



BEEF COUNCIL bullhorn

NEW MEXICO BEEF COUNCIL CELEBRATES WOMEN IN AGRICULTURE

The opening night reception for the Women in Agriculture Leadership Conference (WALC) was sponsored by the New Mexico Beef Council (NMBC). Women from across the state came together May 23-25 to attend this special conference held at the Sheraton Uptown Hotel in Albuquerque.

Music and the sweet, harmonized voices of Jenna and Kacey Thunborg greeted guests as they arrived at the reception. The Thunborg girls are talented musicians, recognized through multiple awards including being nominated by the Academy of Western Artists for "Young Artists 2021" award.

Guests were treated to a beef appetizer buffet including green chile cheese Beef wellingtons, Beef yakitori skewers with teriyaki glaze and Beef tenderloin bruschetta. Dessert featured an ice cream bar complete with caramel and chocolate drizzles to sprinkles, crushed candy bars and other sweet treats.

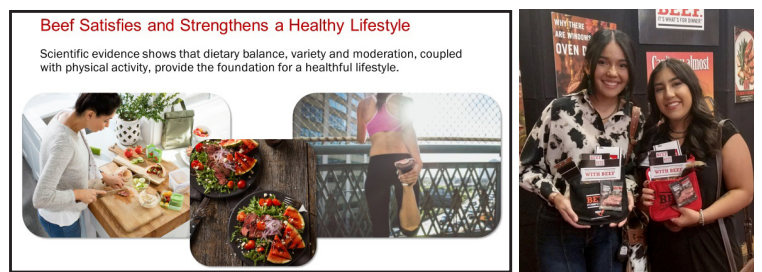
Dina Chacon Reitzel, NMBC Executive Director, joined NMBC Directors, Marjorie Lantana and Nancy Phelps in welcoming attendees and offering each a gift courtesy of NMBC. All attendees were entered into a drawing for a Beef Grilling Basket which included a cast iron skillet with "BEEF It's What's for Dinner" engraved on the bottom.

Guests were also treated to a short history of WALC, presented

by Dina, in which she shared some fun stories about past conferences. At the conclusion, everyone was served a "Cowgirl Cocktail" in a Ball jar, and then all toasted to the 26th year of WALC!

Kate Schulz, RDN, LD, LMNT, consulting dietitian to the NM Beef Council provided a presentation entitled, "Beef-Helping Women and Families Build Strong Minds and Bodies". Kate provided information on the power of protein including practical tips to increase protein intake at each meal and the importance of doing so. She also shared how beef helps meet the nutritional needs throughout the lifecycle from infants to aging adults. Lastly preliminary results and resources were shared from the Strong Minds, Strong Bodies Physician Outreach toolkit. This information highlights how beef helps fuel a strong mind and body with practical tips, and recipes as well.

The evening ended on a high note with a continuation of the music from the Thunborg girls and a drawing to give away 5 cookbooks entitled, "Cooking A La Heart", co-authored by Amy Myrdal Miller. Ms. Myrdal Miller is an award-winning dietitian and farmer's daughter involved in agriculture and the culinary world. She has recently partnered with the National Cattlemen's Beef Association on a series of health directed projects. ■



NMBC Executive Director, Dina Chacon Reitzel, and NMBC Council member, Marjorie Lantana, welcome attendees to the opening reception



Attendees enjoyed the Beef appetizers



Lucky winners of favorite new cookbooks



Jenna and Kacey Thunborg entertained guests



Hostesses for the evening were (l-r) Tamara Ludwig Fitzgerald, Kate Schulz, Jamie Viramantes and Patty Waid



To learn more visit www.NMBeef.com

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PARTNERS WITH 94 ROCK

Building upon the success of last year's summer grilling contest, NMBC has once again joined with Albuquerque radio station, KZRR-FM 94 Rock, to find the best grillers in our state. All entries were delivered to the station on June 30 for judging. The prizes for the best dishes were: \$500 Albertson's gift certificate + Disc It Grill for 1st place; \$250 Albertson's gift card for 2nd place and a \$100 Albertson's gift card for third place. We will publish the names of the winners in the August Bullhorn. ■



SHIPROCK MARATHON CELEBRATES 40 YEARS



Miss Navajo Nation, Valentine Clitso, stands with the winners.

The New Mexico Beef Council was a sponsor of the Shiprock Marathon which took place Saturday May 6th. This year there were nearly 500 runners in the half marathon, and just over 120 in the full marathon. USA Today ranked the Shiprock Marathon as the third best marathon in the U.S. Navajo Nation President Buu Nygren counted down the start of the half-marathon. A series of local bands provided entertainment for the participants and Miss Navajo Nation, Valentina Clitso, handed out the awards. Many runners agreed upon what made this marathon unique was the people in the community and the breathtaking scenery. New Mexico Beef Council will continue to support this event as its main focus is to promote health on the Navajo Nation. ■

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UNITED STATES MEAT EXPORT FEDERATION (USMEF)

DEEP-FRIED U.S. BEEF DISHES FEATURED AT FOODEX

In a positive sign of Japan's economic recovery, sharp increases were seen in the number of participating companies and attendees at FOODEX Japan in March—73,000 attended this year's event compared to 33,000 in 2022. USMEF promoted samples from newly developed, deep-fried U.S. beef and pork recipes at FOODEX while sharing marketing strategies and promotional plans for buyers in the foodservice and retail sectors. USMEF worked with leading chefs to develop two new U.S. beef guidebooks for the foodservice sector in 2023. The guidebooks were distributed to the Japanese trade at FOODEX and the Supermarket Trade Show in February. ■

WELCOME 23-24 BEEF AMBASSADORS!



It is our absolute pleasure to introduce our 2023-2024 Beef Ambassadors! From left to right: Morgan Fury, Bailey Virden, Remington Hunt (mentor), Elizabeth Baldridge, Jayda Goodson, and Taylee Sours (mentor). We are so excited for these young people to share their excitement and knowledge about the beef industry all around our state! ■

UPCOMING EVENTS

JULY

- 4 Independence Day, NMBC office closed**
- 15 NMF&L Bureau Isotopes "Ag Day" game, Albuquerque**
- 21-22 Estancia Valley Ranch Rodeo, Chuckwagon Dinner sponsored by NMBC; Heritage Arena, Moriarty, N.M.**
- 23-24 International Livestock ID Assoc., NMBC Welcome Reception Sponsor, Albuquerque**
- 24-27 NCBA Convention, San Diego, C.A.**

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