REPORT CARD



NEW MEXICO BEEF COUNCIL

PROMOTION | EDUCATION | RESEARCH

JUNE 2026

NEW MEXICO BEEF COUNCIL

PROMOTION | EDUCATION | RESEARCH

OUR TEAM



EXECUTIVE DIRECTOR

Carollann Romo



OFFICE MANAGER

Liz Roche



DIETITIAN

Kate Schulz



DIGITAL MARKETING

Jayne Hartman

NEW MEXICO BEEF COUNCIL

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OUR PARTNERS

NEW MEXICO LIVESTOCK BOARD

Collections Agents

NMCGA

Producer Organization

DP OF NM

Producer Organization

NM COWBELLES

Producer Organization

NEW MEXICO BEEF COUNCIL

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BEEF COUNCIL BASICS



JUNE 2026

How the dollar works

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BEEF COUNCIL BASICS

JUNE 2026

How the dollar works



Did you know?
Half of your required federal dollar comes to the New Mexico Beef Council and stays in your home state.

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BEEF COUNCIL BASICS

JUNE 2026

How we can spend the money



Mission

The mission of the New Mexico Beef Council is to strengthen consumer trust and grow demand for beef by connecting New Mexicans to the ranchers, traditions, and nutrition behind the product through promotion, education, research and industry partnerships - supporting a strong future for beef producers across our state.

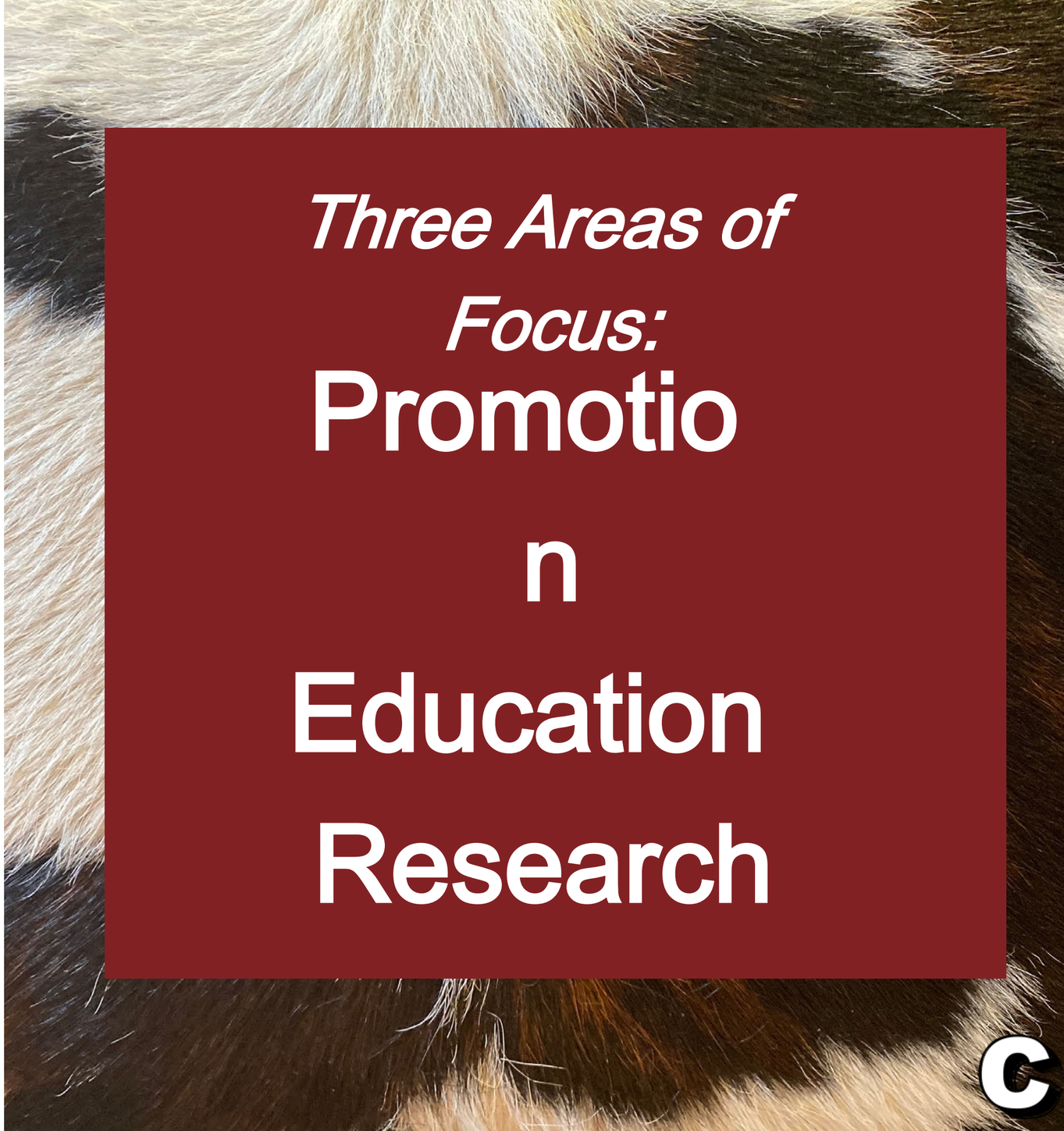
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BEEF COUNCIL BASICS

JUNE 2026

How we can spend the money



Three Areas of Focus:

Promotio

n

Education

Research

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BEEF COUNCIL BASICS

JUNE 2026

How we can spend the money



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PORTFOLIO OF SUCCESS

JUNE 2026



Photo Credit: Daniel Macy

NEW MEXICO BEEF COUNCIL

Clovis

PHOTO CONTEST

Welcome to Beef Country.

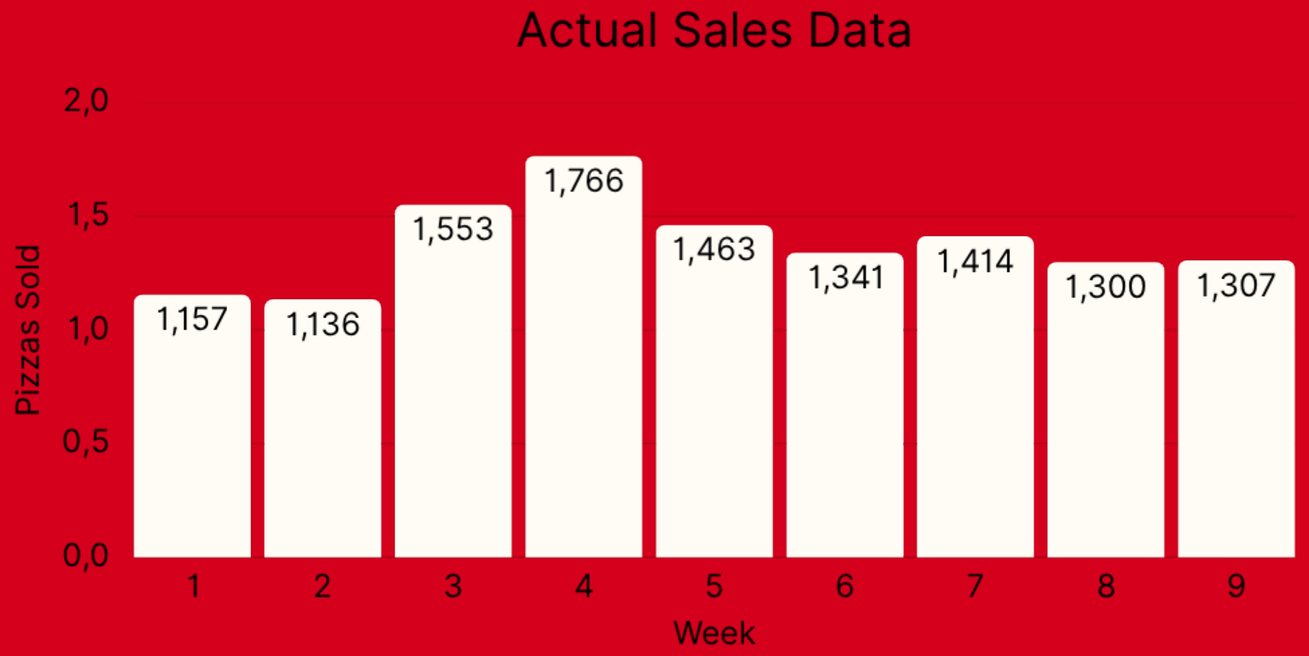
NEW MEXICO BEEF COUNCIL

190 Entries So Far!



NEW MEXICO BEEF COUNCIL

DION'S PIZZA





SPORTS MARKETING

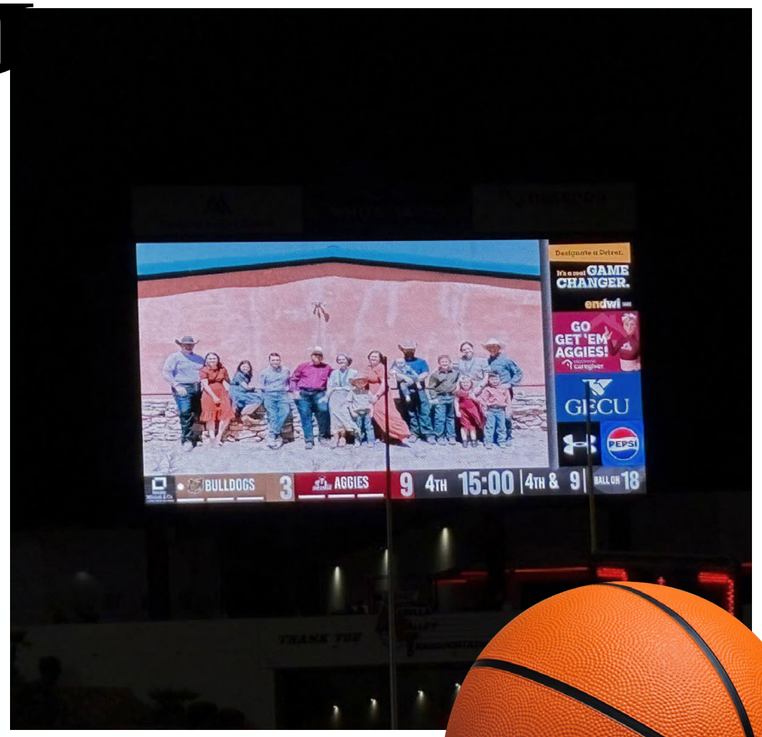
NMAA HIGH SCHOOL SPORTS

NMSU AND UNM GAME PROMOTIONS

GOATHEADS HOCKEY

Partnering with sporting events is a key part of our strategy because we believe beef is an excellent choice for an athlete and fan.









