



# BEEF COUNCIL bullhorn



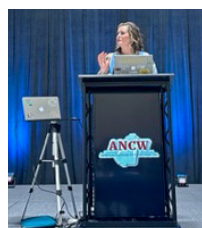
## BEEF NUTRITION INSIGHTS AT NM COWBELLES REGION 6 ANCW MEETING

The NM CowBelles hosted the Region 6 American National CattleWomen Inc. (ANCW) Meeting in Las Cruces on the NMSU Campus last month. NM Beef Council Registered Dietician, Kate Schulz, shared valuable insights and research related to beef consumption. In a world where nutrition information can be overwhelming, she emphasized the importance of clarity in the current nutrition landscape, which can confuse even seasoned healthcare professionals. With a focus on protein—specifically beef—Schulz explained how beef, with its rich protein content, plays a vital role in nourishing our bodies across all life stages—from infancy to aging. Beef provides essential micronutrients like iron, zinc, choline, and B vitamins. Whether it's a tender steak or a hearty stew, beef's versatility makes it a beloved choice in a variety of dietary patterns.

The Beef Checkoff continues to work educating medical professionals and consumers about lean beef, sharing the definition of "lean beef" and its impact on health. Backed by nearly 20 research studies, lean beef can be

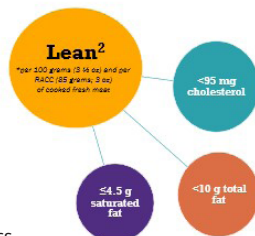
part of a healthy eating pattern. The session included exciting results from the Beef Checkoff "Strong Minds Strong Bodies" campaign directed at physicians. Post campaign results indicate a whopping 91% of physicians either recommended or intend to recommend beef for school-aged children. The campaign's impact was evident, emphasizing beef's role in supporting growing minds and bodies.

Closing the session, Schulz discussed the upcoming Fuel for Success banquet scheduled for NMSU student athletes in the Fall semester. She also introduced the Sports Nutrition Game Plan, developed by the Texas Beef Council, which is a free program targeting high school student athletes, coaches, trainers, and parents. Each component focuses on proper nutrition principles, sports-specific guidance, and the essential role of beef in fueling training, performance, and recovery. NMBC also plans to introduce this program to NM high school athletes in the next school year. ■



### Many Cuts of Beef Qualify as Lean

- Nearly 40 cuts of beef are lean, as defined by the USDA
- Look for the words "loin" and "round" in the cut name



NMBC Registered Dietician, Kate Schulz, addresses ANCW Region VI attendees using easy-to-understand infographics.

## ANCW ATTENDEES LEARN ABOUT HIGH SCHOOL AND COLLEGE BEEF CULINARY ARTS PROGRAMS



Patty Waid presents to an enthusiastic crowd at the ANCW conference.

Patty Waid, NM Beef Council Beef Foodservice and Education Consultant, presented a program entitled "NMBC Introducing Beef Education into High School and College Culinary Classrooms" as part of the American National Cattlewomen's Region VI Conference. Cattlewomen from New Mexico, Arizona, Utah, California, Wyoming and Texas attended the conference and learned about NMBC partnerships with culinary programs at NMSU, CNM, and high schools in New Mexico.

Patty provided an in-depth look as to how classes are planned with an emphasis on content, presenters, and an up-close, personal format to include students in all aspects of the class. Beef industry information is introduced to the students on production from "Gate to Plate". The cattlemen were able to see a behind the scenes look at how to plan these beef classes while working with faculty, chefs, students, and program professionals to offer a solid Beef program as part of the student's semester coursework. ■



School of Hotel, Restaurant & Tourism Management

## ANNUAL CHEF ARTIST DINNER

The New Mexico Beef Council was thrilled to sponsor the New Mexico State University's School of Hotel Restaurant Tourism Management's annual dinner held in the beautiful La Quinta Ballroom at Los Poblanos Historic Inn & Organic Farm in Albuquerque. This exclusive event for one hundred guests included a tour of the farm, opening reception and silent auction topped off by an incredible five-course meal featuring beef short ribs. Each course was paired with an excellent selection from a New Mexico winery. The dinner is a required element of the HRTM curriculum where the students help prepare and serve the dinner. ■



# WELCOME TO THE BEEF NUTRITION EDUCATION HUB

THE HEALTH AND NUTRITION COMMUNITY'S EDUCATION PORTAL FOR BEEF NUTRITION RESOURCES & CONTINUING EDUCATION OPPORTUNITIES

## NMBC SPOTLIGHTED AT NEW MEXICO ACADEMY OF NUTRITION AND DIETETICS

The New Mexico Beef Council sponsored an enlightening education session during the New Mexico Academy of Nutrition and Dietetics (NMAND) Annual Meeting, which was held virtually last month. The session, titled **"Strengthening Your Voice and Amplifying Your Reach in the Nutrition Community,"** provided valuable insights for dietitians and dietetic interns.

