49th Fallon Bull Sale a Sensational Success!

By Stephanie Licht, Sale Secretary

When the last Valentine’s Day gavel fell, 72 high quality Angus, Charolais, Hereford and Murray Grey Long Yearling and 2 Year Old Bulls brought a whopping total of $411,500.00, with a Sale Average of $5,715.00 “across the board”.

Breed Averages included: 48 Angus for $6,218.00; 5 Charolais for $4,250.00; 17 Herefords for $4,856.00; and 2 Murray Greys for $4,625.00. Twenty-two bulls were 17 to 19 months bringing an average of $5,943.00, while fifty, 21 to 25 month old bulls brought an average of $5,615.00.

Ed and Josh Amador of Amador Angus received $8,100.00 for the High Selling Bull of this year’s sale, purchased by Emilio Collado of Bishop, CA.

John Keithley of Pinenut Livestock Supply in Fallon, NV sponsored the Award Plaques and also the 2015 PBS Official Lot Number Ear Tags which are awarded each Best of Breed (for which there are two or more consignments) and the Top Overall Range Bull.

David Holden of Westwind Ranch Angus had both the TOP Overall Range Bull and the Best Angus of the sale all rolled into one, which was purchased by Maureen Weishaupt for $7,000.00.

Dan and Teresa Daniels of the Daniels Hereford Ranch bull was judged Best Hereford taken home by Bret Selman for $5,000.00; Jerry and Sherry Maltby of the Broken Box Ranch were awarded the Best Charolais purchased by Pete Delmoe for $4,750.00. Mike and Gayle Lowry of the 7 Lazy 11 Ranch had the Best Murray Grey selling to Kent Pascoe for $4,750.

Mickey Jarvis of Bishop, California was tied with the Jackson Ranch, Gerlach, NV for the Volume Buyers’ Award for number of bulls purchased at seven bulls apiece. However, Mickey Jarvis’ seven bulls were priced in the “Few Dollars More” category to also rank as the Volume Buyer Sales Award. Both Jarvis and the Jackson Ranch, in addition to Emilo Collado, will receive a specially embroidered Jacket in appreciation for their participation in the 2015 Fallon Bull Sale.

Thursday, April 2nd Extra-Special “Agriculture Day” at NV Legislature!

Nevada Cattlemen’s Association (NCA) is hosting a Breakfast Event catered by Grandma Hattie’s Restaurant at the Carson City Legislative Building, Thursday, April 2, 2015, 7:00 a.m. to 9:00 am.

Though taking time away might seem counter-productive when many ranchers are getting ready to “turn-out”, there’s NO better time to make “friends” who will be making laws, regulations, taxes, or other rules affecting the ranch’s bottom line than way before a legislator’s help is needed.

This NCA Breakfast brings Legislators, NCA members, and other agricultural friends together to get acquainted and discuss issues important to agriculture. Though NCA’s Breakfast is sponsored, reservations are encouraged by calling (775) 738 9214.

Ranchers may also request arrangements for one-on-one meetings later that day with Legislative Representatives for individual discussions about issues that have a direct impact on a member’s ranching business operation.

The Nevada Department of Agriculture will have a tented Luncheon just north of the Legislative Building on the Mall from 11:30 AM to 2:00 PM. Cost is $25 for an “Individual”, or a $75 Sponsorship buys 2 lunch tickets, the business logo on an event banner, and additional lunch tickets at $20 each.

Agricultural businesses are encouraged to bring samples of their products that will be showcased around the tent borders. This is a rancher’s once in a biennial opportunity to be recognized at the Legislature for the contribution agriculture makes to the culture, economy and uniqueness that is 98% of the state of Nevada.

To provide products or make luncheon reservations, contact Mackenzie Campbell at the NV Department of Agriculture, 775-353-3724 or m-campbell@agri.nv.gov. (See page 13 for registration information.)

For additional information, Breakfast Registrations, and/or Legislator Visits please contact Stephanie Licht at (775) 738-9214 or by email at: slicht@nevadaabeef.org.

Hope to see all of you at this special Ag Day Legislative Event!
A specialized industry deserves our specialized attention.

From operating lines and equipment financing to livestock purchases and real estate, we have supported Nevada's farmers and ranchers for over half a century. That knowledge and experience is personified by John Hays, our agricultural banking specialist. He'll come to you, and will get to work finding the right financial solutions,* so you can plan, prepare, and grow. Bring your banking home.

John Hays, Agricultural Banking Specialist
775.525.6744

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*Loans subject to credit approval, restrictions apply.
3-5 MARCH 2015
Beef Industry Food Safety Council Meeting, Safety Summit
Dallas/FW Hyatt Regency DFW, Adjacent to Terminal C, 2334 N. International Parkway, Dallas-Fort Worth Airport, TX 75261, US

4-5 MARCH 2015
Agriculture and the FFA.
The Nevada Agriculture Youth Legislative Experience
Top FFA Juniors and Seniors from across the state spend the 5th at the legislature.

7 MARCH 2015
Snyder Livestock holds an informative Seminar for all livestock producers.
The seminar will begin at 4 PM on Saturday, March 7th at the Casino West Convention Center in Yerington. Be sure to attend to learn more about the beef industry and to enjoy cowboy camaraderie with your fellow beef producers. More information at slcnv.com/bull-sale-2/.

8 MARCH 2015
Snyder Livestock Bull’s for the 21st Century Test and Sale
Snyder Livestock in Yerington, NV. The sale begins at 1:00 PM on Sunday. Potential buyers are encouraged to come early to view the bulls.
More information at slcnv.com/bull-sale-2/.

18 MARCH 2015
National Ag Day
“A day to recognize and celebrate the abundance provided by agriculture. Annually producers, ag associations, corporations, universities, government agencies and others across America join together to recognize the contributions of agriculture.”
From www.agday.org, see website for more details.

17 MARCH 2015
St. Patrick’s Day!
Consider a “Choose Your Favorite Snake”…activity… (St. Patrick was famous for ridding Ireland of Snakes)

24-26 MARCH 2015
NCBA Legislative Conference
Washington Court Hotel, Washington D C. with the exception of the Hill visits, agency visits and the Wednesday NCBA reception, all events will be taking place at the Hotel. As in the past, PLC will be reserving a room at the Capitol where western Members of Congress have been invited to come speak. Ron Cerri will represent Nevada Cattlemen’s Association.

1 APRIL 2015
Senator Harry Reid will be addressing a Joint Session of the Nevada Legislature
12:00 PM to 1:00 PM in the Assembly Chambers, the General Public is invited. May be possible to view the address over the internet go to http://www.leg.state.nv.us/Session/78th2015/ and click on the “View Scheduled Meetings” in upper right corner; scroll down to “Wednesday, April 1, 2015” and click on highlighted, “Address by U.S. Senator Harry Reid”

1 APRIL 2015
The 91st day of the year 2015 in the Gregorian calendar.
There are 274 days remaining until the end of this year. The day of the week is Wednesday. Many calendars note the designation as “All Fools Day”

5 APRIL 2015
Easter Sunday

6 APRIL 2015
Senator Dean Heller will be addressing a Joint Session of the Nevada Legislature
5:00 PM in the Assembly Chambers, the General Public is invited. May be possible to view the address over the internet go to http://www.leg.state.nv.us/Session/78th2015/ and click on the “View Scheduled Meetings” in upper right corner; scroll down to “Monday, April 6, 2015” and click on highlighted, “Address by U.S. Senator Dean Heller”

14-16 APRIL 2015
US Drought Monitor Forum
Reno, NV. Special session dedicated to the CA-NV drought on the 16th; brings together U.S. Drought Monitor authors RE the current national drought situation, impacts, and new tools/products available in a drought assessment process.
Contact David B. Simeral, Desert Research Institute
775.674.7132 [office] or david.simeral@dri.edu. The 2015 US Drought Monitor website and registration page www.dri.edu/us-drought-monitor-forum.