NEW MEXICO BEEF COUNCIL

SPORTS NUTRITION GAME PLAN

NEW MEXICO BEEF COUNCIL

PHYSICIANS TOOLKITS

81% of Healthcare Providers Plan to Consume More Beef Themselves After Receiving the Toolkit Materials



INTERESTED IN GIVING ONE TO YOUR DOCTOR? LET US KNOW!

SOCIAL MEDIA

NEW MEXICO BEEF COUNCIL
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From May 2025 to May 2026

Total Followers

▲ 95.12%

19,243

Impressions

▲ 142.73%

24,011,905

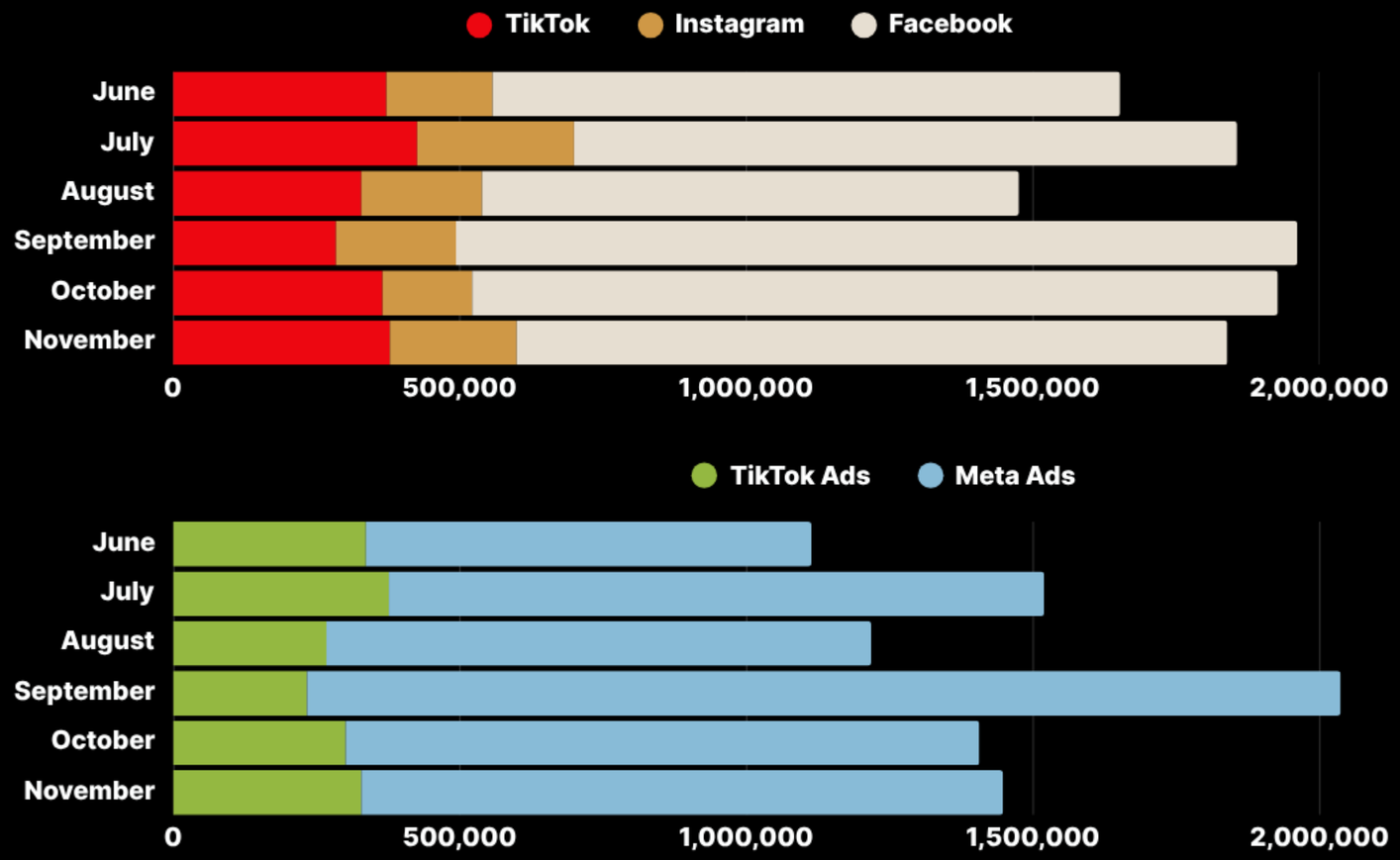
SOCIAL MEDIA

TOTAL IMPACT OF AD SPEND

TIKTOK	1.84 M IMPRESSIONS
META	6.92 M IMPRESSIONS

NEW MEXICO BEEF COUNCIL





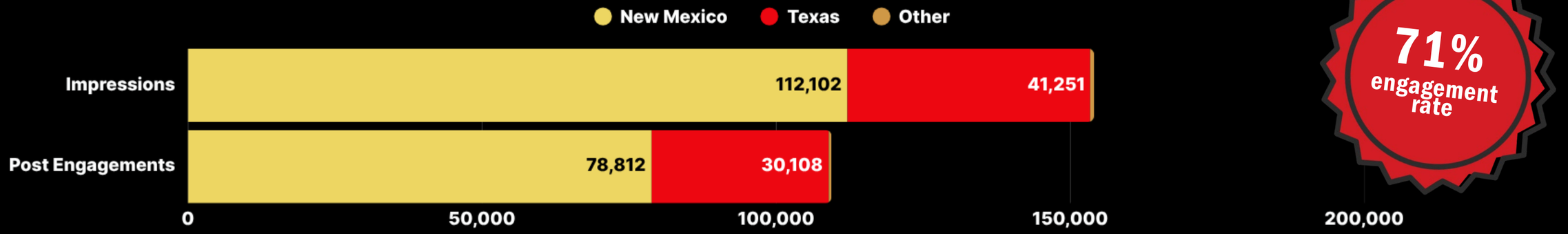
SOCIAL MEDIA

TOTAL OUT OF STATE IMPACT	
EL PASO, TX	41.2 K IMPRESSIONS
DENVER, CO	61.6 K IMPRESSIONS

Our message is being consumed and processed at a rate 40x higher than the industry average!

