



BEEF COUNCIL bullhorn

NM BEEF COUNCIL SPONSORS DAIRY CONSORTIUM

The US Dairy Education and Training Consortium (USDETC) recently completed its 2022 6-week dairy training program in Clovis, NM. 50 students attended and join the prestigious list of Consortium graduates.

To date, the USDETC's attendance exceeds 600, hailing from 60 different universities across the country. The program focuses on educating and training the next generation of dairy- and allied industry professionals.

The curriculum is keenly focused on the role beef plays in dairy, especially in today's world of genomics. Both Farm Animal Rights Movement (FARM) and the Beef Quality Assurance (BQA) programs are a critical part of the curriculum. Interestingly, based on responses from former students now in the workplace, we learn that half of the students end up working in

Animal Ag, with 43% on a farm: 36% on a dairy farm and 7% on a beef operation. Almost 80% of the students suggest that the program has been an extremely important part of the student's career development (rating 8-10 on a scale of 1-10). The Dairy Consortium is funded through agribusiness sponsorship. Students were asked what they would share with family and friends about the program, these were two responses: "This is the only program in the United States, and potentially the world, that makes such a profound impact on young adults considering a career in agriculture." And "The students are exposed to a broad range of topics, learn from industry professionals

and are challenged to think critically. I was able to discover a passion for the dairy industry after attending the Consortium." The Dairy Consortium sincerely appreciates the support it receives from the NM Beef Council.

For more information, sponsorship and student registration, please see our website at: <https://usdetc.tamu.edu>. ■



Students take a tour of the Wrangler Feed Yards in Tulia, TX.



Students learn about dairy operations.



Congratulations to the USDETC Class of 22!



Students tour a dairy as part of their curriculum.



SYSCO SHOW HIGHLIGHTS NEW MEXICO BEEF

Sysco, one of the country's largest wholesale food distributors of beef, chose to showcase New Mexico's Best Beef at their Annual Food Show last month. New Mexico's Best Beef is a new product

raised and processed at the U.S.A. packing plant in Roswell. Tom Bertelli, the NMBC Center of the Plate Specialist, poses with Joe Madrid, owner of New Mexico's Best Beef. ■



To learn more visit www.NMBeef.com

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TV'S AMERICAN NINJA WARRIOR AND BEEF RANCHER

Twenty-two-year-old Leigh Jahnke has a lot of diverse passions, and they all work together to make her a better athlete. "I grew up on my family's farm in Nebraska, which literally fueled my athletic career. Not only did I eat beef, which provided the protein and nutrients I needed to perform my best, but I also practiced climbing on cattle chutes and ropes in the barn. That's what propelled me to compete on the show American Ninja Warrior at age 19."

Leigh recently graduated from the University of Nebraska-Lincoln (where she was also crowned homecoming queen) with degrees in Spanish and Biology. Next stop:

medical school. When she's not swinging on ropes for fun, Leigh helps her family raise high-quality beef that regenerates the land. "I love to work on the ranch, but I do still use it as a jungle gym from time to time," Leigh said. "I'm always trying to train wherever I can!" Look for ads featuring our Ninja Beef Rancher. ■



Dan Bell, Vice Chairperson

GET TO KNOW YOUR NEW MEXICO BEEF COUNCIL

Dan Bell, Vice Chairperson for the NMBC, is a 5th generation rancher in Corona. His family ranch started in 1901. Dan and his wife, Crystal, have two children: Saige and Kyler. An Aggie through and through, Dan received his Bachelor of Science degree in Ag Education from NMSU. Bell's ranch received the Natural Resources Conservation Service Stewardship Award from USDA. Dan is President of the Corona Landowners Association and is an Elder in the Corona Presbyterian Church. ■



NATIONAL STORIES FEATURE BEEF SUSTAINABILITY

To continue the momentum around educating consumers on sustainability in the beef industry, the Checkoff recently partnered with PopSugar to reach a younger generation with the story "This Modern Cowgirl Is Keeping Sustainability in Mind on Her Fifth-Generation Ranch," which featured Kacy Atkinson from Wyoming. Additionally, Thrillist wrote "How to Keep Sustainability in Mind for Your Next Barbecue," which

highlighted various tips to have a sustainable grill-out—including beef. Combined, these stories had a reach of 11 million people.

The Checkoff continues its partnerships with a variety of regional and national outlets to tell the story of the beef industry's commitment to sustainability. Chicago Magazine shared Adams Farms: Building a Legacy of Sustainability highlighting Alan Adams and his family, cattle producers in Illinois. San Francisco Chronicle featured the sustainability efforts of California cattle rancher Tim Koopmann in By Saving Endangered Species, This Bay Area Cattle Rancher Also Saved His Family Farm. ■

MEAT DEMAND MONITOR TRACKS U.S. CONSUMER PREFERENCES

The Meat Demand Monitor (MDM), co-funded by the Beef Checkoff, tracks U.S. consumer preferences, views and demand for meat by surveying more than 2,000 respondents to reflect the national population. In June, in response to higher retail prices, about 2/3 of respondents indicated they had changed their meat purchasing behaviors. The most common change is reducing purchase volume while buying the same product type (brand, cut, package size) or buying smaller packages. ■

NMBC REPRESENTS AT 24TH NAVAJO NATION TRIBAL COUNCIL

NMBC Secretary, Marjorie Lantana, attended the 2022 Navajo Nation Tribal Council Summer Session to update the NNC on Beef happenings around the state. Marjorie tells us, "I was able to attend the semi-annual meeting held at the Great Navajo Nation Capital and distribute NMBC educational and promotional materials. I spoke to our leadership about how the beef producers' Checkoff dollars are working to promote beef through a variety of programs. I was pleased that some Honorable Council members acknowledged the importance of raising quality beef. They love raising cattle and were grateful for my visit and the materials I passed on to them." The Navajo Nation Government (President) and the Legislature (24 Navajo Nation Council members) meets twice a year and Marjorie plans to attend the Winter meeting. ■



Marjorie with Honorable Council Delegate Mark Freeland who represents Crownpoint, Nahodishgish, Standing Rock, Becenti, Lake Valley, Huerfano and Nageezi community.



NMBC Council Member Marjorie Lantana distributed NMBC goodie bags at the NNC Summer Session



Marjorie in the Navajo Nation Council Chambers before the Summer Session commenced. Every delegate to the Summer Session received an NMBC goodie bag.



Navajo Nation President Jonathan Nez was honored to receive the educational and promotional materials which Marjorie presented.

Which of the following best describes changes you have made in response to higher retail meat prices in June 2022 (please check all that apply)?

None/no changes	31.3%
I buy the same type (brand, cut, package size)/now fewer...	29.3%
I buy smaller package sizes now	22.9%
I buy different cuts of meat products now	18.7%
I buy different brands of meat products now	15.8%

*Tonsor, G. (June 2022) Monthly Meat Demand Monitor.



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BEEF COUNCIL
2022-2023
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