15 APRIL 2015
USA Taxes Due

17 APRIL 2015
NE Nevada Fire Local Liaison Group Meeting
1:00pm – 4:00pm, BLM-NV Elko District Office Main Conference Room, 3900 E. Idaho Street, Elko. Contact Dylan Rader 775.934.7974. for additional details.

22 APRIL 2015
Administrative Professionals Day

22 APRIL 2015
“Earth Day!”
See http://www.earthday.org/ for more information.

5-7 OR 12-14 MAY 2015
NCBA Professional Development Workshops

6-7 MAY 2015
Animal Agriculture Alliance hosts its 14th annual Summit in Kansas City, Missouri to connect with even more industry stakeholders, help present agriculture decision makers with the issues of the day and collaboratively problem solve and will focus on the future of animal agriculture, both literally and figuratively. See http://animalagalliance.org/summit/ for more information.

10 MAY 2015
Mother’s Day

25 MAY 2015
Memorial Day

27 MAY – JUNE 4 2015
NCBA YCC Conference & Tour
Denver CO and Washington, D C - $3,000/person

14 JUNE 2015
Flag Day

21 JUNE 2015
Father’s Day

4 JULY 2015
Independence Day...

27-30 JANUARY 2016
NCBA 2016 Cattle Industry Convention & NCBA Trade Show
San Diego, CA
Ferdinand Still Needs Feet & Legs

By Stephanie Licht, Fallon Bull Sale Secretary

“The Story of Ferdinand” (1936) ... written by American author Munro Leaf and illustrated by Robert Lawson is a children’s book about a bull that would rather smell flowers than fight in bullfights. Ferdinand sits in the middle of the bull ring failing to take heed of any of the provocations of the matador and others to fight1 and is eventually hauled off in a donkey cart to sit for the rest of his natural life under a cork tree, smelling flowers ... or so I recall.

Apparently Ferdinand was a “pasture” bull not having far to go to meet his needs, apparently didn’t do much for his keep, nor was he an integral part of beef reproduction... and would today most probably have a leading role in Oscar Meyer’s “b-o-l-o-g-n-a”. So what does Ferdinand have to do with producers looking for bulls for their range operations?

Bulls that are selected for Nevada need to be “range ready” right out of the trailer, ready to go to work on Great Basin Ranges – ranges which are among the driest, most mountainous, rocky, uneven, volcanic, and among some of the roughest, toughest, mean, nasty, downright daunting country imaginable where jack rabbits have to pack a lunch, and watering “holes” are many miles apart. Few if any trees or flowers can be found out there!

So what are the kinds of things that may limit selection of bulls for these hard scrabble operations? Among the most common and leading selection criteria have to do with structural problems in feet and legs.

If a bull is not walking flat on the soles of his feet this could present problems in rough country. Either front or back feet “rolling” over to the “outside” which over time out on ranges leads to joint stress and lameness. For small pasture breeding situations these slight defects might not be critical, but are worsened in uneven, big country.

Width between the toes presents another structural problem. Tough range conditions and plenty of rocky terrain may cause gravel and rocks to lodge between wider-spread toes causing serious stone bruises, again resulting in lameness.

Using key words, “beef cattle sound feet and legs” in an internet Google search one can find an increasing number of University and other studies having to do with “structural integrity” of feet and legs. One University of Nebraska geneticist feels feet and leg structure is, “...at least moderately heritable, meaning genetic change can be made by including it in a genetic evaluation.” (“Consider Structural Integrity”, Troy Smith, Angus Journal October 2011, Page 172)

University of Florida IFAS Extension has a 2015 downloadable pdf of Publication #AN218 on “Bull Management: Considerations for Selecting a Bull” by Matthew J Hersom at http://edis.ifas.ufl.edu/an218, and the first consideration is “Structural Soundness”. University of Arkansas, Division of Agriculture has a 14 page pdf booklet labeled MF398 available on-line that has graphics and pictures of correct structure which can be found at https://www.uaex.edu/publications/PDF/MF-398.pdf.

Penn State College of Agricultural Sciences Extension has a great set of instructional visuals on, “Understanding Beef Cattle Structure,” at http://extension.psu.edu/courses/beef/selection-principles/understanding-beef-cattle-structure. One can go through the sections on, “What is Correct Structure?; Terms Used to Describe Structure; Front Leg Alignment and Set; Rear Leg Alignment and Set; Why is Structure so Important (especially in evaluating bulls), among other interesting points.

There are many more on-line resources than are listed here giving credence to the need to select breeding stock for sound feet and legs, especially “range bulls”, and that these structural traits are heritable, and can be part of a genetic evaluation and selection.

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NCA Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between January 24 and February 23, 2015. (New members are in bold.)

- Adobe Insurance Group, John Byers
- Arlemon Ranch Company, Tim Brown
- R.R. Bass & Son, Richard Bass
- Casey & Carissa Bieroth
- Burge Ranch/Five Fingers Grazing, Pete Ferraro
- C. Rex & Alice Cleary, Range Consultant
- Copper Hills Ranch, Donna Stillfield
- D Bar M Western Store, Jack Bassett
- Diamond Cattle Co. LLC, Mark & Martin Etcheverry
- Diamond M Ranch, Manny & Ramona Oros
- Eide Bailly
- Assemblyman John Ellison
- Flying X Angus Ranch
- R N Fullstone Company, Steven Fullstone
- Genoa Livestock, Robert Coker
- Glaser Land & Livestock
- Joseph Guild
- H Bar C Cattle Company, Dick Huntsberger
- Holland Ranch LLC, Mitch Goicochea
- J & M Livestock LLC, Jason & McKenzie Molseeb
- James Linebaugh
- Nat & Karen Lommori
- Maverick Ranch, Jack & Maria Martin
- Sam E. Monteleone
- Jared Neff
- Pine Nut Livestock Supply, Inc., John Keithley
- Piquet Ranches, Inc., David Piquet
- Quality Tile & Marble Co. Inc., Wes & Linda Tews
- Riordan Ranch, Mike & Claudia Riordan
- Robison Ranch LLC
- Dave Roden
- Salmon River Cattlemens Association
- Sawtooth Gelbvieh, Dick or Jean Williams
- Seven-Dot Cattle Co., LLC, Jim & Sue Christison
- Superior Livestock Auction, Jim Davis
- T-K Ranch Rodeo Bulls, Tom Collins
- Jim Thompson
- Tom Turk
- Twin Falls Livestock Commission Co., Bruce Billington
- Eddie Venturacci
- Wells Auto & Hardware, Mitch Smith
- Winchell Ranch, Walter Winchell
- Winecup Gamble Inc.
- Winnemucca Convention Vis. Authority, Kim Petersen
- Daniel Wolf
Thank you to the following for Your Donations In-Lieu of Dues through the Donation Calf Fundraiser

- **AMADOR ANGUS & FARMS** – Ed & Josh Amador
- **BELL RANCH** – Lilla, Dan & Woodie Bell
- **BROKEN BOX RANCH** – Jerry & Sherry Maltby
- **CARDEY RANCHES** – Don Cardey
- **DAMONTE RANCH** – Louie Damonte
- **DANIELS HEREFORD RANCH** – Dan & Teresa Daniels
- **FLYING R J RANCH** – Rick & Jerrie Libby
- **H B CATTLE COMPANY** – David Blackham
- **HONE RANCH** – Charlie Hone
- **JERSEY VALLEY CATTLE COMPANY** – Mike Stremler
- **LAZY D LIVESTOCK** – Pete Delmue
- **PHIL ALLEN & SONS** – Phil & Shannon Allen
- **POTTER’S EMMETT VALLEY RANCH** – Kevin Potter
- **SCHAFER ANGUS RANCH** – Greg & Louise Schafer
- **SCHROEDER LAW OFFICE** – Therese Ure
- **SNYDER LIVESTOCK** – Lucy Rechel
- **STEVE LUCAS LIVESTOCK** – Steve Lucas
- **STIX CATTLE COMPANY** – Dave, David & Deena
- **STOCKMEN’S INSURANCE** – Tom Armstrong
- **WESTERN NEVADA CATTLE FEEDERS** – Dave Stix & Damonte Family
- **WESTWIND RABCG ANGUS** – David J. Holden
- **WITTE SHORTHORNS** – Gary Witte

