At the November 5, 2014 Nevada Cattlemen’s Association (NCA) convention Awards Banquet, Jon Griggs, manager of Maggie Creek Ranches, was recognized as the recipient of the NCA Cattleman of the Year. This award is the most prestigious award that NCA bestows upon one of its own. It was established to recognize NCA members who have made significant contributions to the NCA, their community, the land and the beef industry. Pictured are:

2014 Cattleman of the Year Award sponsor American Ag Credit, represented by Elko Manager Ray Connelly, left, who is congratulating recipient Jon Griggs, wearing the coveted O’Farrell custom made hat, sponsored by American Ag Credit.

NCA President Ron Torell, right, assisted in the Award presentation to Griggs who was featured in a several page spread in the Elko Daily Free Press.

Jon, center, was selected as 2014 Cattleman of the Year for many different reasons, one among them being he has worked tirelessly to find common ground in stopping and reducing damage caused by catastrophic wildfire, carrying the torch so to speak for both the ranching community and the firefighting agencies. Jon coined a phrase, “these lands are our factory” in 2001 or 2002 to emphasize to incoming fire incident commanders that this is not just sagebrush and grass. Like timber, manufacturing or a factory, these lands provide the livelihood of families, employees, provides food and contributes to the local economy.

As a result of Jon’s leadership his co-developed program became a model for all rural areas of the Western States emphasizing local interests in stopping large wildfires. In addition to work in the wild land fire arena Jon developed a positive relationship between Elko BLM District and Maggie Creek Ranch working cooperatively to complete a number of range improvement projects that resulted in improved riparian and upland vegetation.

Over 25 miles of Susie Creek and its tributary streams have been improved through a combination of fencing and application of prescriptive grazing practices. Improvement of stream and riparian habitat conditions has been dramatic and recovery is to the point where cutthroat trout will be released into the system within the next few years.

Elko BLM District in cooperation with the Maggie Creek Ranch, Trout Unlimited and local mines worked to replace a problematic diversion structure with a new structure designed to provide for both upstream and downstream passage of fish including Lahontan cutthroat trout while still allowing for the irrigation needs of the ranch.

Maggie Creek Ranch has also been a key partner in the Elko BLM District’s effort to improve stream and riparian habitat conditions within the South Fork of the Humboldt River canyon. This effort has included construction of innovative livestock water gaps allowing for recovery of the river corridor while providing for continued grazing of adjacent uplands. In May of 2014, the Susie Creek Cooperative Restoration Project was featured on the PBS program, Nature.

Through improved grazing management, ongoing cooperative noxious weed treatment work between Maggie Creek Ranch and the Elko BLM District has resulted in effective treatment of thousands of acres of scotch thistle and Russian knapweed. His strong work ethic and positive attitude has earned the respect of ranch owners, co-workers, neighbors, Bureau of Land Management (BLM), Forest Service (FS), Nevada Division of Forestry (NDF), Nevada Department of Wildlife (NDOW), conservation groups such as Trout Unlimited, and the leaders of the livestock industry, such as those at NCA.

From buckaroo to ranch manager, Jon is well known for his cooperative nature. Nevada Cattlemen’s Association is proud to present Jon Griggs the 2014 Cattleman of the Year Award.

Compiled from submissions of NCA President Ron Torell; Dylan Rader; Tom Warren, and Carol Evans BLM; Tom Turk NDF

More Photos on pages 4 and 5
A specialized industry deserves our specialized attention.

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We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between September 24, and October 23, 2014.

(New members are in bold.)

- Burrows Farms, Incorporated, Ron & Amanda Burrows
- Michael Cannon, Cannon Ranch, LLC
- Filippini Ranching Co., Hank & Marian Filippini
- Fred W. Jaynes, Farmers National Bank
- Charles M. Olsen
- Patrick Pickett, Gund Ranch
- Schroeder Law Offices, P.C., Therese A. Ure
- UNR College of Agriculture, Biotechnology, and Natural Resources, Dr. Bill Payne

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Ron Torell, President • Dave Stix, Jr., President-Elect • Sam Mori, 1st Vice Pres. • Tom Barnes, 2nd Vice Pres.
Marvin Colyer was presented the 2014 100,000 Mile Award by NCA President Ron Torell at the Nevada Cattlemen’s Association Awards Banquet held in Elko, NV, November 5, 2014.

