National Cattlemen’s Beef Association (NCBA) Initiates Young Beef Leader Program

By Stephanie Licht, NCA Executive Director

Both Nevada Cattlemen’s Association (NCA) and the National Cattlemen’s Beef Association (NCBA) are recognizing and placing a high degree of importance in focusing efforts to interest and recruit “Young Cattlemen” both in belonging to and taking active roles in our beef industry organizations.

Caterpillar sponsored an NCBA Young Beef Leader Roundtable Feb. 5 attended by representatives from 36 state and breed affiliate organizations as a state sharing forum and discussion of what the new program might include and how it would be conducted. From that meeting representatives from seven NCBA regions were elected to serve on a Steering Committee for the new program.

Amber Miller represented Nevada Cattlemen’s Association (Region VI) at the YBL Roundtable and was elected by her regional peer participants to also serve on the resultant Steering Committee. The first YBL Steering Committee meeting will be April 23-24, 2015 in the NCBA Denver Offices to establish the future direction of the program and develop a plan of work.

The NCBA Young Beef Leader program will place particular attention on creating a strong state/national partnership, with NCBA state and breed affiliates playing a key role both in guiding the new program and in developing young leaders now and in the future. Funding and staff support from NCBA will make additional state initiatives possible. For more information about the program please contact Sara Arp, sarp@beef.org, PH (303) 850-3389 | C (303) 345-7997.

Introducing NCBA Region VI “Young Beef Leader” – Amber Miller

By Stephanie Licht, NCA Executive Director

Fifth generation rancher Amber Miller grew up on the family’s cow/calf and dairy operation in Clark, Colorado where they also produced hay and oats. Following her Grandfather’s death the ranch was sold and Amber’s family moved to Elko, Nevada where she attended High School.

Amber then attended the University of Utah graduating with a degree in Health, Exercise and Sports Science.

Degree in hand Amber returned to Elko and married Travis Miller, an eighth generation rancher, and the couple settled down in Lee, Nevada on the Gund Ranch where Travis was raised. Gund Ranch operates a cow/calf operation with 500 head of mother cows, 50 head of Plains Buffalo and also raises 1,000 acres of meadow hay annually for which Travis and Amber are responsible. The couple has two children, Tanner and Holland.

Travis and Amber are active members of the Nevada Cattlemen’s Association, serving as Co-Chairs of the NCA Membership Committee, while Travis also serves as Chair of the Young Cattlemen’s Committee. Additional involvement for the couple includes membership in the Western Bison Association, several capacities of service in their Church, cheering Tanner and Holland on in their many activities, and involvement in various other local community groups. Additionally Amber enjoys the ranch wife life, cooking, pistol shooting and teaching the kids at home.

After returning from the National Cattlemen’s San Antonio Convention, Amber was chosen through the Nevada Cattlemen’s Executive Committee application process to serve as Nevada’s representative to the 2015 NCBA Young Cattlemen’s Conference (YCC) and Tour. Newmont Mining Corporation is partnering with Nevada Cattlemen’s Association in sponsoring Amber’s attendance in the program which runs from May 27 to June 4, 2015.

This prestigious national Young Cattlemen’s annual event has proven to be an effective vehicle in identifying and developing potential industry leaders. The primary YCC objective is to cultivate leadership qualities in young cattlemen and women and expose them to all aspects of the beef industry. The tour helps reinforce and increase understanding of all areas of the beef industry ranging from industry structure to issues management, from production research to marketing, and includes several days in Washington D C meeting with Congressional representatives. For an individual to participate in the YCC, he or she must be nominated by one of NCBA’s affiliate members, be between the ages of 25 to 50 and be an NCBA member.

Over 1,200 cattlemen and women have graduated from the Young Cattlemen’s Conference & Tour program since its inception in 1980. Many YCC alumni participate in committees and councils and even more serve on boards of directors. Several presidents and officers of NCBA and predecessor organizations have also participated in YCC. This program will continue to be a foundation of leadership training efforts within the cattle industry. For more details and a complete Tour Itinerary please visit http://www.beefusa.org/youngcattlemensconference.aspx.
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

nsbank.com | 55 years in Nevada

*Loans subject to credit approval, restrictions apply.

NEVADA STATE BANK
THE DOOR TO YOUR FUTURE

EQUAL HOUSING LENDER | MEMBER FDIC
Beef Quality Assurance

Production of today’s 21st Century hamburger has evolved tremendously since the 1800’s. Back then lonesome cowboys sang, “Git along little doggies,” and longhorns ate their way from Texas across oceans of prairies to the Kansas rail yards to fulfill a destiny in the finest New York restaurants.

Today’s modern beef production begins with cow-calf producers, and continues through several other steps. Today’s consumers want not only a high quality beef product, but they want to be sure the animals have been well treated all along the way. This is exactly the underlying purpose of BEEF QUALITY ASSURANCE (BQA) training which assists achievement of industry goals for providing a safe and wholesome product to meet today’s consumer demands.

In March Nevada Beef Council Chair, Lucy Rechel, provided a BQA Certification Course in conjunction with the Snyder Livestock Company, Inc., BULLS FOR THE 21st CENTURY Sale. Lucy’s Workshop drew 39 participants from across Arizona, California, Nevada, and Oregon. Each attendee completed the BQA Course and passed the test for LEVEL-ONE AWARENESS, and each was awarded a BQA Certificate in either English or Spanish recognizing their accomplishment.

Nevada Cattlemen’s Association not only encourages producer participation but is proud of our BQA Certificate Holders as well as sincerely appreciative of the time and effort students invested to become BQA Certified. We hope the participants will continue working toward completion of the other BQA Certification Levels.

As President of the Nevada Cattlemen’s Association I want to personally thank these 39 applicants for joining the ranks of Nevada BQA Certificate Holders. We look forward to your continued success.

Sincerely,
Ron Torell, President
Nevada Cattlemen’s Association

Nevada Cattlemen’s Association Executive Director Position

The Nevada Cattlemen’s Association (NCA) is currently accepting applications for the position of Executive Director for their dues-based membership organization. Candidates should be self-starters, motivated with knowledge, interest and background in the livestock industry. Candidates should be advanced planners proficient with computers and must have excellent verbal and written communication skills. Important aspects of the job include: budget development, event planning, membership recruitment, monthly publications, website maintenance, manage a two employee office, liaison between other associations, state and federal agencies, policy development and membership support. The position requires extensive travel in and out of state. The successful candidate should have strong interpersonal skills and be able to represent NCA at the local, state, and national levels. The salaried position is based in Elko with pay commensurate with experience and skill level. NCA is a not-for-profit organization that works to protect the future of ranching in the state of Nevada with a mission to promote, preserve and protect a dynamic and profitable Nevada beef industry.

Start date: as soon as possible. Applications should be sent to ncapresident@nevadabeef.org or P.O. Box 310, Elko, Nevada 89803. For additional information contact the NCA president Ron Torell at 775-385-7665 or NCA president elect Dave Stix Jr. 775-741-7849. Deadline for applications is June 1, 2015. Please visit our web page www.nevadacattlemen.org for an overview of our association.

SAGE SIGNALS April 2015 • 3

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between February 24, and March 23, 2015.

(New members are in bold.)

