

JANUARY 2023



BEEF COUNCIL bullhorn

JOINT STOCKMEN CONVENTION: INFO, FOOD, FUN AND AWARDS

The New Mexico Beef Council joined the Cattlegrowers and Woolgrowers at the Hotel Albuquerque last month for the annual Joint Stockmen Convention. Ranchers and farmers participated in programs and learning opportunities while enjoying fellowship with friends and family from across New Mexico. The annual Convention is also the time to recognize those who have served our industry.

NMBC sponsored the kickoff reception where Council members served up Beef Wellington, Beef Sliders and Beef Bruschetta. "Check In on the Checkoff" featured a panel of NMBC contractors who provide a variety of services to the Council including advertising, nutrition, education and Beef Quality Assurance programs.

It was also time to thank two Council members. Zita Lopez, immediate past president of the NMBC, served for six years on the Council and will be missed. We also recognized the service of Matt Ferguson, also a past president of the Council, who served for six years. Each Council member was presented with the iconic framed photo of "New Mexico Beef is Great" that first appeared in National Geographic in 1991. ■



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DR. HAGEVOORT IS 2022 BEEF BACKER

The Beef Backer Award is presented annually by the New Mexico Beef Council, for outstanding efforts to advance the New Mexico Beef industry through Promotion, Education and Research.

This year's recipient, Dr. Robert Hagevoort, is no stranger to the New Mexico beef and dairy community. Joining New Mexico State University in November of 2005 as an Extension Dairy Specialist, he has been working closely with the dairy industry in New Mexico and across the West regarding many issues affecting the dairy and beef industry. A native of the Netherlands, Dr. Hagevoort received his Bachelor of Science Degree in Tropical Animal Production from the International Agricultural College in Deventer. He followed this up with a Master of Science Degree in Natural Resource and Grazing Management from Texas A&M University and finally his Doctor of Philosophy degree in Ruminant Nutrition, also from Texas A&M University.

Dairy cattle remain a significant contributor to the U.S. beef supply. In addition to dairy and beef crossbreds, dairy finished steers, cull cows and finished heifers all produce beef for the total supply. Since 2002, the percentage of dairy beef contribution to the total U.S. beef supply has ranged from 18 to 24 percent. Both the beef and dairy industries work together to create a successful beef marketplace. In an effort to rebuild a dairy education program and establish a minor degree in Dairy Science at NM State University, Dr. Hagevoort is a co-founder of the U.S. Dairy Education & Training Consortium (USDETC). The USDETC recently completed its 2022 six week dairy training program in Clovis, New Mexico. Fifty students attended and joined the

prestigious list of Consortium graduates. To date, the dairy consortium's attendance exceeds 600, hailing from 60 different universities across the country and North America. The program focuses on educating and training the next generation of dairy and allied industry professionals. The curriculum is keenly focused on the role beef plays in dairy, especially in today's world of genomics. Both the National Dairy FARM Program and the Beef Quality Assurance (BQA) programs are a critical part of the curriculum.

Based on responses from former students now in the workplace, most of the students end up working in animal agriculture: 43 percent on a farm, 36 percent on a dairy farm, and 7 percent on a beef operation. Almost 80 percent of the students suggest that the program has been an extremely important part of career development. When students were asked what they would share with family and friends about the program, a participant responded, "This experience opened my mind to the transparency of the industry. It provided me with firsthand experience that has changed my perspective on welfare and husbandry standards. I am extremely appreciative for this opportunity that has impacted my life and my career as a future food animal veterinarian". Dr. Hagevoort has played a key role in a variety of dairy, beef and dairy beef projects. He was the driver of a joint initiative between the Beef Quality Assurance Program and Dairy FARM Program's development of a stockmanship video for National Cattlemen's Beef Association in 2016. He has presented at various conferences and meetings on engaging farm/ranch employees including the NCBA virtual Stockmanship



& Stewardship in 2020, and several FARM Evaluator Conferences and the CCQA Caretaker Course in 2022. Additionally, he serves on the national FARM Workforce Development Task Force.

Robert has provided training on proper animal handling and welfare, including the use of antibiotics, and employee safety. Both have been adopted by National Milk Producers Federation as part of the Farmers Assuring Responsible Management Program.

NM Beef Council executive director, Dina Chacon Reitzel said, "Dr. Hagevoort has fostered a positive relationship with agribusiness, including the Beef Council. Over the years, Dr. Hagevoort participated in all of the council's Gate-to-Plate tours, teaching attendees about dairy production in the state and also serving as an expert when crisis occurred in the industry. He generously provides the opportunity at the consortium for the council to teach the students about the Beef Checkoff and its importance to the beef and dairy industry. The Beef Council is proud to serve as long time sponsors of the consortium, realizing the benefit to our industry and all of U.S. agriculture. The New Mexico Beef Council is grateful to Dr. Hagevoort for a job well done! ■

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2022-2023
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