

BEEF COUNCIL bullhorn

BEEF



NMBC Sponsors 20th NM Dietetic Association Meeting



The NMBC sponsored the NMDA Annual Meeting lunch of tenderloin, cranberry and pear salad with honey mustard dressing.

On Friday, April 16, 2010, the New Mexico Beef Council sponsored the speaker and lunch for the New Mexico Dietetic Association's annual meeting at the Radisson Hotel Albuquerque.

It was the twentieth year of NMBC spon-

sorship of New Mexico's professional association of nutritionists and dietitians. Members work in all branches of the field, from individual counseling, to planning school lunches, to hospital nutritional counseling for diabetes and cancer patients.

The NMBC-sponsored speaker, Dr. Martha Belury of Ohio State University, Columbus, Ohio, presented a talk on "Dietary Fats that Lower Body Fat: Surprising Effects in Postmenopausal Women" to the gathering of over 300. The group responded to her talk enthusiastically.



Dr. Martha Belury of Ohio State University addressed the NM Dietetic Association on "Dietary Fats that Alter Body Fat: Surprising Effects & Possible Mechanisms." The NM Beef Council sponsored Dr. Belury's talk.

Lunch, also sponsored by the NMBC, was Tenderloin Cranberry and Pear Salad with Honey Mustard Dressing. Each attendee also received a plateside gift of an "I Heart Beef" message board featuring the "29 Lean Cuts of Beef." NCBA currently has an "I Heart Beef" campaign for health professionals taking place.

A drawing for two "Healthy Beef Cookbooks" was also held. □

NM Beef Council Sponsors Zia Award Lunch

For the second year, the NM Beef Council sponsored the Zia Award lunch of the New Mexico Press Women's Association, on Saturday, April 17, at the Uptown Sheraton in Albuquerque.

The Zia Award is given annually to a New Mexico woman author. This year's contest recog-

nized fiction and went to Jeanette Boyer for her novel, *Junkyard Dreams*, published by University of New Mexico Press. Beth Hadas, editor for the press, received the award on behalf of the author. Robin Rahm, creative writing instructor at New Mexico State University, received a runner-up award for her collection of short stories, *The Mother Garden*.

Dina Chacon-Reitzel, executive director of the NMBC, welcomed the organization and spoke about the mission of the NMBC.

The NMPWA is a statewide organization of media professionals with chapters in Las Cruces, Albuquerque and Santa Fe. The organization celebrated its 60th anniversary at this year's conference, with members of the national board in attendance.

Lunch was a buffet of juicy roast beef, salad, mixed vegetables, roast red potatoes, rolls, chocolate cake, coffee and tea. Attendees also received an information packet with recipes and handouts on beef nutrition and preparation. □

Dina Chacon-Reitzel, Executive Director of the NM Beef Council, with friend and mentor Mildred Latini, past president of the NM Press Women.

Mildred was southern NM district director for the NM State University's Cooperative Extension Service.



Hank Steuver, television critic for the Washington Post's *Style* section was they keynote speaker for the NM Press Women's conference at which NMBC consultant Sharon Niederman was installed as president.

Tammy Ogilvie Named to Beef Board

The Cattlemen's Beef Board seated new Board members during its orientation meeting April 7, 2010, in Denver, Colo.

After being appointed by U.S. Secretary of Agriculture in March, a total of 36 Board members — including 31 new members and five existing members who were appointed to a second term — were seated for service on the Beef Board after taking the oath of office from USDA representative Craig Shackelford during a CBB meeting.

Among the new members was Tammy Ogilvie, Silver City rancher and former president of the New Mexico Beef Council.

New members seated and the states they represent include: Barbara S. Jackson, Arizona; Willem Bylsma, California; Darrel C. Sweet, California; Dean A. Black, Iowa; Daniel P. Herrmann, Kansas; Larry M. Oltjen, Kansas; Genevieve D. Lyons, Louisiana; Andrew B. Salinas, Michigan; David M. McCormick, Mississippi; Kevin H. Frankenbach, Missouri; Judith A. Reece, Nebraska; Annalyn Settlemeyer, Nevada; Tamara A. Ogilvie, New Mexico; Ernest B. Harris, North Carolina; Thomas A. Woods, Oklahoma; James C. Kesler, South Carolina; Danni K. Beer, South Dakota; Linda J. Gilbert, South Dakota; Larry B. Pratt, Texas; Andrea W. Reed, Texas; D. Rudolph

Tammy Ogilvie, Silver City rancher and new member of the Cattlemen's Beef Board.