- Travis & Susan Agee
- Casey & Carissa Bieroth
- Kevin Brown
- Burge Ranch/Five Fingers Grazing, Pete Ferraro
- Flat Creek Ranch, Kirk Mader
- Jared Card Hay & Jared Card Trucking, Jared Card
- Gold Spring Angus Ranch, Leland & Kathy Schneider & Sons
- Johnson Livestock, Buck & Janet Johnson
- Kennedy Ranches, Susan Kennedy
- Lucky U Performance Horses, Jake Uhlmann
- Todd & Ally Scerine
- Total Scale Service
- University of Nevada Coop. Extension, Mark Walker
- Valinda Hinkey, Crooked Leg Ranch
- Guillermo Huerta, Snyder Livestock Co., Inc.
- Fred Jorgensen
- James G. Kent, J & S Land & Cattle, LLC
- Jason Kent, J & S Land & Cattle, LLC
- Shelly Kent, J & S Land & Cattle, LLC
- Bunee B. Lane, Glenn Lane Ranch
- Gary Lane, Glenn Lane Ranch
- Nat Lommori
- Rosealee Reiman, Willow Stay Ranch
- Linda Richey, Bar LR Angus
- Robin Richey, Bar LR Angus
- Zach Salvestro, Hart Cattle Co.
- Lindsey Stockton, Snyder Livestock Co., Inc.
- Angela Thresher, UC Davis
- Ollavo Tinoco, UC Davis
- John Toledo, Tri-T Farms
- Amelia Tower, Flint Hills Corp.
- Juliana VanSickle Cain, Wild West Angus
- E. Margarita Aguilar, Snyder Livestock Co., Inc.
- Bill Airola, DVM, Airola Cattle Co.
- Deloris Airola, Airola Cattle Co.
- Joshua Amador, Amador Angus
- Dan Bell, Bell Ranch
- Theresa Bell, Bell Ranch
- Dan Byrd, Byrd Cattle Company
- Mitch Cain, Wild West Angus
- Eddie Costa, Sunshine Farms
- Casey Dykier, UC Davis
- Tom Easterly, Easterly Romanov Ranch
- Edgar Candelario Encanacion, Snyder Livestock Co., Inc.
- Emily Fulstone, R. N. Fulstone
- Danny Garone, Garone Ranch
- Fred Garone, Garone Ranch
- Kris Gudel, Gudel Cattle Company
- Juan Pablo Hernandez, Snyder Livestock Co., Inc.
- Roberto Hernandez Ayala, Snyder Livestock Co., Inc.
- Oscar Hernandez-Gomez, Snyder Livestock Co., Inc.
- Luis Eduardo Herrera, Snyder Livestock Co., Inc.
- David Hinkey, Crooked Leg Ranch
FASCINATING may be the best adjective to describe how a mere 2% of the population in the United States is responsible for producing the bulk of our nation’s food supply. For the most part it is because of this incredible food supply that U.S. citizens have become somewhat accustomed to the abundance of high quality, safe and wholesome foods. Grocery bills today make up less than 10% of the average U.S. household’s disposable income, far less than what is spent in other parts of the world. It’s been documented that many Americans will spend more on taxes in 2015 than they will collectively on food, clothing and housing. This is unlike generations gone by.

Grocery bills during the Great Depression represented over 30% of disposable income. Yester-year citizens had a real appreciation for food and fiber production during that time of food shortage. Finding half a worm in one’s apple was commonplace prior to the application of tested and proven-safe pesticides. The only fruits and vegetables available during the winter months in the northern states were canned or frozen. Milk and eggs were produced and consumed on the farm or marketed locally without any of the USDA safety inspections that exist today. Meat was raised and consumed at the ranch level or marketed in entirety through the local butcher shop as swinging quartered beef.

Today we drive to the local grocery store on an as-needed basis for these essentials. Our purchased food products come with a guaranteed fresh “sell by” date and an USDA food inspection stamp indicating the safety of the product as it traveled through the production chain. We purchase fresh fruits and vegetables in the middle of the winter and often complain how they are not quite as tasty as they were during the summer months. The United States today has the most plentiful, safe and wholesome food supply in the world. This can be attributed to the advanced and sustainable farming and ranching technologies utilized by our agriculture community today along with the progression of transportation infrastructure and innovative processing and packaging methods. These practices are environmentally friendly and sustainable.

A huge amount of credit for our country’s food supply must be given to each segment of agriculture and the people they employ including the farmers, ranchers, stocker and feedlot operators, packing industry and retailers. It is estimated that only $0.16 of every dollar spent by the consumer on food in 2015 will go to the farmer. The other $0.84 goes to these other segments of our industry. Farmers and ranchers are part of a team. This team forms an entire food chain. This food chain takes our product, BEEF, from the farm to the plate. The $0.84 pays for the diesel, truck and driver to move agriculture commodities from one ranch to the next segment of the industry, then on to the next and the next, until it reaches the retailer who presents it to the consumer.

As an example, light-weight Nevada calves shipped from our ranch in December often travel to California grass for the winter. In May they are shipped back to Nevada grass as a seven-weight stocker. By August a nine-weight animal travels to the feedlot, then to the processor, on to the breaking plant, ending at the retail store. Along these various segments of the food chain (of which cow-calf producers are the very first link) a tremendous amount of money and energy is spent in an effort to get a safe and wholesome product to the consumer in a timely manner.

Imagine for a minute the businesses and people that are reliant upon our product, BEEF, to make a living...grain and hay farmers, landowners who sell grass, veterinarians, pharmaceutical companies, video auctions, truck drivers, satellite and databases to track shipments, forklift operators, butchers, meat counters at the grocery store, restaurant chefs, servers...the list goes on and on. My point is that as beef producers we cannot lose sight that we are the very first link in a food chain that is very complex yet efficient.

We are the envy of the world when it comes to our food supply and the infrastructure we employ to move BEEF through the production chain. In reality the U.S. is a bread basket of safe and wholesome food of all kinds. Nowhere else in the world can the citizens of that country eat for 10% of their disposable income and eat well, confident it is wholesome, safe and healthy. We even have product left over to make energy such as corn for ethanol.

For the Nevada Beef industry the story does not end here. What I find most fascinating is that the very first link of this food chain, the cow-calf segment, produces that initial calf utilizing a renewable natural resource: Grass. We produce this calf in an environmentally friendly manner that is sustainable and contributes in a big way to local and rural communities of the driest state in the nation. I know of no other method to harvest this renewable natural resource from our rugged rangelands than by utilizing grazing ruminants. The alternative is a range fire.

One final personal note of fulfillment for me and my wife related to our business as seed stock producers and custom artificial insemination. Like so many of you, we are the first step in the first link of this food chain. For every cow we artificially inseminate and with every bull we sell to our customer, we are contributing in a big way to our nation’s food supply. Our chosen profession makes us the very first step in the very first link of this fascinating food chain. Proven genetics influences all segments of our industry through improved efficiency. We provide those superior genetics to our customers and ultimately to the consumer. I am sure you will agree, beef production is a fascinating industry and it is rewarding to play a role in it.

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.
The American public has the potential for having the highest quality of life in the world. A major reason for this is due to the Green Revolution that began in the 1950's which involved the introduction of genetically superior, disease-resistant cultivated crops, mass production and use of petroleum-based fertilizers and chemical pesticides, expanded irrigation, and the development of crop rotation. The Green Revolution reshaped the U.S. into a dense urban society. At present it is estimated that a mere 2% of the U.S. population feeds the nation and the average age of that 2% is over 55. As a result, the average American does not experience hunger and spends less than 9% of their total disposable income on food. Many American consumers have become complacent and take it for granted that food will always be plentiful at a low cost. The question becomes: Is U.S. agriculture capable of meeting future needs?

The United Nation’s Food and Agriculture Organization recently stated that in just 40 years global food production must double. This doubling of food production is necessary in order to head off mass global hunger and feed the projected global population of nine billion by 2050. There is a general consensus that agriculture has the capability to meet the food needs of 8–10 billion people but there is little agreement on how this can be achieved by sustainable means. Sustainability implies that high yields can be maintained through agricultural practices that have acceptable environmental impacts.

Hindering our ability to feed the world in 2050 and beyond are the efforts of well-intended, public-funded special interest and radical environmental groups. These groups continue to push for unrealistic legislation that hinders agriculture’s ability to produce food and fiber in a supposedly environmentally friendly and sustainable manner. Much of this unrealistic legislation has been successful primarily because many of our county, state and national politicians are far removed from agriculture as are the population base they represent. The tsunami that agriculture is facing threatens our ability to feed the world and meet those projected 2050 needs.

