



State Fair Beef Booth Relocates

After 18 years in the Manuel Lujan Building, the NMBC's popular Beef Booth is trying out a new location this year at State Fair. In a first-ever collaboration, the NMBC will partner with New Mexico Department of Agriculture at the Bolack Building, also known as the "Country Store Building," featuring New Mexico agricultural products.

Not to worry. As always, the familiar, smiling New Mexico CowBelles will be on hand to answer questions, distribute recipes and literature, and assist attendees with the "Beef Trivia Quiz." Filling out the quiz qualifies participants for a daily drawing of \$50 in beef; daily winners are automatically entered in the grand prize drawing for a year's worth of beef.

"We made the change because of the

increasing expense required to display, service and maintain our aging beef booth," says Dina Chacon-Reitzel, executive director of the NMBC. "In addition, the numbers we were receiving no longer justified the expense required for the promotion. We are very excited about this new, fresh approach and collaborating with the NMDA, which allows us to keep our strong presence at State Fair while lowering our overall costs."

Attendees will still be able to sample new pre-cooked beef products at the Beef Booth.

The New Mexico State Fair runs Sept. 9-25, Weds-Sun. The Beef Booth in the South Pavilion of the Bolack Building will be open 10 a.m.-9 p.m. Fri.-Sat.; 10 a.m.- 8 p.m. Sun. and Thurs. The State Fair will be closed Mon.-Tues. □

Marketing Solutions to Strengthen NMBC Social Media

In a new NMBC initiative to optimize social media to boost consumer interest, Marketing Solutions, a longtime NMBC consultant, is running an integrated radio, Facebook, web, smartphone ten-week program into mid-October.

Laura Smigielski-Garcia, director of Albuquerque-based Marketing Solutions, explains how the campaign works: "Magic 99, KMGa, 99.5 FM, is the most listened-to Albuquerque office radio station. Every day, Monday-Friday, at 4 p.m. primetime, the station will broadcast a beef recipe, just as the target audience, women 25-54, are heading home and wondering what to prepare for dinner. They can sign up to have this recipe texted to their cellphone or go to the NMBC Facebook page for details of each

day's recipe. In addition, listeners may visit the custom built "What's 4 Dinner?" web page on KMGa's website to view and print out the recipe. They can then go to the grocery store and solve their "What's for dinner?" question by purchasing the ingredients to prepare a tasty beef meal.

"In addition, we are running a Sweepstakes beef giveaway to induce more people to friend the NMBC Facebook page, with the goal of achieving 1,000 Facebook friends." In addition, Marketing Solutions is in the process of re-designing the NMBC web page to make it more powerful and user-friendly. □



New Mexico CowBelles will be on hand in the new State Fair location, as they were in the old.

Beef Board Appoints Wesley Grau Chairman of National Board



Wesley Grau onboard the 2010 Gate-to-Plate Tour.

The Cattlemen's Beef Board voted unanimously to elect Wesley Grau of New Mexico to finish out the year as chairman of the national board. Formerly vice chairman of the Board, Grau had been serving as acting chairman since the resignation of former chairman Tom Jones about a month ago.

Grau's election to chairman created a vacancy in the vice chairman seat, to which Board members voted unanimously to elect Weldon Wynn of Arkansas. Again, since Wynn had been serving as secretary/treasurer this year, his election to vice chairman created a vacancy in the secretary/treasurer seat, to which Board members elected Roger West of Florida.

Wesley Grau is a partner in Grau Charolais Farm and Ranch and also raises wheat. He is the past president of the New Mexico Cattle Growers' Association, past president of the New Mexico Beef Cattle Performance Association, member of the American International Charolais Association and NCBA, and past president of the New Mexico Wheat Growers' Association. He and his wife have three children and five grandchildren.

Wesley served as chairman of the Joint Producer Communications Committee in

2010, and also has served on the Joint Advertising Committee, the CBB Administration Subcommittee and the CBB Executive Committee. □

Meet Your N.M. Beef Council Director: Art Schaap

"Nutrition from the Ground Up: A Dairy Farmer's View"

Third-generation dairy farmer Art Schaap has always called Clovis home. After college, he decided to follow in his dad's footsteps and become a dairyman himself. He loves what he does, and what inspires him most is the ability to be an active participant in the cycle of life.

"I love that I'm making a product from the ground, taking the products of the ground to create one of the most nutritious products, one that is versatile and full of energy and protein, from cheese to milk to sports drinks, ice cream, butter, to an everyday essential ingredient of cooking," he says.

Art raises Holstein and Holstein-Jersey cross dairy cows from birth.

These cows require two years of growth before they can give milk; then, they have a three-to-five-year production lifetime. "We take care of our cows like our family," he says.

At mid-summer, he is in the peak season of milk production and in the middle of summer crop season. "The summer heat is taking a toll on our animals," he says, as he faces the challenges of drought. "We are happy with some rain relief we've received," he says, "and we are praying for more."

One of the challenges of the cattle industry, he explains, is that because it has been so dry, forage costs have doubled since last year.

While milk prices are as good as they have been, feed costs are as high as they have ever been. Margins are still tight, he says, and he is looking forward to fall to be able to finish the year strong.

His concerns for the future are triggered by volatile price shifts coming out of the futures markets in Chicago. "A commercial or a report on TV can radically shift prices up and down," he says. "Our country has some decisions to make so that we can go forward," he says. His first wish would be to stop the mandated use of ethanol in fuel, with its consequences on dairy farmers.

Art lives in Clovis with his family: wife Renee and three children, son Ryan, 22, who is studying at West Texas A&M; daughter Jennifer, 20, known for her volleyball playing at Eastern New Mexico University; and daughter Amanda, 16, who attends Clovis High. His Schaap Dairies supply Tucumcari Mountain Cheese Company with milk for their all-natural Artisan Cheeses including White Cheddar, Green Chili Jack, Feta, Asadero and Meunster. For more information, please visit: <http://www.tucumcaricheese.com/>=

Visit <http://newmexicoranchlife.wordpress.com/> for this blog and others from the New Mexico Beef Council. □



Dairyman Art Schaap and his family.



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