

BEEF COUNCIL bullhorn

BEEF



This year, the New Mexico Beef Booth moved from the Manuel Lujan Building, where it had become an established fair attraction for almost 20 years, to the Country Store in the Bolack Building. A new partnership between the NMBC and the NM Dept. of Agriculture, which displays “Taste the Tradition” New Mexico products in the Country Store, made for a win-win situation for the many fair-goers who support NM agriculture. Here, the CowBelles educate visitors with the Beef Trivia Quiz, the opportunity to win weekly drawings and a grand prize of beef for a year, while folks have the opportunity to sample a variety of pre-cooked beef products.



A. Lariat CowBelles, who meet in Clayton, bring their special brand of wit and wisdom to State Fair, educating attendees on the power of beef and sharing the beef story B. The NMBC enjoyed their fair excursion and visiting the new Beef Booth. C. Mrs. Kimsey assists a fair-goer with the Beef Trivia Quiz. D. State Fair is the place to sample tasty new pre-cooked beef items – and thousands do! E. Name the giant cheeseburger and win a prize. F. You mean all I have to do is put it in the microwave?

Kids 'N Kows Training Prepares Presenters

Twenty Kids 'n Kows presenters from all over the state attended a training session at the New Mexico Beef Council in August. Throughout the year, they will tell the beef story to thousands of elementary school children and their teachers in 15 counties. Children will learn where their food comes from, the rancher's role in producing that food and the ranching way of life, as well as the multiple needs the cow provides. Meanwhile, they will receive beef resources to take home, while their teachers receive information and resources to help them teach about beef in the classroom.



(left) Ana Sanchez makes a point at the Kids 'n Kows training.

(Below) 4-H Specialist Rick Richardson discusses the role of NMSU Cooperative Extension Service.





It's not all work! Trainers share a smile during the program.

Meet Your NMBC Chairman: Jim Bob Burnett

As manager of the Runyan Ranch between Artesia and Cludcroft in a little place called Hope, Jim Bob Burnett spends more time than he used to watching the sky.

"The country we love is along where the seven rivers that flow into the Pecos are. It's mostly rolling limestone hills, with lots of brush and big draws. Now we're pumping water and praying for rain," says Jim Bob, who has just begun his term as chairman of the New Mexico Beef Council.

"We've had a dry summer. Not really any rain, and no green. We just weaned the calves last week, and those calves are on feed now. The cost of feed is \$100 more a ton than last year. There's a shortage of corn, and we're seeing a lot of crop damage, to cotton and corn. And we've been supplementing the cows since last December.

"It's been a year of extreme weather. One week in February was 10-20 below zero. With no moisture, it seems the trees are dying now. It's that combination of cold and dry that's killing the piñon and juniper."

Raised in Lovington, NM, Jim Bob grew

up in a family that knows how to survive on the land. His mother's side homesteaded in Lea County, while his Dad hails from a line of farmers. Following graduation from NMSU in 1982, Jim Bob started out working for Matador Cattle in Texas, then went to Harvey Hereford in Cludcroft. He's been on the Runyan Ranch for fifteen years. There, he is responsible for a commercial ranch of Black Baldies, 600 head of Angus-Hereford cross. In addition, with partners he runs B&H Herefords.

He lives on the ranch with his family, including Melissa, his wife of 29 years, who teaches the sciences in Artesia, and their four children, Denny Kyle, Tory, Shelby, and Wesley. Tory attends pharmacy school at UNM while Shelby is a sophomore at NMSU. Denny Kyle ranches in Pinon and Wesley attends school in Artesia.

"What I love about this life is that every day is different. When you get up you feel freedom like you feel the fresh air. What I dislike is having to cut deep into your cow herd you've developed, having to sell most of them, or even all of them, off.

"We're at a crossroads. The industry today is going to face real challenges. The droughts are having long-term effects like we've never seen before. So many ranchers have had to sell out.

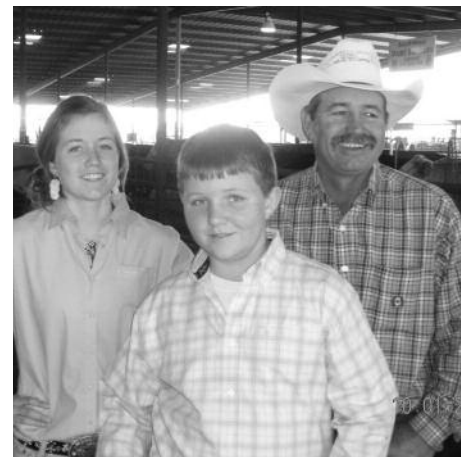
"But beef is the tastiest and best protein around. I believe we've turned the corner on the perception of beef being bad for you. Let's continue to put a face with the product. Real people live on the land and raise this product. It doesn't come from a factory, but from the hands of people that care about the product and are attached to the land.

"Sustainable agriculture is only a catch phrase. Truth is, any kind of agriculture has to be sustainable. Through your stewardship it becomes a renewable resource. And let's face it — the only way to remain independent and hold onto our cherished freedom is to have our own agriculture."

(Please visit the NMBC blog, www.newmexicoranchlife.wordpress.com to read more about NMBC members.) □

NMBC Elects New Officers

Your New Mexico Beef Council has elected new officers for the coming year. They are: Jim Bob Burnett of Hope, Chairman; Darrell Brown of Artesia, Vice-chairman; and Bernarr Treat of Roswell, Secretary. New NMBC Directors are: Alicia Sanchez of Belen, Purebred Producer; Mark McCollum of Fort Sumner, Feeder; and Bruce Davis, Springer, Beef Producer. □



Jim Bob Burnett with daughter Shelby and son Wesley, at the Eastern New Mexico State Fair where they were showing their steers.



2011-2012 DIRECTORS – CHAIRMAN, Jim Bob Burnett (Producer); **VICE-CHAIRMAN**, Darrell Brown (Producer); **SECRETARY**, Bernarr Treat (Producer).

NMBC DIRECTORS: Andres Aragon (Producer); Bruce Davis (Producer); Alicia Sanchez (Purebred Producer); Art Schaap (Fluid Milk Producer); David McSherry (Feeder); Mark McCollum (Feeder) **FEDERATION DIRECTOR**, Jane Frost (Producer); **U.S.M.E.F. DIRECTOR**, David McSherry; **BEEF BOARD DIRECTORS**, Tammy Ogilvie (Producer), Wesley Grau (Producer).

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