

NMCGA ON THE TRAIL

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Industry Redirects the Conversation

Colorado Governor Jared Polis recently signed a proclamation to declare Saturday, March 20th as MeatOut Day. The proclamation encourages Colorado citizens to not eat meat or other animal-derived products due to posed health risk, environmental hazard and cruelty to animals. Understandably angered, the Colorado agriculture industry has turned the conversation around; all across the state rural producers, families, restaurants, grocery stores and supporters of meat will celebrate March 20th as Meat IN Day.

“New Mexico Cattle Growers applauds Colorado agriculture for standing against the MeatOut movement.” said Randell Major, NMCGA President. “Now we all have one more reason to have a steak!”

In wake of backlash, Polis has since signed a proclamation to declare Monday, March 22nd as Colorado Livestock Proud Day.

What we have seen specifically happen to our neighboring states meat industry, New Mexico will fight in time. For now New Mexico's 60 day legislative session has brought other concerns to the forefront. Senate Bill 32 'Wildlife Conservation & Public Safety Act' and Senate Bill 347 'Confinement of Egg-Laying Hens Act' both stand to fundamentally change the way New Mexico protects, produces and markets our product.

SB 32 'Wildlife Conservation & Public Safety Act' stands to make it unlawful to use a trap, snare or wildlife poison on public land. States such as Arizona and Colorado also deal with aspects of NM SB 32 in terms of bans on trapping.

SB 347 'Confinement of Egg-Laying Hens Act' would require New Mexico commercial farm operators with more than 3 thousand hens to use cage-free housing for egg laying hens and prohibiting businesses from selling or transporting eggs the business knows came from a producer that did not meet New Mexico standards for housing egg-laying hens. California has dealt with implications of NM SB 347, which in turn eliminated their states poultry industry.

There is no debate, activist groups are busily working a national movement to disregard the agriculture industry. New Mexico is not the only state in this battle, and we now know a widespread movement of misinformation can be combatted when the industry pulls together and promotes our nutrient dense protein, BEEF.

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