Born in May of 1933, Marvin remembers his first solo horseback ride at the age of 5 to visit an Aunt who lived near the schoolhouse on Cherry Creek. Raised on the Three Creek family ranch in southern Idaho (near Rogerson), Marvin rode five miles round trip to school, sometimes sneaking off for desert rides with friend Bill Clark.

Marvin began employment at age 11 working with some older cowboys trailing several bands of horses to the Rogerson railroad station 37 miles away. By age 12 Marvin and a 16 year old spent the summer camped out in Lime Creek Basin and were responsible for packing salt, doctoring, and keeping the cattle on good feed. One winter night Marvin rode 35 miles alone out to his Dad’s camp leading a horse that had come home to make sure Dad was all right.

Marvin rode with the wagon each spring to trail cattle to summer range on the desert, awhile later gathering and trailing them to the Humboldt Forest then trailing them back home in the fall, heading out at a high trot every place they had to go and gather. At 16 Marvin broke horses for the neighbors for spending money, trailed horses with a cousin, and helped his Mother with the ranch after his Dad passed away.

In his 20’s Marvin worked for the Horseshoe Ranch, 71 Ranch, the Circle L and Glaser’s. Later Marvin managed Rancho Grande at North Fork for 14 years where they put cattle out in the spring then trucked to the mountain in the fall to gather and trail the cattle home, which took three days at 15 miles a day. Marvin is the resource of first resort when family members have a question about horses.

Marvin and Leah bought their own place outside Filer, Idaho in 1993 and since then has raised his own cows and helped Grandson Josh break his fist colt. Marvin has definitely had a lot of time horseback over his life, and everyone knows he wouldn’t give back a minute.

Dave Stix Jr. was the proud recipient of the 2014 Nevada Cattlemen’s President’s Award bestowed by NCA President Ron Torell.

Dave is principal in a trucking operation and a cattle ranch besides his interests in his community. Dave has served on the NCA Board of Directors for some time and as President-Elect under Torell for the past year.

Dave was elected Mayor of Fernley in March 2001 five months after the city voted to become incorporated. Dave now serves as Vice President of the Truckee-Carson Irrigation District and represented NCA in the Governor’s Nevada Day Parade, one among many other volunteer opportunities.
Research & Education Committee Chair Dan Gralian, far left, presents the 2014 NCA Teacher of the Year Award to second from left Michele Wines, teacher at Grammar #2 School in Elko Nevada. Looking on are R&E Committee Vice Chair Harvey Barnes, second from right, and Sue Hoffman of the Nevada Ag Foundation.

The Nevada Ag Foundation presents a stipend of $1,000 to each Teacher of the Year towards Michele’s classroom supplies and continued agricultural education programs. Michele has been teaching in Elko, at Grammar #2 going on 31 years. She truly loves her students and wants the best for them.

She participated in Ag in the classroom every year until they asked her to stop because she had attended too many times and other teachers needed the opportunity to take part in that program. When she was no longer allowed to participate in Ag in the Classroom she decided to bring an Ag Day to the entire student body of Grammar #2.

Michele puts together a full day of activity stations every year for the Grammar #2 students. The entire school student body of 360 students, plus parent chaperons, and all the Grammar #2 staff goes to the Elko County Fairgrounds and rotates through the different stations to learn about all different parts of agriculture.

Michele enlists the help of many people from all over the community to teach Grammar kids about rodeo, beef and beef by-products, crops, wool, cattle transportation, and local wildlife. She even brings in information about taking care of the earth and the environment by teaching the students about ATV safety, recycling, and how to build with wood.

Agriculture is something very near and dear to Michele’s heart and she thinks it is so important to teach about it today so students appreciate all the hard working people that make all our meals and products that we buy at the store.

