



# BEEF COUNCIL bullhorn

## US BEEF ACADEMY GRADUATES CLASS OF 2022

The US Beef Academy, co-sponsored by the New Mexico Beef Council, graduated its eighth class this past May at the NMSU Corona Range and Livestock Research Center, also in Corona, NM. Since its inception, the academy has hosted 99 students from 21 states and Mexico. The class is capped at 16 students per year so the students have ample opportunity to interact with faculty. The 2022 student roster consisted of five veterinary students, four graduate students (both Master's and PhD), four 2022 graduates beginning graduate degree programs this fall, and three graduates who received their BS degree this spring. The students were from several universities including New Mexico State University, Texas A&M University, University of Tennessee, Angelo State University and Texas Tech University. According to Dr. John Wenzel, coordinator for this year's Beef Academy

and Extension Veterinarian for New Mexico State University, "This year's class included an exceptional group of young men and women who were an absolute joy to be around. They were engaged and enthusiastic about each topic of each day." The NMBC sponsors the Academy, provides speakers and sponsors the steaks for the Taste Panel. Kimberly Stone, NMBC Director, spoke on Beef Day, the first day of the Academy.

The Academy receives corporate and industry support from several local, regional and national companies and organizations. It is a collaborative effort of NMSU Dept of Extension Animal Sciences and Natural Resources, Texas AgriLife Extension and the University Of Tennessee- Institute Of Agriculture, of which all three institutions provide faculty members. ■



Congratulations to the USBA Class of 22!



Students preparing the beef, donated by Hurt Cattle Co. of Deming, N.M., for consumption throughout the week of classes. Thank you to Dr. Jack Thomas for his hands-on instruction.



## NM BEEF COUNCIL TEAMS UP WITH 94 ROCK FOR BBQ CONTEST

Summer grilling season is in full swing! The NM Beef Council joined 94 Rock, one of Albuquerque's top radio stations, to find the king or queen of the grill! More than 25 entries were delivered to 94 Rock, one of Albuquerque's top radio stations. The station encouraged listeners to bring their best beef dishes to be judged by a select group of local chefs on July 1st. Prizes included cash and the "All New Disc It DX Fold Up". NMBC received both promotional spots on 94 Rock as well as being featured on the 94 Rock website. ■

94 Rock's Morning Team (Skyler, Swami Rob and Phil Mahoney) enjoyed all of the delicious BBQ even though they weren't judging!



Serious judging in the 94 Rock Studio



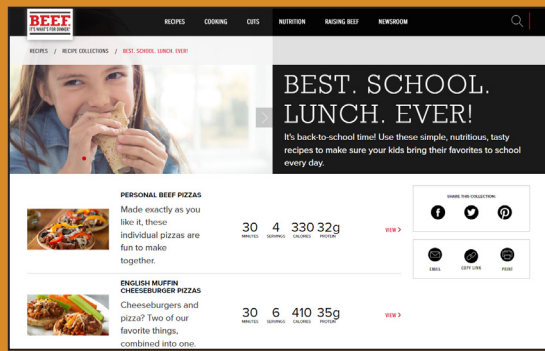
To learn more visit [www.NMBeef.com](http://www.NMBeef.com)

1209 Mountain Road Place NE, Suite C ■ Albuquerque, NM 87110 ■ 505-841-9407 ■ [www.NMBeef.com](http://www.NMBeef.com)



## BACK-TO-SCHOOL CAMPAIGN

The Checkoff has launched a "Back-to-School" campaign encouraging easy meal prep with beef for school lunches, and quick and easy dinners. NMBC Dietitian, Kate Schulz, reminds us "High-quality protein, like beef, is vital for children because it supports the growth, repair and maintenance of all body tissues, plus beef helps makes red blood cells and boosts the immune system." ■



Visit [Beefitswhatsfordinner.com](http://Beefitswhatsfordinner.com) to find the **BEST. SCHOOL. LUNCH. EVER!**



Cole Gardner, Chairman

## GET TO KNOW YOUR NEW MEXICO BEEF COUNCIL

Please welcome the NMBC's new Chairman, Cole Gardner. Cole and his wife, Megan, are producers in Yesso and have three children, Cade, Laney and Macey. Cole earned his BS from Oklahoma State University and MS from New Mexico State University. Says Cole, "I grew up on a small ranch in Central N.M. where my family raised registered Angus cattle. After college, I was able to come back to our family operation. I'm proud that we have grown our operation and diversified from registered black Angus cattle to a commercial cow/calf and feed lot."

Cole is a Trustee of First Baptist Church of Fort Sumner and the "Wednesday Night Youth Group Leader". ■



## CATTLE RANCHING HELPS WITH PTSD

Enjoy this story from People Magazine: Marvin Frink, who left the military with injuries to his body and mind, has discovered unexpected joy in cattle farming and helping other struggling vets. Marvin Frink is walking through a field of bright green sorghum grass beneath a scorching North Carolina sun. He turns toward a nearby pasture where his herd of Angus cattle are grazing and lets out a loud whoop in their direction: "Whoo-hoo! Let's go!" he calls.

At the sound of his voice, the cattle erupt in a chorus of moos. Slowly, one animal, then another, and finally the entire herd ambles across the field toward Frink, surrounding him. He points toward a few at the front and rattles off their names: Grace, Mercy, Daisy — the last one named in honor of his grandmother.

"Once I had someone come here who said to me, 'Man that's a lot of beef,'" Frink, 53, tells PEOPLE. "But I don't see them like that. These are my counselors. Cows don't judge us for what we've been through." ■

### CHECKOFF GOALS

 The Beef Checkoff is a national marketing and research program designed to increase beef demand at home and abroad. This is accomplished through consumer advertising, marketing partnerships, public relations, education, research and new product development. For more Beef Checkoff results, visit [DrivingDemandForBeef.com](http://DrivingDemandForBeef.com).

### UPCOMING EVENTS & ACTIVITIES

#### AUGUST 2022

- **Peterson Dutch Oven Beef Cook Off**  
August 6th  
Winston, NM
- **NMSU Dietetic Internship Training**  
August 19  
Las Cruces, NM

#### SEPTEMBER 2022

- **NM State Fair**  
September 8th-18th  
Albuquerque, NM  
Happy Hours on September 10th and 17th  
in the Bollack Building

#### SEPTEMBER 2022 (continued)

- **NMSU HRTM Classes**  
September 11th-15th  
NMSU, Las Cruces, NM
- **CBB Federation Operating Committee Meeting**  
September 7th-8th  
Denver, CO
- **NMSU Ag Day**  
September 24th  
NMSU, Las Cruces, NM



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

### DIRECTORS

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