SPONSORS:

- **Great Basin Ranch/Southern Nevada Water Authority**
  Yearling Angus Replacement Heifer Raffle Calf, Proceeds for FFA & NCA Scholarships

- **Stix Cattle Company**
  “Donation Calf” for NCA Dues & Fundraiser

- **Pinenut Livestock Supply**
  FBS Ear Tags & Awards for Best of Breeds & Top Overall Range Bull

- **Hoof Beats Gates & Corrals**
  Donation of panels for FFA Raffle

- **Fallon Convention & Tourism Authority**
  Grant for Advertising

- **Churchill FFA**
  Sale Documents, Stockyard & General Help

- **Churchill County Cowbelles**
  Annual Awards Dinner

- **Billy Lewis & Gayle Hybarger**
  Stock Dog Trial & Stock Dog Auction Benefiting Fight Against Cancer

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March 7, 2015 - Terrebonne, OR

Selling Sons of these Young
Powerhouse Impact Bulls
and Industry Leaders like Conquest,
Redemption and Night Calver

Redhill B571 Julian 1W
Phenotype • EPD’s • Genetics • Disposition • #1

1/02/09
HrdBldr  GrdMstr  CED  BW  WW  YW  MILK  MARB  YG  CW  REA
201  52  16  -4.0  60  80  22  0.55  -0.06  15  0.46

Brown Alliance X7795
The Best All-Around Son of Nebula P707

2/03/10
HrdBldr  GrdMstr  CED  BW  WW  YW  MILK  MARB  YG  CW  REA
185  57  9  -5.0  69  119  22  1.19  0.12  34  0.20

PAR Prime Time 001Z
2013 Grand Champion Houston Livestock Show

01/12/12
HrdBldr  GrdMstr  CED  BW  WW  YW  MILK  MARB  YG  CW  REA
117  57  4  -3.0  78  120  21  1.14  0.14  37  0.42

LSF Prospect 2035Z
The $75,000 Breed Sensation!

02/05/12
HrdBldr  GrdMstr  CED  BW  WW  YW  MILK  MARB  YG  CW  REA
150  54  11  -4.3  69  110  23  .74  0.00  28  0.76

Pitchfork-T
Thayne & Missy Dutson
541-740-6781
541-923-3324
pitchforkt@gmail.com

VF

Double Eagle Ranch
Doug & Betty Dunn, Dave Dunn
541-923-1705
doubleeagle@uci.net

Vfreciangus.com

NEVADA CATTLEMEN’S ASSOCIATION
Budgeting for Stewardship

It is often said that there are no better stewards of the land than agriculturists. With stewardship comes the responsibility of managing your property in the interest of long-term sustainability. At the end of your ranching career when you turn your operation over to the next generation will your ranch and land be in better shape than when you took over management and/or ownership? Have you always had good stewardship of the land in mind when it comes to the management of your ranch? Do you treat and manage the land, your neighbors and employees, both the two and four legged, with integrity, respect and dignity? In this issue of Riding for the NCA Brand let’s talk about how we might budget for the infrastructure maintenance of our ranches in order to become better long-term stewards of the land.

The year 2014 went down on record as perhaps the most profitable in history for many livestock operations. In 2015 record high prices for our product - BEEF - is expected to match last year’s level. No matter how good the year is there never seems to be enough money to cover both the prioritized needs that are necessary to keep our operation afloat along with the short-term wish list items that we desire. Often when we go without for a period of time we confuse wants with needs. During the good times we spend as if there is never going to be another bad day in agriculture. This is contrary to what experience has taught us. History proves that when the market goes up it eventually comes back down. Following a financial plan and spending money on infrastructure maintenance while putting a little cash away for a rainy day may ultimately be wiser than splurging on instant gratification, short-term, mouth-watering wants.

Good budgeting skills, discipline and sacrifice are paramount to long-term sustainability. Given that thought, the best budgetary line item investment you could make might very well be in the form of stewardship. We need to seriously consider the upkeep of irrigation ditches, rangeland restoration and water development, along with the maintenance of fences, corrals, gates, trucks, trailers, tractors, haying equipment and outbuildings. Without a functional infrastructure in place we cannot effectively heed good stewardship practices.

Take weed control for example. We have all seen ranches that have deferred these costs to the point where the weeds have literally taken over the ranch. What once could have been taken care of with minimal cost and little effort when the weed patches were small is now a huge budgetary expense. Noxious and invasive weeds and grasses such as leafy spurge, medusahead, knapweeds, thistles and cheatgrass are easily the biggest threats to healthy habitats for livestock and wildlife. The inability to control noxious and invasive weeds compromises sound management practices that result in reduced production, lower profits, and additional loss of infrastructure. It is a spiraling situation that can easily get out of control.

Ranch infrastructure is the underlining foundation and basic framework of any operation. The visual appearance of the entire ranch including its house, yard, shop, and corrals, shows pride of ownership and is a reflection of not only the financial standing of the ranch but also its management style. Maintenance of a ranch’s infrastructure saves thousands of dollars compared to putting off these costs until another time. Postponing these expenses for too long usually ends with an overwhelming task leaving some powerless to catch up. Some managers who continually defer these costs and allow them to get out of hand have a tendency to give up. The condition and appearance of their poorly maintained ranch and property is a reflection of their apathy to the situation. The long-term cost of not maintaining ranch infrastructure on an annual basis is too great not to budget for.

Matching funds through land owner incentive programs (LIP) offered through the United States Fish and Wildlife Services (USFWS), Nevada Department of Wildlife (NDOW), Natural Resource Conservation Service (NRCS), Nevada Department of Agriculture (NDA) and others, are worth investigating. This is a way to double down with your budgeted stewardship dollars. Yes, there are strings attached to many of these cooperative efforts but these strings are often no more than filling out paperwork, reporting on your efforts, and submitting bills for reimbursement. These efforts may be worth the payoff by optimizing your production, increasing your bottom line, and improving the habitat upon which your operation depends. Your time is worth money: if you see a financial benefit through working with these agencies then maybe your time will be well spent. Some landowners fear that accepting technical or financial assistance is giving away their ability to manage their own land as they see fit or that it gives agencies the right to access their property without their permission. You are in the driver’s seat when it comes to any cooperative agreement for assistance: if you don’t like it, don’t sign it! Several of your neighbors who have taken advantage of these programs have come to realize that this is a win/win situation for all parties, including betterment of the land. See sidebar story describing the various land owner incentive programs that are available. I encourage you to contact these agencies for further details.

When all is said and done, the ability to stay focused on the big picture is paramount. Making short-term financial sacrifices while adhering to sound budgeting practices will result in long-term success. In doing so you will be able to answer “yes” to the questions posed at the beginning of this article.

The Nevada Cattlemen’s Association’s mission continues to be to promote, preserve and protect a dynamic and profitable Nevada beef industry. Should you like to visit with NCA staff or leadership feel free to contact NCA at 775-738-9214 or my NCA e-mail address ncapresident@nevadabeef.org.

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Funding and Technical Assistance to Maximize Your Potential!

Connie Lee - Nevada Department of Wildlife - Private Lands Coordinator

Numerous agencies and organizations can provide you with design and/or funding assistance for your habitat enhancement and infrastructure projects. Sometimes the project might be only an idea, or you might have the whole thing planned out and just need some advice or additional financial support to make it a reality. Projects that help manage livestock distribution, such as troughs and pipelines and wildlife friendly fencing are often eligible for funding through various government cost share programs. Projects that seek to reestablish native sagebrush/grasslands/ meadow habitats protect or enhance fragile streams or springs, or reduce noxious weeds will rank high for most funders. Any project that has a benefit to sage grouse will typically rank very high for priority funding.

