

the question-and-answer feature so visitors can ask questions about their individual health. CWNS experts offer their insights in the areas of nutrition, obesity and weight loss, exercise and fitness, stress and mental health, cardiovascular health, gynecology and menopause, children's health, cancer, and basic consumer communication and education.

"Women have been getting mixed messages for years about nutrition and activity," says Dina Reitzel, Executive Director of the New Mexico Beef Council. "Foods that contain a power pack of nutrients, like beef, have fallen off women's plates --- leaving them deficient in many key nutrients that are necessary to support the energy needs of today's women.

Cattlemen are using tools such as the internet to show women that beef can fit into a healthy diet and an active lifestyle."

This checkoff-funded effort

will generate tremendous benefits for NM beef producers. It is estimated that more than 4.9 million women can be reached through the iVillage website.

"Our goal is to assure that facts about beef are reaching those who will benefit from them. The 6-month partnership is a perfect opportunity to have well-respected professionals deliver an accurate, appropriate message to the industry's key audience," adds Reitzel.



Linda Davis accepts the Top Hand Award from Jeff Witte, Assistant Secretary of Agriculture. Linda was recognized at her last Beef Council meeting by NMDA, as well as her colleagues on the New Mexico Beef Council. Linda served as a Beef Council Director for six years, and prior to that served on the Cattlemen's Beef Board.

NMBC Launches "Family Tables" Campaign

The New Mexico Beef Council is making preparations to launch the first-ever beef advertising campaign that will feature the New Mexico families who produce the product.

The theme, "From Our Families' Ranches to your Families' Tables" was launched in early summer with radio ads and will include targeted print ads, radio flights throughout the year, statewide billboards and other special events.

The campaign is the result of a significant research project sponsored by the NMBC that identified NM consumers' concerns about beef products and the industry.

The first phase of the extended campaign will focus on educating New

Mexicans that the state's beef industry is family owned and operated. The campaign will feature ranching families from throughout New Mexico. Other objectives of the advertising campaign will address NM beef producers as caretakers of the land, water and wildlife and, in addition, the economic importance of beef production to the state.

WALC Conference Huge Success

The NM Women in Agriculture Leadership Conference was held recently in Socorro and proved to be a huge success. Women from throughout New Mexico and Arizona attended the 2-day event that was filled with inspirational speakers and plain ol' fun.

The keynote speaker, Susan Combs, Texas Secretary of Agriculture, motivated the women with her own story of her ascent into politics from ranching.

Other topics included finance for Ag women; an update on water issues; how to tell "the Ag story"; how to *brand* a beef product; how to make our lives less full (with more balance); yoga (not yoghurt); plenty of visiting and FUN! (Next year hoola!!!)

An informative tour of the Harris' Farm and an exciting protest over the silvery minnow capped the meeting.

Next year's WALC Conference is tentatively planned for the spring. If you're interested in attending, please

2001 New Mexico Beef Council

Members

Donald Martinez, Producer
El Rito, NM

Duane Frost, Producer
Yeso, NM

Kurt Sandoval, Producer
Dulce, NM

Patti Townsend, Producer
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Roger Schmitz, Feeder
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Beef Board Director

Fita Witte, Producer
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Jane Frost, Producer
San Jon, NM

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Gene Atchley, Feeder
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