



New Mexico Beef Council 2010 Year in Review

Dear Fellow Producers:

I am honored and humbled to greet all of you using this means.

Much of our state has been blessed with great moisture this year and, as is always the case, there are those who had a dry summer, too.

We have seen a cattle market this year that may have no rival, as far as the cow-calf sector goes. Producers seem optimistic about agriculture, but are uncertain about the state of our national economy.

Jobless rates are high and disposable incomes of many consumers are at risk. This is when we, as an industry, must focus on keeping demand for beef as high as possible, as there are competing proteins that can and do undersell us. We must continue to be able to reach the consumer and let them know what a value packed product we actually offer. One thing we must keep researching is ways to offer fast, convenient, pre-cooked beef items that are basically heat and eat. Our competitors have done a great job of this. It seems that convenience is almost everything these days.

With the cost of everything we do getting higher each year, it is hard for the Beef Checkoff dollars we invest on your behalf to get the bang they did only a few years ago. I believe the time is near for us, as producers, to make an additional investment in the Checkoff, if we are going to continue to be effective on all fronts. As an example, you may have noticed there are no TV spots by big name personalities anymore. That is because the cost to do so has gotten too expensive with the revenue that we now have.

You are fortunate in New Mexico to have Dina Chacon-Reitzel as executive director, along with her dedicated staff. Also the directors of NM Beef Council are a very dedicated group.

If you have ideas, questions, suggestions, or concerns feel free to give us a call. Your support and feedback is very important. Thank you for your time.

Cliff Copeland, NMBC Chairman



PROMOTION PROGRAMS

2010 Gate-to-Plate Goes "Ranching on Route 66"

The NMBC's premier promotion, the bi-annual Gate-to-Plate Tour, brought members of the media, legislature, judiciary, culinary professions and opinion leaders to ranches and dairies located along Route 66 for a two-day, up-close immersion into all aspects of the industry. Stops included: Clovis Sale Barn, T-4 Cattle Company, Bell Ranch and Rajen Dairy. This program is unequalled in building long-lasting friendships for the industry and educating New Mexico's influential leaders about this complex segment of the state's economy.



CONSUMER INFORMATION PROGRAMS

"Kids, Kows 'n More" Teaches Elementary School Children Beef Appreciation

The highly-successful, long-term elementary school program, "Kids, Kows 'n More" this year counted an increase in total number of students reached statewide to 7,163 from the previous year's 6,898. A total of 383 teachers from 14 counties were involved. This program also distributes a wealth of beef resources to teachers. These go a long way toward insuring the beef message will be heard in the classroom, and that students will take that message home.

State Fair Beef Booth Better than Ever

As always, the bright, attractively-decorated NMBC Beef Booth, located in the Manuel Lujan exhibitions building, remains one of the most popular attractions at State Fair. The New Mexico CowBelles extended their warm smiling welcomes to booth visitors, distributed recipes, preparation and safety information, and helped them answer the Beef Trivia Quiz on nutrition and safety so they might qualify to win the daily drawing of \$50 in beef and the grand prize of a year's supply of beef. The daily tasting demonstrations of new beef products continues to delight visitors.