Story contributions from Kim McKnight

Leana Stitzel, *The Progressive Rancher* photo

Grammar #2 Ag Day
Photos courtesy of Kim McKnight

Grammar #2 Elementary School
Ag~Earth Day

Story contributions from Kim McKnight
To our Dedicated Supporters of this year's Convention & Trade Show!
Upcoming Video Sales

Tuesday, December 2nd
Silver Legacy • Reno, NV

Thursday, January 8th
Cottonwood, CA
Catalog Deadline: December 29th

Watch & Listen to the sale on the web at:

WVMcattle.com

For details call (530) 347-3793 or the representative nearest you:

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(916) 802-7335
Gary Nolan
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(775) 934-5678
Steve Lucas
Paradise Valley, NV
(775) 761-7575
Mark Venturacci
Fallon, NV
(775) 427-8713

or email us at wvm@wvmcattle.com
Look for the catalog and pictures on our website www.wvmcattle.com

Market your cattle with the professionals!
Ranchers, we invite you to consign your good cattle to this 11th Annual Special Sale, sponsored by the Nevada Cattlemen’s Association with Fallon Livestock Exchange, Inc., where Fallon Livestock Exchange gives a portion of the commission back to the Nevada Cattlemen’s Association for each head consigned by an Association Member. This is an Open Consignment Sale. Anyone can consign to this nationally advertised sale. We will have strong buyer representation again this year, and there will be competitive bidding on all classes of cattle. Producers, let us “Help you!” As always, the buyers want to know about your livestock. Please take the time to let us know about your herd health programs and genetic backgrounds so that we can put this information in the Sale Catalog at sale time. Believe me, it makes a big difference in the value of your livestock.

Please have your heifer calves bangs vaccinated prior to the sale. “Nevada law requires them to be.”

Due to limited space we ask that you do not send cattle that do not fit in pen lots, i.e., cripples, bad eyes, dairy crosses, or butcher cows of bulls.

Ranchers, you can bring your cattle in on Wednesday, Thursday, or Friday before the sale at no extra charge (only feed). Our pens are clean. We feed good quality alfalfa hay and have fresh deep well water in every pen. Our yard crew is trained in beef quality handling practices where we size, sort, and class your livestock so buyers will bid and buy your livestock at full market value. Your livestock will be on feed and water up until the time of sale, keeping shrinkage at a minimum. Remember, we have the fastest checks in the west! Our checks are sent out the very next day after the sale.

Producers, please take a few minutes out of your busy schedule and fill out the entry blank enclosed for this Nationally Advertised Sale. For more information about this special sale, please call today.....
ENTRY FORM

Silver State Classic Calf and Yearling Sale

Saturday, December 13, 2014 at 1:00 PM

Ranch Name: _______________________________________________________________________________________________________________________

Sellers Name: _______________________________________________________________________________________________________________________

Sellers Address: ______________________________________________________________________________________________________________________

City: ___________________________  State: _________________  Zip: ___________________________

Sellers Phone #: ( _________ ) ____________________________________

I do plan on consigning to the 7th annual Silver State Classic Special Calf & Yearling Sale.

Approx # Steer Calves: _____________________________________________  Estimated Wgt: _____________________________________________

Approx # Heifer Calves: ___________________________________________  Estimated Wgt: ___________________________________________

Approx # Steer Yrlings: ___________________________________________  Estimated Wgt: ___________________________________________

Approx. # Heifer Yrlings __________________________________________  Estimated Wgt: ___________________________________________

Calves will be weaned Yes ____________  No _____________

If weaned, how long prior to sale: ____________________________________  Approx weaned date: ________________________________

Vaccination Info: __________________________________________________________________________________________________________________

____________________________________________________________________________________________________________________________________

____________________________________________________________________________________________________________________________________

____________________________________________________________________________________________________________________________________

Heifers Bangs Vaccinated: Yes ____________  No _____________

Breed type out of: __________________________________________________________________________________________________________________

____________________________________________________________________________________________________________________________________

____________________________________________________________________________________________________________________________________

Example: out of Black Angus, Black WF, Red WF and few Charolais cross & some Beefmaster Cows, Calves, by some Black Angus, Hereford, and Charolais Bulls from Sitz Angus & Shaw Hereford and Val Charolais Ranch Bulls.

Consignors,

The above information will be put into a sale catalog to be given out on sale day to buyers who will be present at the time of sale! Catalog Deadline is Saturday, December 13, 2014. Sellers, we also ask that you try to have your cattle here on Thursday, December 11th or Friday, December 12th, 2014 if at all possible so we can properly size, sort, and class your cattle! You must be here no later than 10:00 A.M. Saturday morning, December 13th 2014.