About half of the world’s land surface is suitable for rangeland only and not for growing food crops. More than two-thirds of land used for grazing in the United States is not suitable for raising crops. Rangelands do produce significant quantities of grasses, shrubs and forbs that only livestock can utilize. Livestock contributes 40% of the global value of agricultural production and supports the livelihoods and food security of almost 1 billion people. Globally, livestock contributes 15% of total food energy and 25% of dietary protein. Well-managed grazing of rangelands, grasslands, and pastures is the most sustainable form of agriculture known.

Nevada, one of the driest and least populated states in the nation, supports a livestock industry that is very dependent on the state’s 87% public-owned land. In addition to livestock grazing, other multiple uses include recreation, mining and wildlife. Additionally, Nevada rangelands may play a significant role in meeting the nation’s energy needs through wind and solar energy generation. All of these tangible and intangible goods and services are important to the economic and social well being of the residents of Nevada.

How can agriculture feed the growing food supply needs? How much longer can society disregard the fundamental importance of our agriculture industry? When will it change? This situation may only change after hunger pains are experienced by the general public similar to what occurred during the Great Depression of the 1930’s. As long as the bulk of our population has access to a cheap, reliable and quality food source, along with financially supporting radical anti-agriculture interests, we will continue to see erosion of our agriculture base and our ability to feed the world.

Agriculturists have one more job to do that has not been necessary in the past. Because of the general public’s huge disconnect to the land and agriculture, it is up to each and every agriculturist to educate the public about environmentally sound food and fiber production practices. We must reinforce the safety, wholesomeness and importance of our domestically produced food supply. We must defend only the production practices that are environmentally sound and not excuse those practices and producers who do not subscribe to these production methods. We must also listen to our detractors and consider that possibly they are not entirely wrong. We must not assume we are always right and consider that other people may have something to contribute in reaching long term agricultural sustainability.

As a consumer, before you criticize agriculture, consider your full stomach and comfortable lifestyle. Keep in mind that production agriculture is greatly responsible for the pleasures of life we all have grown accustomed to enjoying. As agriculturists, it is our responsibility for making a constructive and convincing argument to those who disagree with the issues. It is our hope that through this letter to the editor that your eyes may have been opened as to the past and future of agriculture production in the great nation of the United States of America on this Earth day 2015 as we prepare for Earth Day 2050.

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.
Great Basin College AGGIES – 10th Annual Dinner!

Saturday, April 18, 2015 – Social Hour 6:30pm, Dinner 7:00pm, Elko Convention Center will celebrate the 10th Annual GBC Aggies Dinner and Silent Auction; cost is $25 per person.

The evenings highlights include recognition of GBC Agriculture Alumni, draw raffle tickets for half a beef grown locally by Kristin McQueary ($5.00/ticket, 6 tickets for $20.00), and hear from Keynote Speaker Clay McCauley, Executive Vice President of the Nevada Farm Bureau.

Dinner preparation will be a cooperative affair between Ruby Mountain FFA, The Star Restaurant and Winnemucca Farms.

Raffle and dinner tickets are available from Aggies’ adviser Heather Steel at 775-753-2303 or heather.steel@gbcnv.edu, who is also collecting items for the silent auction.

Agribusiness Focus of UNR Conference

New opportunities will be the spotlight for Agricultural/ Agri-Business issues which include discussions of unmanned aerial vehicle (drone) use on farms and ranches, economic benefits of craft distilleries, viticulture and enology (wine), “green” technologies for energy and high value chemical production and drought planning for agriculture, among other topics.

Expectations are 500 of the region’s leaders will be on hand to examine Nevada’s agriculture related to its economic path. Additionally an offsite tour will feature aspects of Nevada’s Agriculture Industry including the Desert Farming Initiative, USA Foods, and Renown Hospital.

The May 19-21 Conference to be held in the Joe Crowley Student Union on the UNR campus is a joint project of the College of Business at UNR, the Western Nevada Development District, and USDA Rural Development. April 30 is the cutoff for Early Bird registration at $125, after which the fee will be $150 which includes Registration, the conference fee and lunches for Wed. and Thurs. which feature special programs.

For more information contact Sheryl Gonzales, sgonzales@wndd.org, 775-883-7333 ext. 2000, or register on-line at www.wndd.org.

Shoesole Summer Resource Tour

June 10-11, 2015

From Kent McAdoo, Natural Resource Specialist, UNCE

Shoesole Resource Management Group & Sustainable Alliance of Northern Elko County (SANE) Members met and have tentatively scheduled a summer tour for June 10-11.

Tour of one of the Shoesole ranches would take place on the 10th, then the event would continue with a Joint Meeting of members of the Sustainable Alliance of Northern Elko County (SANE) on the 11th.

Although schedule details are pending, interested participants are asked to please save the dates for the June event which is usually very productive and provides a really enjoyable time!

For additional information please contact Kent McAdoo, 775-738-1251 or 775-340-3099 mcadook@unce.unr.edu.
Upcoming Sales

Thursday, April 30th
Cottonwood, CA
Catalog Deadline: April 15th

Thursday, May 21st
Cottonwood, CA
Catalog Deadline: May 6th

Watch & Listen to the Sale on the Web at:

WVMcattle.com

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

Brad Peek
(916) 802-7335

Gary Nolan
Elko, NV
(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!
Precipitation Monitoring to Accurately Depict Drought Conditions on your Allotment

Charlie Clements, USDA ARS; John McLain, Resource Concepts Inc.

Nevada public lands permittees have recently been subjected to sometimes onerous and costly decisions being imposed on livestock turn out as a result of Nevada BLM drought policies, and agency use of broad scale precipitation data generated across a wide expanse of the state. Use of this information, while of value at the landscape level, does little to provide basin by basin precipitation as may actually occur in a given year. Variable, and sporadic storm events across the state can leave measureable precipitation in one mountain or basin area, while completely avoiding adjoining or nearby areas. Every bit of measureable precipitation can influence plant growth and help to counter perceived drought by BLM as denoted in the landscape scale maps. This in turn can influence if, when, and how proposed grazing limitations might be imposed. Establishing portable precipitation stations on your allotment is not a time consuming, nor high cost process, but clearly one that should be high on every permittees list of priorities. While it may not help to defend growing conditions on your allotment due to drought and no measurable precipitation, it will very likely provide the defense you need on another year as a result of storm events that are accurately recorded to support range conditions for a more reasonable turnout. The following is a simple means of establishing precipitation monitoring stations on your allotment(s) and the kind of easy to use equipment you should consider:

The Great Basin rangelands Research Unit of the U.S. Department of Agriculture, Agricultural Research Service has been reading numerous precipitation gauges throughout the Great Basin for more than three decades. State climatologists, land owners and researchers have obtained data from this long-term monitoring effort. The construction and application of using these precipitation gauges is quite inexpensive. The proto-type, 26” circular base, 8” width x 13” height cylinder can be constructed at the local sheet metal shop for about $36 or possibly even constructed in your shop for less. The sheet metal gauge is dependent on the weight that you prefer which can aid in keeping the precipitation gauge in place during very windy conditions. They do not have to be all that heavy as they lay on the ground and we do not typically experience that problem. The precipitation gauge can be read at whatever interval the user prefers. At ARS we read our precipitation gauges monthly (1st of the month give or take a couple of days), or in some cases quarterly do to distance from field office. You simply add in oil (300 mL) in summer months and for winter months oil (200 mL) and anti-freeze (300 mL). At each monitoring date you empty the precipitation gauge into a graduated cylinder (we use 1000 mL), subtract the oil and/or anti-freeze amount and divide by 826 and you have your precipitation for that time period in inches (see table). Empty and discard oil and anti-freeze into a disposable container and add new oil and anti-freeze. In the early 1990s a permittee in northern Nevada was experience difficulties with some resource managers regarding plant growth. The resource managers assumed the habitat had experienced a certain amount of favorable precipitation, our precipitation gauge actually pointed out that the specific area they were commenting on did not receive favorable precipitation. Just recently another permittee was kept off of an allotment due to drought maps, yet spring precipitation recorded in the precipitation gauges in the area revealed a different story as did the excellent plant growth that had taken place. Precipitation gauges are excellent tools to better understand the variation in precipitation across a small area, over a landscape and allotment as well as provide an incentive to accurately record this data and further understand the true meaning of favorable precipitation. The table below will help to determine the proper factor to use based on the diameter of the cylinder opening.