Sometimes the biggest challenge for ranchers is figuring out how to do a project on their public land allotment; getting through the “red tape” that surrounds these projects can be daunting. Maybe you just want a project on your private ground, and don’t really know who to contact for help. With recent activities surrounding sage grouse conservation efforts in the Great Basin, there is an incredible array of technical support and funding available through your local Conservation District (CD), Pheasants Forever shared positions, Natural Resources Conservation Service (NRCS), Nevada Department of Wildlife (NDOW), Nevada Department of Agriculture, your local grazing boards, and many other agencies and organizations. This funding and technical support is usually available for both private and public ground. The challenge might be in figuring out whom to call for what activity!

Call whoever you feel comfortable talking with about your project idea, be it your local NRCS or NDOW office, Dept of Agriculture, your neighbor, or your local Conservation District. If you need more information or assistance with any of the funding programs or agency opportunities, I would be happy to help you in any way I can. Please feel free to call me (Connie Lee) at 775.777.2392.

Just like the commercial says... “there is help out there”, but you have to take the first step! 🤝
WATCH & LISTEN TO THE SALE ON THE WEB AT:

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Market your cattle with the professionals!
NEVADA CATTLEMEN’S ASSOCIATION
SCHOLARSHIP APPLICATION
Deadline for all applications: Postmarked by March 30, 2015

NAME: _______________________________________________________________________

ADDRESS: ___________________________________________________________________

PHONE: ____________________________

1. Please list the extra-curricular activities, clubs and affiliations you are involved in and
how long you’ve been involved in each one.
________________________________________________________________________
________________________________________________________________________

2. What leadership roles have you held?
________________________________________________________________________
________________________________________________________________________

3. What are some of your hobbies/interests?
________________________________________________________________________
________________________________________________________________________

4. What is your current GPA? ___________ (Enclose Official Transcripts)

5. Will you be working while attending college? If so, where?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

6. What are your future goals?
________________________________________________________________________

NEVADA CATTLEMEN’S ASSOCIATION
ASSOCIATION
Scholarship
Requirements

This is a $1,000 scholarship offered by Nevada Cattlemen’s Association to all Nevada High School Graduating Seniors. Scholarship applications must be post-marked by March 30, 2015.

Eligibility requirements for the scholarship are as follows:
• Student must be a senior graduating from a high school in Nevada
• Student must plan to attend a junior college or a four-year university
• Student must be seeking a degree in an agricultural related field.
• Student must have at least a 2.5 GPA

Please submit the following information:
• Nevada Cattlemen’s Association Scholarship form (electronic application can be downloaded at www.nevadacattlemen.org)
• An essay on any current issue involving the beef industry. The essay must be 1000-1500 words, typed and include references cited
• Official copy of transcripts
• Three letters of reference from teachers

Please send all required information to:
Nevada Cattlemen’s Association
Attn: Research and Education Committee
P O Box 310
Elko, NV 89803-0310
775-738-9214
Bernard Petersen and Bruno Bowles of the Great Basin Ranch/Southern Nevada Water Authority were the sponsors of the yearling 2015 Angus Replacement Heifer “Raffle Calf” which was won by Mike Merkley of Fallon, NV. Larry Lester of Hoof-Beat Gates and Corrals again sponsored four 12’ panels as the Raffle Calf Display, which were won by Todd Moretto. This year the Raffle raised $3,520.00 which is split equally to benefit both the Churchill County FFA and the Nevada Cattlemen’s Association’s Scholarship Funds. Raffle Tickets were sponsored by Jeff’s Digitex Printing of Fallon, NV.

To lend support to the work of the Nevada Cattlemen’s Association, Ed and Carlene Amador brought the Valentine’s Day Spirit alive with their donation of one-pound of “Mrs. Mary See’s” delicious chocolates that went to Ted Guazzini’s special Valentine after being resold two times to raise $90. Stix Cattle Company sponsored the “Dues/Donation Calf” which was resold 20 times bringing in an additional $7,650.00.

Each year Billy Lewis and Gayle Hybarger organize the Invitational Stock Dog Trials and Auction, proceeds going to benefit a family’s fight against cancer. Two started Stock Dogs brought $6,000.00 through that event and auction to assist a deserving Oregon family.

The hardworking Fallon Bull Sale Committee, chaired by Chris Gansberg, continued to support the efforts of the Nevada Cattlemen’s Association.

Pictured at the 2015 Fallon Bull Sale Awards presented on Friday, February 13, at the Fallon Convention Center, are Dan and Teresa Daniels, Daniels Hereford Ranch accepting the awards from FBS Committee Vice Chair Tom Armstrong.

The Red Bull was judged Best Hereford of the 2015 Fallon Bull Sale, and was consigned by Dan and Teresa Daniels, and was purchased by Bret Selman of Tremonton, UT for $5,000.00.
and the Nevada Cattlemen’s Association know that the heart of every sale lies in the quality livestock brought and presented by consignors in some cases from several generations, and a “Sale” is impossible without the backing of the many, many loyal and first time buyers who have made the FBS what it has become over 49 years. There are not words in any language sufficient to express the depth of gratitude both the FBS Committee and the NCA hold for the dedicated consignors and buyers who have and continue to support this Bull Sale.

There are innumerable Sponsors who contribute in some way: Nevada’s resident livestock industry trade publications The Nevada Rancher and The Progressive Rancher, our cooperating hotel/motels: Bonanza/Super 8, Comfort Inn and Holiday Inn Express; the Fallon Convention & Tourism Authority Governing Board and the Fallon Convention Center Staff, Rick Gray and Candy Dolan.

Nor is there any way to repay even a small portion of the time, efforts, talents and dedication of the dozens, and dozens of volunteers who work tirelessly to organize, produce and carry out the Fallon Bull Sale: Churchill County FFA Advisor and Ag Teacher Kristine Moore, her FFA Chapter members, the members of the Sifting & Grading Committees and Sale Vet, the dedicated Brand Inspectors, the Fallon Livestock Exchange and their many Staff up-front and outback, Auctioneers Eric Duarte and Monte Bruck, the Ringmen from Hereford & Angus Associations and Western Livestock Journal, the Nevada Cattlemen’s Association Officers and Staff; the Churchill County Cattlewomen... and many other unsung heroes.

On behalf of the 2015 Fallon Bull Sale Committee we want to thank all of our Consignors and Buyers for making 2015 a Terrific Sale! We hope to see everyone again at the 50th Anniversary Fallon All Breeds Bull Sale, scheduled for Saturday, February 20, 2016.

The Black Bull was judged both Top Range Bull Overall, and Best Angus of the 2015 Fallon Bull Sale, and was consigned by David J. Holden’s Westwind Ranch Angus located in Oroville, CA, and was purchased by Maureen Weishaupt of Fallon, NV for $7,000.00.

Pictured at the 2015 Fallon Bull Sale Awards presented on Friday, February 13, at the Fallon Convention Center, are David J. Holden of Westwind Ranch Angus accepting the award for Best Angus from FBS Committee Vice Chair Tom Armstrong.
Legislation Introduced Feb. 16-22

**AB185:** Revises provisions governing product liability.
- Link - AN ACT relating to product liability; prohibiting certain actions against a seller of a product who is not the manufacturer of the product... Introduced on 02/20/2015. — Monitoring

**AB186:** Revises provisions governing craft distilleries.
- Link - AN ACT relating to craft distilleries; increasing the quantity of spirits a craft distillery may export to another state; allowing a craft distillery to serve samples of and sell its spirits at one other location in addition to the craft distillery... Introduced on 02/20/2015. — Monitoring

**AB187:** Revises provisions governing the selection of providers of health care.
- Link - AN ACT relating to industrial insurance; revising provisions relating to the panel of physicians and chiropractors established by the Administrator of the Division of Industrial Relations of the Department of Business and Industry... Introduced on 02/20/2015. — Monitoring