Due to Nevada State law, all heifer calves must be bangs vaccinated prior to the sale. Please have your heifer calves bangs vaccinated prior to arrival. We will try to assist in bangs vaccinating them here prior to the sale.

If you need help with trucking please call us early to arrange your transportation needs. For more information about this nationally advertised sale, please call:

Ron Torell, President  Monte Bruck
Nevada Cattlemen’s Association  Fallon Livestock Exchange
(775) 385-7665  (775) 867-2020

Mail Entries to: Fallon Livestock Exchange, Inc.
2055 Trento Lane, Fallon, NV 89406
or Fax to (775) 867-2021
Drought EA Appeal

by JJ Goicoechea, President Nevada Land Action Association, The legal arm of Nevada Cattlemen’s Association

With the changing of the season comes time to wean calves, process cows, sneak in one last cutting of hay, select replacements and prepare to ship the majority of Nevada’s 2014 produced crops for agriculture. While 2014 didn’t start out as the most promising for precipitation, timely and often over adequate summer and early fall rains produced record forage in many locations. Calves are weighing more than expected this spring in some areas and that pesky October green grass is proving to be a hurdle to overcome in gathering cattle for some. Record prices for cattle have producers focused on herd health and ensuring every animal comes home. With any luck some assistance from the Great White Cowboy will come soon to sweep out the remnants and start what many hope turns out to be a “Winter Of”.

Now I know that this introductory paragraph is not note worthy as news to many of us, but I think it is important to set the ground work for what I am going to discuss here. No one can argue that last winter was once again dry and snow pack and the subsequent stream flows this spring were far below average and what we need to provide water resource recharge to much of Nevada. This leads us to the conclusion that we are in a drought. Merriam-Webster defines drought as, “a long period of time during which there is very little or no rain”. It continues, 1; a period of dryness especially when prolonged; specifically: one that causes extensive damage to crops or prevents their successful growth.

Now granted I merely used a dictionary and looked up the word drought, so it may not be an accurate definition, but my elementary school teachers should smile at the fact that I “looked it up”. The purpose of citing the definition is so that we can start to analyze the drought we are in. While a dictionary defines drought as above, the Battle Mountain District BLM Drought EA states on page 1: “Drought is defined by the Society of Range Management as, “(1) a prolonged chronic shortage of water, as compared to the norm, often associated with high temperatures and winds during spring, summer and fall. (2) A period without precipitation during which soil water content is reduced to such an extent that plants suffer from lack of water”. Consistency between the definitions is that crops/plants suffer or are prevented from successful growth. Again I reference the record forage production is many areas and the continued “plague” of fall green grass for some. To me these don’t fully fall in line with two definitions of drought.

There has been much discussion about and attention paid to actions taken by BLM offices when it comes to drought and “Drought EAs”. The reason for so much anxiety is that these documents provide an open ended application for reduction and/or removal of livestock from BLM administered lands contained within districts with Drought EA’s on the shelf. Perhaps some are not aware that these documents were completed and adopted by District Managers through a Finding of No Significant Impact (FONSI) and that no Decision Record was ever signed. There was no true coordination and limited if any cooperating agency input was sought. NEPA, while an often cumbersome and obstructive policy and what we need to provide water resource recharge to much of Nevada. Not only farmers and ranchers are going to be impacted by these documents, as we should. Now I ask all of you to take a look out the window at your rural areas will be impacted negatively by continued restrictions and reductions directly into fighting legal and administrative battles that impact agriculture in Nevada. Not only farmers and ranchers are going to be impacted by these battles. Each rural small business owner, sportsmen, and recreationists in our rural areas will be impacted negatively by continued restrictions and reductions to livestock operators. The time to go on the offensive is today, if we can’t and won’t contribute to our own defense today, then when?

Should you like to contribute to NLAA and support these and other efforts you may do so by contacting the NCA office at nca@nevadabeef.org or 775-738-9214.

Ron Torell, Nevada Cattlemen’s Association President
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November 22, 2014

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cows must be fertile, early maturing & easy fleshing. They must be able to calve unassisted and take care of their calves on their own in a range environment.