Table 1. Divide total (mL) by the factor based on container opening diameter (inches) to get inches of rain. Based on the formula (mL/16.4297) / (0.785 x diameter2) = rain inches.

<table>
<thead>
<tr>
<th>Dia. &quot;</th>
<th>5</th>
<th>5.5</th>
<th>6</th>
<th>6.5</th>
<th>7</th>
<th>7.5</th>
<th>8</th>
<th>8.5</th>
<th>9</th>
<th>9.5</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>factor</td>
<td>322.44</td>
<td>390.15</td>
<td>464.31</td>
<td>544.92</td>
<td>631.97</td>
<td>725.48</td>
<td>825.43</td>
<td>931.84</td>
<td>1044.69</td>
<td>1163.99</td>
<td>1289.74</td>
</tr>
</tbody>
</table>

Photo 1: Portable precipitation gauge with ruler and beaker utilized by USDA ARS to measure precipitation on rangelands.

Photo 2: Portable precipitation gauge with anti-freeze and motor oil utilized with appropriate mixes to fit seasonal changes. Beaker used to measure mL of fluid.
UNCE Drought Planning Workshops

From Claudine Wharton, UNR/UNCE Reno

University provides information to help Nevada farmers during unpredictable weather to cope with drought

RENO, Nev. – Nevada has experienced six multi-year droughts in the past 90 years. This year, some agricultural communities are facing a second consecutive growing season with no irrigation water at all.

Therefore, UNCE UNR is providing four evening drought workshops in this April and May focusing on current drought and Nevada’s uncertain water supplies - challenges farmers must address with long-term planning. Each class will be tailored to the conditions and rules governing irrigation in the local agricultural community. The cost is $5 and includes all materials and light refreshments at every location. The workshops will be offered at 6 p.m. in four locations:

- April 13, Douglas County Cooperative Extension, 1325 Waterloo Lane, Gardnerville
- April 15, Pershing County Cooperative Extension, 810 Sixth St., Lovelock
- April 29, Churchill County Extension Office, 111 Sheckler Road, Fallon
- May 13, Lyon County Cooperative Extension, 504 S. Main St., Yerington

For more information, contact John Cobourn, 775-336-0244. To register for the drought workshops, go to the Living With Drought website, www.livingwithdrought.com by going to the Events section of the website.

Persons in need of special accommodations or assistance should call at least three days prior to the scheduled event.

Mike Buschelman, a water rights surveyor and consultant will be featured explaining provisions that allow water rights owners to use flexibility that might be helpful in low-water years. Local water delivery system reps (Water Master or Irrigation District) will also attend each class. Workshops will include discussion of changes that agricultural producers can consider to increase their resiliency to drought, for example thinking about how to plan for a gradual conversion to alternative crops that use less water. 🍃

Improve Your Odds—Prepare for Wildfire!

From Sonya Sistare, Co-Manager & Marketing Coordinator “Living With Fire” Program, UNCE Reno

University of Nevada Cooperative Extension is once again coordinating the collaborative efforts of your federal, state and local fire services, public safety, Nevada Cattlemen’s Association and community organizations to celebrate Nevada Wildfire Awareness Month throughout May. With the message of “Improve Your Odds—Prepare for Wildfire!” we want to stress that with advance preparation, their home’s ability to survive a wildfire can be greatly improved and families can evacuate safely ahead of damaging and deadly wildfires.

Working together to create Fire Adapted Communities in both urban and rural areas, we can provide suggestions, guidance and tips to prepare yourselves before the hot, dry days of summer arrive. Find more information regarding special events, such as fun runs, community gatherings and educational opportunities throughout the month of May on our calendar at www.LivingWithFire.info. For help organizing an event in your area, contact Sonya Sistare at 775-336-0271. 🍃

Learn how at LivingWithFire.info

Thank you to the Nevada Cattlemen’s Association for sponsoring this ad in cooperation with University of Nevada Cooperative Extension, an EEO/AA institution.
Pesticide Certification; Weed ID Workshops — April 29-30

From Kent McAdoo, Natural Resource Specialist, UNCE

Pesticide Applicator Certification School & Licensee Workshop and Weed Identification & Management

Presented by University of Nevada Cooperative Extension and Nevada Department of Agriculture at the California Trail Interpretive Center at Hunter Exit, North of I-80, April 29 - 30, 2015

Certification Information: Cost for the certification exam is $50. Please make checks payable to “Nevada Department of Agriculture.” A Nevada Pesticide Applicator Training Guide may be purchased for $15 in advance from University of Nevada Cooperative Extension offices, but supply is limited. The manual is on line at http://www.unce.unr.edu/programs/sites/pesticide/. For questions, call (775) 738-7291.

Licensee Information: All day attendance on April 29th earns 8 Continuing Education Units (CEUs), including 2 in the “laws” category and 6 “general.”

### April 29, Certification School & Licensee Workshop

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUBJECT</th>
<th>PRESENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Overview of Pesticide Certification</td>
<td>Chuck Moses, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Weed Management Basics</td>
<td>Mark Coca, Bureau of Land Management</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Weed Identification &amp; Control</td>
<td>Kent McAdoo, Univ. Nevada Cooperative Extension</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Aquatic Weed Management</td>
<td>Bret Allen, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Revegetating to Compete with Weeds</td>
<td>Kent McAdoo, Univ. Nevada Cooperative Extension</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>Worker Protection Standards</td>
<td>Bret Allen, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>Noon</td>
<td>Lunch (on your own)</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Pesticide Laws and Regulations</td>
<td>Chuck Moses, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Pesticide Record-keeping</td>
<td>Bret Allen, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Vertebrate Pest Management</td>
<td>Chuck Moses, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Pesticide Equipment Calibration</td>
<td>Brett Glover, U.S. Forest Service</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Review test materials not covered in training</td>
<td>Bret Allen, Nevada Department of Agriculture</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>Adjourn</td>
<td></td>
</tr>
</tbody>
</table>

### April 30, Certification Testing: 7:15 a.m. Certification Exam Payments at the Door

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUBJECT</th>
<th>PRESENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-11:00 a.m.</td>
<td>Certification Testing</td>
<td>Chuck Moses, Nevada Department of Agriculture</td>
</tr>
</tbody>
</table>
It's a privilege to be in the Red Angus business and we sincerely appreciate the support of our fellow breeders and customers.

THANKS for Supporting Our Spring 2015 Bull Sale!
**Eye on Nevada Legislature — 78th Session**

The following is the latest information as of 19 March 2015 on bills being watched on behalf of the Nevada Cattlemen’s Association by Lobbyist Neena Laxalt. For detailed information on each of these or other bills in which you may have an interest go to http://www.leg.state.nv.us/Session/78th2015/Reports/ as the starting place to review the 495 Assembly and 514 Senate Bills introduced. April 10 was the deadline for bills to pass out of Committee in the First House, and April 21 is the deadline bills must pass out of the First House.