**SB155:** Revises provisions relating to farm vehicles and implements of husbandry.
- Link - AN ACT relating to implements of husbandry; providing for the refund of certain taxes paid by a farmer or rancher on bulk purchases of special fuels... Introduced on 02/16/2015. — Monitoring

**SB160:** Enacts provisions governing the liability of owners, lessees or occupants of any premises for injuries to trespassers.
- Link - AN ACT relating to actions concerning persons; enacting certain limitations of liability for owners, lessees or occupants of any premises for injuries to trespassers... Introduced on 02/16/2015. — Monitoring

**SB161:** Revises provisions governing product liability.
- Link - AN ACT relating to product liability; prohibiting civil actions against certain sellers for product liability under certain circumstances... Introduced on 02/16/2015. — Monitoring

**SB163:** Creates the Advisory Council on Nevada Wildlife Conservation and Education.
- Link - AN ACT relating to wildlife; creating the Advisory Council on Nevada Wildlife Conservation and Education; prescribing the membership and duties of the Council... Introduced 02/16/15 — Support

**SB165:** Enacts the Domestic Workers’ Bill of Rights.
- Link - AN ACT relating to domestic workers; enacting the Domestic Workers’ Bill of Rights; providing for the mandatory payment of wages and overtime wages for certain hours worked... Introduced 02/16/15. — Monitoring

**SB167:** Revises provisions relating to employment.
- Link - AN ACT relating to employment; revising provisions governing the filing of complaints of employment discrimination with the Nevada Equal Rights Commission... Introduced 02/16/15. — Monitoring

**SB171:** Revises provisions governing the issuance of permits to carry concealed firearms.
- Link - AN ACT relating to concealed firearms; authorizing certain persons who possess a permit to carry a concealed firearm issued by another state to carry a concealed firearm in this State in accordance with the laws of this State... Introduced 02/18/15. — Monitoring

**SB180:** Requires a court to award certain relief to an employee injured by certain unlawful employment practices under certain circumstances.
- Link - AN ACT relating to employment practices; requiring a court to award certain relief to an employee injured by certain unlawful employment practices under certain circumstances... Introduced 02/20/15. — Monitoring

**SJR8:** Amends the Nevada Constitution to increase the minimum wage per hour worked.
- Link - Introduced 02/16/15. — Monitoring

**Movement on Bills Previously Introduced**

**AB34:** Repeals provisions governing certain fire protection districts and fire safety.
- Link - Amended and do pass as amended on Feb. 20 in Assembly Government Affairs Committee... — Monitoring

**AB77:** Makes various changes relating to the regulation of agriculture.
- Link - Heard on Feb. 19 in Assembly Natural Resources, Agriculture and Mining Committee... — Monitoring

**AB78:** Makes various changes relating to wildlife.
- Link - Heard on Feb. 17 in Assembly Natural Resources, Agriculture and Mining Committee... — Monitoring

**AB79:** Revises provisions relating to agriculture.
- Link - Heard on Feb. 17 in Assembly Natural Resources, Agriculture and Mining Committee... — Monitoring

**AB82:** Makes various changes relating to wildlife.
- Link - Heard on Feb. 17 in Assembly Natural Resources, Agriculture and Mining Committee... — Monitoring

**AB101:** Revises provisions governing motor carriers.
- Link - Heard on Feb. 17 in Assembly Transportation... — Monitoring

**AJR2:** Urges the United States Congress and the United States Fish and Wildlife Service to take certain actions to reduce the impact of common ravens on the greater sage-grouse population in this State.
- Link - Heard on Feb. 17 in Assembly Natural Resources, Agriculture and Mining Committee... — Supports

**SB129:** Limits civil liability of certain persons for injuries or death resulting from certain equine activities.
- Link - Heard on Feb. 16; no action was taken in Senate Judiciary Committee... — Monitoring

**SB155:** Revises provisions relating to farm vehicles and implements of husbandry.
- Link - Do pass as amended on Feb. 20 in Senate Revenue and Economic Development Committee... — Monitoring

**SJR5:** Expresses Support of the 2014 Nevada Greater Sage-Grouse Conservation Plan developed by the Sagebrush Ecosystem Council and urges the United States Fish and Wildlife Service not to list the greater sage-grouse as endangered or threatened under the Endangered Species Act of 1973.
- Link - Heard on Feb. 16; no action was taken in Senate Legislative Operations and Elections Committee... — Supports
Legislative Ag Day

April 2, 2015
from 11:30 a.m. - 2:00 p.m.

Meet the Faces of Nevada Agriculture

On behalf of the Nevada Department of Agriculture we would like you to join us for this year’s Legislative Agriculture Day. This event promotes Nevada’s agriculture industry, and provides an opportunity to interact with state legislators, staffers and fellow agriculturalists.

Luncheon Packages:
- $25 Registration
  ◇ 1 lunch ticket
- $75 Registration
  ◇ Two lunch tickets
  ◇ Logo featured on event sponsorship banner
  ◇ Additional lunch tickets available for a discounted rate of $20.

Product Donation:
If you are interested in having your product showcased at this event please indicate your desire to donate, on the registration form at the right.

All products will be raffled at the end of this event. Products should have a retail value less than $50. Products can be delivered to NDA by March 30th or brought to the event by 10 a.m.

Please return the registration form to Mackenzie Campbell at m-campbell@agri.nv.gov.
Many Bills of Interest Rolling Through Congress

NCBA Staff Updates to NCBA Affiliates:

**Common Sense in Species Protection Act (S.112)** A bill to amend the Endangered Species Act of 1973 to require the Secretary of the Interior to publish and make available for public comment a draft economic analysis at the time a proposed rule to designate critical habitat is published. NCBA urges a YES vote. Key Sponsor: Sen. Dean Heller (R-NV)

**Death Tax Repeal Act (H.R. 173)** Repeals federal taxes imposed on estates when passed to heirs. NCBA urges a YES vote. Key Sponsor: Rep. Mac Thornberry (R-Texas)

**Regulatory Responsibility Act for our Economy of 2015 (S.168)** Gives Congress the needed authority for oversight on major regulations, while also requiring regulation be narrowly tailored to meet the intended goals without hindering the economy. NCBA urges a YES vote. Key Sponsor: Sen. Pat Roberts (R-Kansas)


**National Monument Designation Transparency and Accountability Act of 2015 (S.228 and H.R. 900)** Requires congressional and State approval of national monument designations and restrictions on the use of national monuments, limiting Presidential power and curbing further Antiquities Act abuse. NCBA urges a YES vote. Key sponsor: Sen. Mike Crapo (R-Idaho), Sen. Jim Risch (R-Idaho), and Sen. Dave Vitter (R-Louisiana) and Rep. Labrador (R-Idaho)


**America’s Small Business Tax Relief Act of 2015 (H.R. 636)** Amend section 179 of the Internal Revenue Code, which mostly affects small- to medium-sized businesses, to retroactively and permanently extend from January 1, 2015, increased limitations on the amount of investment that can be immediately deducted from taxable income. NCBA urges a YES vote. Key sponsor: Rep. Patrick Tiberi (R-Ohio)

**FLAME Act Amendments of 2015 (S.508)** Legislation that would allow for the full funding of wildland firefighting budgets for the U.S. Forest Service and U.S. Department of the Interior, and dramatically increase resources for forest restoration programs. NCBA urges a YES vote. Key sponsor: Sen. John McCain (R-Ariz.), John Barrasso (R-Wyo.), and Jeff Flake (R-Ariz.)

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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

Monte Bruck, Manager
(775) 867-2020 • (775) 426-8279
**Letter of Support for Farmer Identity Protection Act**

From Scott Yager, National Cattlemen’s Beef Association Environmental Counsel to NCBA Affiliates:

Last Congress, NCBA and ag groups including some state affiliates signed on to a letter of support for the *Farmer Identity Protection Act* in light of EPA’s FOIA release of information for 80,000 or more livestock or poultry owners and operators across the country.

Senator Donnelly’s office reached out to NCBA prior to plans to introduce this legislation again, and he and Senator Chuck Grassley are again asking for NCBA and affiliate support. President Ron Torell has sent support for the measure on behalf of NCA.