The more efficient a cow herd is at converting roughage, the greater the potential for reducing input cost and increasing profitability.
Selling all classes of livestock:

- Cattle 
- Horses 
- Sheep 
- Goats 
- Pigs

Every Tuesday at 11:00 a.m.

Fallon Livestock Exchange, Inc. is the key market for Nevada livestock producers, and the Home of The Fallon All Breeds Bull Sale every February, and the Silver State Classic Special Calf and Yearling Sale held every December sponsored by the Nevada Cattlemen’s Association
Let’s Enjoy It!
Janie Sustaita, Immucell Sales & Marketing Regional Manager – AZ, NV, CA

Being cattlemen is in our blood. We are committed – through drought, high-input costs, low beef prices, and anything else thrown at us. We are a resilient group that focuses more on what is yet to be done than celebrating our accomplishments. But if there is ever a time to sit back and smile, it is now. The beef market is in a good place and we should enjoy it. Lord knows we deserve it. One of my favorite quotes that I’ve heard recently is, “commercial cattle are selling like registered cattle and register cattle are selling like racehorses.” That’s an awfully good feeling. So how do we maximize this opportunity? By making certain every calf survives and is a fast-growing powerhouse that meets its genetic potential.

Marketing every calf
With day-old dairy bulls bringing around $300-450 each, you better believe there is a great need for every one of your beef-bred steers and heifers. Every calf born must make it to market. Scours is one of the common reasons calves born alive don’t make it to the rail. Dam condition score and health status is important to insure qualitycolostrum is available for that calf, but just as important is being sure each calf consumes specific antibodies that bind and neutralize common, calf-hood scour pathogens such as \textit{E. coli} and coronavirus. First Defense\textsuperscript® is a bolus that can be administered to calves one time, after birth, which provides immediate immunity to these scour pathogens. USDA licensed and verified First Defense\textsuperscript® is consistent and dependable in preventing deaths associated with \textit{E. coli} and coronavirus.

Making every calf marketed a powerhouse
There is much talk lately at research meetings about the importance of the first two weeks in a calf’s life. Those two weeks seem to program that calf to be a valuable contributor to the profitability of the herd or a resource drain. Keeping every calf alive is critical but avoiding any performance speed bumps really drives profitability. First Defense not only prevents mortality, but it also reduces treatment costs and susceptibility to secondary diseases. When a calf’s immune system isn’t depleted early on with scours, there are more energy and nutrients available for productive function, such as, fighting off secondary diseases and putting on lean muscle faster.

What’s your scour prevention program?
If you are only relying on momma’s colostrum to keep calves alive and thriving, you’re gambling at a time when the stakes are very high. Implementing a scours prevention program that includes First Defense will complement the general mass of antibodies found in maternal colostrum with specific antibodies needed to inactivate the first two scour diseases calves are faced with. Invest where it makes sense, keep every calf alive, and make every marketed calf a powerhouse.

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360-D, on the market for 25 years, is one of the few tough alfalfas that can be planted in November–December and not undergo winter kill!

At Jiggs, Nevada this alfalfa not only grew a foot tall, but produced seed later in the season.

Having a legume in your dryland range grasses will result in higher weaning weights and better conception rates. Nevada testimonials available on request.

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Alan Greenway, Seedsman
Over 40 Years Experience
With fall in the air and winter on the horizon, the Nevada Beef Council has been cooking up some timely partnerships and campaigns. Here is just a glimpse at how we’ve been putting your checkoff dollars to work in recent months.

Beef + Crock-Pot® = #BeefMealsMadeEasy

When it comes to planning a meal, there’s perhaps nothing easier (or more savory) than throwing beef and a few other ingredients in a slow cooker for a few hours – especially as the temperatures cool.

The Nevada Beef Council (NBC) teamed up with Crock-Pot® slow cookers, along with promotional partners Entercom Radio and Digital, 106.9 More FM, Alice at 96.5, and Northern Nevada Raley’s stores, on a popular fall-themed promotion. Through a radio and online ad campaign, the NBC encouraged consumers to think about savory beef dishes that can be created in a Crock-Pot®, while giving them a chance to win one of the popular small cooking appliances.

