

New Mexico Beef Council

Established
1977

STATE ANNUAL REPORT

TWENTY TWELVE



DEAR FELLOW PRODUCERS: It's a "good news - bad news" year.

The rains were very spotty, but the market remains strong and opportunities are unlimited. The low cow inventory is going to continue to drive the market; however for the Beef Council, the shrinking cow herd and drought are going to have a big impact on Beef Checkoff revenue over the next several years.

The Council has and will continue to work within our budget. We have a marketing plan that gets the most return for your investment. For greater cost efficiency, the Council is using social media and continues to expand this effective avenue. We purchased radio flights in targeted markets that promote beef recipes for dinner in English and Spanish, and sent text messages to consumer's cell phones, complete with recipes and ingredient lists. The new BOLD nutrition study gives the industry the opportunity to tout the facts about beef's healthfulness. The growing

consumer interest in local food production affords us the opportunity throughout our promotions, to put a face on the industry – real producer families raising wholesome beef.

In recent years, the Council has continued to cut worthy promotion projects due to shrinking checkoff dollars and diminishing buying power of those dollars. We are at a point where some cattlemen are suggesting increasing the state checkoff to two dollars. There is not another segment of your business that can match the return-on-investment that the checkoff earns. The beef industry and agriculture needs to continue to become less reactive and more proactive. The Beef Checkoff allows us to be proactive. In order for the Beef Checkoff to remain strong and effective, we need YOUR support. We need feedback from all producers. Please call any of the Council Directors or Dina.

Happy Trails,

Jim Bob Burnett, NMBC Chairman

CONSUMER INFORMATION PROGRAMS



Kids, Kows 'n More Teaches School Children the Benefits of Beef

In partnership with other New Mexico agricultural entities, the New Mexico Beef Council (NMBC) continued its participation in this well-established statewide elementary school program. More than 6,000 youngsters from 11 counties were taught where their food comes from and the value of ranching and the multiple roles livestock plays in their lives; 11 presenters and 381 teachers from 122 schools plus homeschoolers participated in the program. ■

Youth Ranch Management Camp

In partnership with New Mexico State University's Cooperative Extension Service, the NMBC helped sponsor the second annual Youth Ranch Management Camp at Valles Caldera National Preserve in June. Twenty-five New Mexico youth, ages 15 through 19, were selected to participate in this unique week-long training in all aspects of ranch management from some of the West's most knowledgeable teachers and agriculture specialists.

The week-long camp included instruction in Beef Marketing and Production, hands-on Beef Carcass Fabrication, Range and Forest Management and Wildlife Management. On the final day, teams presented ranch management plans for successfully managing the Valles Caldera National Preserve. ■



State Fair Beef Booth Relocates

After 18 years in the Manuel Lujan Building at the New Mexico State Fair, the NMBC's popular Beef Booth relocated to the Agriculture Building (formerly the Bolack Building) in partnership with New Mexico Department of Agriculture. As always, the New Mexico CowBelles answered questions, distributed recipes and literature, and assisted with the Beef Trivia Quiz as attendees entered the daily drawing for \$50 in beef and the grand prize of a year's worth of beef. Samples of new, pre-cooked beef products were enthusiastically received. ■



National Extension Conference Held in Albuquerque

The 77th annual session of the National Extension Association of Family and Consumer Sciences drew 750 county extension home economists from all over the U.S. in October. The NMBC sponsored a booth with free nutrition resources and a presentation on beef nutrition and safety showcasing New Mexico's partnership with the Federation and national organization. ■



2012 Gate-to-Plate Beef Tour Huge Success

"Ranching Along the Santa Fe Trail" was the theme of the 2012 Gate-to-Plate Beef Tour. The NMBC brought a busload of opinion leaders, culinary professionals and media

into Harding, Union and Colfax counties for a two-day intensive educational tour. Highlights included visits to three historic ranches: the Tequesquite, the Clavel's Twin Creek Ranch and the TO. Extensive media coverage helped spread the positive beef message. ■



NMBC Sponsored Dietetics Lunch and Speaker

The NMBC sponsored a delicious steak lunch at the 2012 New Mexico Academy of Nutrition and Dietetics Annual Conference. More than 200 professional nutritionists and dietitians heard NMBC-sponsored speaker, Dr. Martha Belury, Professor of Human Nutrition at The Ohio State University. Attendees also received a plate-side gift and a CD on the benefits of including beef in a balanced diet. ■

June Beef Month Gets the Word Out on Beef

Each June, the NMBC distributes information generated by the NMBC along with checkoff materials on the latest beef safety, nutrition and preparation research, plus recipes and kids' games to newspapers around the state for publication in special sections celebrating beef, the grilling season, Father's Day and local ranchers. ■

PROMOTION PROGRAMS

Radio Advertising

During the second half of 2011, the NMBC launched a statewide multi-media advertising campaign which continued into 2012. Radio spots promoting beef recipes for dinner ran during late afternoons when consumers were headed home and wondering "what's for dinner." Spots ran in targeted markets in both English and Spanish. These ads ran in Santa Fe, Farmington, Las Cruces, Gallup and Roswell. In Albuquerque, the campaign also included text messages sent to consumers' cell phones with recipes and ingredient lists.



