

# New Mexico Beef Council

## 2010-2011 Annual Report

### Promotion Program June Beef Month

In an annual outreach coordinated with Father's Day, the NMBC distributed extensive information on beef nutrition, health and safety, beef grilling and purchasing guidelines, as well as recipes, to state newspapers. Several local newspapers published a "Beef Month" special supplement, focusing on the industry and beef preparation.

### Producer Communications Checkoff Investment Updates

NMBC's annual report is distributed to all state beef and dairy producers to update them on how their checkoff dollars are invested. Additionally, monthly checkoff updates run in the *New Mexico Stockman*. Throughout the year, national and state staff, along with directors, speak on checkoff-related matters at local and state producer meetings.

### Bullhorn: Timely Industry News

NMBC's *Bullhorn* is published monthly in the *New Mexico Stockman* and features producer profiles, checkoff information and news of ongoing NMBC programs.

### Industry Information Stockman Convention Speaker Tracks Consumer Trends



John Lundeen, NCBA executive director for market research, was NMBC's featured speaker at the 2010 Joint Stockman's Convention. Lundeen discussed consumer beef trends, the impact of the Millennial Generation and the importance of reaching consumers who are making taste decisions that could span a lifetime.

### Beef Safety Summit Brings Industry Together for Common Good

The annual summit is coordinated by the Beef Industry Food Safety Council (BIFSCO), a coalition of concerned industry members who represent every segment of the industry. The 2011 summit drew more than 240 attendees to hear about pathogens, sampling, learnings gleaned from recall events and procedures to validate safety system effectiveness.

#### NMBC Directors

Jim Bob Burnett, Chairman, Producer, Hope, NM (505) 484-3141  
Darrell Brown, Vice-Chairman, Producer, Artesia, NM (575) 457-2650  
Bernarr Treat, Secretary, Producer, Roswell, NM (575) 626-5355  
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  
Mark McCollum, Feeder, Fort Sumner, NM (575) 799-2549  
Bruce Davis, Producer, Springer, NM (575) 643-6440  
Alicia Sanchez, Purebred Producer, Belen, NM (505) 463-1993

#### Ex-Officio Members

Jane Frost, N.M. Federation 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

## New Mexico Beef Council

### Summary of Sources and Use of Funds July 1, 2010 through June 30, 2011

SOURCE		
Checkoff and Interest	1,246,817	100.00
<b>Total Sources</b>	<b>\$1,246,817</b>	<b>100.00%</b>
<b>USES</b>		
Cattlemen's Beef Promotion & Research	622,269	49.91
National Program Investments	31,166	2.50
Promotion Programs (Advertising, Media, Retail, Foodservice)	109,691	11.94
Consumer Information Programs (Health Educators, Education Programs, Events)	148,847	11.94
Producer Communication & Industry information	88,274	7.08
Research	2,000	.16
Collections	88,390	7.10
*Administration Costs	81,033	6.49
Carry forward to next year	75,147	6.02
<b>Total Expenses - \$1,142,093</b>	<b>\$1,246,817</b>	<b>100.00%</b>

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

Dear Fellow Producers,

This has been a year of extremes and we all are ready to have it behind us. However, the effect of the drought is going to have long-term effects on the beef industry unlike any we've seen in our lifetimes.

The high cattle market is the silver lining at this time. And like good cattle prices, the beef checkoff is good for your bottom-line.

The checkoff works to increase demand for beef and to present a positive image of our industry. This year, through new product research and development, several new cuts from the round were introduced to the consumer. Through innovative cutting techniques, these cuts sell for higher prices, which yield higher returns to producers.

A national PR campaign is educating and informing folks about our responsible, safe production methods and introducing consumers to the farm and ranch families that produce beef. We can proudly say we've been telling that story for more than 10 years, through the New Mexico Beef Council's "Family Faces" campaign. Our Gate-To-Plate BEEF Tour takes state leaders on a two-day bus tour of ranches, feedlots and other segments, giving them a glimpse of the beef industry in New Mexico.

The NMBC continues to support the CowBelles on consumer promotions and partners with dairy producers and NMSU Extension Service on the very successful Kids, Kows 'n More educational event held in counties around the state. In FY 2011, our state fair beef exhibit was part of the New Mexico Department of Agriculture's exhibit area. We sampled pre-cooked beef products, while the CowBelles encouraged visitors to participate in our beef trivia contest.

While there's been debate between industry organizations at the national level, it's never been about the benefits or need for the checkoff. To compete in the protein market, we need a united voice. The beef checkoff gives us that voice. We have to focus on the real goals and keep our sights on the big picture, or we'll all be looking for new occupations.

We need everyone to support the checkoff and we need YOU to be involved. The NMBC is open to comments, concerns, and questions. We are available by phone, Web site and Facebook. Get involved!

Happy Trails,

Jim Bob Burnett, NMBC Chairman



### Education

#### Camp Unites Young Ranchers



The New Mexico Beef Council (NMBC) was a major sponsor of the first state Youth Ranch Management Camp, held at Valles Caldera National Preserve.

The weeklong camp, which included instructors from New Mexico State University and other ag leaders, exposed 28 young New Mexicans to beef marketing and production, range and forest management, and wildlife management. On the last day, these energetic future leaders presented detailed plans for managing a hypothetical Valles Caldera ranch.

### Consumer Information

#### Kids, Kows 'n More



This ongoing elementary-level program taught over 5,000 students about where their food comes from. Nine trained presenters instructed classes for 348 teachers from 15 counties.

### Fair Booth, CowBelles, and Beef Tastings

At the popular New Mexico Beef Council fair booth, N.M. CowBelles greeted visitors with enthusiasm and dispensed recipes and literature on beef nutrition and beef production. Some 800 pounds of pre-cooked beef product was served in 13,000 samples, in a direct consumer outreach aimed at helping drive retail beef sales.

### Press Women Lunch



The NMBC sponsored the Zia Awards luncheon during the annual New Mexico Press Women's annual conference. The Zia is one of the organization's highest honors,

given annually to a state woman author. Beef Ambassador Kyra Grant spoke and the audience enjoyed her presentation along with the ribeye lunch.

### Influencer Lunch Keeps Beef In Mind with Dietary Planners

The NMBC hosted a lean beef lunch for 85 attendees at the state Dietetics Association annual meeting. Felicia Busch, from the National Cattlemen's Beef Association speakers bureau, spoke about the profession's future—and beef nutrition.