Following for your information is the draft of the proposed NCBA letter which NCA supports:

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**LETTER DRAFT**

February XX, 2015

The Honorable Chuck Grassley  
135 Hart Senate Office Building  
Washington, D.C. 20510

The Honorable Joe Donnelly  
720 Hart Senate Office Building  
Washington, D.C. 20510

Dear Senators Grassley and Donnelly:

The undersigned farmer and rancher organizations represent the vast majority of our nation’s livestock and poultry producers. We write you today in strong support of your legislation that protects livestock producers’ information and to thank you for its introduction. This legislation would prohibit the Environmental Protection Agency (EPA) from disclosing private and confidential information of livestock and poultry producers to the public, an important issue for our members. EPA would be limited to disclosing information about farming operations only after all personally identifiable information is removed, and the data are aggregated to prevent the identification of individual livestock and poultry producers and their families.

This legislation is urgently needed after EPA publicly disclosed vast amounts of personal information in response to Freedom of Information Act (FOIA) requests made by three environmental advocacy organizations. In its February 4, 2013 response, EPA released a compact disk containing 341 documents primarily comprised of information about an estimated 80,000 or more livestock and poultry owners and operators in 29 states across the country. Most of these 80,000 or more livestock or poultry operations do not qualify as a “Concentrated Animal Feeding Operation.” While the information released about the farmers and ranchers varied from state to state, files from at least 10 states included highly sensitive, personal, confidential and private information; the names, phone numbers and email addresses of the farmers and ranchers, their spouses or other family members (living and deceased), information about current and former co-owners of the operations (living or deceased), as well as personal contact information about employees on these farms or ranches (home telephone numbers and email addresses).

EPA has tried twice to “correct” its errors by issuing redacted sets of this data, first on April 4, 2013 and then again on April 30, 2013. In the first instance, EPA redacted a limited selection of personal information of farmers and ranchers from 10 states. Upon further review, EPA found that it failed to redact enough personal information, and issued an additional redacted FOIA release. In both instances it transmitted the amended files to the environmental advocacy organization and asked them to return the original versions. For practical purposes, there is no way to retrieve that personal information once it was released. This chain of events makes it clear to the nation’s livestock and poultry farmers that a legislative solution is needed to ensure this will not happen again.

Thank you for your leadership on this issue. We look forward to working with you and your staff to pass this important piece of legislation. ☑️

---

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Nevada Cattleman’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattleman’s Association offers an affordable workers’ compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

Created for the sole purpose of providing Nevada’s Agricultural community with a viable workers’ compensation option, The Nevada Agricultural Self Insured Group provides employers with:

- Lower Stable Rates (20% to 60% savings over standard market)
- Pro-active Safety Services
- Aggressive Claims Management
- More Control (Board of Directors made up of Group Members)
- Member Ownership

Contact Pro Group at (800) 859-3177 or visit us on the web at www.pgmnv.com to learn more about how to qualify for this exceptional workers’ compensation program and to obtain a free cost savings analysis.
NCBA “Beltway Beef Newsletter”

February 19, 2015 NCBA “Beltway Beef” Weekly Newsletter by Chase Adams & Shawna Newsome: excerpts...

**NCBA Applauds House Efforts to make Permanent Section 179 of Tax Code**

On Friday, the U.S. House of Representatives passed H.R. 636 America’s Small Business Tax Relief Act of 2015. This bill, sponsored by Rep. Pat Tiberi (R-Ohio) will make permanent the $500,000 expensing levels for small businesses under Section 179 of the tax code.

National Cattlemen’s Beef Association President Philip Ellis said permanency to the tax code is critical for cattlemen in order to make necessary purchasing decisions and informed business decisions. The passage of this bill allows farmers and ranchers to write off capital expenditures in the year that purchases are made rather than de-

**USDA Report: Ranchers’ Conservation Efforts Positively Impact Sage Grouse**

Last week, the USDA issued a report showing that since 2010, USDA and its partners in the Sage Grouse Initiative have worked with private landowners to restore 4.4 million acres of habitat for sage-grouse while maintaining working landscapes across the West. USDA also announced today that, through the provisions of the 2014 Farm Bill, it will invest in new sage-grouse conservation work over the next four years.

The Sage Grouse initiative is a diverse partnership between ranchers, state and federal agencies, universities, non-profit groups, and private business led by Natural Resource Conservation Service.

“We’re working with ranchers who are taking proactive steps to improve habitat for sage-grouse while improving the sustainability of their agricultural operations,” Under Secretary for Natural Resources and Environment Robert Bonnie said.

“Thanks to the interest from ranchers and support of our conservation partners, USDA’s Natural Resources Conservation Service is working to secure this species’ future while maintaining our vibrant western economies. Since 2010, we’ve worked with ranchers to conserve, restore, or maintain more than 4 million acres of habitat on private lands.”


**Items of Interest from NCBA Daily News Watch**

Reviewed by Stephanie Licht, NCA Executive Director

February 20, 2015 NCBA “Daily News Briefs”

USDA’s latest “Livestock, Dairy and Poultry Outlook” speaking of ground beef reported that beef imports to the U.S. were up 31% in 2014 over 2013, and suggested that demand rapidly rose due to limited domestic supplies, a stronger U.S. dollar and relatively cheaper prices for imported beef products. Beef imports are projected to be even higher in 2015.

USDA states 2014’s all-fresh beef retail value was $6 per pound, up nearly 96 cents from last year.

Additionally, Oklahoma State University’s Department of Ag Econ Feed Demand Survey says consumers didn’t balk at paying nearly 10% more for ground beef in February compared to January. A consumer survey found people were willing to pay $4.54 per pound for hamburger, up from $4.14 in January and $4.04 in February 2014. Steak also posted an 8.79% increase, consumers paying $7.92 per pound, up from $7.28 in January and $6.87 per pound last year at this time.

The monthly survey of approximately 1,000 individuals collects data on consumers’ willingness-to-pay for a variety of food items, notably a variety of popular meat items. The latest survey shows an increase in consumers’ willingness-to-pay for steak, hamburger and deli ham (up 15% to $2.78 per pound), chicken breasts, pork chops and chicken wings were all down between 1 and 13%.

Lastly a USDA national retail report for beef, from February 13 through 19, showed a 2.3% increase in the number of retail outlets featuring beef. Specifically, Rib, Loin and Ground beef saw more ad space that week while Chuck, Round and Brisket saw less space.

Mary Soukup’s full article may be seen at http://www.cattlenetwork.com/news/got-beef, titled “GOT BEEF?” which states consumers still want BEEF for dinner as indicated by their spending habits!
WASHINGTON (Feb. 19, 2015) – Today, the U.S. Department of Health and Human Services and the U.S. Department of Agriculture released the 2015 Dietary Guidelines Advisory Committee’s report. This report is a recommendation to the Secretaries as they develop the 2015 Dietary Guidelines for Americans that will be released later this year. Unfortunately, the report is inconsistent, and if adopted will lead to conflicting dietary advice. On one hand, the Committee has endorsed the Mediterranean style diet, which has higher red meat levels than currently consumed in the U.S.; and on the other hand, they have left lean meat out of what they consider to be a healthy dietary pattern.

Dr. Shalene McNeill, Registered Dietitian and Nutrition Scientist with National Cattlemen’s Beef Association said the recommendation that a healthy dietary pattern should be lower in red meat is not consistent with scientific evidence and would be unsound dietary advice.

“Lean meat is red meat. Today’s beef supply is leaner than ever before with more than 30 cuts of beef recognized as lean by government standards,” said McNeill. “The protein foods category, which includes meat, is the only category currently consumed within the current guidelines, and it is misleading to conclude that a healthy dietary pattern should be lower in red meat.”

According to the report, “dietary patterns with positive health benefits are described as high in vegetables, fruit, whole grains, seafood, legumes, and nuts; moderate in low- and non-fat dairy products; lower in red and processed meat; and low in sugar-sweetened foods and beverages and refined grains.”

