performance, increase strength levels and lean muscle mass. She also provided practical fueling schedules for athletes based on when and how hard they train and practice. All attendees were invited to join the Sports Nutrition Game Plan. This free online sports nutrition platform provides sports nutrition videos, handouts, meal plans, fueling schedules, and an opportunity to work with a sports dietitian intern. Kate Schulz RDN, LD, LMNT

is NMBC's consulting dietitian and shared, "this was an exceptional opportunity for UNM's student-athletes to not only learn from Amy in person, but then have access to a free online resource geared towards fueling them for success on and off the field". Each student athlete received "BEEF. It's What's for Dinner" swag with a water bottle and stickers, beef recipes, potholders, and steak seasoned beef jerky.

Sports marketing has become an important focus for the NMBC. This banquet was the first effort targeting student athletes in higher education. The NMBC will be sponsoring a similar banquet at New Mexico State University in August for student athletes as they return for the fall semester. ■



Smiling students enjoying their steak dinner.



Students enjoyed Amy's enthusiastic and humor filled presentation.



Liz Roche, NMBC's administrative assistant, speaker Amy Goodson and NMBC's consulting dietitian, Kate Schulz.



Amy Goodson talks about sports nutrition.



400 students filled the Rudy Davalos Basketball Center.

## REMEMBERING LINDA DAVIS



**Linda Mitchell Davis** was shaped by one of New Mexico's most storied ranches and left her indelible mark on another.

While still a young child, she accompanied her father, Albert K. Mitchell, on his rounds as manager of Tucumcari's Bell Ranch, which traces its origins back to an 1824 Mexican land grant. "The first year I went out with the (Bell) wagon and brought my favorite book, 'Peter Rabbit,'" Davis told the late cowboy/writer Stephen Zimmer during an interview for a 2007 Western Horseman magazine article. "When we rode back in the

evening, the cowboys would sit and read it with me, but pretty soon they got tired of it, so they started reading to me from their copies of 'Ranch Romances.'"

After marrying Les Davis in 1953, Davis moved to Cimarron's CS Ranch, which had been founded in 1873 by Les' maternal grandfather, Frank Springer. For the rest of her days, she lived and worked at the CS — with Les, until his death in 2001, and with their children and grandchildren. Along the way, she became not only one of the most respected ranchers in New Mexico but also in the American West and more distant places.

Davis died on Feb. 18 at her home on the CS

Ranch. She was 93. Survivors include four sons, two daughters and their families.

"Linda was known throughout the United States and other parts of the world," said Jeff Witte, director/secretary of the New Mexico Department of Agriculture. "The things she did for agriculture went well beyond (New Mexico's) borders and her fence line. She was really dedicated to making sure there was a good future in ranching."

We fondly remember Linda for her contributions to our industry over the years. Linda served as the New Mexico Director to the Cattlemen's Beef Board from 1986-1994, and on the NMBC from 1994-2000. ■



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





# PROSTART INVITATIONAL SHOWCASES UP AND COMING STATE CULINARIANS



New Mexico culinary students came together on March 13th to participate in the ProStart Invitational Competition sponsored by the NM ProStart National Restaurant Association Educational Foundation. This annual event was held at the Santa Fe Community Convention

Center. High School student teams competed in one of two categories: Management or Culinary. Awards were presented to the winning teams in first, second and third places. Additional awards are provided to the Educator of the Year and for overall highest points for a school's management and culinary teams. Congratulations to this year's winners:

## MANAGEMENT COMPETITION

- **First Place:** Carlsbad High School
- **Second Place:** Cloudcroft High School
- **Third Place:** Taos High School

## CULINARY COMPETITION

- **First Place:** Taos High School
- **Second Place:** Carlsbad High School
- **Third Place:** Albuquerque High School

