

## New Mexico Press Women Lunch Brings Beef Message to Journalists

By sponsoring the Zia Book Award Lunch of the New Mexico Press Women's Association at the Sheraton Uptown in Albuquerque, the NMBC gained exposure to approximately 60 of the state's journalists, marketers and public relations promoters. NMBC Executive Director Dina Chacon-Reitzel welcomed the NMPW and spoke on the mission of the NMBC, providing journalists with a personal contact for the industry when story research is needed in the future. This lunch marked the 60th anniversary of NMPW.



## HEALTH AND NUTRITION PROGRAMS

### 2010 NM Dieticians Lunch Keeps Beef Nutrition Information Flowing

In April, the NMBC sponsored the annual New Mexico Dieticians Lunch by hosting distinguished speaker Dr. Martha Belury, Carol S. Kennedy Professor of Nutrition from Ohio State University, who spoke on the value of dietary fats in the diets of postmenopausal women. Following her talk, participants enjoyed a delicious tenderloin, cranberry and pear salad at the Radisson Inn in Albuquerque.



Attendees also received plateside gifts of "I Heart Beef" magnetic message boards. NMBC consultant Patty Waid also spoke to the group about the NMBC resource packets they were given.

## PRODUCER COMMUNICATIONS PROGRAMS

### Annual Report Keeps Producers Informed and Updated on Checkoff

The NMBC's Annual Report, distributed to all producers in the state, keeps the industry updated and informed about how their Checkoff dollars are invested to promote beef. The Annual Report is mailed directly to homes of both beef and dairy producers, and it is published in beef industry magazines as well. Timely updates on the Checkoff are published monthly in the New Mexico Stockman (see Bullhorn, below). National program staff, NMBC staff and directors speak on the matters related to the Checkoff throughout the year at local and statewide meetings.

## Joint Stockman Speaker Brings Cutting-Edge Research

Dr. Mandy Carr, Executive Director for Research and Group Leader for Safety, Nutrition & Product Enhancement, addressed the 2009 Joint Stockmen's Convention in Albuquerque. Dr. Carr was the NCBA speaker sponsored by the NMBC. Her informative presentation included cutting-edge industry research.



## Bullhorn: Bulletin Board for Industry

The Bullhorn, published each month in the New Mexico Stockman, provides producers with the most up-to-date information on beef research and marketing from state, national and international perspectives. The Bullhorn also informs producers of educational opportunities and new and ongoing NMBC programs. It also provides profiles of members of the industry community and of New Mexico beef pioneers.

## INDUSTRY INFORMATION PROGRAMS

### Beef Summit = Strategic Planning

On August 13, 2009, over 60 participants from all segments of the New Mexico beef industry convened in Moriarty to take charge of increasing the industry's economic viability. Developing a New Mexico-branded beef was a top consideration.

Participants considered the six primary recommendations of "BII-NM," the NM Beef Strategic Planning Initiative, first called together by Donnie Quintana, Community Development Team Leader of New Mexico Economic Development in spring, 2007.

The six recommendations included: Selling New Mexico beef by developing a NM branded beef program; coordinating key organizations to improve communications; working with NMSU-Cooperative Extension Service to strengthen the industry and develop regional collaborations; exploring secondary ranching income streams; creating an advisory task force for education about regulatory issues; and creating a cattle health task force to develop best management practices. Soliciting input from producers gets to the root of major issues and works toward creating effective solutions collectively, with all the resources that can be brought in to assist the industry.

## New Mexico Beef Council

### Summary of Sources and Use of Funds

July 1, 2009 through June 30, 2010

#### SOURCES

Checkoff and Interest	1,198,917	100.00
<b>Total Sources</b>	<b>\$ 1,198,917</b>	<b>100.00%</b>

#### USES

Cattlemen's Beef Promotion & Research Board	598,239	49.90
National Program Investments	32,399	2.70
Promotion Programs (Advertising, Media, Retail, Foodservice)	127,055	10.60
Consumer Information Programs (Health Educators, School Programs, Events)	192,361	16.04
Producer Communication, Industry info.	83,530	6.97
Industry Information	2,000	.17
Collections	82,451	6.87
*Administration Costs	71,466	5.96
Carry forward to next year	9,416	.79
<b>Total Expenditures</b>	<b>\$ 1,198,917</b>	<b>100.00%</b>

\*Administration costs after allocation to program development and implementation as prescribed by the Cattlemen's Beef Board.

## NMBC Directors

Cliff Copeland	Chairman, Purebred Producer Nara Visa, NM (505) 633-2800
Joe Clavel	Vice-Chairman, Producer, Roy, NM (505) 485-2591
Jim Bob Burnett	Secretary, Producer, Hope, NM (505) 484-3141
Bernarr Treat	Producer, Roswell, NM (575) 626-5355
Tom Spindle	Feeder, Stanley, NM (505) 832-0926
Darrel Brown	Producer, Artesia, NM (575) 457-2650
Art Schaap	Fluid Milk Producer, Clovis, NM (575) 760-6645
Andres Aragon	Producer, Las Vegas, NM (505) 425-0800
David McSherry	Feeder, Deming, NM (575) 546-3168

## Ex-Officio Members

Jane Frost	N.M. NCBA Representative, Producer San Jon, NM (575) 357-2461
Wesley Grau	N.M. Beef Board Representative, Producer Grady, NM (575) 760-7304
Tammy Ogilvie	N.M. Beef Board Representative, Producer Silver City, NM (575) 535-2975

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