Corralitos / Ross Foster

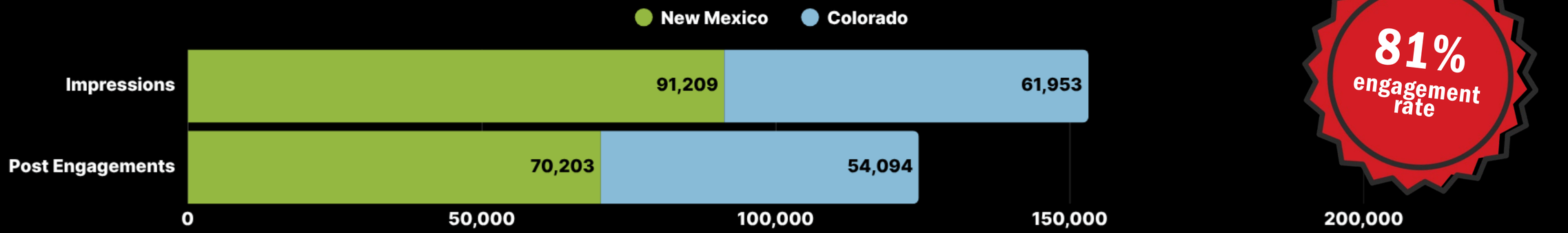
$500 total spend



71% engagement rate

BIWFD / Boe Lopez

$499 total spend



81% engagement rate

NEW MEXICO BEEF COUNCIL

NEW MEXICO FEATURE ON BEEF. IT'S WHAT'S FOR DINNER. SOCIAL MEDIA

6.2M Views













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EMAIL MARKETING

1,275 Subscribers

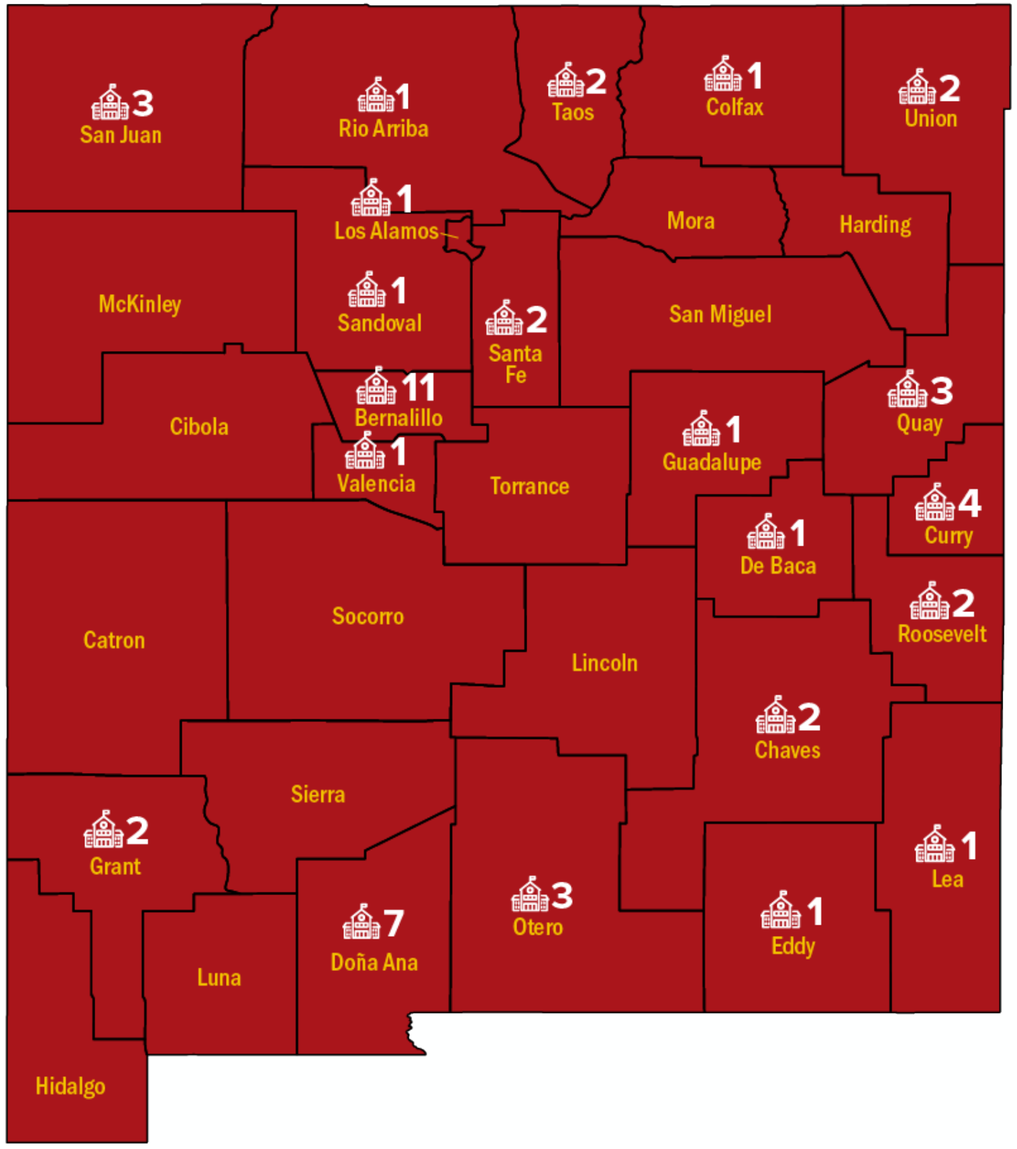
Marketing snapshot

● Bot filtering on

Email

Total sends	Delivery rate	Open rate	Click rate	Clicks per unique opens
2,612	99.00 %	23.36 %	1.47 %	6.29 %
▲ 2.11%	▼ 0.92%	▼ 3.09%	▼ 29.13%	▼ 26.88%

BEEF GRANT



52 Schools!

NEW MEXICO BEEF COUNCIL







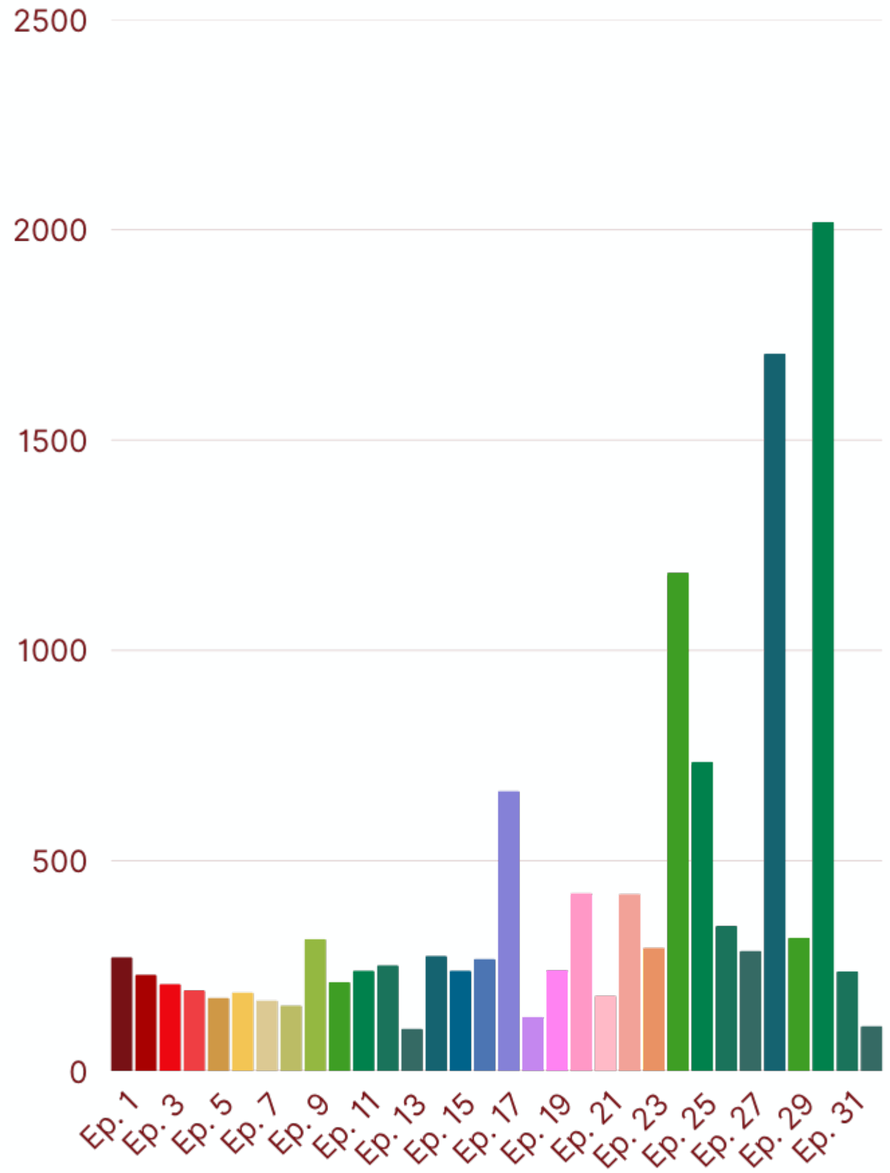
BEHIND THE BURGER PODCAST



NEW MEXICO BEEF COUNCIL

Cities (583 Total)

Albuquerque, New Mexico	13 %	**458**
Phoenix, Arizona	12 %	**447**
Las Cruces, New Mexico	3 %	**132**
San Antonio, Texas	2 %	**90**
Santa Fe, New Mexico	2 %	**86**
Frankfurt am Main, Hesse	2 %	**84**
Dallas, Texas	2 %	**73**
Clovis, New Mexico	2 %	**72**
Roswell, New Mexico	1 %	**63**
Fort Worth, Texas	1 %	**54**
El Paso, Texas	1 %	**49**
Denver, Colorado	1 %	**45**
Corona, New Mexico	1 %	**40**
Portales, New Mexico	1 %	**40**
Amarillo, Texas	1 %	**39**
Indianapolis, Indiana	1 %	**36**
Mesa, Arizona	0 %	**33**
Alkmaar, North Holland	0 %	**33**
Las Vegas, New Mexico	0 %	**30**