## PROSTART EDUCATOR OF THE YEAR

- **Eleanor McAlpine**, Volcano Vista High School, Albuquerque

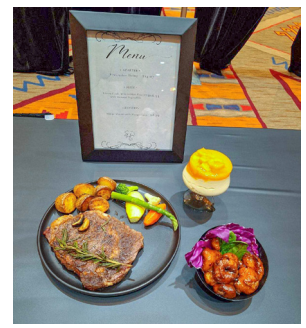
## HOSPITALITY CUP-HIGHEST OVERALL POINTS IN COMPETITION

- **Carlsbad High School** Management and Culinary teams

The New Mexico Beef Council was a key sponsor of the ProStart Invitational and provided denim tote bags full of culinary-related items to all the winning teams. During the school year, NMBC continues their support by providing "Beef Grants" to ProStart teachers. This enables culinary teachers to include beef as part of their meat classes, and incorporate Beef into their competition efforts. All the winning schools are Beef Grant recipients. NMBC is proud to support the teachers and these future culinarians! ■



Patty Waid, NMBC Education Coordinator, and Tom Bertelli, Beef Specialist, greeted students at the NMBC booth.



Silver City prepared ribeye steak.



The Carlsbad High School team celebrates winning 1st Place in Management and 2nd Place in Culinary. Congratulations to Amanda Hale, Culinary Arts Instructor, and team.



Michaela Aycock, Carlsbad HS culinary student, received roses from her family.



Chloe Hinchcliffe, Albuquerque HS culinary student, was cheered on by her father and grandparents. Her team won 3rd Place in the culinary competition.



Dr. Jean Hertzman, NMSU HRTM (left) and Patty Waid, NMBC Education Coordinator (right) congratulate Eleanor McAlpine, Volcano Vista HS Culinary Arts Instructor (center), as she was recognized as Culinary Educator of the Year.

## MEET YOUR NEW MEXICO BEEF COUNCIL



**Joel Van Dam** is the dairy representative on the NMBC. He and his wife, Jaimie, own Route 77 Dairy in Clovis where they are raising their three boys: 11-year-old Lane, 8-year-old Tate and 5-year-old Rhett. Joel's family has been dairy farming since 1948 in South Dakota, California, Utah and New Mexico. Milking 4,000 cows daily, Route

77 also breeds 25-30% of their cows for beef. The Van Dams raise their own heifers. Joel boasts, "my three sons love to bottle feed the babies." He is optimistic about the future, but still sees challenges with the drought and local market conditions. Joel's favorite dairy products? He loves pepper jack cheese and chocolate chip cookie dough ice cream. Filet mignon is his favorite beef dish. ■

## UPCOMING EVENTS

### APRIL 2024

**April 27**  
United Dairy Women's "Dairy Nights and Can-Am Lights"  
Clovis, NM

**April 26-28**  
National ProStart Invitational  
Baltimore, MD

### MAY 2024

**May 4**  
Shiprock Marathon  
Shiprock, NM

**May 13-June 14**  
Dairy Consortium  
Clovis, NM

**May 19-25**  
US Beef Academy  
Corona Ranch, NM

**May 22-24**  
USMEF Spring Conference  
Kansas City, MO

### JUNE 2024

**June 6-8**  
Dairy Producers of NM Meeting  
Ruidoso, NM

**June 9-11**  
NM CattleGrower's Summer Meeting  
Ruidoso, NM

**June 9-14**  
Youth Ranch Management Camp  
CS Ranch, NM



## NEW MEXICO BEEF COUNCIL 2023-2024 DIRECTORS

### DIRECTORS:

**CHAIRPERSON**  
Cole Gardner (Producer)  
575-910-8952

**VICE CHAIRPERSON**  
Kimberly Stone (Producer) 202-812-0219

**SECRETARY**  
Marjorie Lantana (Producer)  
505-860-5859

### NMBC DIRECTORS:

**Joe Chavez** (Feeder) 505-486-3228

**Sarah Fitzgerald** (Feeder) 830-739-3450

**Belinda Lavender** (Purebred Producer) 505-714-3094

**Justin Knight** (Producer) 505-490-3455

**Nancy Phelps**, (Producer) 575-740-0957

**Joel Van Dam** (Dairy Representative) 575-714-3244

**EXECUTIVE DIRECTOR**  
Dina Chacon-Reitzel  
505-841-9407

**BEEF BOARD DIRECTOR**  
Boe Lopez (Feeder)  
505-469-9055

**FEDERATION DIRECTOR**  
Cole Gardner (Producer)  
575-910-8952

**USMEF DIRECTOR**  
Kenneth McKenzie (Producer)  
575-760-3260