

BEEF COUNCIL bullhorn



“Keep on Trucking” Fueled by Beef

Truckers play a critical role in our industry – they help us transport our livestock and they help us keep our retailers stocked with delicious beef. We partnered with the Albuquerque Isotopes and the New Mexico Trucking Association to show our truckers some love during the pandemic. John Heckendorn, Robbie and Kenneth McKenzie served up smiles with tasty Rancher’s Melts (sliced roast beef sandwiches with cheese, green chile and condiments) with chips and a cookie. The box lunches were provided by Albuquerque’s Flying Star Café with a

nice discount. Our good work was recognized via television interviews and on social media. ■



(Above) Kenneth McKenzie struck up a conversation with the UPS driver. Truck drivers were from all over the country and from right here in New Mexico.



Baila Baila Folk Dancers provide entertainment for truckers as they enjoy their beef boxed lunches.



In Memoriam Felicia Thal

Earlier this spring, we said goodbye to Felicia Thal who, for more than 45 years, was a transformative influence on the beef industry in New Mexico. She was the recipient of the 2010 Beef Backer Award, an award presented to a select few New Mexicans whose outstanding efforts resulted in the advancement of the New Mexico Beef Industry, through education, promotion and research. Felicia and husband, Dr. Alan Thal, moved to New Mexico in 1973 establishing the Thal Ranch in Buena Vista, NM. By 1978, Felicia was actively involved with the team of pioneers, including Jody Clavel, Bill MacIlhenney, Loren Nunn, and Will Orndorff, whose efforts resulted in the establishment of the New Mexico Beef Council and the Checkoff. Governor Bruce King appointed her as an NMBC director from 1978-81. We send our love and condolences to the Thal family. ■



Cliff Copeland, Chairman of the NMBC in 2010, and Dina Reitzel, Executive Director of NMBC, present Felicia Thal with the Beef Backer award.

Ground Beef Sales Increase during COVID-19

Through May 17, U.S. ground beef sales increased more than \$1 billion compared to the same period last year. That's just some of COVID-19's impact on retail meat and poultry markets, says Anne-Marie Roerink, president of 210 Analytics.

"Year-to-date through May 17, meat department dollar sales were up 24.8 percent, boasting double-digit growth for ten weeks running," Roerink says. "This reflects an additional \$5.5 billion sold versus the same time period in 2019. Year-to-date volume sales through May 17 were up 18.0 percent over the same period in 2019, reflecting an additional 7.6 billion pounds of meat and poultry sold versus the same time period in 2019."

Roerink says about 60 percent of meat's multi-billion dollar year-over-year gain is due to increased spend per customer. According to IRI, a data analytics and research company, Millennial households were behind the biggest increases in meat spending since the onset of coronavirus, much like they drove growth (not spending) pre-pandemic. Over 2019, Millennials represented \$23 out of every \$100 spent on meat/poultry, far behind Boomers (\$35) and Gen X (\$32),

"However, Millennial spending pre-pandemic was rapidly gearing up, at 2.4 times the average, while Boomer spending was slowing down," Roerink said. "These patterns held up during the pandemic,



Burgers and tacos are popular choices during the pandemic.

as Millennials have been among the hardest-hit generations with about 40 percent of Millennials having lost their jobs as a result of COVID-19 or had their work hours reduced. Shoppers under the age of 35, with and without children, lower and higher income, increased meat/poultry spending by more than 50 percent." ■



Fun Facts From Fox News

- More one third (34 percent) of respondents to a *Fox News* survey said steak was their favorite grilled food. Hamburger was the second-highest, scoring 19 percent. Ribs came in fourth at 11 percent, with bratwurst (6 percent), hot dogs (5 percent), pineapple (4 percent) and pork chops (3 percent) finishing up the list. Among those who chose beef, however, more than a quarter (27 percent) said "medium rare" was their favorite way to cook steak and burgers. "Medium" followed at 26 percent, with "medium well" at 24 percent and "well done" rounding it out at 1 percent. Fewer than 5 percent chose "rare" as their preferred cook temperature.
- The overwhelming majority of Americans surveyed (81 percent) said they preferred a burger to a dog.
- While John

Young, who died on Jan. 5 at age 87, is famous for his Apollo 16 moonwalks and his role as commander of the first space shuttle mission, the NASA astronaut is also remembered for a small scandal he triggered with a sneaky act: smuggling a corned-beef sandwich into space. Young slipped the sandwich into his pocket just before launching on Gemini 3 on March 23, 1965. It was the first U.S. mission to carry two astronauts — Young and his crewmate, Gus Grissom. Grissom tasted the sandwich but quickly announced he would stick it back in his pocket because it was starting to break up. Young suggested the sandwich was "a thought ... not a very good one." Replied Grissom: "Pretty good, though, if it would just hold together." Shortly after returning home from the mission, Grissom later recounted the taste test for *Life* magazine. "I took a bite, but crumbs of rye bread started floating all around the cabin," he said, adding that he and Young enjoyed "the chance to carry out some real 'firsts' in spaceflight." ■



John Young (left) and Gus Grissom flew on the first crewed Gemini flight, Gemini 3, on March 23, 1965. Here, they're shown in the spacecraft simulator at the McDonnell plant in St. Louis. One additional "passenger" on the real flight was a corned-beef sandwich that Young smuggled aboard in his pocket. (NASA/MSFC Archives)

For more information about your beef checkoff investment visit MyBeefCheckoff.com



2019-2020 DIRECTORS – CHAIRMAN, Matt Ferguson (Producer); **VICE-CHAIRMAN**, Zita Lopez (Feeder); **SECRETARY**, Susie Jones (Dairy Producer).

NMBC DIRECTORS: John Heckendorn (Purebred Producer); **BEEF BOARD DIRECTOR**, Bill King (Producer); Jim Hill (Feeder); Kenneth McKenzie (Producer); **FEDERATION DIRECTOR**, Matt Ferguson; Cole Gardner (Producer); Marjorie Lantana (Producer); **U.S.M.E.F. DIRECTOR**, Kenneth McKenzie; Dan Bell (Producer)

For more information contact: New Mexico Beef Council, Dina Chacón-Reitzel, Executive Director
1209 Mountain Rd. Pl. NE, Suite C, Albuquerque, NM 87110 505/841-9407 • 505/841-9409 fax • www.nmbeef.com

Find us on   