NEW MEXICO BEEF COUNCIL

MEDIA MENTIONS

FEATURED

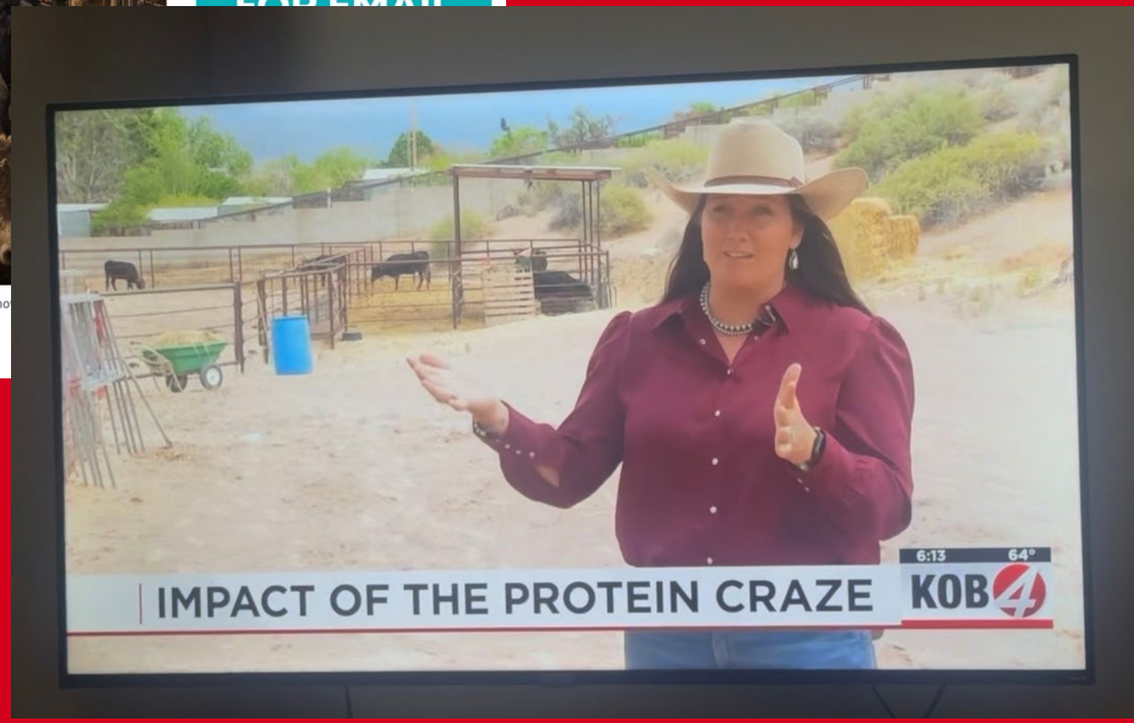
In New Mexico's cattle country, record beef prices offer a brief reprieve

By Natalie Robbins / Journal Staff Writer Oct 26, 2025 Updated Oct 27, 2025 3 min to read



PREV NEXT

LIVE
RUNOFF ELECTION COVERAGE
3rd party ad content



State Beef Council Media Mentions

AVE

HIGHLIGHTS

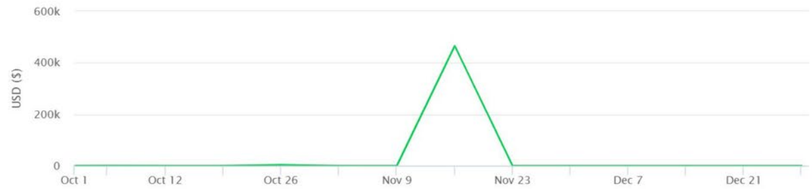
- Advertising Value Equivalency (AVE) is a metric used to estimate the value of earned media coverage by calculating the equivalent cost if the coverage was paid advertising.
- The total Ave for New Mexico Beef Council is $469K, up by 155% since the previous period

New Mexico Beef Council total AVE was $469K

AVE: October 1, 2025 - December 31, 2025

↑ 155%
Previous period **184K**

Advertising value equivalency



Articles with highest AVE



Albuquerque Journal
US | Oct 26, 8:01 AM
In New Mexico's cattle country, record beef prices offer a brief reprieve
328.8k Reach



Albuquerque Journal (NM)
US | Dec 10, 10:00 PM
In New Mexico's cattle country, record beef prices offer a brief reprieve
41.0k Reach



The Rio Rancho Observer
US | Oct 11, 11:00 AM
(Above The) Ground Beef: Rio Rancho native captains new NMBC balloon at '25 Fiesta
32.3k Reach

Meltwater

National Cattlemen's Beef Association (2026). Traditional and social media monitoring dashboards. Meltwater. Meltwater.com

FOOD SAFETY RESEARCH



NEW MEXICO BEEF COUNCIL



NEW MEXICO BEEF COUNCIL

WATCH ONLINE

KOB 4 COOK-OFF



By the numbers:

2.4% of households watching tv, watched our show

16,800 to 22,200 people watched live each Friday

NEW MEXICO BEEF COUNCIL

Route 66 BEEF TRAIL

NEW MEXICO BEEF COUNCIL

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WHAT'S NEXT FOR NMBC?

NEW MEXICO BEEF COUNCIL

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NMCGA MID-YEAR MEETING

BEST OF BEEF

FOOD TRUCK INVITATIONAL

Presented by:

NEW MEXICO CATTLE GROWERS' ASSOCIATION

NEW MEXICO BEEF COUNCIL

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NEW MEXICO
BEEF
COUNCIL
COMING SOON...
Girls WHO Grill

NEW MEXICO BEEF COUNCIL

BALLOON FIESTA OCTOBER



NEW MEXICO BEEF COUNCIL

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CONSUMER DATA

Fresh Meat Sales at Retail: 52 Weeks Ending 12/28/2025 Versus Year Ago

Beef sales are up across key metrics—value (pounds x price/pound) as well as pounds sold.

Total Fresh Meat Sales Growth in Dollars

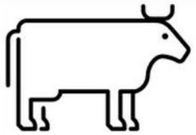
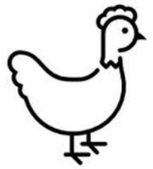
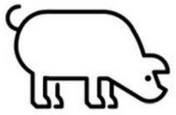
+9.1%

(~$79.5 Billion)

Lbs. Sales Growth

+3.0%

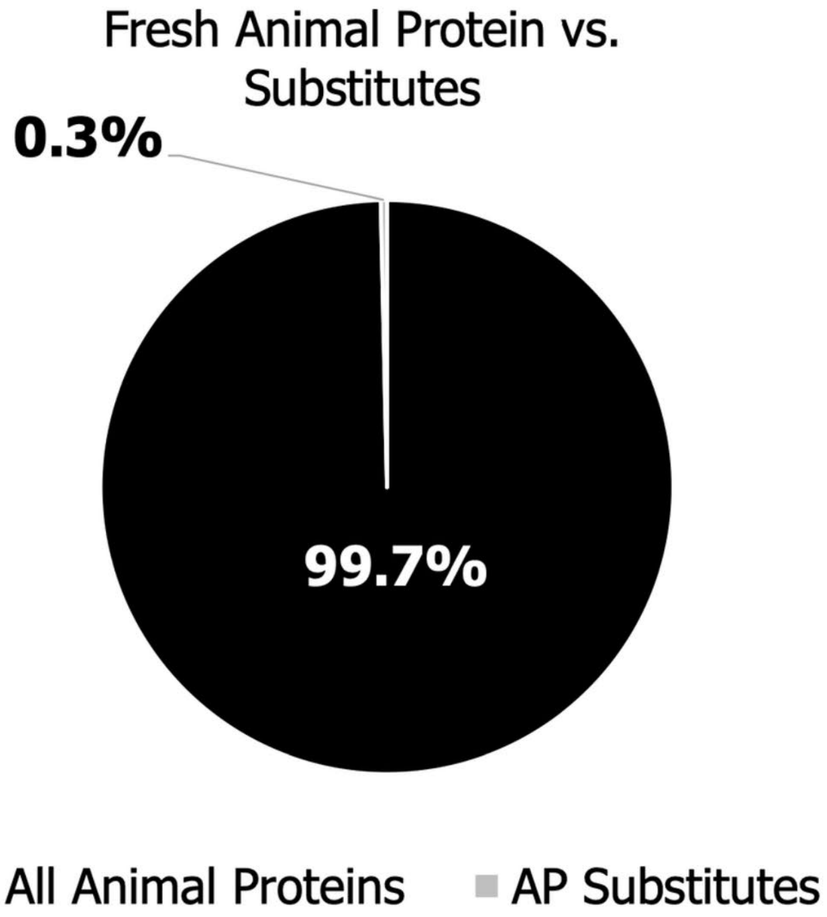
(~16.9 Billion lbs.)

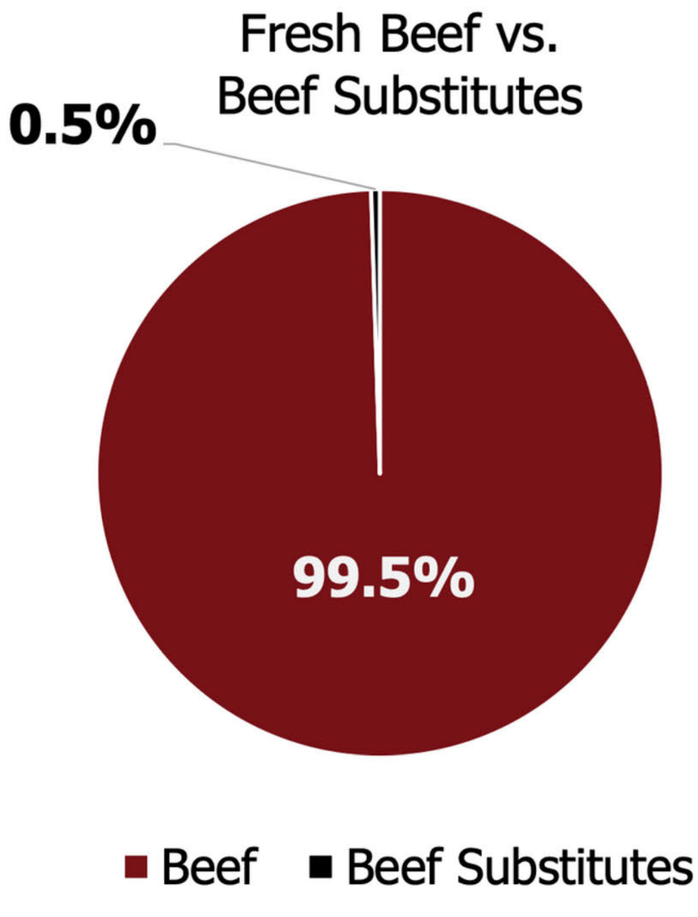
	$ 52 wks Ending 12/28 v. YAGO	LBS. 52 wks Ending 12/28 v. YAGO
	+12.4% $45B v. $40.1B	+4.3% 6.2B v. 6.0B lbs.
	+6.5% $20.7B v. $19.4B	+3.2% 6.5B v. 6.3B lbs.
	+3.3% $8.72B v. $8.5B	+1.1% 2.7B v. 2.64B lbs.
	-11.1% $223M v. $262M	-8.8% 34.3M v. 37.6M lbs.