<table>
<thead>
<tr>
<th>Bill</th>
<th>Description</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB34</td>
<td>Repeals provisions governing certain fire protection districts and fire safety. (BDR 42-369)</td>
<td>Support</td>
</tr>
<tr>
<td>AB77</td>
<td>Makes various changes relating to the regulation of agriculture. (BDR 49-346)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB78</td>
<td>Makes various changes relating to wildlife. (BDR 45-362)</td>
<td>Support</td>
</tr>
<tr>
<td>AB79</td>
<td>Revises provisions relating to agriculture. (BDR 50-345) (NDA Omnibus Bill)</td>
<td>Support</td>
</tr>
<tr>
<td>AB82</td>
<td>Makes various changes relating to wildlife. (BDR 45-365)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB119</td>
<td>Revises provisions governing the practice of veterinary medicine. (BDR 54-247) (with Amendment)</td>
<td>Neutral</td>
</tr>
<tr>
<td>AB142</td>
<td>Revises provisions governing the administration and enforcement of wildlife laws. (BDR 45-402)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB163</td>
<td>Provides for the creation of rangeland fire protection associations. (BDR 42-43)</td>
<td>Support</td>
</tr>
<tr>
<td>AB198</td>
<td>Requires the Legislative Committee on Public Lands to conduct a study concerning water conservation and alternative sources of water for Nevada communities. (BDR S-805)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB202</td>
<td>Makes various changes relating to the acquisition of land by a county. (BDR 20-570)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB217</td>
<td>Revises provisions governing off-highway vehicles. (BDR 43-994) (With I time tag)</td>
<td>Support</td>
</tr>
<tr>
<td>AB271</td>
<td>Enacts provisions relating to equine dentistry. (BDR 54-1128)</td>
<td>Oppose</td>
</tr>
<tr>
<td>AB315</td>
<td>Revises provisions relating to persons convicted of certain violations of law concerning cruelty to animals. (BDR S-523)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB333</td>
<td>Provides for the consolidation of certain fire protection districts in certain counties. (BDR 42-650)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB335</td>
<td>Revises provisions governing trapping of wildlife. (BDR 45-31)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB338</td>
<td>Revises provisions governing wildlife. (BDR 45-26)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AB347</td>
<td>Revises provisions relating to domestic wells. (BDR 48-253)</td>
<td>Monitor</td>
</tr>
<tr>
<td>AJR2</td>
<td>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. (BDR R-33)</td>
<td>Support</td>
</tr>
<tr>
<td>SB4</td>
<td>Provides exemptions from certain registration requirements for the trapping of wild mammals on private property. (BDR 45-89)</td>
<td>Support</td>
</tr>
<tr>
<td>SB43</td>
<td>Revises provisions governing certain safety requirements for driving across railroad tracks. (BDR 43-378)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB45</td>
<td>Revises provisions governing the distribution of grants of money by the State Conservation Commission to conservation districts. (BDR 49-361)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB59</td>
<td>Revises provisions relating to the state business portal. (BDR 7-448)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB65</td>
<td>Revises provisions relating to the use of water. (BDR 48-366) (As Introduced)</td>
<td>Oppose</td>
</tr>
<tr>
<td>SB66</td>
<td>Revises provisions governing local governmental agreements for the development of land. (BDR 22-422)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB81</td>
<td>Revises provisions relating to the management and appropriation of water. (BDR 48-367)</td>
<td>Support</td>
</tr>
<tr>
<td>SB89</td>
<td>Revises provisions regarding expenditures from the Fund for Cleaning Up Discharges of Petroleum. (BDR S-170)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB102</td>
<td>Provides for the creation of rangeland fire protection associations. (BDR 42-484)</td>
<td>Support</td>
</tr>
<tr>
<td>SB129</td>
<td>Limits civil liability of certain persons for injuries or death resulting from certain equine activities. (BDR 3-611)</td>
<td>Support</td>
</tr>
<tr>
<td>SB130</td>
<td>Converts the Department of Wildlife into the Division of Wildlife of the State Department of Conservation and Natural Resources. (BDR 45-613)</td>
<td>Neutral</td>
</tr>
<tr>
<td>SB155</td>
<td>Revises provisions relating to farm vehicles and implements of husbandry. (BDR 32-707)</td>
<td>Support</td>
</tr>
<tr>
<td>SB160</td>
<td>Enacts provisions governing the liability of owners, lessees or occupants of any premises for injuries to trespassers. (BDR 3-919)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB163</td>
<td>Creates the Advisory Council on Nevada Wildlife Conservation and Education. (BDR 45-616)</td>
<td>Neutral</td>
</tr>
<tr>
<td>SB202</td>
<td>Revises provisions relating to hydraulic fracturing in this State. (BDR 46-438)</td>
<td>Neutral</td>
</tr>
<tr>
<td>SB235</td>
<td>Revises provisions relating to wildlife. (BDR 45-612)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB252</td>
<td>Revises provisions governing the state business license fee. (BDR 32-1185)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB271</td>
<td>Revises provisions relating to the Virgin Valley Water District. (BDR S-730)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB277</td>
<td>Enacts the Nevada Environmental Policy Act. (BDR 40-439)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB278</td>
<td>Revises provisions concerning an application for the registration of an off-highway vehicle. (BDR 43-92)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB311</td>
<td>Revises provisions relating to irrigation districts. (BDR 48-831)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SB367</td>
<td>Revises provisions relating to wild horses and burros. (BDR 50-681)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SJR1</td>
<td>Urges Congress to enact legislation transferring title to certain public lands to the State of Nevada in accordance with the report prepared by the Nevada Land Management Task Force. (BDR R-451)</td>
<td>Support</td>
</tr>
<tr>
<td>SJR2</td>
<td>Urges Congress to require the sharing of federal receipts from commercial activity on certain public lands with the State of Nevada and its counties. (BDR R-452)</td>
<td>Support</td>
</tr>
<tr>
<td>SJR5</td>
<td>Expresses support for 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.</td>
<td>Support</td>
</tr>
<tr>
<td>SJR8</td>
<td>Amends the Nevada Constitution to increase the minimum wage per hour worked. (BDR C-425)</td>
<td>Neutral</td>
</tr>
<tr>
<td>SJR10</td>
<td>Requests the National Research Council of the National Academy of Sciences to conduct an independent scientific and economic analysis of the management of the Colorado River. (BDR R-70)</td>
<td>Monitor</td>
</tr>
<tr>
<td>SJR11</td>
<td>Proposes to amend the Nevada Constitution to preserve the right to hunt, trap and fish in this State. (BDR C-1001)</td>
<td>Monitor</td>
</tr>
</tbody>
</table>
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)

Open Book on Equal Access to Justice Act (H.R. 384)

The Judgment Fund Transparency Act of 2015 (S.350)
Requires a public accounting of the taxpayer funds distributed to litigants who bring successful claims against the federal government. NCBA urges a YES vote. Key sponsor: Sen. Deb Fischer (R-Neb.), Sen. Cory Gardner (R-Colo.)

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.)
NCBA “#BeefsOnMyPlate” Picture Campaign Kicks Off

WASHINGTON (April 6, 2015) – Since the most recent Dietary Guidelines Advisory Committee’s report has confusing nutritional messages by leaving lean meat out of healthy dietary pattern, contrary to their own nutritional evidence, NCBA has come up with a plan whereby participants can post their own pictures of how beef fits on your plate using #BeefsOnMyPlate.

Registered dietitian/nutritional scientist Shalene McNeill states, “We know beef fits into wide a range of healthy diets because of its versatility...a lot of sound evidence shows lean beef consumption contributes zinc, iron, protein and B-vitamins, which helps keep you satisfied, helps manage your weight, and can fuel a healthy and active lifestyle.”

Additionally, lean beef is a calorie saver. At about 150 calories per 3-oz serving, lean beef provides about the same amount of protein as three servings (1½ cups) of cooked black beans that have 341 calories.

NCBA President Philip Ellis, a Wyoming rancher, said using the #BeefsOnMyPlate picture campaign is a great way to show how beef fits a healthy, calorie-conscious diet combating the Advisory Committee’s plan to leave lean beef as just a footnote in their guidelines.

“It’s unfortunate that the Advisory Committee failed to review all the science that undoubtedly shows the value of lean meat in the healthy diet,” said Ellis. “But the Secretaries [of USDA and HHS] have the opportunity to pick up where the Committee fell short and finish the scientific review of red meat’s role in a healthy diet to re-instate the 2010 Dietary Guidelines recommendation on lean meat. Let’s post our pictures and show them a variety of healthy diets that include lean beef.”

In an effort to provide additional scientific evidence to support the inclusion of “lean meat” in the final guidelines, The Beef Checkoff has submitted two sets of comments to the federal government thus far. They are comment ID 3940 and 4661. The public comment period ends on May 8, 2015. Please contact Shalene McNeill at smcneill@beef.org or 830-569-0046 for more information.