Unfortunately, the statement disregards the positive role of lean meat. Lean beef is one of the most nutrient rich foods, providing high levels of essential nutrients such as zinc, iron and protein, as opposed to empty calories.

Dr. Richard Thorpe, Texas medical doctor and cattle producer, said the key to a healthy lifestyle is building a balanced diet around the healthy foods you enjoy eating, coupled with physical activity.

“It is absurd for the Advisory Committee to suggest that Americans should eat less red meat and focus so heavily on plant-based diets,” said Thorpe. “The American diet is already 70 percent plant based and to further emphasize plant-based diets will continue to have unintended consequences. The Advisory Committee got it wrong in the ’80s advising a diet high in carbs, and look at what that got us – an obesity problem. My colleagues and I commonly encourage people to include lean beef more often for their health, not less.”

Thorpe added, “We are disappointed the Advisory Committee would go outside the purview and expertise of nutrition/health research to bring in topics such as sustainability. We urge the Secretaries to reject the Advisory Committee’s recommendations on topics outside of diet and health.”

Lean meat plays an important role in the American diet and science shows it needs to be recognized as part of a healthy dietary pattern just as it was in the 2010 Dietary Guidelines for Americans. On behalf of U.S. cattle producers that work each and every day to provide a nutritious and healthful beef product for consumers, we encourage Secretaries Burwell and Vilsack to reject the Advisory Committee’s recommendation that healthy American diets should be lower in red meat. The process was incomplete with flawed conclusions specific to health benefits of red meat’s role in the American diet.
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NCBA: Tools To Counter Misleading Dietary Guidelines

(The following information in this section is an excerpt from information provided by NCBA. Should anyone want the reference list noticed throughout the article, please contact Stephanie Licht licht@nevadabeef.org for that information. Thank you.)

Overarching Message

The committee has contradicted itself on numerous occasions, excluding evidence from its review library and making recommendations without sufficient scientific evidence to support them. Meat is a fundamental part of the American diet. There is more than three decades of sound science that supports the positive role of protein and lean meat in healthful dietary patterns, one of the only food groups consumed within the recommended daily amount, in the diet.

The report states, “dietary patterns with positive health benefits are described as high in vegetables, fruit, whole grains, seafood, legumes, and nuts; moderate in low- and non-fat dairy products; lower in red and processed meat; and low in sugar-sweetened foods and beverages and refined grains.” This statement disregards the positive role of lean meat and we ask the Secretaries to reject the Committee’s recommendation and include lean beef in what they consider a healthful dietary pattern.

Talking Points:

- Meat is a fundamental part of the American diet. There is more than three decades of sound science that supports the positive role of protein and lean meat in healthful dietary pattern. Lean meat is a nutrient-dense food source, providing high levels of essential nutrients with fewer calories than other sources.
- The committee has contradicted itself on numerous occasions, excluding evidence from its review library and making recommendations with no scientific evidence to support them. While this should be an evidence-based process and the final Guidelines should reflect the totality of the science, key science was not considered as part of this allegedly open and transparent process.

The Dietary Guidelines matter. Even though the average consumer may not be aware of them, they are used to set policies for government feeding programs like school lunch and set the tone for nutrition advice from health professionals.

LEAN BEEF

- Lean beef is not only an excellent source of six nutrients (protein, zinc, vitamin B12, vitamin B6, niacin, and selenium) and a good source of four nutrients (phosphorous, choline, iron and riboflavin), a 3-oz serving provides only 154 calories and 2 grams of saturated fat, on average.¹
- Scientific evidence clearly shows that choosing lean beef as part of a healthful diet is associated with improved overall nutrient intake, overall diet quality and positive health outcomes.²,³
- Research shows lean beef makes important contributions when included in a healthful, balanced diet, including lowering the risk of heart disease.³,⁴,⁵,⁶ Since lean beef pairs so well with fruits, vegetables and whole grains, Americans can feel good about including the beef they love in their diet.
- With more than 30 cuts of beef that meet government guidelines for lean, including Sirloin, Flank steak and 95 percent lean Ground Beef, it’s easy to build great-tasting and satisfying meals.⁷
- For example, Top Round has only 4.6 grams of total fat and 1.6 grams of saturated fat per 3 oz serving, less than 8 percent of the total fat recommended for an adult’s daily diet.⁸

MEAT CONSUMPTION

- Americans are already eating red meat at levels that are consistent with the 2010 Dietary Guidelines for Americans.
- The fact is that the protein foods group is the ONLY category are consuming within the recommended amounts in the 2010 Dietary Guidelines that Americans.
- Contrary to popular opinion, Americans have moderated their red meat consumption over time while obesity rates have continued to rise.
- Americans are eating beef in a variety of healthy eating patterns that can meet the goals of the Dietary Guidelines for Americans.
- On average, Americans consume 5.1 oz of protein foods each day (i.e., from meat, poultry, egg, fish/seafood, nuts, seeds and soy products).
- The Dietary Guidelines recommend at least 5.5 oz of protein foods daily. Therefore, Americans are consuming protein foods within the Dietary Guidelines recommendations.
- Americans consume 1.7 oz of beef daily⁹,¹⁰, on average, which is an important source of iron, zinc, choline, B vitamins and protein.¹¹
- The fact is we’re not over-consuming red meat, so reducing beef intake could lead to unintended consequences such as iron deficiency.¹²
- The Dietary Guidelines Advisory Committee found that premenopausal

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women and teen girls are under-consuming from the Protein Foods group, putting them at increased risk for iron deficiency.\(^\text{15}\)

- You may be surprised to find that 10 percent or less of saturated fat and total fat in the American diet comes from beef. Just 5 percent of calories in the American diet come from beef.\(^\text{22}\)
  - Despite higher intakes of meat over the past several decades, reports indicate that the proportion in total and saturated fat from meat, poultry and fish has slowly declined.\(^\text{24}\)
  - Today, approximately 2/3 of beef cuts sold at retail are lean (when cooked and trimmed).\(^\text{12}\)
- 77 percent of consumers say they prefer to trim external fat from beef before eating it.\(^\text{25}\)
  - Thanks to increased trimming practices, the external fat in retail cuts has decreased by 80 percent in the past 20 years.\(^\text{25}\)
- For example, Sirloin steak contains 34 percent less fat now than it contained in the 1960s.\(^\text{25}\)
- Beef is considered one of the top sources of monounsaturated fat.\(^\text{19,26}\)

**NUTRIENTS**

- Few foods offer so many nutrients for so few calories like beef does. A 3 oz serving of lean beef is not only an excellent source of six nutrients (protein, zinc, vitamin B\(_{12}\), vitamin B\(_{6}\), niacin, and selenium) and a good source of four nutrients (phosphorous, choline, iron and riboflavin), lean beef on average provides only 154 calories and 2 grams of saturated fat.\(^1\)
- While Americans’ waistlines are expanding, the consumption of calories and fat from beef has declined. Beef contributes only 5 percent of today’s calories yet it supplies more than 5 percent of 8 essential nutrients (vitamin B\(_{12}\), zinc, protein, niacin, vitamin B\(_{6}\), iron, phosphorus and potassium).\(^2\)

**FAT**

- Lean beef has a beneficial fatty acid profile.\(^\text{1}\)
  - One-third of the saturated fat in beef is in the form of stearic acid, a neutral fatty acid with regard to blood cholesterol levels. This is the same type of fat recognized in chocolate for its benefits.\(^\text{1}\)
- The 2010 Dietary Guidelines Advisory Committee noted stearic acid should not be categorized as a “cholesterol-raising fat” since it doesn’t raise LDL cholesterol.\(^\text{15}\)
- About half the fatty acids found in beef are monounsaturated fatty acids, the same kind found in olive oil.\(^1\)
- Ninety percent of total and saturated fat in the diet comes from foods other than beef.\(^\text{2,15}\) Many of those foods such as sweets, snacks, desserts contain empty calories.
- So what do all these numbers mean? It means the fat in beef is not the issue.\(^\text{1}\)
  - In fact, a nine-month clinical trial showed lean red meat can be part of a cholesterol-lowering diet.\(^\text{17}\)
  - Also, recent research from Penn State University evaluated adults with moderately elevated cholesterol levels, who followed four diets for five weeks each to measure the impact of each diet on heart health risk factors such as total and LDL (bad) cholesterol levels. (Roussell et al 2012)
  - Good quality evidence from numerous randomized controlled trials consistently demonstrates that consuming 4-5.5 ounces of lean beef daily, as part of a healthful dietary pattern, supports good health. (Maki et al 2012; Roussell et al 2012)