Source: Circana, Fresh Beef Sales by Volume and Value, Data Ending 12/28/2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Market Share of Fresh Meat and Beef Substitutes (Dollars Sold)

Meat and beef substitutes represent a small percentage of the fresh meat and beef markets.

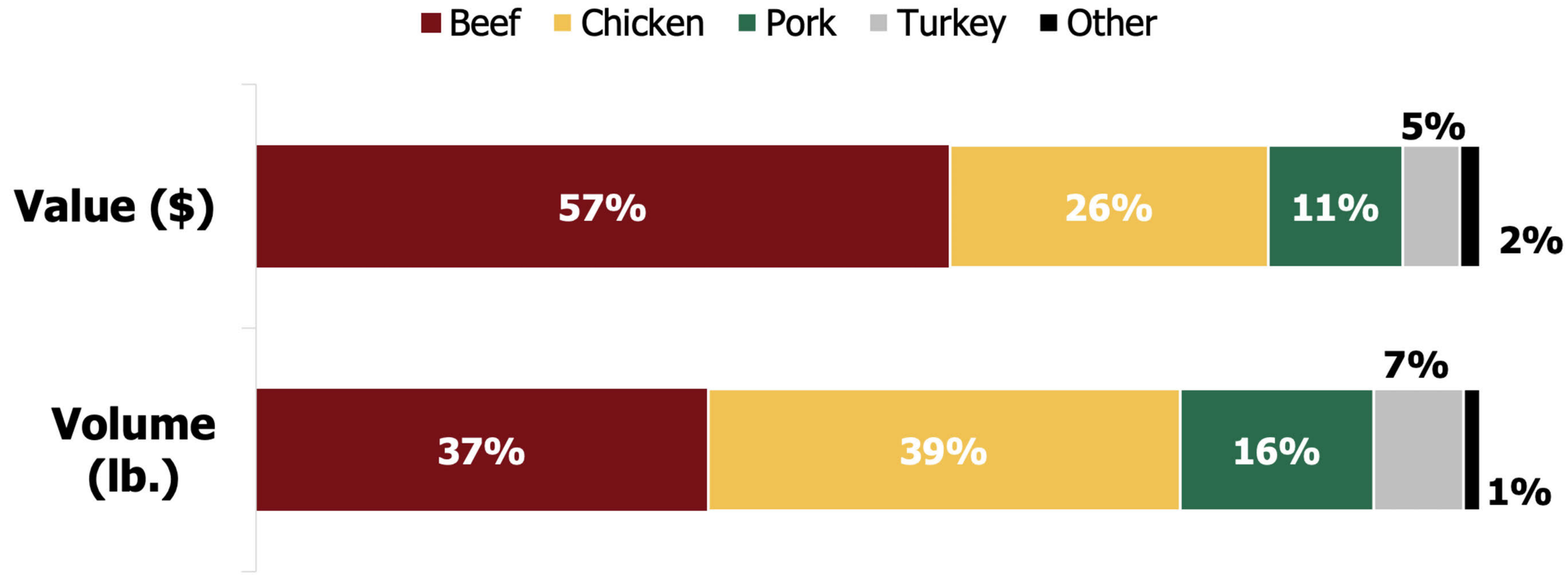




Note: Beef substitute forms include chubs, ground, and patties. Animal protein constitutes beef, bison, chicken, fowl, lamb, pork, turkey, and veal. Only fresh products were included in calculations.
Source: Circana. 52 Weeks, Retail Protein Sales, ending 12/28/2025
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Retail Market Shares by Protein – 52 Weeks Ending 12/28/2025

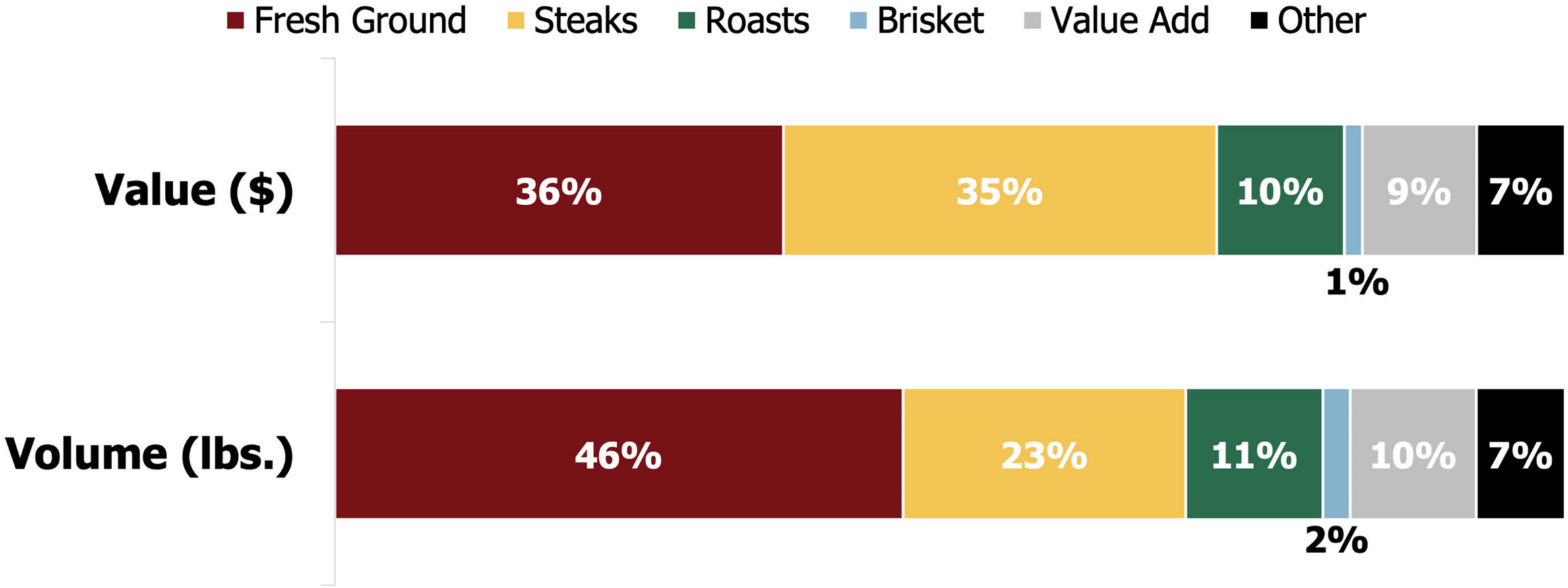
Beef occupies a majority of the retail fresh meat sales in terms of dollars and has one of the largest shares in terms of volume sales.



Note: Other is comprised of proteins that alone occupy less than 1% of the market. These include Bison, Fowl, Lamb, Meat Alternatives, Mixed, Veal, and Remaining Protein.
Source: Circana, Retail Protein Sales, 52 weeks ending 12/28/2025
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Retail Beef Market Shares by Form – 52 Weeks Ending 12/28/2025

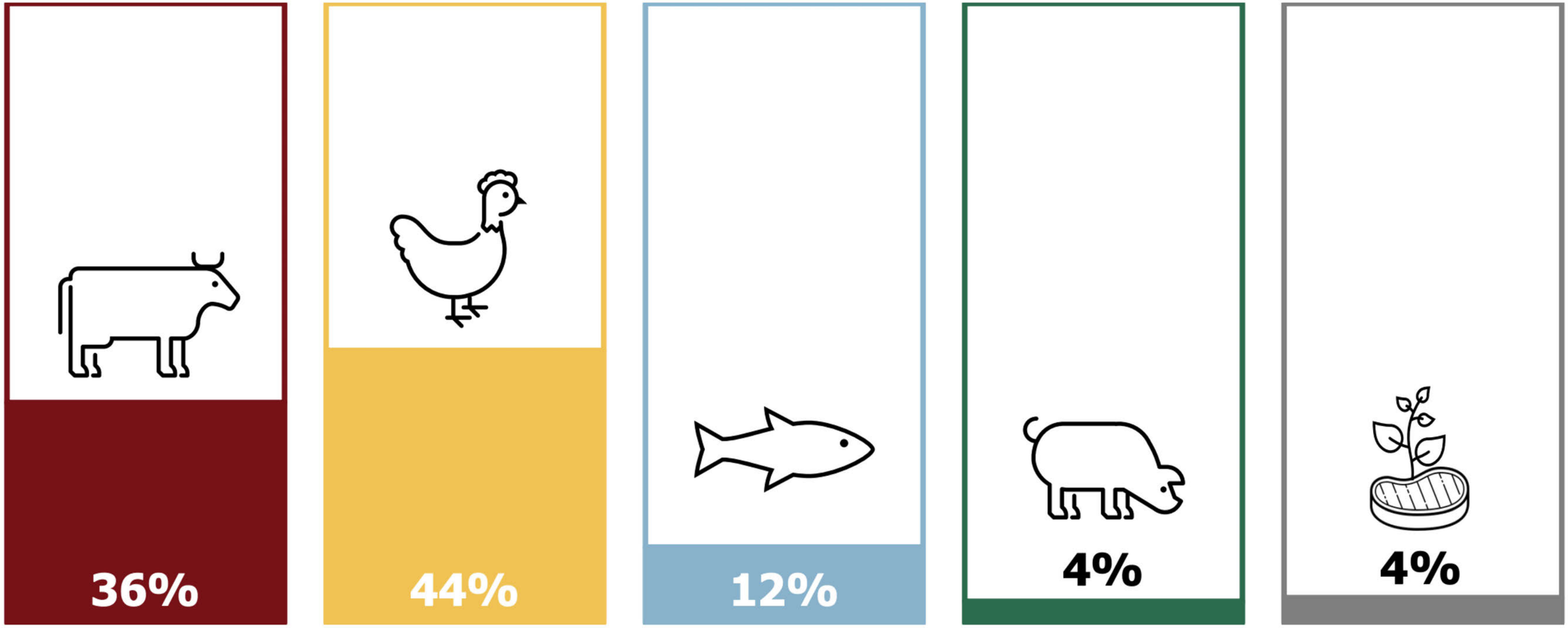
Fresh ground beef makes up almost half of beef sales in volume at the retail meat case and 36% of dollar sales. Steaks also account for over one-third of dollar sales (35%) and nearly one-quarter of beef volume (23%) sold.