Joseph Lippold, MAL, RYT, TI-CPT, and Tony Castillo, MS, RD, LDN, led the session, offering participants an engaging opportunity to connect virtually and expand their professional networks. As the world continues to adapt to virtual interactions, this session emphasized the importance of building connections and fostering collaboration within the nutrition community.

Lippold and Castillo highlighted specific resources available through the New Mexico Beef Council and the National Cattlemen's Beef Association (NCBA). These resources empower dietitians by providing access to cutting-edge information and research related to beef nutrition.

### THE TWO PROFESSIONALS FOCUSED ON TWO KEY TOOLS:

- 1. Beef Nutrition Education Hub:** This comprehensive resource equips dietitians with evidence-based information on the nutritional benefits of beef. From protein content to cooking tips, the hub serves as a valuable reference for professionals seeking to educate their clients and patients.
- 2. Beef Aficionados:** Designed specifically for dietitians, Beef Aficionados offers the latest updates on beef research, culinary trends, and industry news. Whether you're exploring new recipes or staying informed about sustainability practices, this platform supports dietitians in their quest to promote balanced and healthy diets.

By fostering connections and providing access to relevant resources, the New Mexico Beef Council and NCBA contribute to the professional growth of dietitians. As the field of nutrition evolves, these collaborative efforts ensure that dietitians remain well-informed and equipped to serve their communities effectively. ■

## NMBC R.D. MEETS WITH NMSU DIETETIC STUDENTS



NMBC's registered dietitian, Kate Schulz, presents beef information to NMSU students.

The NMSU Human Nutrition and Dietetics Sciences program welcomed New Mexico Beef Council's Kate Schulz, registered dietitian, to an interactive session with dietetic undergraduate students and interns. Schulz's presentation focused on her personal and professional career path as a dietitian working closely with the NMBC. She emphasized the importance of nutrition education and the role of beef in a balanced diet. Her passion for promoting health and wellness inspired students to consider the diverse paths within the field of nutrition and dietetics.

During the session, Schulz delved into the latest research on beef consumption and its impact on heart health. She highlighted the nutritional benefits of lean beef, dispelling common misconceptions and shared evidence-based insights emphasizing the role of protein, vitamins, and minerals found in beef. The NMBC provided a beef lunch for the 25 students and faculty as she discussed dietary choices, recipes, and the joys of cooking with beef. In addition, students received water bottles, beef recipe booklets and other goodies from NMBC as appreciation for the students' participation. Professor O'Donnel thanked Kate for making herself accessible to the students in the future, to further discuss internship opportunities, career paths, or beef-related questions. The collaboration between NMSU and the NMBC continues to foster knowledge, passion, love for wholesome food, and serves as a reminder that dietitians play a vital role in shaping healthier lives, one plate at a time. ■

## UPCOMING EVENTS

### MAY 2024

- |   |   |   |
|---|---|---|
| <b>May 4</b><br>Shiprock<br>Marathon<br>Shiprock, NM  | <b>May 15-17</b><br>Indian Livestock<br>Days<br>Albuquerque | <b>May 22-24</b><br>USMEF Spring<br>Conference<br>Kansas City, MO |
| <b>May 13-14</b><br>Dairy<br>Consortium<br>Clovis, NM | <b>May 19-25</b><br>US Beef<br>Academy<br>Corona Ranch, NM  |   |

### JUNE 2024

- |  |   |   |
|--|---|---|
| <b>June 6-8</b><br>Dairy Producers of<br>NM Meeting<br>Ruidoso, NM     | <b>June 9-14</b><br>Youth Ranch<br>Management Camp<br>CS Ranch, NM                | <b>TBA</b><br>New Mexico<br>Beef Council<br>Meeting |
| <b>June 9-11</b><br>NM CattleGrower's<br>Summer Meeting<br>Ruidoso, NM | <b>June 29</b><br>94Rock Backyard BEEF<br>Grilling Competition<br>Albuquerque, NM |   |

### JULY 2024

- |  |
|--|
| <b>July 8-11</b><br>NCBA Summer Business<br>Meeting<br>San Diego, CA             |
| <b>July 16-19</b><br>NM Farm & Livestock<br>Bureau Summer Meeting<br>Ruidoso, 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