Raley’s offered a $3.00-off beef coupon through its Something Extra mobile app during the promotion and enhanced the promotion’s online presence through its social media channels. James Winstead, the NBC’s Registered Dietitian Nutritionist, also had a guest post on the Raley’s Seasons blog answering consumer questions about slow-cooking beef. In addition, participating stores featured NBC recipe cards at the meat case offering helpful tips for slow cooking beef.

Promotion elements:

✓ Four weeks of broadcast radio in Northern Nevada
✓ Four week social media campaign, including Facebook and Twitter posts
✓ E-blasts and digital outreach to radio listeners and digital outreach to targeted millennials in the Reno market
✓ Blog posts & content marketing tying into promotion
✓ Facebook contest with promotional give-away of Crock-Pots®
✓ Digital coupons offering savings on beef
✓ In-store slow cooker beef recipe cards and increased beef featuring
✓ Promo code to all contest entrants for 20 percent off anything at Crock-Pot.com

Final NBC Retail Promotion of 2014 to Hit Stores in December

The NBC will end the year on a high note with retail promotions, with a promotional partnership with Southern Nevada Albertson’s running just prior to the Christmas holiday. As always, we’ll be sure to share the results and impact of the promotion and show your checkoff dollars at work!

Food4Less Promotion Moves Beef

The NBC recently completed a successful promotional partnership with 15 Food4Less stores in Southern Nevada. The promotion ran from August 27 through September 9, and included increased beef featuring on a variety of popular cuts, in-store savings on beef, and English and Spanish radio ads that aired during the two-week promotion.

A number of popular beef cuts, appealing to both the general market and Hispanic consumers, were featured during the two-week promotion, including Beef Flap Meat, Bone-In New York Steak, Fresh Boneless Beef Country Style Strips, Beef Back Ribs, Fresh Sirloin Tip Milanesa Steaks, Fresh Beef Rib Eye Steaks, and Fresh Beef Cube Steaks.

These featured cuts saw a 37 percent increase in pounds moved when compared with the same two weeks a year prior – which also happened to be during a beef promotion with the NBC. Perhaps even more impressive, there was an 80 percent increase in pounds moved of the featured cuts during the two-week promotion over the two weeks prior to the promotion.

“At a time when beef prices are rising, promotional partnerships with retailers can offer consumers a great incentive to continue purchasing beef,” says Christie Van Egmond, Manager of Channel Marketing. “Nevada beef producers should be very pleased with how successful this promotion was, and its overall impact on beef sales in today’s marketing climate.”

Beef – It Does a Body Good

Sharing beef’s nutritional advantages continues to be a priority for the NBC. Through educating health influencers such as dietitians and nutritional experts, playing a role in health and fitness events such as trail runs and health expos, and by increasing awareness of consumers in general, the NBC makes sure target audiences know about beef’s nutritional punch.

For example, did you know that protein can play an important role in weight management? Consider these facts:

• When it comes to feeling more satisfied after a meal, a 2007 Journal of Nutrition study found that protein has more staying power than carbohydrates and fat. Eating a moderately high-protein diet can curb hunger and the body’s desire to eat more.

• Increasing daily high-quality protein intake can optimize muscle strength and metabolism, an ultimately improve overall health. A growing body of evidence suggests muscle metabolism may also play a role in the prevention of many chronic diseases, such as type-2 diabetes and osteoporosis.

• Beef is an excellent source of high-quality protein in a low calorie, nutrient-rich package — a 3-ounce serving of lean beef has less than 170 calories yet is a good or excellent source of 10 essential nutrients. Calorie-for-calorie, beef is one of the most naturally nutrient-rich foods.