Note: The "Other" category is comprised of offals, other beef, ribs, and value-added products.
Source: Circana, Retail Protein Sales, 52 weeks ending 12/28/2025
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumer's Overall Top Protein of Choice

When asked to indicate their overall top protein of choice from the below proteins, 45% of consumers choose chicken and 36% of consumers choose beef.



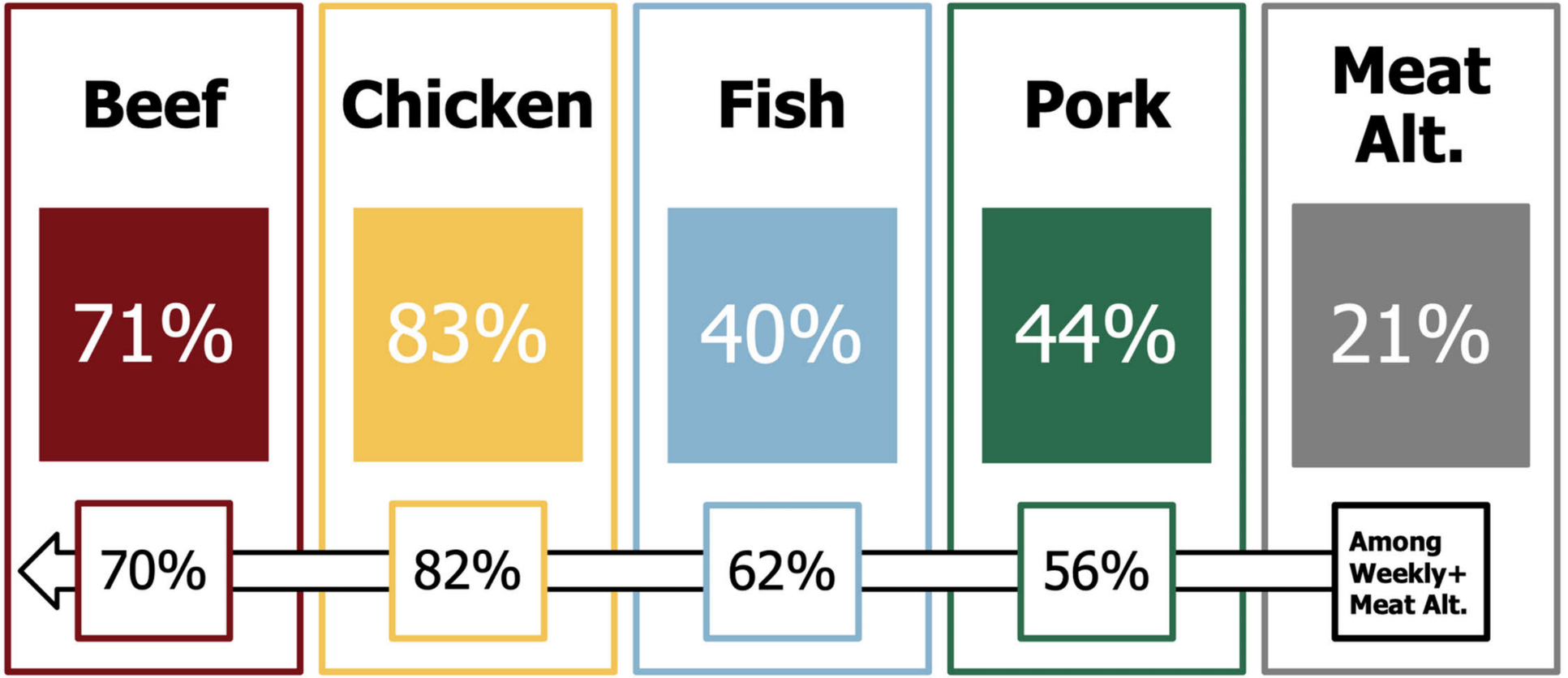
Source: Consumer Beef Tracker, January – December 2025. S12 Now, please tell us which one of the following proteins would be your first choice/number one protein of choice?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumers of Meat Alternatives Still Eat Other Proteins

Consumers who eat meat alternatives weekly are more likely to eat other proteins at least weekly.

Note: Since 2021, Beef up 2 pts., Chicken up 3 pts., Meat Alt. down 10 pts.

Percent (%) of Consumers Eating Each Protein Weekly+



Source: Consumer Beef Tracker, January – December 2025. Q1: "Thinking about all of your meals – breakfast, lunch, dinner and snacks – how frequently do you eat each of the following types of food?"
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

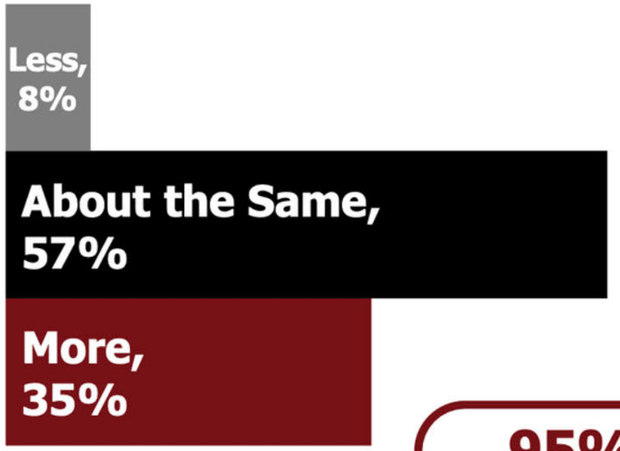
At Home Eating: 2025

Three-quarters of meals are being cooked at home and 35% anticipate cooking more meals at home (and majority plan to continue doing so).

74%

Prepare or cook meals at home

Change in At-Home Cooking Behavior

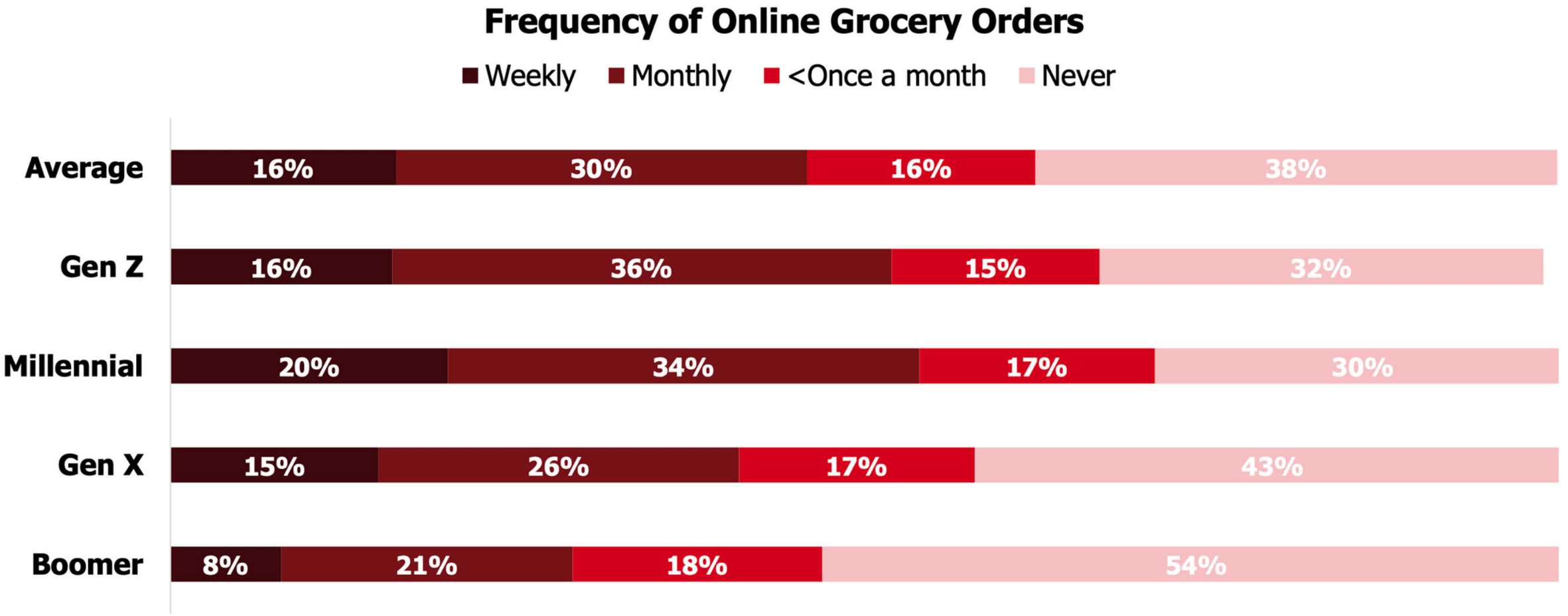


95% of consumers cooking more meals at home plan to continue doing so.