Senate Passes Death Tax Amendment

WASHINGTON (Mar. 26, 2015) NCBA hails the passage of South Dakota Senator John Thune’s amendment to the Fiscal Year 2016 budget resolution to create a deficit neutral reserve fund to eliminate the death tax. Following the vote, Sen. Thune issued the following statement:

“Senate Republican’s budget is a framework for more efficient, effective, and accountable government, which is why it was so important that we take steps to eliminate barriers to small business survival and growth by passing this important amendment that will help to repeal the death tax. Imposing a tax rate as high as 40 percent on savings is not just bad for the economy, it’s unfair to families that have saved and built job-creating small businesses in their local communities. I’m pleased the Senate acted today in favor of this common-sense amendment, and hope we can continue promoting policies that give farmers, ranchers, and family business owners peace of mind of knowing that they no longer have to spend substantial sums on planning to minimize their death tax liability.”

Today, Senator John Thune (R-S.D.) held a bipartisan, bicameral press conference with Senator Chuck Grassley (R-Iowa) and Representatives Kevin Brady (R-Texas) and Sanford Bishop (D-Ga.) calling on Congress to permanently repeal the death tax.

Senator Thune’s press conference highlighted his introduction of the “Death Tax Repeal Act of 2015” and featured Todd Wilkinson, co-owner of Redstone Feeders, president of the South Dakota Cattlemen’s Association and NCBA member.

Wilkinson spoke about the impact the death tax would have on his family’s operation and the expense they have undertaken to prepare. Wilkinson’s testimony is available for download at https://thune.app.box.com/s/ewwo5ahrhznm6jywzjph8takno7ep.

Representative Brady introduced similar legislation in the House, which passed the House Ways and Means Committee Wednesday by a 22-10 vote. Committee passage came after a subcommittee hearing on the topic where NCBA member and seventh-generation Texas cattleman Booby McKnight on how the death tax affects cattle producers. (Can be read here: http://www.beefusa.org/newsreleases1.aspx?NewsID=4806.)

Senator Thune also introduced an amendment to the Senate’s Fiscal Year 2016 Budget Resolution to create a deficit neutral reserve fund to eliminate the federal estate tax, or death tax. The Senate is expected to vote on Thune’s amendment later today.

Under current law, the death tax imposes a tax rate as high as 40% on family businesses, farms, and ranches, hurting economic growth by discouraging savings and small business development. Many studies, including from the Joint Economic Committee, indicate that ending the estate tax would actually increase overall federal tax revenue by encouraged more investment. And according to a study by former CBO Director Douglas Holtz-Eakin, repealing the death tax would create 1.5 million additional small business jobs and would shave almost a percentage point off the unemployment rate. (To see full Joint Economic Committee report: http://www.jec.senate.gov/republicans/public/?a=Files.Serve&File_id=b9424c1-8897-4dbd-b14c-a17c9c5380a3.)

#BeefsOnMyPlate
NCBA Update On “Dietary Guidelines”

WASHINGTON (Mar. 25, 2015) – The Departments of Health and Human Services and Agriculture hosted a meeting for public comments on the Dietary Guidelines Advisory Committee’s report released in February. The recommendations in the report, made by government-appointed nutrition scientists, fail to fully recognize the nutritional benefits of lean beef and conclude by advising Americans to eat less meat.

Nutrition Scientist and Registered Dietitian with the National Cattlemen’s Beef Association, Shalene McNeill, said the Advisory Committee’s recommendation to exclude lean meat from a healthy dietary pattern is a historic move that ignores decades of nutrition science and all previous editions of the Dietary Guidelines. While the Committee defends the report saying lean beef is mentioned in a footnote, the recommendations are contradictory.

“Despite being charged with examining new evidence, the Committee based its conclusions on outdated, weak evidence from stereotypical dietary patterns,” said McNeill. “Advising people to cut back on their red meat intake has had harmful consequences. As red meat intake has declined, we are consuming more empty calories and obesity rates have steadily increased. History has shown us that sweeping recommendations often get lost in translation and exacerbate obesity and nutrient shortfalls.”

While the recommendations in the report are influential in the development of the 2015 Dietary Guidelines for Americans, Secretaries Burwell and Vilsack have the responsibility to review all the scientific evidence in tandem with the recommendations before developing the guidelines. The public comment period for the report is open now until May 8, 2015.

“It’s time to take a step back and look at the real world application of these recommendations,” said McNeill. “Americans have already moderated their red meat servings, and science reinforces that current consumption is within amounts needed to promote good health, protecting the population from a shortfall of nutrients and providing a satisfying form of nutrition. Rather than cutting back, Americans need to be encouraged to eat lean meat with more vegetables, fruits and whole grains.”

Significant scientific evidence supports lean red meat, like nutrient-rich beef, as part of a healthy diet. NCBA encourages the Secretaries to finish the scientific review of red meat’s role in a healthy diet and re-instate the 2010 Dietary Guidelines recommendation on lean meat. ♦

National Ag Week Recognizes Contribution to Food Supply, Economy

National Ag Week this year was recognized and celebrated Mar. 15-21, with the theme, “Agriculture: Sustaining Future Generations.” The week provides an opportunity to recognize the contribution of agriculture to the nation’s food supply and economy. Ag Week, started in 1973, is sponsored by the Agriculture Council of America (ACA), an organization uniquely composed of leaders in the agriculture, food and fiber communities dedicated to increasing the public awareness of agriculture’s vital role in our society. ♦

Senate Passes ‘Clean Water’ Budget Amendments

WASHINGTON, March 25, 2015) --- The Senate passed a pair of “clean water” amendments to the Republican budget Wednesday.

Ninety-nine senators voted to include an amendment from Sen. Debbie Stabenow (D-Mich.) that would establish a deficit neutral reserve fund, essentially a budgetary placeholder, on “keeping the Federal Water Pollution Control Act focused on protection of water quality.” It also outlines what falls within federal jurisdiction and “create clear and unambiguous exemptions” for the Environmental Protection Agency. ♦

COOL Labeling Critics Warn of Retaliation

WASHINGTON, March 25, 2015) While interested parties await a ruling from the World Trade Organization (WTO) on the U.S. country-of-origin (COOL) labeling rule, lawmakers and industry representatives are already concerned about potential retaliation.

The House Agriculture Committee’s livestock and Foreign Agriculture Subcommittee held a hearing March 25, 2015 on the potential retaliatory measures in response to COOL, and the hearing did not go well for the embattled legislation.

The WTO is expected to rule by May 18 on a U.S. appeal of a WTO compliance panel decision that the COOL regulations place an unnecessary burden on Canadian and Mexican livestock by requiring born, raised, and slaughtered information on labels of beef and pork muscle cuts. The WTO’s rejection of the U.S. appeal -- which most witnesses at today’s hearing are expecting -- would allow Canada and Mexico to move forward with retaliatory tariffs to make up for damages they say they’ve incurred because of COOL. ♦
Items of Interest from NCBA Daily News Watch

Reviewed by Stephanie Licht, Executive Director

April 8, 2015 NCBA “Daily News Briefs”

**Proposed Groundwater Directive A Concern**

A proposed groundwater directive is of concern to ranchers and others who own water rights or hold permits on forest service lands.

According to a summary of the proposal, published in the Federal Register, the National Forest System (NFS) proposes to amend its internal agency directives for watershed and air management to establish direction for management of groundwater resources on NFS lands.

This proposed groundwater directive represents a change in the Forest Service’s national policy on water management as it currently does not have any comprehensive direction for management of groundwater resources on NFS lands.

WLJ spoke with Dustin Van Liew, Executive Director of Public Lands Council (PLC) and National Cattlemen’s Beef Association (NCBA) Director of Federal Lands, who said PLC and NCBA strongly oppose the proposal and have filed extensive comments on why they believed NFS is outside of its regulatory and legal authority to propose such guidance in this directive.

