

SEPTEMBER 2023



## PROSTART® PREPPING FUTURE CHEFS FOR 2023/24 SCHOOL YEAR | 2023-24 BEEF GRANT PROGRAM



Genevieve Wertz and her students.

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, free of charge, resources such as posters and information binders to support their efforts in teaching beef. For the 2022-2023 school year, NMBC distributed \$9,445.46 for Beef Grants.

**Genevieve Diane Wertz, a ProStart instructor, teaching over 100 culinary 9-12 grade students at Deming High School shared the following with us when submitting her paperwork for her Beef Grant:**

*I love the glorious bouef! As a ranch kid I never even thought about other meats ya know? We ate beef all of the time. Now, here I am teaching kids about the wonders of the glorious and delicious bovine. Our year has really been filled with lots of beef and all the cooking methods possible! Even freeze drying! The grant was used for our competition supplies because tenderloin is spendy! My beginning classes were put through Beef University online and they liked it! I got so many comments about how they learned a lot about beef. Lots of my students have helped butcher before at home and they were very interested about the commercial process. I put them through Temple Grandin's videos about mass beef production and they liked that too. We used tenderloin in our competition meal, and it was pretty impressive. I love that cut- so delicious and consistent. In class we also used beef for all sorts of things! We made tacos-Birria tacos- roast beef-broccoli beef-steaks-ranch meatloaf and good ol' burgers. I have a commercial freeze dryer at our farm so I even did some of that like jerky except we had to cook it first.*

*One of my funny students tasted it and said, "this is better than my dog's jerky treats!" We got a good laugh out of that one. The kids thought that was pretty cool. We use our "Professional Cooking" text to practice all of the meat cookery in my class, as well as videos the kids want to try. My classes are "hands on" 90% of the time so we learn as we do. I had a great budget this year so I just used the grant for our competition because I can't use my class budget for that. I usually buy all of the ingredients myself for practice every day so that gets spendy really quickly. Thanks for the help with that! We recently returned from a culinary improv event in Florida at Epcot called "Cook Around the World". Our team drew the continent of Africa to create a dish to represent. In our mystery protein bag was some lovely little flat Iron steaks. Our team created an African Stew with tomatoes and okra and lots of other flavors of the region. It was delicious I must say. My students were so excited to have beef as their protein that day!*

For more information on the Beef Grant program please visit the NM Beef Council website at [nmbeef.com](http://nmbeef.com) or contact Patty Waid, 505-250-4952, [patty@pattywaid.com](mailto:patty@pattywaid.com). ■

## NM LIVESTOCK BOARD HOSTS INT'L LIVESTOCK ID MEETING IN NEW MEXICO

The New Mexico Livestock Board hosted the 2023 International Livestock Identification Associations' (ILIA) Annual Conference in Albuquerque on July 23-26. ILIA is an organization of member states, Canadian provinces, Native American Tribal Nations as well as New Zealand where livestock brand recording, identification and inspection are all recognized by legislation. This year's conference included 120 attendees representing all the western states, Missouri, Kentucky, Australia and New Zealand. The welcome reception was sponsored by the New Mexico Beef Council. NMBC Director, Marjorie Lantana, was pleased to attend the program as well as offering an invocation in her native Navajo Diné language. Pictured below, Marjorie was pleased to meet members from Canada and share ideas.



L-R Jay Earl, Carey Lepine, NMBC Council Member Marjorie Lantana, Shawn McLean and Owen Third. Jay and Shawn are with Livestock ID Services in Alberta, Canada. Corey and Owen are Corporals from the Royal Canadian Mounted Police Livestock Investigation Team, also located in Alberta.



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)





## BEEF AMBASSADORS PLAY BALL!

Our NMBC Beef Ambassadors are working hard this summer. Bailey Virden, Morgan Fury, and Elizabeth Baldrige knocked it out of the park during New Mexico Farm and Livestock Bureau Ag Day at the Isotopes Park. The Beef Ambassadors shared information about beef with people of all ages. A big thanks to New Mexico Beef Council for the great items to hand out! In total we handed out close to 500 bags/items. Elizabeth and Morgan even got to take the field and play a fun game at the beginning of the 6th inning! This event was important because it demonstrates our cooperative work with New Mexico Beef Council to share information about the beef industry, and partner with other state organizations to promote our agriculture industry. NMBC is always grateful for the support of the New Mexico CowBelles in helping us share the good information about agriculture in our state. ■



## BEEF REPRESENTED AT EASTERN NAVAJO JR. LIVESTOCK SHOW



NMBC Council Member, Marjorie Lantana, helped hand out goody bags provided by the New Mexico Beef Council.



All of the 4-H participants received NMBC bags with their show tag numbers and t-shirts inside.



## UPCOMING EVENTS

### SEPTEMBER

- 7-17** New Mexico State Fair Albuquerque
- 8-9** NMBC Sponsored Events at the New Mexico State Fair
  - Happy Hour Friday, Sept. 8 3pm-8pm
  - Beef Jerky Showdown, Sept. 8 5pm-7pm
  - Happy Hour Saturday, Sept. 9 3pm-8pm
- 28** NMBC Meeting  
9:00 a.m., Albuquerque, NM

### OCTOBER 2023

- 2** Central New Mexico Community College  
Culinary Program Beef Training, October 2, Albuquerque
- 16-19** Hotel, Restaurant, Tourism Management Beef Culinary Classes, October 16-19 at New Mexico State University, Las Cruces

### NOVEMBER 2023

- 3** NMSU Meat Science Laboratory Ribbon Cutting, November 3, Las Cruces
- 4** NMSU Ag Day/Homecoming, November 4, Las Cruces
- 11** Veteran's Day, November 11

**NEW MEXICO BEEF COUNCIL**  
**2022-2024 DIRECTORS**

### DIRECTORS

**EXECUTIVE DIRECTOR**  
Dina Chacon-Reitzel  
505-841-9407

**CHAIRPERSON**  
Cole Gardner (Producer)  
575-910-8952

**SECRETARY**  
Marjorie Lantana (Producer)  
505-860-5859

### NMBC DIRECTORS:

**Joe Chavez** (Feeder) 505-486-3228

**Sarah Fitzgerald** (Feeder) 830-739-3450

**Belinda Lavender** (Purebred Producer) 505-714-3094

**Justin Knight** (Producer) 505-490-3455

**Nancy Phelps,** (Producer) 575-740-0957

**Kimberly Stone** (Producer) 202-812-0219

**Joel Van Dam** (Dairy Representative) 575-714-3244

**BEEF BOARD DIRECTOR**  
**Boe Lopez** (Feeder) 505-469-9055

**FEDERATION DIRECTOR**  
**Cole Gardner** (Producer) 575-910-8952

**USMEF DIRECTOR**  
**Kenneth McKenzie** (Producer) 575-760-3260