Source: Consumer Beef Tracker, January – December 2025. Q3. Thinking about the number of meals you are currently cooking at home; what percentage of your meals do you think you are preparing and/or cooking at home? Q4. Is {Q3/TotalSum} percent of meals prepared and/or cooked at home more, less or about the same as 6 months ago? Q4a. Do you expect to continue preparing and/or cooking more meals at home?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Online Grocery Ordering Behaviors by Generation: 2025

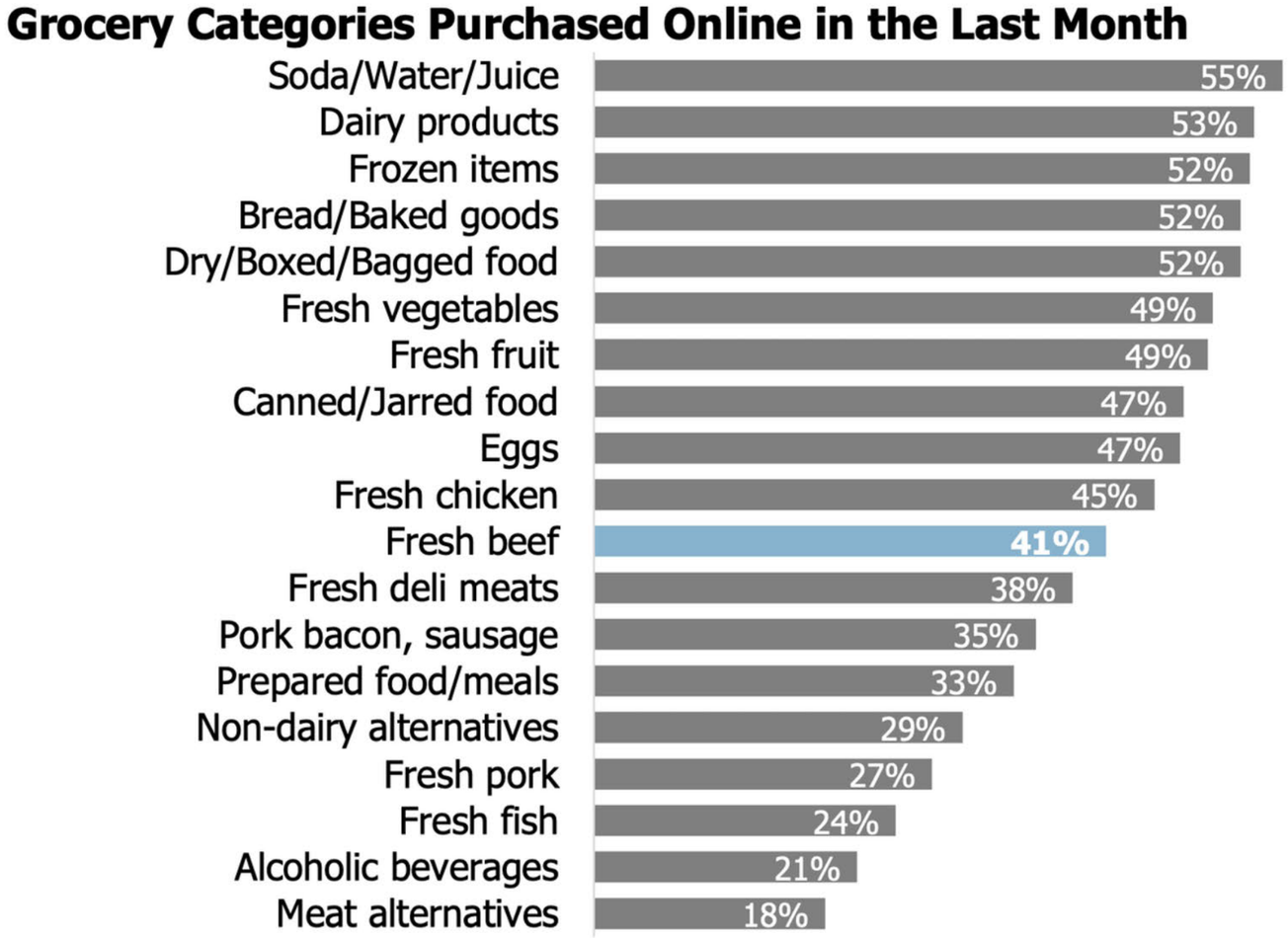
Over 50% of Millennials and Gen Z shop for groceries online at least once a month.



Source: Consumer Beef Tracker, January – December 2025. Q15: How often, if ever, do you order groceries online for pick-up/delivery?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Grocery Categories Purchased Online in the Last Month: 2025

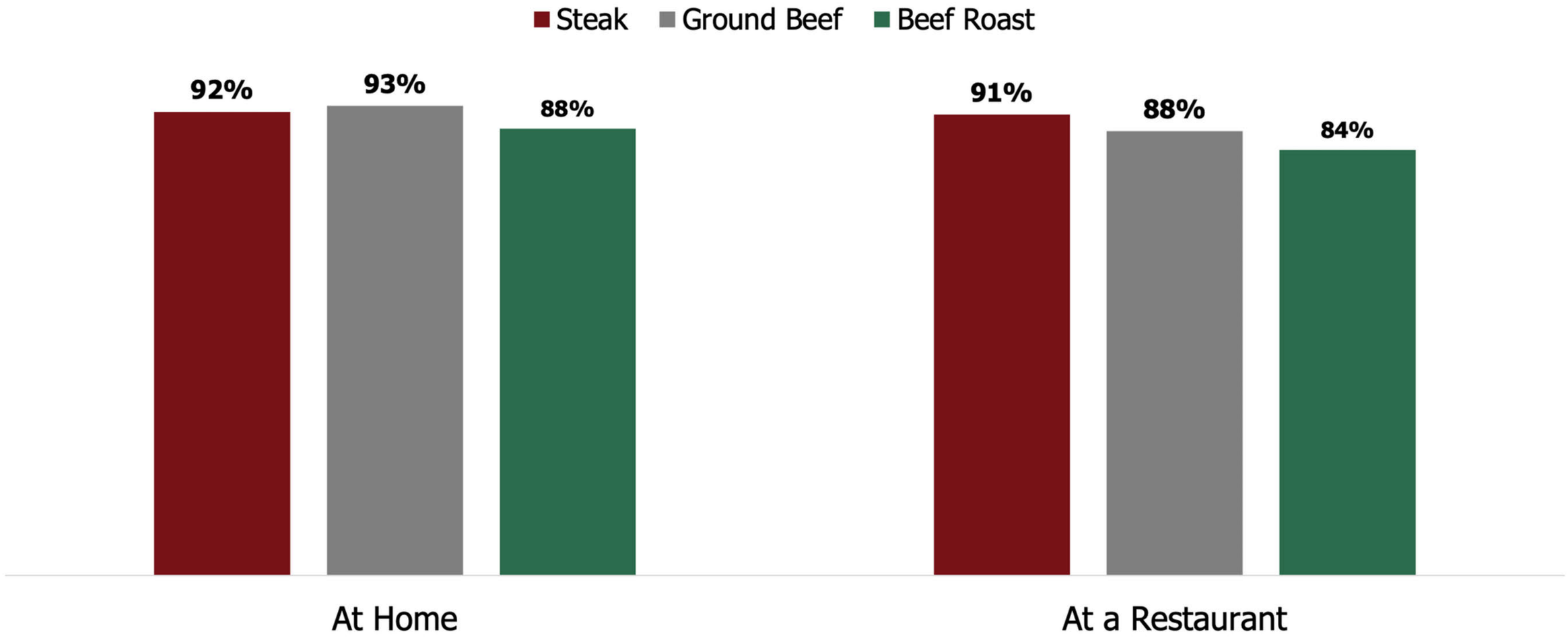
Many frequently purchase shelf-stable items in their online grocery orders, and more than 40% have included beef in these purchases within the last month.



Source: Consumer Beef Tracker, January – December 2025. Q20: For each of the following categories of food, which best describes your order history of groceries for pick-up/delivery? (Purchased online in the last month)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Eating Experience – Beef at Home & at a Restaurant (T2B)

Whether at home or a restaurant, 84 – 93% of consumers report a satisfying eating experience when they choose beef.



Source: Consumer Beef Tracker January – December 2025. BB15/16You mentioned you ate the following type(s) of beef at home/at a restaurant this past week, how satisfying was this eating experience? (Select one response for each row where 1 star is very dissatisfying and 5 stars is very satisfying.)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumer Production Knowledge & Concerns

Although 71% consider how their food was raised or grown, less than a quarter of consumers claim to know a lot about how cattle are raised for food.

