



## *Executive Summary*

*2022 Joint Stockmen's Convention*

### *New Mexico Beef Council Panel – Beef Promotion & Education Programs*

*Albuquerque, NM—2022 Joint Stockmen's Convention:  
Transforming Challenges into Opportunities*

#### **Summary:**

The New Mexico Beef Council (NMBC) is focused on modernizing practices and continuing to effectively advocate for beef across the state. This includes promoting beef through media campaigns, including social media platforms. Emphasizing food service education and expanding the Beef Quality Assurance Program is a priority. Stressing the nutritional value of beef and showcasing how it plays into healthy lifestyles is also prioritized.

Developments include the beginning stages of new sports marketing initiatives. Collaboration with the New Mexico Activities Association would allow direct education on nutritional habits to high school athletic programs across the state. New education programs have also been established with post-secondary educational institutions. Collaborative courses at New Mexico State University began in April 2021. Courses at Central New Mexico Community College began in October 2022. Beef Quality Assurance program trainings continue to be offered at an expanded rate.

#### **Key Points:**

1. The New Mexico Beef Council is focusing on increasing their advocacy efforts across the state.
2. NMBC continues to experience success through media promotions, reaching 18 million digital impressions in FY21/22.
3. NMBC has successfully expanded outreach and education efforts regarding beef nutrition, benefits and more.
4. New outreach programs amongst schools will bolster nutrition advocacy amongst student athletes.
5. Emphasis in food service education is being demonstrated in post-secondary institutions of higher learning.



P.O. Box 850 • Moriarty, NM 87035 • Telephone: (505) 247-0584 • Fax: (505) 842-1766  
email: nmcca20@gmail.com • website: www.nmagriculture.org