



# BEEF COUNCIL bullhorn



## NEW MEXICO STATE UNIVERSITY CELEBRATES NEW STATE-OF-THE-ART FACILITIES



NMBC Council Members and staff toured the new Meat Science Lab.

A ribbon cutting ceremony was held on Friday November 3rd for the new Meat Science Lab on the New Mexico State University campus. Several dignitaries, elected officials, NMSU representatives, New Mexico Beef Council Directors, alumni and community members gathered to celebrate the new facility. The Food Science, Security and Safety Center and the Animal Nutrition and Feed Manufacturing Facilities are located in NMSU's growing agricultural district located off of Stewart Street. These facilities will make it possible for NMSU to build greater research capacity, create new partnerships with private industry and governmental agencies, and allow the University to compete for millions of dollars in grants for research and education.

**Cattle will be raised and harvested at the New Mexico Beef Council Meat Science Laboratory, and provide healthy and wholesome meat products for New Mexico consumers at Pistol Pete's Premium Meats retail store affiliated with the facility. This is a true "Gate to Plate" system. ■**



NMBC Chairman, Cole Gardner, and Executive Director, Dina Chacon-Reitzel; along with New Mexico Lt. Governor, Howie Morales and other NMSU dignitaries at the ribbon cutting for the new facility.

## BEEF BRISKET SLIDERS WITH A SMILE SERVED AT NMSU'S AG DAY



The New Mexico Beef Council was title sponsor of Ag Day which took place on November 4th in conjunction with NMSU's Homecoming festivities. NMBC partnered with Dona Ana County Farm Bureau with a booth serving hundreds of beef brisket sliders with all the "fixins" including Hatch Chile condiments. NMSU's College of ACES and Department of Agriculture's Ag Day featured dozens of booths with educational exhibits, agricultural organizations and businesses, non-profits, food, student organizations and the infamous "Barrel Tractor Ride" for all of the kids to enjoy. ■

## NMBC SPONSORS "WELCOME RECEPTION" AT 2023 JOINT STOCKMEN'S CONVENTION

New Mexico Beef Council Directors served up a variety of scrumptious BEEF appetizers to hungry guests at the Welcome Reception on the opening evening of the 2023 Joint Stockmen's Convention. And the verdict? DELICIOUS! ■



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

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# UMBRIDGE RECOGNIZED AS 2023 BEEF BACKER OF THE YEAR

The Beef Backer Award is presented annually by the New Mexico Beef Council for outstanding efforts to help advance the New Mexico beef industry through education, promotion and research.

To say that this year's recipient is extremely modest and was taken by surprise would be an understatement, as Don Umbridge is much more comfortable quietly working behind the scenes than receiving accolades.

Don Umbridge began his early years as the Ranch Manager of the Popejoy Ranch in Colfax County, which nurtured Don's love of cattle, horses, ranching, respect of the local pioneer families and knowledge of the history of the early ranches and people in northeastern New Mexico. Don's keen ability for storytelling, was honed in those years, remembering the colorful characters, shenanigans and word-for-word quips, quotes and conversations of the community folks and their interesting and sometimes entertaining lives.

Don was raised in a devout Catholic-Christian family with his two brothers and five sisters, one of them his twin sister, Connie. His parents instilled the values of faith, love of family and hard work, and he and his wife, Louise, have done the same with their four children; Celeste, Christopher, Steven, Shannon and seven grandchildren. Don served honorably in the United States Navy in 1958-1963 during the Cuban Blockade and Bay of Pigs. Upon his discharge he went to the Anderson School of Management at the University of NM on his GI Bill, where he completed his Accounting Degree and earned his Certificate of Public Accountancy. Don began his CPA practice in 1974 and further solidifying his partnership with his wife Louise, they formed Umbridge & Umbridge CPA Practice in 1986.

Don has served the New Mexico Beef Council for over 36 years as the Council's Contract Accountant. Working through the establishment and the trials; tribulations and successes of the state and federal Beef Checkoff, Don's



*Don Umbridge, the 2023 Beef Backer of the Year!*

steady guidance helped lay the foundation for the responsible financial administration and fiscal policies that govern the Beef Council to this day. He prepares financial statements and ready's the books for the annual state audit, tracks collections, prognosticates revenue in uncertain cattle cycles and other daily duties of an accountant. He is always on call, to provide trusted financial counsel to administrative staff and to council members. But it's what Don does beyond the daily duties that have earned him this recognition.

Don has always made it a point not just show up, but to lend a hand, becoming an extension of the small staff that is charged with carrying out Council business and programs; he has attended all but a few Beef Council meetings held across the state, assisting by carrying meeting materials, setting up for the meeting, distributing folders and making the coffee if need be. Never hesitant to slip on a Beef apron, Don has helped schlep trays of hot beef, set up chafing pans and served beef along with council directors and staff to thousands of hungry people at every AgFest, Welcome Reception, and Council function for his entire tenure. Always happy to help and the last to leave, he helps clean and pack up, retrieve and reload vehicles. During the many years the Council sponsored a booth at the NM State Fair, along

with the CowBelles, he volunteered many hours in the booth handing out beef samples and educating fairgoers about beef and the cattle industry. When the Beef Council and Cattlegrowers sponsored the Stockmen Care About Kids promotion with the Children's Hospital of New Mexico, he helped set up the educational booths for the children, lead the pony rides, and manned the Children's Miracle Network Telethon phones raising money for the hospital, ever grateful because his own daughter Shannon, had been a heart patient at the Hospital.

Don is a Founding Member of the New Mexico Junior Livestock Foundation

that was incorporated in 1989 to assist in the promotion of the NM State Fair Junior Livestock Sale, over the years expanding to the Eastern and Southern NM State Jr. Livestock Sales. He actively raised money and increased buyers, all for the purpose of supporting 4-H a FFA youth in the state with their agriculture endeavors. He has served as Treasurer of the Foundation Board since its inception. Don is devoted both to agriculture and his church. He is a man of great faith, a lifelong member of Our Lady of Fatima Catholic Church, serving on the Finance Committee, and serving God as an altar server at the 6:30 a.m. mass every morning of the year.

If you've had the pleasure of knowing Don, you've laughed at his dry-wit, appreciated his eternal optimism, and you've never heard him utter an unkind word. Quiet and steady people often don't get the recognition they deserve. Don goes about life giving and asking nothing in return. He has a true "servant's heart" always generous with this time, talent and treasure. The NM Beef Council, the entire agriculture industry and society are the benefactors of Don's hard work and commitment.

Because we at the Beef Council know that a job well done is rare, it is a privilege to honor Don Umbridge, the 2023 Beef Backer of the Year! ■



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BEEF COUNCIL  
2023-2024  
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