



# BEEF COUNCIL bullhorn

## BEEF CLASSES FOR NMSU CULINARY STUDENTS

The New Mexico Beef Council (NMBC) Beef Team provided beef classes to the NMSU Hospitality, Restaurant and Tourism Management (HRTM) culinary students on April 3 and 5th. There have been 11 beef classes given since spring of 2021 reaching over 300 students and faculty, along with visitors to the classes. Classroom instruction includes a combination of presentations, hands-on fabrication of beef primals/sub-primals, grilling demonstrations and samplings of various cooked beef cuts. For this class, Jim Hill, NMBC Director and owner

of a cow/calf and farming operation, visited with the students and provided an uplifting presentation on teamwork. They were given information taking them from "gate-to-plate" as part of the overall class.

Students are given a number of resources including *Beef Cookery*, *NAMI-The Beef Book* and a "Beef in the Culinary Classroom" (BITCC) binder. Each of these resources are great additions to the student's personal culinary library. The BITCC notebook, developed through the NMBC, provides beef

information ranging from sustainability, meat inspection and beef production to cooking methods and health and nutrition. It is updated on an ongoing basis to ensure students receive the most current beef information.

A focus on the Beef Quality Assurance program and the connection with the foodservice industry plays a key role in educating culinary students. The theme is reflected in the resources they receive as part of the NMSU-HRTM 363, 2021 classes. ■



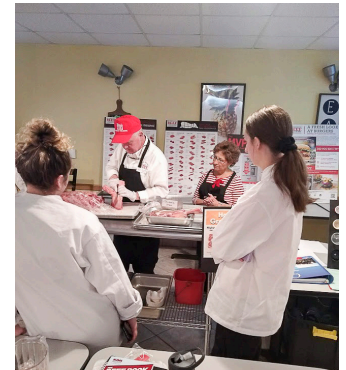
Daniel Chavez and Tom Bertelle, NMBC Center of the Plate Specialists, discuss the concept allowing cooked roasts to rest for optimum juiciness.



NMBC Director and cattle feeder, Jim Hill, visits with culinary class at NMSU.



NMSU students taste different grades of beef.



Tom Bertelle and Dina Reitzel, NMBC, discuss beef merchandising with students.



Tom Bertelle fabricates a rib-primal for culinary students



NMBC Dietician, Kate Schulz, works with senior HRTM student, Joshua Jackson.



L-R: Joshua Jackson, Kate Schulz, Dina Reitzel, Tom Bertelle, Daniel Chavez and Patty Waid



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

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## 2023 STOCKMANSHIP AND STEWARDSHIP

The 2023 Stockman & Stewardship is a three-day event for beef producers that will be held May 10th-12th in Farmington, NM at McGee Park. Producers will hear from world renowned stockmanship clinicians and from industry experts about herd health planning, cattle handling, and will have a chance to get (Beef Quality Assurance) certified. New Mexico State University, New Mexico Beef Council and other local and national sponsors are making this educational event possible for all NM, AZ, UT and CO producers. Register online by visiting either of these websites: [Stockmanshipandstewardship.org](http://Stockmanshipandstewardship.org) and [indianlivestock.nmsu.edu](http://indianlivestock.nmsu.edu). ■



## 2024 NATIONAL BQA AWARDS

Nominations for the 2024 National Beef Quality Assurance (BQA) Awards are now being accepted. The Beef Quality Assurance Award recognizes individuals or businesses that have fully embraced the BQA philosophy and have applied innovative management practices to ensure production of high-quality beef. Awards are given to the following segments of the beef industry: Cow Calf, Feedyard, Marketer, Dairy and Educator. Nomination packets can be downloaded at [www.BQA.org](http://www.BQA.org). Contact Grace Webb for more information. ■

## UPCOMING EVENTS

### MAY

#### 10-12

Four Corners Stockman & Stewardship Conference (NMSU/NCBA/NMBC), McGee Park, Farmington

#### 23-25

WALC Conference, Sheraton Uptown, Albuquerque

#### 24-25

U.S. Meat Export Federation, Minneapolis, MN

## ACES OPEN HOUSE A HUGE SUCCESS

New Mexico State University College of Agriculture Consumer and Environmental Sciences Spring Open House was a huge success. The college opens its doors to welcome students, faculty and the public to learn about agriculture and the sciences and research taught at ACES, the Cooperative Extension Service, 4-H and the Ag Experimental Centers. Activities included: Animal exhibits, Lab and Museum tours, hands-on activities and demonstrations and free NM grown products for the whole family.

The New Mexico Beef Council and other partners sponsored the special day. Dina Reitzel, Executive Director, said "watching the children interact with the animals as they learn about where their food comes from is a valuable learning experience for children and adults alike". ■



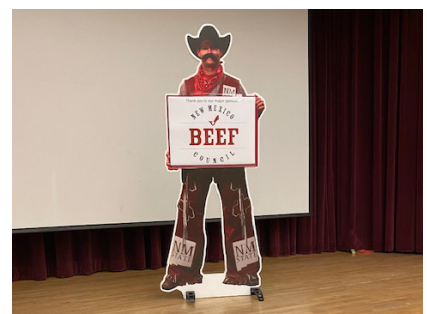
Kids love animals.



Fun with BIG "Guar Gum" Bubbles



Kids and Adults register for ACES Scavenger Hunt



NMBC cosponsors NMSU ACES Open House – GO AGGIES!

## MEET YOUR NEW MEXICO BEEF COUNCIL

Kimberly Stone is just finishing her first year on the Council and is enjoying learning about all the programs supported by the Checkoff. She was born and raised on her family's ranch in Colfax/Harding County. Kimberly and her husband, Troy, operate a ranch in Capitan with their two sons, Eleck and Bryce. She received her Bachelors degree from New Mexico State University and her Masters at Colorado State University Global Campus. Kimberly is an NMCGA member and former board member as well as a member of the Corriente Cowbelles. In her free time, she volunteers for the Capitan Schools and is a board member of the Lincoln County Community Foundation. ■



Kimberly Stone



**NEW MEXICO  
BEEF COUNCIL  
2022-2023  
DIRECTORS**

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