Source: Western Livestock Journal

March 11, 2015 NCBA “Daily News Briefs”

**PAIN? – NO GAIN!**

Fitness gurus are fond of the phrase “no pain, no gain,” but in animal agriculture, the opposite is closer to the truth. Across livestock production, we’ve seen growing acceptance of the relationships between stress, disease and lost performance. We’re also operating in a time when consumer perceptions are evolving rapidly and playing a growing role in how we raise food animals.

Along with those trends, we’re seeing a growing interest in pain mitigation in cattle, particularly in procedures such as dehorning and castration, for improving animal welfare, health and overall performance.

 Veterinarians and producers have faced a challenge though, with a lack of medications labeled for pain relief in cattle in the United States.

Source: DROVERS MAGAZINE

March 18, 2015 NCBA “Daily News Briefs”

**Save The Date:**

2015 Range Beef Cow Symposium

The 24th Range Beef Cow Symposium will be held on November 17 to 19, 2015 at The Ranch, an event center on the Larimer County Fairgrounds near Fort Collins, Colo.

Held on a biennial basis since the first symposium was held in 1969 in Chadron, Nebraska, the symposium is planned and conducted by Extension Beef Specialists from Colorado State University, University of Wyoming, University of Nebraska-Lincoln, and South Dakota State University.

Hosting the event rotates among the four states, with the most recent past Range Beef Cow Symposium held in Rapid City, South Dakota in December 2013.

The Range Beef Cow Symposium attracts top-notch speakers from universities, agriculture industries, and beef cattle producers. It also includes a trade show with over 100 vendors that have been very popular with the participants. Recent symposia have been attended by 500 to 700 beef cattle producers. Many rarely miss because they value the educational opportunity that it provides.

Topics will include the market outlook, consumer perceptions of beef, new information about nutrition, reproduction, genetics, and animal health, among others.

For More Information contact: Ken Olson, Professor & SDSU Extension Beef Specialist, 605.394.2236 or Julie Walker, Associate Professor & SDSU Extension Beef Specialist, 605.688.5458

Source: SDSU Extension

February 20, 2015 NCBA “Daily News Briefs”

**Got Beef?**

Mary Soukup’s full article may be seen at www.cattlenetwork.com/news/got-beef, which states consumers still want BEEF for dinner as indicated by their spending habits!

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 $4.41 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.
Kentucky Senator Rand Paul provided an op-ed piece to “The Hill” in March saying, “Respect and protection of private property rights sets the United States apart from other nations and has fueled the greatest expansion of economic freedom the world has ever known. Indeed, private property rights are among the foundational rights of any democracy, not just ours.”

Up until this “Waters of the United States” (WOTUS) rulemaking EPA’s regulatory authority has been limited to what is termed “navigable waters” of the United States, which has been understood up to this point to include only bodies of water large enough to serve as waterways allowing interstate commerce. Sovereign states had regulatory power to govern all other waters, which is where the authority should be.

Paul explains that President Obama’s Environmental Protection Agency is at this time preparing to infringe those rights and apply the “...the greatest blow to private property rights the modern era has seen...” indicating that the proposed EPA rulemaking entitled, “Waters of the United States” will place anything that has ever been or may ever be “wet”, effectively all land and water under heavy federal EPA regulations.

The EPA and Army Corps of Engineers want more authority to regulate than what has been given by Congress. So the tag team duo, in true regulatory style have redefined “navigable waters” to include every wet spot across the country including the smallest streams, ditches and farm ponds. This means that every owner of property nationally falls under the, “...unpredictable, unsound and often Byzantine regulatory regimes of the EPA...” because at some point every property somehow gets wet. Plus, using the new regs EPA and ACE cut states out of regulatory authority over their own jurisdictions. Landowners will be at the mercy of federal bureaucrats.

Congress initial passing of the “Clean Water Act” provided that the states should plan the development and use of local land and water resources – these new EPA – ACE regulations bypass and are contrary to the will of Congress.

As Kentucky Sen. Rand Paul and Oklahoma Attorney General Scott Pruitt have seen firsthand how the federal government, specifically the EPA, abuses its regulatory power in states that have interests in energy, farming and ranching, they feel that their states are not, and shouldn’t be used as, vessels to carry out the misguided ideas of big-government bureaucrats in Washington regardless of the consequences to the economy and to Americans’ property rights. Both officials have taken action to stop this proposed rule, including filing comments with the EPA urging it to abandon the idea, and Senator Paul introduced legislation in the U.S. Senate that would block the rule.

Paul and Pruitt feel that if the united effort of people across the United State fail, farmers and ranchers will all live in a regulatory state where each business must go before the EPA to seek permission to build a farm pond to keep their livestock alive. Other consequences could be where homebuilders must seek EPA approval before beginning construction on a housing development that contains a dry creek bed, and where energy producers are left waiting for months or even years to get permits from the EPA, costing the producers tens, if not hundreds, of thousands of dollars that inevitably will be passed on to consumers.

That is why Paul and Pruitt feel that failure is not an option; they feel strongly that EPA’s rule is unlawful and must be withdrawn. In efforts to communicate, these officials have urged the EPA to meet with state-level officials who can help the agency understand the careful measures that states already have in place to protect and develop the lands and waters within their borders. Additionally, the pair request EPA to listen to Congress regarding the intent of the law to limit the regulation of non-navigable waters. But most of all, Paul and Pruitt urge the EPA to take note of the harm that its rule will do to the property rights of the average American.

Paul is Kentucky’s junior senator, serving since 2011. He sits on the Foreign Relations; the Homeland Security and Governmental Affairs; the Health, Education, Labor and Pensions; and the Small Business and Entrepreneurship committees. Pruitt, a Republican, has been Oklahoma’s attorney general since 2011.

Full article may be seen at: http://thehill.com/opinion/op-ed/234685-epa-water-rule-is-blow-to-americans-private-property-rights
UPCOMING EVENTS

18 APRIL 2015
“Elko County Sage-Grouse [Unique] Experience”!! April 18, 5am-11am, free, includes a T-shirt (thanks to our generous sponsors) Participants will visit a Sage-Grouse lek, have breakfast, learn about the biology and conservation of the bird and do hands-on activities. Space is limited - Register at collordhome@gmail.com

18 APRIL 2015
“Creating A Farm Website Workshop”
9:00 am – 4:00pm, WNC Fallon Campus, Virgil Getto Hall 160 Campus Way, Fallon. $35 after April 11. Registration required - Lunch included workshop will give you a hands-on opportunity to create a website and link it to social media. Your new website will help you connect with your customers, increase media exposure and drive traffic to your farm. Information: 775-445-3000. General Questions: info_desk@wnc.edu

18 APRIL 2015
Great Basin Aggie Club 10th Annual Dinner!
Everyone is invited to celebrate the past 10 years. Raffle for 1/2 Beef sponsored by Kristin McQueary - tickets $5 each or 6 for $20. Social Hour: 6:30pm; Dinner: 7:00pm - $25/person, Elko Convention Center; Dinner cooperative project: Ruby Mountain FFA, The Star Restaurant and Winnemucca Farms. For More Information contact Advisor Heather Steel: 775 753 2303 or heather.steel@gbcnv.edu.

22 APRIL 2015: Administrative Professionals Day

22 APRIL 2015
40th Anniversary of Earth Day
Begun in 1970, held every April 22nd. See: http://www.earthday.org/ for more information.

23-24 APRIL 2015
NCBA Young Beef Leaders Meeting
NCBA offices, Denver, CO - Region VI Representative Amber Miller will attend as part of the group discussion in establishing the future direction of the YBL Program, and to develop a Plan Of Work.

