

# BEEF COUNCIL bullhorn



## ProStart Launches Next Gen of Culinary Professionals

The New Mexico Beef Council is helping boost the next generation of culinary professionals through support of the ProStart program. NMBC sponsored recent ProStart competition, with nine high schools and 14 teams from across New Mexico competing for the opportunity to advance to the national ProStart competition that will be held in Washington D.C. in May. Taos High School won both the Culinary Competition and the Management Competition.

NMBC has also provided grants of up to \$1,000 for individual schools that choose beef in their ProStart culinary efforts. The beef reimbursements are offered to schools to enhance their use and appreciation of beef in meal planning and development.

ProStart is a nationwide, two-year program for high school students pursuing a career in culinary arts and hospitality management. A Council Assessment reinstated last year is providing the necessary funds for NMBC to support this program and others like it.

1. Students, teachers and interested attendees picked up recipe books and other information from the NMBC booth.
2. Silver City's Menu included a Medium Rare Ribeye.
3. Clovis High School chefs preparing their beef entrée.
4. The winning team from Taos.
5. Ruidoso students show off their menu. Each student received an NMBC apron.



# Ute Creek Cattle Company Recognized with Environmental Stewardship Award

**C**reated in 1991, the Environmental Stewardship Award recognizes beef producers who make environmental stewardship a priority on their farms and ranches while they also improve production and profitability.

In 2001 Tuda Libby Crews inherited one-fifth of the Ute Creek Cattle Company, a 14,000 acre ranch in Bueyeros, New Mexico that had suffered from overgrazing and neglect. Tuda and husband Jack partnered with NRCS and the Ute Creek Soil & Water Conservation District to fence off Ute Creek to aerielly treat salt cedar. Nature has effectively responded as the stream sub-irrigates the riparian area to grow rushes, sedges and grass.

Since then the Crews implemented several other environmental programs including partnering with U.S. Fish & Wildlife to establish a 23-acre wild bird sanctuary and installing two 10,000-gallon water storage tanks on the ranches highest point. Polyurethane “shade balls” now cover nine stock tanks, reducing evaporation by 91 percent and saving 16,000 gallons of underground water annually on each tank.

“There is an Indian proverb that says we do not inherit the land, we borrow it from our children,” says Tuda about the award. “We’ve done the best we could to leave it better than we found it and I feel confident future generations shall carry on the heritage ranch operation.”



Tuda & Jack Crews on their Ute Creek Ranch



CBB Chair Jared Brackett at the February meeting in San Antonio

## Driving Demand for Beef

by Cattlemen's Beef Board Chair Jared Brackett

**W**e know the Checkoff is always busy, constantly being the

mouthpiece for the beef industry, on the forefront of new consumer trends and important research for our industry. But now more than ever we need every voice to share and support our program. We were not appointed to this national board to simply sit still; we are the voices of the producer-supported and driven Checkoff program, and I encourage all of you to take this obligation seriously. Get out in front of your local producers. Offer to speak at county meetings. Attend state gatherings. Write letters to your local newspaper. Be the advocates needed to keep the Checkoff program strong and meeting its intended goals.

Visit the Beef Board website at [DrivingDemandForBeef.com](http://DrivingDemandForBeef.com) to find a collection of resources to have conversations with other producers. Under the Resources page you can find annual audited financials, the annual report, producer attitude survey results, and more.

*Please reach out to myself, your CBB Officer team, or the CBB staff with questions. We are here to help.*

For more information about your beef checkoff investment visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com)



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