



# BEEF COUNCIL bullhorn

## CHECKOFF SPONSORS RACE AT DAYTONA 500

Start your engines – it's the Beef. It's What's For Dinner.300 (BIWFD.300). For the third year the Beef Checkoff sponsored a race during the Daytona 500 weekend in February. The NASCAR audience closely matches the ideal target audience for beef consumers. This year's race included a sweepstakes to win a Pit Boss grill and prize pack. The social media team created special posts for the race and Satellite Media Tour featuring Chef Ryan Clark highlighting great beef tailgate recipes live from the Daytona International Speedway. The New Mexico Beef Council chose to help sponsor this race as this partnership has proven to be lucrative in creating additional beef sales.

NMBC Council Director, Dan Bell and his wife, Crystal, were fortunate to attend the 2023 BIFWD.300 this year and had glowing reviews. "WHAT AN EXPERIENCE! It surpassed my expectations. The facility was clean and had a family atmosphere. Hats off to Florida Beef Council. They had a booth between Coke and Bush Beer where they served different beef products to people attending the event. Beef banners flew for all the fans to see. They fed and honored the Thunderbird pilots who flew over the facility before the race began. Beef Council members from several different states attended the event. Florida had reserved two suites for its guests. They provided us with food, drinks and snacks to enjoy during the race. This allowed us to meet and visit with others from different states. Florida Beef Council also began the race by driving in front of the pace cars. I'm glad New Mexico Beef Council attended and supported the event and I would strongly encourage this type of advertisement." ■



Fans attending the Daytona races were greeted with Beef banners.



Race fans enjoyed Beef samples and interactive activities.



Forrie J. Smith's face is familiar to many of us as a rancher in San Acacia, N.M. Smith is also an actor on the hugely popular drama,

Yellowstone. Smith showed up at the 2023 NCBA Cattle Industry Convention in New Orleans last month and was surrounded by fans. Many wanted to "take him to the train station." Why? Tune into Yellowstone to find out. ■

## UPCOMING EVENTS

### JUNE

- 4-6 NM CattleGrower's Summer Meeting, Ruidoso Convention Center, Ruidoso**
- 5 NMBC Council Meeting, Ruidoso Convention Center, Ruidoso**
- 11-16 Youth Ranch Management Camp, CS Ranch, Cimarron**
- 12 Beef Day at Youth Ranch Management Camp, CS Ranch, Cimarron**
- 15-21 Dairy Consortium, Clovis**
- 19-24 US Beef Academy, NMSU Corona Ranch, Corona**
- 22-24 Dairy Producers of NM Meeting, Ruidoso**

## NMBC SPONSORED NMAND ANNUAL BUSINESS MEETING

The New Mexico Beef Council sponsored the New Mexico Academy of Nutrition and Dietetics Annual Business Meeting on May 6th in Albuquerque at the Sheraton Uptown. Kate Schulz, consulting dietitian, attended on behalf of the New Mexico Beef Council. Breakfast included Beef Brisket tacos. The meeting was well attended with 35 members, including many students from UNM. Award and scholarship winners were announced and recognized along with 10,

20, 30, 40, and 50-year NMAND members. A basket donated by the New Mexico Beef Council was used as a raffle item with funds raised going to future scholarships. The basket was a big hit and included an array of things, such as a cookbook and a cast iron skillet. It was an excellent opportunity to meet and network with fellow dietitians. The New Mexico Beef Council is proud to continue its support of NMAND in 2023 as it has done so for the past 35+ years. ■

### The New Mexico Beef Council

recognizes the important role of health professionals and nutrition educators in providing nutrition information and is committed to working with them and their professional organizations to communicate evidence-based information about nutrition and health.

The New Mexico Beef Council has proudly supported the New Mexico Academy of Nutrition and Dietetics for 35+ years. For more information, visit the New Mexico Beef Council at [www.nmbeef.com](http://www.nmbeef.com)



NMAND expresses its gratitude to New Mexico Beef Council for sponsoring this slide in support of the scholarship fund.



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

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## '23 STOCKMAN & STEWARDSHIP CONFERENCE IN FARMINGTON DEEMED A SUCCESS

The New Mexico Beef Council was joined by New Mexico State University and other local and national sponsors at the 2023 Stockman & Stewardship Conference held last month at McGee Park in Farmington, N.M. The conference began with an invocation spoken in Navajo by NMBC Council Secretary and Navajo Tribal Member Marjorie Lantana.

More than 170 attendees representing New Mexico, Arizona, Colorado and Utah received Beef Quality Assurance (BQA) training, with some of the materials translated into Diné for the Navajo participants. The majority of attendees completed testing to become BQA certified. NMBC directors, Marjorie Lantana and Nancy Phelps, along with NMBC contractor Sonja Jo Serna attended the 3-day conference and hosted the NMBC resource table. The conference proved an excellent place to share ideas and distribute beef educational materials covering topics as diverse as the Beef Checkoff, Environmental Sustainability, recipes and antibiotic use in cattle. Attendees also received promotional items like grilling utensils, ballcaps and steak rub. Council directors had the opportunity to engage producers in discussions about the Beef Checkoff and BQA certification. Producers in attendance expressed their appreciation for the information and materials and the opportunity to become BQA certified if they chose.

One of the highlights of the three-day event was the NMBC sponsored prime rib supper served to all the attendees on the second night of the conference. The blessing for the dinner was again given by NMBC director, Marjorie

Lantana, in her native Diné. "I was honored to pray the invocation and blessing in my native language," says Marjorie. "We were able to distribute helpful information to producers from New Mexico and surrounding states, so I believe this kind of outreach is invaluable," she adds enthusiastically.

The New Mexico BQA Certification program has been supported by Beef Checkoff funds since its inception. The program is coordinated by NMSU to provide training and Continuing Education opportunities for beef ranchers and farmers. More information on BQA certification can be found at [nmbeef.com](http://nmbeef.com). ■



Dr. John Wenzel, NMSU Faculty and director of New Mexico's BQA program, welcomes attendees to the conference.



NMBC Council Members Marjorie Lantana and Nancy Phelps flank NMBC contractor Sonja Jo Serna as they greet attendees and distribute Beef information.



Kurt and Rhoda Sandoval of Dulce, N.M. register for BQA training offered as part of the Stewardship and Stockmanship conference. Photo courtesy of Matt Denetclaw



Animal handling was one of the areas covered in BQA training. Thank you to Cin and Pate and Ron Gill



## NMSU'S HOTEL RESTAURANT TOURISM MANAGEMENT FINISHES DELICIOUSLY



Steak Entree prepared by Chef Sean Staggs of Albuquerque



Students from New Mexico State University Hotel, Restaurant and Tourism Management provided top notch service for the five course meal served to guests at the 2023 Chef Artist Dinner.

New Mexico State University School of Hotel, Restaurant and Tourism Management held its biggest event of the semester, the **Chef Artist Dinner and Silent Auction**, on Thursday, April 27th at the Las Cruces Convention Center. The New Mexico Beef Council sponsored the dinner and were honored to have guests Maggie Clayshulte, Jim and Debby Hill, Rolando and Estela Flores and John and Laura Conniff attend as guests. The Artist Chef for the soup and steak entre (pictured) was Sean Staggs from Albuquerque. The steak was so delicious that Greg Wagner, Director of Sales for the Las Cruces Convention Center, stated that they would like to serve it again at upcoming events. The planning and service for this fundraising event was done by students of NMSU's school of HRTM under the guidance of chef's Danielle Young and Pete Mitchell. ■



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BEEF COUNCIL  
2022-2023  
DIRECTORS**

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