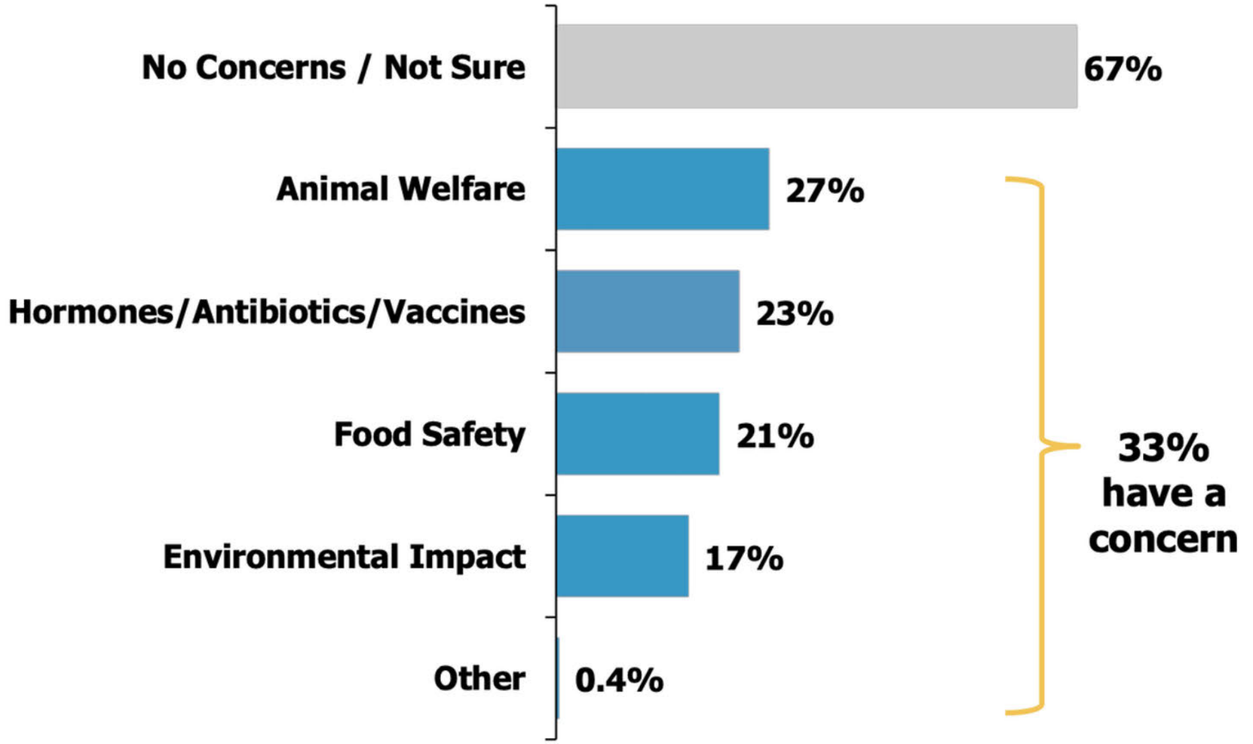
Claim to Know A Lot About How Cattle Are Raised



Sometimes/Often/Always Consider How Food Was Raised/Grown When Making Purchases



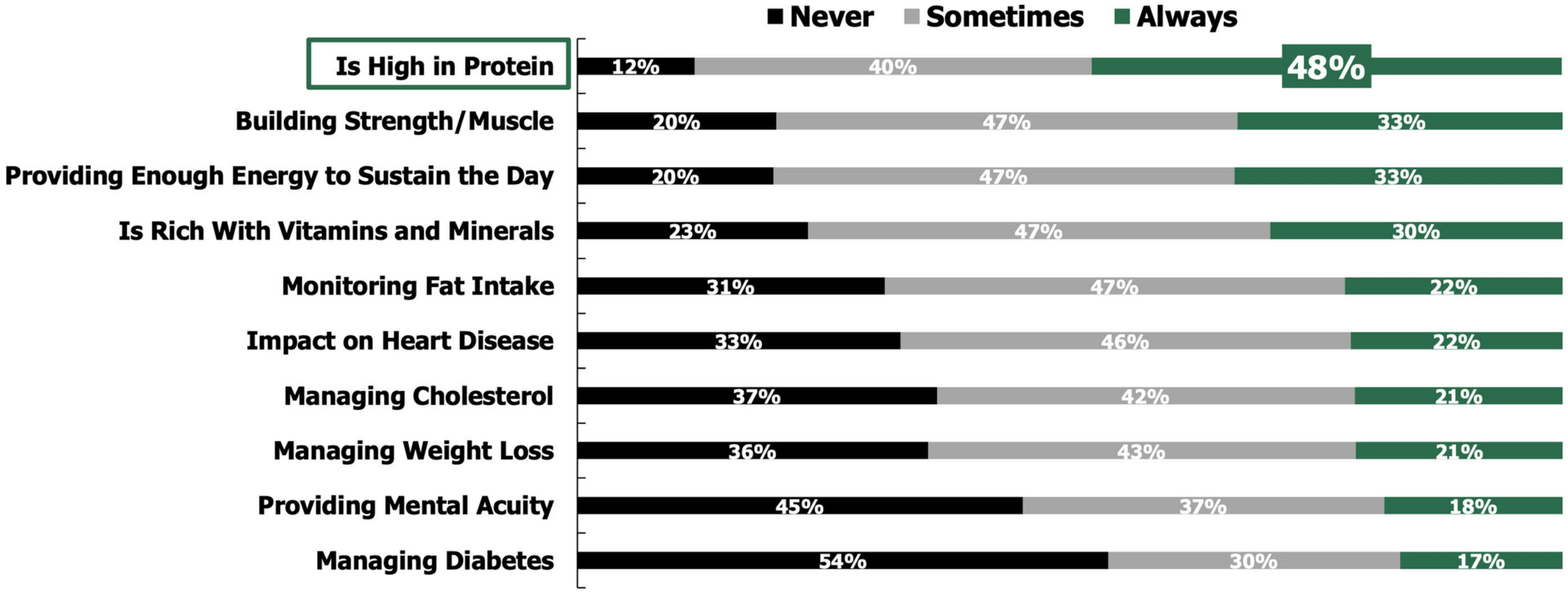
Consumer Concerns with How Cattle are Raised for Food (Aided)



Source: Consumer Beef Tracker January – December 2025. CR1r1: Please indicate how knowledgeable you are about each of the following.; Q9: How much do you consider each of the following when you are deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives, or some other source of protein.; CR2d: Do you have any concerns about how cattle are raised for food?; CR3bb: Continuing to think about how cattle are raised for food, we would like you to choose the top 3 areas, if any, you are most concerned about from the list below. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Health Considerations When Choosing Meals With Beef

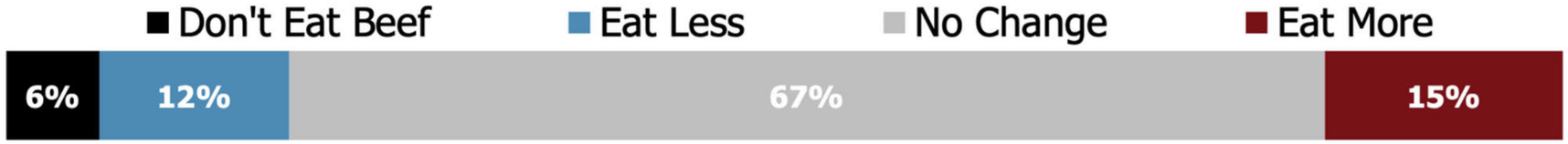
Protein is a top priority followed by muscle growth, energy, vitamin & mineral content as well as fat; lower levels of concern around specific health conditions when choosing a meal with beef.



Source: Consumer Beef Tracker January – December 2025. BB14r1: How often do you think about each of the following when choosing a meal with beef? (Select one response for each row.)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Future Consumption of Beef

More than 80% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more beef are most motivated by the taste. Of those who plan to eat less beef, price sensitivity and health concerns are the greatest motivators.



Reasons to Eat Less Beef

- **Price is too expensive**
- Other meats are healthier
- Concerned beef negatively affects health
- Beef has too much fat
- Cutting back due to health conditions

Reasons to Eat More Beef

- **Enjoy the taste of beef**
- Adding protein to your diet
- Grilling more often
- Beef is quick and easy to prepare
- Lean beef fits in a healthy diet

Source: Consumer Beef Tracker January – December 2025. Q3 Looking forward, do you plan to eat more, less, or about the same amount of each of the following? (Beef); Q13/Q14: "Earlier you mentioned that you plan to eat more/less beef. Which of the following statements are reasons why you plan to eat more/less beef in the future? (Select up to 5 statements)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

NEW MEXICO BEEF COUNCIL

PROMOTION | EDUCATION | RESEARCH

PRODUCER INFO

NM Screwworm website:

https://screwwormnm.org/


BEEF.
IT'S WHAT'S FOR DINNER.®
The best memories start with beef.
When the Working Day is Done, Grills just wanna have fun!
NEW MEXICO BEEF COUNCIL
BEEF
Funded by Beef Farmers and Ranchers
BEEF.
IT'S WHAT'S FOR DINNER.®
Raised and Grown in New Mexico.
CHRISTMAS TOY DRIVE
New Mexico's beef producers have a committment to raising beef safely, humanely and sustainably.
NEW MEXICO BEEF COUNCIL
BEEF
Funded by Beef Farmers and Ranchers
Thank you!