

# BEEF COUNCIL bullhorn

BEEF



## 2010 Gate to Plate Best Ever

Ranching on Route 66 — Gate to Plate 2010, took an enthusiastic and involved bus load of media folk, influential political leaders, food industry leaders and opinion makers on the tour of a lifetime May 5-6. The New Mexico Beef Council's premier educational event, the Gate to Plate Tour is offered only every other year, and each tour highlights a different region of New Mexico.

Participants enjoyed a crash course intensive on ranching history, NM agriculture, water issues, wind energy, and the nuts and bolts of the industry, from the Clovis Livestock Auction to roping and branding. Every moment was power-packed with visits to the T4 Ranch, Caprock Wind Project, Regen Dairy, Conchas Dam and Bell Ranch. Outstanding Industry experts including Daren Williams, NCBA director of communications, Caren Cowan, executive director of New Mexico Cattle Growers, Miles Culbertson, NM Livestock Board executive director, Manny Encinias, Tom Bertelle, Center of the Plate Specialist of Zanio's Food, and many more, gave informative presentations on the bus and throughout the tour.

Said Laura Brewer of Raton, reporter for the *Trinidad Chronicle-News*, "This was the most informative and best-organized tour I have ever participated in. I now have about twenty different ideas for stories I want to write." Brewer's initial two-part series on GTP has already been published.

Dina Chacon-Reitzel, Executive Director of the New Mexico Beef Council, works with an excellent team to produce this biannual event, including Patty Waid, Lana Schulte, Becky Smith, and Sharon Niederman. "We are so proud of the quality of this event," she says. "Nothing can replace the hands-on, up-close experience our participants receive, and nothing can get us more miles of promotion and education, with widespread and ongoing results." □

**A** Tommy Spindle, NMBC Chairman, and Lynn Hamrick, Taos filmmaker, observe the Clovis Livestock Auction. **B** New Mexico Livestock Board Executive Director Miles Culbertson gives a presentation aboard the GTP bus. **C** Senator Cisco McSorley of Albuquerque and Bill Anderson, General Manager of KRQE - TV 13, savor lunch together at Mom's Cafe in Clovis. **D** Charlie Rogers welcomes the GTP attendees to the Clovis Livestock Auction. **E** The littlest cowgirls, Addison Bidegain and her cousin, Haylie, take a swing around the dance floor at the T4 barn dance. **F** NM Legislative Finance Committee Chairman David Abbey cowboys up at the T4.



**G** NCBA Director of Communications Daren Williams explains the critical importance of research to GTP participants. **H** Well-known food writer Cheryl Jamison and culinary consultant to the state of New Mexico gets to the heart of the matter concerning a yummy cinnamon roll. **I** Linda Davis of the CS Ranch treats GTP attendees to stories of her childhood memories growing up on the Bell Ranch. **J** Johnny Martinez of the Comet II Restaurant in Santa Rosa, shares a word with State Representative Janice Arnold-Jones of Rio Rancho. **K** Albuquerque freelance writer Jane Mahoney and NMBC Director Joe Clavel take in the Clovis Livestock Auction. **L** New Mexico Independent editor Gwyneth Doland and Zane Fisher, food editor of the Santa Fe Reporter. **M** Bert and Debbie Ancell serve up a delectable dutch oven lunch at the Bell Ranch. **N** Yetta Bidegain gets a squeeze from son, Phil Bidegain at the GTP celebration dinner at the Montoya Headquarters of the T4. **O** Rex Wilson, Dr.

Chris Mathis of NMSU, and Dr. Jon Boren, NMSU director of Cooperative Education, share a lighthearted moment on the GTP tour. **P** Shoot first, eat later. Joe Griffin of KOAT-TV 7 and Andrew Razatos, executive chef of the Plaza Cafe in Santa Fe, have their eye on Comet II cinnamon rolls.



## 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; Tammy Ogilvie, Producer, Beef Board Director; Wesley Grau, Producer, Beef Board Director; Bill Porter, Feeder, USMEF Director.

**For more information contact:** New Mexico Beef Council Dina C. Reitzel – Executive Director  
1209 Mountain Rd. Pl. NE, Suite C, Albuquerque, NM 87110 505/841-9407 • 505/841-9409 fax • [www.nmbeef.com](http://www.nmbeef.com)