

NOVEMBER 2023

NEW MEXICO
BEEF
COUNCIL

BEEF COUNCIL
bullhorn

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CNM CULINARY STUDENTS LEARN ABOUT BEEF



CNM Chef Instructor Karatas, and NMBC Beef Specialist, Tom Bertelle, demonstrate beef fabrication.



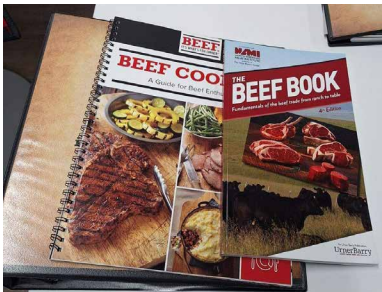
CNM Students attend the Beef class.



Students learn through hands-on classes in a commercial kitchen.



Kate Shulz, NMBC Registered Dietitian, offers nutrition insight on beef.



Students and instructors appreciated the beef resources they received at the class.



Students received a "Beef: It's What's for Dinner" apron.

The NM Beef Council Beef Team provided an in-depth Beef class to the Central New Mexico Community College (CNM) Culinary 1112 class last month. The class covered several beef related subjects including the Beef Quality Assurance Program (BQA), sustaining cattle and the beef supply chain.

The students also experienced beef rib fabrication. Tom Bertelle, NMBC Beef Specialist, carved a 107 rib section and showed the class a variety of cuts from this sub-primal. Students were introduced to different cooking methods covering moist and dry heat cooking as well as grilling. Daniel Chavez, beef specialist, conducted a grilling demonstration for the students using rib-eye steaks.

The students were able to enjoy steak samples and learned the difference between prime, choice and select grades. In addition, the students learned about what constitutes grass-fed, natural, and organic beef. Kate Shulz, NMBC Registered Dietitian, provided nutritional information about beef and how it fits into a healthy lifestyle.

All students were given a "Beef in the Culinary Classroom" binder full of beef resources. As a thank you for attending, the students received Beef aprons and meat thermometers. ■



To learn more visit www.NMBeef.com

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NEW MEXICO
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NMBC DIETITIAN ATTENDS FOOD & NUTRITION CONFERENCE



Nutritionists and dietitians from across the country attended the Food and Nutrition Conference and Expo (FNCE) last month in Denver, CO.



FNCE attendees learn about beef nutrition information.

The conference presented a variety of learning opportunities including teaching attendees about the various types of cattle feed.



The conference included a Ranch Tour.



Dietitians and nutritionists learn from ranchers at the Cherokee Ranch.

The National Cattlemen's Beef Association (NCBA) hosted a Ranch Tour and networking reception for registered dietitians from across the country in Denver for the Food and Nutrition Conference and Expo (FNCE). The Academy of Nutrition and Dietetics hosts FNCE, and is the world's largest meeting of food, nutrition, and dietetics experts that the Academy of Nutrition and Dietetics hosts.

Kate Schulz, consulting dietitian New Mexico Beef Council, attended the invitation-only Ranch Tour and reception. It was a great time to network with fellow dietitians and continue the conversation of bridging the gap between dietetics and agriculture. The Ranch Tour included a stop at Cherokee Ranch outside of Castle Rock, Colorado, allowing participants to learn from rancher Rafael Miranda. He shared with participants how they cared for the cattle, including the research and technology utilized. From there, the participants were able to observe a cutting demonstration conducted by Jessica Lancaster, PhD, Director of Product Quality Research at NCBA, and Emma Mortenson, MS, RND, Consultant at NCBA and the day

concluded with a beef production expert panel including Dr. Tryon Wickersham, Professor Ruminant Nutrition Department of Animal Science- Texas A&M, Cassidy Johnston, Co-Founder JRC Ranch Management and Consulting and Josh White, Executive Director, Producer Education and Sustainability at NCBA. Different cattle feed products, from silage to flaked corn, were passed around the room with discussion on how and why they are provided to cattle. The initial post-survey results indicate that the tour was incredibly well received, with 100% of participants indicating that the overall experience was excellent. One participant shared that the most valuable experience was that "it was helpful to talk about beef on every level- from the breeding of the animal to what animals eat and how to recommend beef to clients."

The Networking Reception was held at the History Colorado Center. It provided participants another opportunity to learn about sustainability efforts, animal welfare, and nutritional benefits of beef through interactive booths during the reception. ■

UPCOMING EVENTS

NOVEMBER 2023

November 3

NMSU Meat Science Laboratory & Pistol Pete's Premium Meats Retail Store Ribbon Cutting
Las Cruces

November 4

NMSU Ag Day/Homecoming
Las Cruces

November 7-10

US Meat Export Federation (USMEF) Strategic Planning
New Orleans, LA

November 11

Veteran's Day

DECEMBER 2023

December 13-16

Joint Stockmen's Convention
Hotel Albuquerque
Albuquerque

December 13

NMBC Council Meeting, 9:00 a.m.
Hotel Albuquerque
Albuquerque

JANUARY/ FEBRUARY 2024

January 31- February 2
2 NCBA 2024 Annual
Convention
Orlando, FL



**NEW MEXICO
BEEF COUNCIL
2023-2024
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