

BEEF 111 COUNCIL OUT OF THE PROPERTY OF THE PR



BEEF: IT'S WHAT WE FIND AT THE 2023 NM STATE FAIR HAPPY HOURS

Once again NMBC partnered with the NMDA and the NM Cowbelles to host Happy Hours on Sept. 8-9, at the New Mexico State Fair. The New Mexico Beef Council provided Beef hors d'oeuvres that paired perfectly with the local beer and wine that were served to hundreds of attendees. NM CowBelles Vonda Frost and Amalia Montoya, along with NM Beef Ambassadors Bailey Virden, Remington Hunt, Jayda Goodson and Morgan Fury, provided service with a smile while handing out beef tenderloin sliders and the local favorite Beef Green Chile Stew made with locally grown green chile. Visitors also enjoyed all of the recipe cards and a variety of other resources available at the beef booth. NM Beef Council is truly grateful for the support of the CowBelles and the Beef Ambassadors.



Jayda Goodson, Remington Hunt & Bailey Virden pose with stilt performers.



Remington Hunt, Bailey Virden, Jayda Goodson, Vonda Frost & Grady Hodnett set up the Beef Booth.



Remington hands a fairgoer a beef slider along with the Beef Slider recipe card.



Bailey hands out Beef Sliders and Morgan gives out I ♥ Beef Stickers.



Morgan Fury joined Bailey and Jayda just in time to serve up some beef samples to the crowds.



NMBC Council Chairman Cole Gardner with wife Megan and kids Macey, Cade and Laney stopped by to help.

STRONG MINDS/STRONG BODIES WITH BEEF



Kate Schulz,the NMBC's Registered Dietician, says, "The NMBC participated in a Strong Minds/Strong Bodies Physician Campaign. NMBC distributed 131 toolkits in New Mexico as 3,324 toolkits were distributed nationwide to family practice and pediatric health professionals including MDs, RNs, NPs, PAs and DOs." Each toolkit includes:

- · One family health professional letter
- · One family health professional counseling
- · One introductory kit cover card
- · 100 consumer tear pads

After distribution, the results speak for themselves: 75% of respondents indicated that they felt more knowledgeable about the role of beef as a nutrition, high-quality protein food to support children. 91% have recommended or intend to recommend beef to school-aged children as a result of the campaign. This information will continue to be shared throughout the year with other health care professionals.







To learn more visit **www.NMBeef.com**



ANNUAL PETERSEN MEMORIAL DUTCH COOK-OFF IS BIG HIT!

New Mexico Beef Council was happy to support the Adam Petersen Memorial Dutch Oven Cook-Off that took place on Saturday August 5th. NMBC partnered with the Chamiza CowBelles to sponsor the cost of the beef chuck roasts provided to the cook-off contestants. NMBC also provided **Beef** It's What's for Dinner aprons to the cook-off teams which were greatly appreciated. Collaborating with the NM CowBelles on events like these is invaluable in connecting with our communities across the state.



Smells like it's done...



Justin tends the ovens



Marta Garcia Dutch Oven Team



Looks like a winner

BI-COUNTY FAIR JR. LIVESTOCK SHOW



2023 Grand Champion Beef showed by Dylane Carlisle, Red Rock 4-H. Buyer was Airport Veterinarian Clinic in Grants, NM.

The 2023 Grand Champion Beef Steer was showed by Dylan's Carlisle with Red Rock 4-H. The buyer, Airport Veterinarian Clinic of Grants, N.M. was on hand.



BEEF GRANTS FOR PROSTART®

The New Mexico Beef Council is a proud supporter of the ProStart® Program, a two-year curriculum designed to teach high school students the culinary and management skills needed for a career in the restaurant and foodservice industry. The Hospitality Industry Education Foundation (HIEF), as part of the NM Restaurant Association (NMRA), administers the ProStart Program in New Mexico.

In partnership with NMRA/HIEF, New Mexico Beef Council offers a Beef Grant Program for all ProStart classrooms in New Mexico. The Beef Grant offers teachers an opportunity to purchase beef for their classes and get reimbursed, up to \$1,000. They are also given resources such as posters and information binders, free of charge, to support their Beef lessons. For the 2022-2023 school year, NMBC awarded \$9,445.46 in Beef Grants to NM Schools.

For more information on the Beef Grant program please visit nmbeef.com; or contact Patty Waid, 505-250-4952, patty@pattywaid.com.

NM HIGH SCHOOL COACHES LEARN HOW BEEF FUELS **ATHLETES**

Kate Schulz, NMBC's Registered Dietician, participated in the NM High **School Coaches Association** (NMHSCA) Summer Meeting in July in Albuquerque, NMBC partnered with DairyMAX to share how beef is the perfect food to fuel young athletes and chocolate milk is a great food for recovery.



UPCOMING EVENTS

OCTOBER 2023

October 2

Central New Mexico Community College Beef Culinary Program: Beef Fabrication Class

Albuquerque

October 6-10

Food & Nutrition Conference Expo (FNCE)

Denver

October 16-19

Las Cruces

NMSU Hotel, Restaurant, Tourism **Management Beef Culinary Program: Beef Fabrication Classes** New Mexico State University,

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

November 4

November 3

NMSU Ag Day/Homecoming Las Cruces

NOVEMBER 2023

November 11

Veteran's Day

NEW MEXICO

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