**WEIGHT CONTROL**

- Beef is an excellent source of protein which helps us feel satisfied longer between meals.\(^\text{1}\)
- Physical activity is much more effective when coupled with a protein-rich diet.\(^\text{16}\)
  - Research indicates that a protein-rich diet combined with exercise helps women become more toned by helping them lose significantly more fat but maintain muscle mass.\(^\text{16}\)
  - Nutrient-rich foods such as lean beef contain protein and pack more nutrients in fewer calories so they are easier on the waistline than empty calories.
- Unless individuals are heavily relying on fortified foods, it is difficult for the average American to meet their nutrient needs within appropriate calorie levels without foods like lean beef.
  - For example, a 3 oz serving of lean beef provides about the same amount of protein as 1½ cups of beans but in half the calories.\(^\text{13}\)

**HEART DISEASE**

- Research has consistently shown including lean beef in a well-balanced diet designed to manage cardiovascular risk is just as effective as a diet including lean white meat.\(^\text{4,5,6,7,8,9,10}\)
  - In addition, researchers have found that including lean beef in a low-fat or cholesterol-lowering diet seems to provide more variety to the diet which can help improve long-term adherence to a diet designed to lower blood lipid levels.\(^\text{11}\)
  - Additionally, a 2010 meta-analysis found that saturated fat was not associated with an increased risk of heart disease or cardiovascular disease.\(^\text{18}\)

**MEAL PREPARATION**

- With more than 30 cuts of beef that meet government guidelines for lean, it is easy to build healthful meals that include lean meats, whole grains, vegetables, fruits and nonfat dairy. By selecting nutrient-rich foods from all of the food groups, you can create great tasting and satisfying meals based on individual food preferences and cultural traditions that will support a healthful lifestyle.
- Thinking about dinner tonight? Try the Farmer’s Market Vegetable, Beef & Brown Rice Salad found at BeefItsWhatsForDinner.com which pairs 3 oz of lean Top Round steak with asparagus, squash, tomatoes, garbanzo beans and brown rice for a satisfying meal that provides less than 7 percent of calories from saturated fat.
  - If you’re not in the mood for salad, there are plenty of other nutrient-rich options to choose from on BeefItsWhatsForDinner.com: For a warm, satisfying meal packed with whole grains, green vegetables and a protein punch, try the Beef Barley Soup with Spinach.
  - For a colorful and fun meal that the entire family will love, skewer some Sizzling Sirloin Kabobs on a Bed of Orzo.
- BeefItsWhatsForDinner.com offers a wide variety of delicious, nutritious recipes featuring lean beef thoughtfully paired with a variety of fruits, vegetables and whole grains that you need at every meal, and because each meal features America’s favorite protein you can be sure the entire family will be satisfied.
- From a lean roast beef sandwich at a casual restaurant or a petite filet for a special evening out, there are a variety of lean beef choices available at your favorite restaurants. ♦

(The foregoing information in this section is an excerpt from information provided by NCBA. Should anyone want the reference list noticed throughout the article, please contact Stephanie Licht slicht@nevadabeef.org for that information. Thank you.)
As American as Beef and Baseball

Nevada Beef Council Day at the Reno Aces is set to hit a home run

What could be better than a burger or beef hotdog at the ballpark?

This spring, the Nevada Beef Council (NBC) and Scolari’s Food & Drug are teaming up for Nevada Beef Council Day at the Reno Aces on Saturday, May 30th. Fun for the entire family, the Reno Aces are the Triple-A baseball team for the Arizona Diamondbacks and holders of two division titles: a Pacific Coast League Championship and a Triple-A Championship.

“We’re really excited about this promotion,” said Annette Kassis, the NBC’s Director of Consumer & Brand Marketing. “Not only are we bringing a new promotional partner on-board with the Reno Aces, but we will be incorporating digital and social elements to engage consumers in the promotion to create excitement about beef and the Nevada Beef Council Day at the ballpark.”

Although some of the specifics are still being finalized, the promotion will involve several elements, including an opportunity for Scolari’s shoppers to receive tickets to the game with the purchase of a specified dollar amount of beef. On game day, the NBC will have a pre-game display on the plaza outside the ballpark. During the game, a table on the stadium concourse will be set up with Nevada ranchers on-hand to talk to consumers, and registered dietitian nutritionist James Winstead, the NBC’s Director of Food & Nutrition Outreach, to answer questions about health, nutrition, protein and sports performance, and the national Protein Challenge.

In-park promotion will include a presence on the video board and an opportunity to designate someone to throw out the first pitch. As an added bonus, the May 30 game is designated as a premium giveaway game. According to the Reno Aces schedule, the first 1,000 fans through the Rotunda Entrance on game day will receive a Reno Aces road jersey.

A second-level, longer promotion will run for six weeks in April and May, and give Aces fans the chance to show just how much they love beef. During the promotion, fans can take a picture of their beef products purchased at the Aces Ballpark along with their ticket for that game and post it on the Reno Aces Facebook or Twitter pages with the tag “Nevada Beef Council.” The NBC will select one winner per home game—four total winners—to win a grocery store gift card.

All participants will be entered to win the Grand Prize—a 1st pitch and a suite at the ballpark, including 20 tickets and 4 parking passes—during one of the remaining Reno Aces Monday-Wednesday night games in the 2015 season. Promotion for this contest will include NBC social media, press releases, a possible broadcast and digital schedule, and in-stadium pre-game video board and PA announcements April 17 through May 31.

“The Aces have a strong appeal in Northern Nevada,” Kassis said, “and millennials are a big part of their fan base. We’re always looking for ways to meet this audience where they are and engage them in new ways. Having James Winstead and some of our Nevada ranchers with us at our concourse table not only gives us effective ways to have a conversation with this audience, but also gives us something to talk about to a larger audience online and in the media.”

Play ball!

American Heart Association® Certifies Extra Lean Ground Beef as Part of a Heart-Healthy Diet

The American Heart Association (AHA) has certified extra lean ground beef (ground beef that is at least 96% lean, 4% fat) to display its widely recognized Heart-Check mark, giving retailers the opportunity to identify eight different extra lean beef items as options for part of an overall healthy diet. This gives shoppers who are particularly concerned about heart health added incentive to include beef in their diets.

Before putting its Heart-Check mark on any food, the AHA evaluates it against nutrition requirements based on sound science regarding healthy dietary recommendations, food categories, specific product ingredients and nutrient values.

Multiple retailers with hundreds of stores across the U.S. currently display the Heart-Check mark on certified beef items in the meat case. Retailers and processors can work with the Beef Checkoff Program to receive a discount on the certification fee for the American Heart Association® Food Certification Program.

In addition to the newly certified extra lean ground beef, the other beef cuts* that meet the AHA’s requirements for heart-healthy foods as part of an overall healthy dietary pattern, and are certified to display the Heart-Check mark, include:

- ✔ Bottom Round Steak
- ✔ Sirloin Tip Steak
- ✔ Top Sirloin Petite Roast, Boneless
- ✔ Top Sirloin Strips
- ✔ Top Sirloin Filet
- ✔ Top Sirloin Kabob
- ✔ Top Sirloin Steak, Boneless, Center Cut

*All cuts are USDA select grade.

To learn more about the American Heart Association® Food Certification Program, please visit www.BeefRetail.org.