



# BEEF COUNCIL bullhorn



## NMSU'S DR. WENZEL RECEIVES NATIONAL BQA AWARD

ORLANDO, Fla. (Feb. 1, 2024) – The National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, announced the winners of the 2024 Beef Quality Assurance (BQA) Awards, sponsored by Cargill. The National BQA Awards, funded in part by the Beef Checkoff, annually recognize outstanding educators, beef and dairy producers, and marketers.

"These winners are committed to incorporating BQA principles into their day-to-day operations," said Josh White, senior executive director of producer education and sustainability at NCBA. "Their dedication to animal care and continuous improvements results in high-quality beef for consumers."

When New Mexico brought BQA to the state in the early 1990s, Dr. John Wenzel, DVM, then in private practice, stepped up to teach producers the principles and management techniques to improve beef quality and safety. He traveled thousands of miles on his own dime to conduct BQA training sessions for hundreds of beef producers throughout the state. Currently the NMSU Cooperative Extension Service DVM, Dr. Wenzel trains producers on how to provide the safest and most wholesome beef products possible. The end goal is building consumer confidence which is also the main focus of the BQA education program. His decades of service to his



Dr. John Wenzel conducts chute-side BQA training.

profession, community, state, college and universities along with noted success of numerous programs, contributes to his reputation as a professional influencer and quality educator in this industry.

Award winners are selected by a committee comprised of BQA certified representatives from universities, state beef councils, sponsors and affiliated groups, who assess nominations based on their demonstrated commitment to BQA practices, their service as leaders in the beef industry and their dedication to promoting the BQA message to grow consumer confidence.

Dr. Wenzel was nominated for this prestigious national award by Dina Reitzel, Executive Director of the New Mexico Beef Council; Shanna Ivey, PhD, Department Head and Professor, Animal and Range Sciences and Extension Animal Sciences and Natural Resources, New Mexico State University; and Loren Patterson, President of the New Mexico Cattle

Growers Association.

He was honored on the national stage and a reception was sponsored for Dr. Wenzel by the New Mexico Beef Council and hosted at the NMSU Animal Sciences booth at the 2024 Cattlecon Cattle Industry convention trade show in Orlando last month. Congratulations Dr. Wenzel! ■



From Left to right: Rolando Flores, ACES Dean, NMSU; Marjorie Lantana, NMBC Director; Dina Reitzel, NMBC Executive Director; Dr. John Wenzel, NCBA BQA Educator of the Year; Dolly Wenzel; Shanna Ivey, ACES Department Head, NMSU; Sarah Fitzgerald, NMBC Director; Nancy Phelps; NMBC Director; Boe Lopez, NMBC Director



## TENDER LOVING BEEF CUTS FOR VALENTINE'S DAY



NMBC's Tom Bertelle and El Pinto's Chef Vince prepare beef filets



Tom guides chef Vince from El Pinto on cutting a whole tenderloin

Tom Bertelle, New Mexico Beef Council's Center of the Plate Specialist, gave a cutting demonstration to El Pinto Chef and kitchen staff in February. Tom helped the restaurant prepare for their Valentine's Day Menu which featured eight-ounce Filet Mignon entrees. As Tom fabricated, he explained, "An entire beef tenderloin roast is a large cut that's extremely versatile and can be used in many delicious meals." El Pinto staff learned that the filet mignon is cut from the tip of the beef tenderloin, and is a delicate and tender area of the loin primal. We're not sure if the diners enjoyed their Valentines as much as they enjoyed their filets!



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

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## HIGHLIGHTS FROM BEEF CHECKOFF-FUNDED MARKETING

- Our new national advertising campaign, "Together We Bring More", launched last May and in the first 8 months has achieved the highest results in at least the last 5 years with an average view rate of 70%, which is 20% over our success benchmark.
- The "Together We Bring More" Raised & Grown spots are off the charts with one of them having a 78% view rate.
- This year our "Together We Bring More" holiday spot outperformed last year's Tony Romo-featured spots.
- Recent E-commerce campaign results showed that for every \$1 of paid advertising, \$34 of beef was sold.
- November was a record month for BQA certifications with more than 5500 certifications.
- An earned media effort with Pitmaster Erica Blaire Roby on the Today Show resulted in 96 total stories with a potential audience over 1 billion people
- Technical Research had 35 placements in scientific journals, just in Q1.
- ...and much more. ■

## LEARN ABOUT BEEF!



Tom Bertelle and Patty Waid present to the West Mesa HS ProStart class.



Tom Bertelle, NMBC Beef Specialist, and Patty Waid, NMBC Education Specialist, coordinated a beef presentation at a West Mesa High School ProStart Culinary Class in January. Tom's beef fabrication demonstration for the students included showing various beef cuts that come from the loin primal. Tom and Patty talked about menu concepts and the versatility of beef when working with foodservice restaurants and institutions and their customers. Tom prepared the cuts of beef and demonstrated the preparation and assembly of a beef kabob, and a different cut of beef for grilled fajitas which the students then sampled. Patty discussed how beef fits into a healthy lifestyle and shared how ranching families care for their land and animals. By introducing beef through a "Gate to Plate" concept, students were able to understand the beef supply chain all the way to foodservice businesses and retail meat cases.

At the end of the class, students were asked to fill out an evaluation form. One student's evaluation summed it up perfectly... **"Great job on the presentation, very well put together. Now I am hungry for beef and headed to Wendy's to buy a hamburger!"**

The New Mexico Beef Council is proud to continue its support of ProStart culinary curriculums in high schools throughout our state through its Beef Grant Program. ProStart instructors who include beef as part of their culinary education may qualify for this grant. The NMBC also provides resources to support beef education in the classroom. ■

## UPCOMING EVENTS

### MARCH 2024

**March 12**  
ProStart Invitational,  
Sweeney Center  
Santa Fe

**March 23**  
NMSU Hotel,  
Restaurant, Tourism  
Management  
Chef's Artist's Dinner  
Albuquerque

### APRIL 2024

**April 11-13**  
ANCW Region VI  
Annual Conference  
Las Cruces

**April 12**  
BEEF DAY at ANCW  
Conference  
Las Cruces

**April 18**  
NMCGA NE NM BQA  
Training

## HONG KONG EVENT PROMOTES AMERICAN BARBECUE AND CELEBRATES FOODSERVICE



Chefs sample American BBQ at Hong Kong event.

The 14th edition of the Great American Texas Barbecue attracted 850 chefs, merchandisers, restaurant owners, distributors and U.S. suppliers, who turned out to sample American barbecue, reconnect with industry partners, and learn new menu ideas and concepts. Brisket, ribs and sausages were expertly cooked and smoked while new items such as the Steamship Round were featured. This event is supported by the Checkoff and is presented by the United States Meat Export Federation (USMEF) ■



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