Tate, Texas; Bruce D. Dopslauf, Texas; Laurie L. Munns, Utah; Jane E. Clifford, Vermont; Larry D. Echols, West Virginia; Martin A. Andersen, Wisconsin; Randall A. Geiger, Wisconsin; Spencer A. Ellis, Wyoming; Alberto J. Senosiain, Importer; Andrew Banchi, Importer; and Scott A. Hansen, Importer.

Reappointments and the states they represent include: Wayne Buck, Colorado; Jeff Clausen, Iowa; John Schafer, Minnesota; Kristy Lage, Nebraska; and Rob Reviere, Jr., Tennessee. □

U.C. Davis Report Says Meat Production Not Tied to Climate Change

In a report published in the peer-reviewed "Advances in Agronomy" and presented in the March meeting of the American Chemical Society meeting, University of California-Davis researchers took a critical look at the 2006 United Nations' report "Livestock's Long Shadow" to clarify its application to U.S. livestock production.

Writing the synthesis was supported by a \$26,000 grant from the Beef Checkoff Program. "Clearing the Air" is a synthesis of research by the U.C.-Davis authors and many other institutions, including the U.N. Food and Agriculture Organization, U.S. Environmental Protection Agency, U.S. Department of Agriculture, California Environmental Protection Agency and the California Air Resources Board.

In "Clearing the Air: Livestock's Contribution to Climate Change", principle investigator Frank Mitloehner, Ph.D., associate professor and cooperative extension specialist in air quality, and his colleagues discredit claims in the oft-cited "Livestock's Long Shadow," saying they are not relevant to livestock production in

developed countries such as the United States and cannot be applied on a regional basis. Specifically, Mitloehner found the statement that livestock production is responsible for 18 percent of global greenhouse gas emissions and that this is more than the transport sector is a flawed analysis. In addition, in the United States, only 2.8 percent of annual greenhouse gas emissions can be attributed to livestock production, compared to 26 percent from transportation, according to the U.S. Environmental Protection Agency.

Media reports highlighting the Clearing the Air findings include articles in the *Washington Times*, the *Register* (UK), the *Daily Telegraph* (UK), the *Des Moines Register* blog, an AFP article posted to Yahoo! News and broadcast reports by FOX News and BBC. The AFP article reported: "Eating less meat will not reduce global warming, and claims that it will distract from efforts to find real solutions to climate change." Mitloehner was quoted in the *Washington Times* article as saying: "The developed world should focus on increasing efficient meat production in developing countries where growing populations need more nutritious food. In developing countries, we should adopt more efficient, Western-style farming practices to make more food with less greenhouse gas production."

Notably, the *Daily Telegraph* article reported the U.N. admitted the "Livestock's Long Shadow" report linking livestock to global warming exaggerated the comparison with transportation. Pierre Gerber, a policy officer with the U.N.'s Food and Agriculture Organization, accepted Mitloehner's criticism of the report: "I must say honestly that he has a point — we factored in everything for meat emissions, and we didn't do the same thing with transport."

We currently are notifying other national media outlets of this story and encourage you to share the positive story on a state level. □

NEW MEXICO BEEF COUNCIL



2009-2010 DIRECTORS — CHAIRMAN, Tom Spindle, Producer;
VICE-CHAIRMAN, Cliff Copeland, Purebred Producer; **SECRETARY**, Jim Bob Burnett.

NMBC DIRECTORS: Andres Aragon, Cow-Calf Producer; Darrell Brown, Cow-Calf Producer; Chad Davis, Producer; Bill Porter, Feeder; Joe Clavel, Producer; Art Schaap, Fluid Milk Producer.

EX-OFFICIO'S: Jane Frost, Producer, Federation of State Beef Council Director; Margie McKeen, Producer, Beef Board Director; Wesley Grau, Producer, Beef Board Director; Bill Porter, Feeder, USMEF Director.

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