Social Media

To maximize the radio advertising campaign, radio ads direct consumers to "friend" the NMBC Facebook page, with an offer to receive a daily recipe, become eligible for prizes with the NMBC logo, visit the website, NMBeef.com, and connect on Pinterest. The website links to the NMBC blog, newmexicoranchlife.wordpress.org, which offers a personal look into the lives and work of New Mexico ranchers. ■

PRODUCER COMMUNICATIONS PROGRAMS

Annual Report Informs Producers of Checkoff Program

Distributed to all New Mexico producers, the NMBC's annual report informs the industry how checkoff dollars are invested to promote beef. The annual report was mailed to the homes of both beef and dairy producers and was published in industry publications such as the *New Mexico Stockman*. Monthly updates on the checkoff are published in the *New Mexico Stockman* (see Bullhorn below).



Bullhorn: Timely Industry News

Published in the *New Mexico Stockman*, the monthly Bullhorn keeps producers up-to-date with current developments on beef research and marketing from state, national and international perspectives. The Bullhorn also profiles members of the industry and New Mexico beef pioneers, presents educational opportunities, and relays news of NMBC programs and the checkoff.

Joint Stockman Convention Speaker Addresses

Marketplace Branding

The NMBC sponsored the 2011 Joint Stockman's Convention speaker John Lundeen, Senior Executive Director of Market Research for National Cattlemen's Beef Association (a contractor to the Beef Checkoff Program). He offered attendees an in-depth perspective on the value of branded beef for the marketplace and its value to producers. ■

RESEARCH PROGRAMS

Checkoff-Funded Research Continues to Improve Beef Supply

The NMBC co-sponsored the 10th annual Beef Industry Safety Summit in Tampa, FL in March 2012. Coordinated by the Beef Industry Food Safety Council (BIFSCO) and the Beef Safety Program staff at NCBA (a contractor to the Beef Checkoff Program) and funded in part by the Beef Checkoff Program, this Summit continues to further the great strides that have been made in food safety. The reduced incidence of *E.coli* and the creation of higher standards for beef safety continue to increase consumer confidence in beef. ■

INDUSTRY INFORMATION PROGRAMS

NMBC - A Sponsor of the Southwest Beef Symposium

The NMBC was a sponsor of the 2012 Southwest Beef Symposium held in Roswell, NM in January. The gathering of over 300 New Mexico and Texas ranchers addressed timely issues such as beef production methods, fire aftermath, climatology forecasts, range management and markets. ■

NMBC Directors

| | |
|---|----------------|
| Jim Bob Burnett, Chairman, <i>Producer, Hope, NM</i> | (575) 365-8291 |
| Darrell Brown, Vice-Chairman, <i>Producer, Artesia, NM</i> | (575) 457-2650 |
| Bernarr Treat, Secretary, <i>Producer, Roswell, NM</i> | (575) 623-2999 |
| Art Schaap, <i>Fluid Milk Producer, Clovis, NM</i> | (575) 683-5155 |
| Andres Aragon, <i>Producer, Las Vegas, NM</i> | (505) 425-0800 |
| David McSherry, <i>Feeder, Deming, NM</i> | (575) 546-1527 |
| Mark McCollum, <i>Feeder, Fort Sumner, NM</i> | (575) 799-2549 |
| Bruce Davis, <i>Producer, Springer, NM</i> | (575) 643-6440 |
| Alicia Sanchez, <i>Purebred Producer, Belen, NM</i> | (505) 463-1993 |

Ex-Officio Members

| | |
|--|----------------|
| Jane Frost, NM Federation Representative, <i>Producer, San Jon, NM</i> | (575) 357-2461 |
| Wesley Grau, NM Beef Board Representative, <i>Producer, Grady, NM</i> | (575) 760-7304 |
| Tammy Ogilvie, NM Beef Board Representative, <i>Producer, Silver City, NM</i> | (575) 574-4861 |

New Mexico Beef Council

1209 Mountain RD PL, Suite C
Albuquerque, NM 87110
www.nmbeef.com • 505-841-9407

NEW MEXICO BEEF COUNCIL

Audited Financials Statement for the
July 1, 2011 - June 30, 2012

| | |
|-----------------------------|-------------|
| Revenue | |
| Checkoff and Interest | \$1,331,957 |
| Total Sources | \$1,331,957 |

Expenditures

Program Expenses:

| | |
|---|--------------------|
| ■ Cattlemen's Beef Promotion & Research Board | \$665,456 (49.96%) |
| ■ National Program Investments | \$31,550 (2.37%) |
| ■ Promotion Programs ¹ | \$148,413 (11.15%) |
| ■ Consumer Information Programs ² | \$217,952 (16.36%) |
| ■ Producer Communication & Industry Information | \$84,629 (6.35%) |
| ■ Producer Communications | \$6,192 (.46%) |
| ■ Collection | \$90,787 (6.82%) |
| ■ Administration cost ³ | \$75,805 (5.69%) |
| ■ Carry forward to next year | \$11,173 (.84%) |
| Total Expenses: | \$1,331,957 |

¹ Advertising, Media, Retail, Foodservice; ² Health Educators, School Programs, Events;
³ Administration costs after allocation to program development and implementation as prescribed by the Cattlemen's Beef Board.

