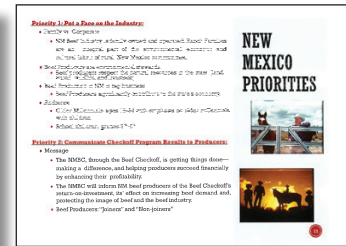


# BEEF COUNCIL bullhorn



## OUR VISION

To responsibly produce the most trusted and preferred protein in the world.



## OUR MISSION

To protect and increase demand for beef and beef products in New Mexico through national and state developed consumer marketing programs thereby enhancing profit opportunities for beef producers in New Mexico.

## Marketing Plan Pivots to Include COVID-19 Strategies

**N**MBC's FY 2020/2021 kicked off in July with a return to some of our past tried and true tactics and some new and innovative "outside of the box" strategies. The annual marketing plan and budget were approved by the Council in June. After Council approval, the plan was sent to and approved by both USDA and the Beef Board. This plan is important for accountability and is a working document that guides us in implementing various programs.

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Our mission: To protect and increase demand for beef and beef products in New Mexico through national and state developed consumer marketing programs thereby enhancing profit opportunities for beef producers in New Mexico.

Some of the highlights from the marketing plan include:

- We are refreshing our website again this year. It was last done more than five years ago. The new website will feature more recipes with calorie counts, nutrition information and food allergy notices for gluten-free and dairy-free dishes.
- We have three radio buys scheduled this year with the goal of reaching the rural markets across the state.
- Our digital advertising will also continue – this has proven to be an excellent venue to reach the millennial consumer.
- COVID-19 has affected the retail and foodservice markets in unforeseen ways at this point. We are considering smaller scaled Gate-to-Plate-like events, and possibly re-establishing Beef 101 classes. These two outreach programs help us educate thought leaders around New Mexico.
- Re-establish relationship and start a partnership with the American Heart Association. The AHA has a new executive director who is friendly to our cause and industry.
- NMBC continues to support the Cowbelles programs. The Cowbelles are a critical part of our consumer outreach as they help distribute our collateral, recipes and coordinate the New Mexico Beef Ambassador events.
- We are dedicating additional resources to perform outreach and education for producers, livestock inspectors and the sale barns. Depending on how COVID continues to impact our strategies, our goal is to visit each sale barn twice each year to answer questions and connect with the sale barn owners and producers.
- Bill King, our Cattleman's Beef Board Representative, suggested additional support for the Federation Membership and USMEF Membership. This is under consideration.
- Funds were allocated to the NM State Fair which was cancelled this year due to COVID. The Council discussed allocating those funds to support the Meat Science Lab at NMSU. Getting this up and running could help build processing capacity in the state, and be used to instruct students in meat science during the school year.

# Welcome Our New Beef Ambassadors

Our Beef Ambassador program is coordinated by the Cowbelles and strives to provide an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef industry. Beef Ambassadors tell their beef production story to consumers and students through promotion, education, media and the online environment. Beef Ambassadors serve for one year and travel the State promoting our industry.

**Mia Encinias** is the 16-year-old daughter of Manny Encinias and Hayley Encinias. She grew up in Clayton, NM and now lives in Moriarty, NM. As a junior at Moriarty High School, Mia is active in FFA, serving as the Chapter Secretary and District Co-Vice-President. She is an Honor student and plays basketball. She shows heifers and bulls at the county, state, and national level.

Mia was raised on a registered and commercial cow-calf operation and especially enjoys researching and selecting sires at breeding. She is also an integral part of Trilogy Beef Community which provides local beef to consumers. She plans to attend West-Texas A&M after graduation to pursue a degree in Animal Science with Pre-Vet focus. She would like to become a large-animal veterinarian or work in the area of Animal Reproduction while maintaining an active role in the agriculture industry. Mia wants to be a Beef Ambassador to educate youth and adults

about the health benefits of beef, the significance of the beef producer, and to ensure consumers have faith and confidence in a safe and steady food supply.

**Grady Hodnett** is a junior at Mayfield High School in Las Cruces. He has shown beef cattle, both steers and heifers, for seven years in 4-H and FFA. He participates in calf shows across the state and has served as the Southwest



Representative for the New Mexico Club Calf Association. He is also a graduate of NMSU's Youth Ranch Management Program



and a winner in this year's NMCGA's Beef Speech contest. Grady appreciates the opportunities afforded to him by the agricultural community and wants to work in Ag Business after completing his degree at Texas Tech.

Grady wanted to be a Beef Ambassador because even though the raising of beef

is the state's most valuable agricultural commodity, many New Mexicans don't understand the process of beef from gate to plate. He believes ranchers have a strong ecological message to share and that can be achieved through in-person events such as the state fair and Ag Fest, but also through messages on social media.

**McKenzie Luna**, a 17-year old homeschooled Sierra County resident is active in 4-H and FFA serving on her club and chapter officer teams as well as being the State 4-H Reporter. McKenzie recently won the 2019 Arizona Nationals Livestock Show Prepared Public Speaking Contest with her first-person speech on bees and this year she has already won her Chapter and District FFA Prepared Public Speaking Contests with a speech on Ag Wars and Fake Beef and is eager to compete at the State FFA Contest.



McKenzie wants to be an AGvocate so she can continue to spread the word about the ag industry. Being a beef ambassador is the first step on the path for her to spread the message with those who truly need to hear it, that are not familiar with the ag industry, but need to be educated about the facts. McKenzie is set to complete high school at the same time she will obtain her Bachelor's Degree in Business Management through Western New Mexico University. She wants

to obtain her massage and cosmetology licenses so she will have the flexibility to continue being an AGvocate around New Mexico and give back to the roots that have helped shape her. ■

Top: Beef Ambassador Grady Hodnett  
Right: Beef Ambassador Mia Encinias  
Bottom left: Beef Ambassador McKenzie Luna

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