For more nutrition messaging that we’re sharing, visit www.nevadabeef.org or www.beefnutrition.org.
Fallon All Breeds Bull Sale

Saturday, February 14, 2015 • 11:30 AM

Sifting: Friday, February 13, 2014 • 7:30 AM

Fallon Livestock Exchange, Fallon, NV

Churchill Co. Cowbelles Dinner/Dance

AND

FBS Awards Presentation

February 13, 2015
Fallon Convention Center

Social Hour 5:30 PM  ➔ Dinner 6:30 PM
Dance 8:00 PM

Kathy Lofthouse, 775 423 5065

FBS Invitational Stock Dog Trial

Thursday, February 12, 2015:
Handlers Draw Party
Bonanza in Fallon

Friday, February 13, 2015
Handlers Meeting at 7:00 AM  ➔ Trial at 7:30 AM

February 13, 2015
Cow Dog Auction: Dinner at 7:00 PM

BENEFITS THE FIGHT AGAINST CANCER

For more information or a sale catalog, please call the Sale Office.
Nevada Cattlemen’s Association
775-738-9214  ➔ PO Box 310, Elko, NV 89803  ➔ nca@nevadabeef.org
Trade Show Exhibit Area/Bull Sale Catalog Advertising - Rates & Application

The Nevada Cattlemen's Association is again sponsoring the Fallon Bull Sale at the Fallon Livestock Exchange in Fallon, NV. Camera-ready artwork and ad copy should be in the NCA office no later than Friday, December 19, 2014. (Ad specifications have changed, please see details below.)

Company Name ____________________________________________
Primary Contact ____________________________________________
Mailing Address ____________________________________________
City __________________________ State ________ Zip ____________
Phone __________________________ Fax __________________________
Email __________________________

FBS CATALOG AD SPECIFICATIONS:

NOTE: PLEASE do not send graphic files in Word or Excel documents. PLEASE NOTE: Microsoft Publisher files are NOT supported.

ART, AD and LOGO SPECIFICATIONS:

1. RESOLUTION: All ads, artwork, graphics, photos and logos are to be submitted with a minimum resolution of 300 dpi at 100% of print size. (NOTE: Web images are usually 72 dpi and print images must be minimum 300 dpi for good image quality. Trying to enlarge web images or increase resolution results in poor images.)

2. COLOR MODE: The FBS Catalog is printed in black and white. Please submit ads, artwork, logos in grayscale or black. Color submissions will be converted but artwork/ads may lose contrast; colored fonts/images may disappear, or may be too dark.

3. FILE TYPES ACCEPTED: PDF (preferred; embed all fonts), EPS (convert all fonts to outlines), JPG, TIF, *Illustrator (.ai), *Freehand, *InDesign (convert fonts to outlines or include linked files and fonts.), *PSD (flatten image or include all fonts used) - *NOTE: For these *File Types: (Illustrator, Photoshop (flatten layer), InDesign, Freehand) convert fonts to outlines or include all fonts, and include all linked files.

FBS TRADE SHOW EXHIBIT SPACE: Trade Show Exhibit area is an outdoor parking lot without any amenities or security, except for that each exhibitor provides - a perfect venue for troughs, feeders, paneling, equipment, trucks, tractors, trailers, etc. Display setup may begin at 12:00 noon, Thursday, February 12, or Friday morning, February 13. Bull Sifting and the Invitational Stock Dog Trials begin at 7:30am on Friday, and the Consignor Breakfast and Bull Sale begin at 7:30am and 11:30am on Saturday, February 14. Trade Show hours will be all day Friday and until the Bull Sale is completed on Saturday. Prospective exhibitors please complete and return this entire form with payment as spaces will be filled on a first come basis. Nevada Cattlemen’s and Associate members receive a 10% discount on space fees. Please indicate your choice of exhibit space size: □ 10’ x 10’ - $250.00; □ 20’ x 20’ - $1000.00; □ Larger than 20’ x 20’ - $2000.00

Payment Information:
□ Visa □ MasterCard □ American Express □ Check Please make checks payable to Nevada Cattlemen’s Association
Credit Card # __________________________ Expiration Date ____/____ Total amount to be charged ____________
Name on Card _________________________________________ Cardholder Signature __________________________

Applications may be faxed if paying by credit card.

Acceptance of this application by Nevada Cattlemen’s Association constitutes a contract. As the exhibitor/advertiser, I agree to hold Nevada Cattlemen’s Association, the Fallon Bull Sale and Committee and the Fallon Livestock Exchange harmless of, from, and against all claims, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against the Nevada Cattlemen’s Association, the Fallon Bull Sale and Committee or Fallon Livestock Exchange on account of injury or damage to person or property.

Signature: __________________________ Date: __________________________