24 APRIL 2015
BLM Mojave-Southern Great Basin RAC
8 a.m., Friday, April 24, BLM Southern Nevada District Office, 4701 N. Torrey Pines Dr., in Las Vegas, Nev. Each of the three citizen-based Nevada RACs advises and makes recommendations to BLM RE: public land management. Open to the Public; Public Comment allowed at 11:15 am: written comments may be submitted to RAC Coordinator; Chris Hanefeld at the Ely District Office, 702 North Industrial Way, HC 33 Box 33500, Ely, NV 89301. The agenda is available online at http://bit.ly/MOSORAC. For more information, contact Chris Hanefeld, BLM Ely District Office public affairs specialist, at (775) 289-1842 or chanefel@blm.gov

25 APRIL 2015
14th Annual Elko City/ County / Spring Creek / Carlin / Wells / Osino / Ruby Valley Clean-Up, Green-Up Day!
Teams & Individual Participation encouraged! Elko City Landfill fees waived for residential customers for the day. Recycle through your local sanitation company. Volunteer Raffle Prizes, drawing May 1st. Prescription Drug Roundup behind Sherman Station + 2 boxes of shredding! “Grow a Tree” Workshop @ Main City Park 10:30 am – 11:30 am. Many community clean-up projects throughout the County. Activities generally 7:30 am – 11:30 am. Volunteer Appreciation BBQ in Elko City Park Pt #1, & SC Marina @ 11:30am. Call City of Elko, Linda Buffington for more information or to pre-register 775 777 7210 or lbuffington@ci.elko.nv.us.

28-30 APRIL 2015
Weed Management: Pesticide Training: NV Dept. of AG Testing, Workshop
California Trail Interpretive Center, eight miles west of Elko. Weed Extravaganza provides weed management training or a refresher. Schedule (4/28) will be the Elko County Weed Summit; (4/29) Pesticide Applicator Training; (4/30) Testing by Nevada Department of Agriculture for restricted-use pesticide certification. We anticipate 14 CEUs available for those that attend on 4/28 & 29. Featured speaker at the Weed Summit will be Dr. Joe DiTomaso (UC Davis), nationally recognized weed control expert. Joe will be presenting state-of-the- art information on Medusa-head control. For more information contact Kent McAdoo, 775 738 1251 or 775 340 3099 or mcadook@unce.unr.edu.

29 APRIL 2015
UNCE UNR Drought Planning Workshops
6:00pm: Focusing on long-term planning related to current drought, uncertain water supplies. Classes tailored to local conditions and regulations. $5 covers all materials, refreshments. Churchill County Extension Office, 111 Sheckler Road, Fallon. For more information, contact John Cobourn, 775-336-0244. To register for the drought workshops, go to the Living With Drought website, www.livingwithdrought.com.

30 APRIL 2015
Northern NV Sage-Grouse Working Group 16th Annual Dinner/Meeting
6-9 pm, Western Folklife Center; $15 per person for Dinner and desserts, No Host Bar, Southwind providing music; Evening presentation: Agee Smith of the Cottonwood Ranch: Grazing to Promote Riparian Health accompanied by Carol Evans of BLM: Riparian Restoration Examples Poster Display. RSVP by April 25 to Gerry Miller: nvtreeguy@frontier.net or 778-3355.

5-7 MAY 2015
NCBA Professional Development Workshop
Las Vegas, NV – Rio Hotel!

6-7 MAY 2015
Animal Agriculture Alliance, 14th Annual Summit
Kansas City Missouri. Connect with 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.

9 MAY 2015
Elko County Cattlemen’s Annual Dinner featuring TRENT LOOS!
6th Generation Farmer and Radio Personality Trent Loos – event is FREE! Western Folklife Center, 5:30pm. This is a Don’t Miss Event – Tomorrow is Mother’s Day! For more details: Contact Rachel Buzziati: 775 224 2697 or rncr08@yahoo.com.

10 MAY 2015: Mother’s Day

12-13 MAY 2015
NCBA BQA State Coordinators Meeting
Ft. Collins, CO. For more information contact Grace Webb, Producer Education - Beef Quality Assurance, at 303 850 3338 or gwebb@beef.org.

13 MAY 2015
UNCE UNR Drought Planning Workshops
6:00pm: Focusing on long-term planning related to current drought, uncertain water supplies. Classes tailored to local conditions and regulations. $5 covers all materials, refreshments. Lyon County Cooperative Extension, 504 S. Main St., Yerington. For more information, contact John Cobourn, 775-336-0244. To register for the drought workshops, go to the Living With Drought website, www.livingwithdrought.com.

14-15 MAY 2015
NCBA Cattle Transportation Symposium
Gathering industry experts and stakeholders in Ft. Collins, CO to discuss issues, research, and solutions directly related to cattle transportation, to provide clarity regarding the current state of the industry and the future of cattle transportation in the United States. (**Note: if you are attending the symposium, please book your return flight on Friday after 3:45 pm. We will have a bus going to dia at 1:00 pm (after the symposium). For more information contact Grace Webb, Producer Education - Beef Quality Assurance, at 303 850 3338 or gwebb@beef.org.

15 MAY 2015
Calling All Farmers - Free Soil Testing
Agriculture Department, 6th Generation Farmer and Radio Personality Trent Loos.

16-18 MAY 2015
NCBA BQA State Coordinators Meeting
Ft. Collins, CO. For more information contact Grace Webb, Producer Education - Beef Quality Assurance, at 303 850 3338 or gwebb@beef.org.

19 MAY 2015
Greater Nevada Aggie Club 12th Annual Dinner

20 MAY 2015: Mother’s Day

21 MAY 2015
Drug Roundup behind Sherman Station + 2 boxes for $20. Social Hour: 6:30pm, Dinner: 7:00pm - $25/person, Elko Convention Center. Dinner cooperative project: Ruby Mountain FFA, The Star Restaurant and Winnemucca Farms. For More Information contact Advisor Heather Steel: 775 753 2303 or heather.steel@gbcnv.edu.

25 MAY 2015: Mother’s Day

28-30 APRIL 2015
Weed Management: Pesticide Training: NV Dept. of AG Testing, Workshop
California Trail Interpretive Center, eight miles west of Elko. Weed Extravaganza provides weed management training or a refresher. Schedule (4/28) will be the Elko County Weed Summit; (4/29) Pesticide Applicator Training; (4/30) Testing by Nevada Department of Agriculture for restricted-use pesticide certification. We anticipate 14 CEUs available for those that attend on 4/28 & 29. Featured speaker at the Weed Summit will be Dr. Joe DiTomaso (UC Davis), nationally recognized weed control expert. Joe will be presenting state-of-the- art information on Medusa-head control. For more information contact Kent McAdoo, 775 738 1251 or 775 340 3099 or mcadook@unce.unr.edu.

29 APRIL 2015
UNCE UNR Drought Planning Workshops
6:00pm: Focusing on long-term planning related to current drought, uncertain water supplies. Classes tailored to local conditions and regulations. $5 covers all materials, refreshments. Churchill County Extension Office, 111 Sheckler Road, Fallon. For more information, contact John Cobourn, 775-336-0244. To register for the drought workshops, go to the Living With Drought website, www.livingwithdrought.com.

30 APRIL 2015
Northern NV Sage-Grouse Working Group 16th Annual Dinner/Meeting
6-9 pm, Western Folklife Center; $15 per person for Dinner and desserts, No Host Bar, Southwind providing music; Evening presentation: Agee Smith of the Cottonwood Ranch: Grazing to Promote Riparian Health accompanied by Carol Evans of BLM: Riparian Restoration Examples Poster Display. RSVP by April 25 to Gerry Miller: nvtreeguy@frontier.net or 778-3355.

5-7 MAY 2015
NCBA Professional Development Workshop
Las Vegas, NV – Rio Hotel!
19-21 MAY 2015
Agricultural/Agri-Business Issues Conference
Topics include unmanned aerial vehicle (drone) use on farms and ranches, economic benefits of craft distilleries, viticulture and enology (wine), “green” technologies for energy and high value chemical production and drought planning for agriculture, workforce development among other topics. Additional offsite tour features the Desert Farming Initiative, USA Foods, and Renown Hospital. Conference held in Joe Crowley Student Union at UNR. Joint sponsors: UNR College of Business, the Western Nevada Development District, and USDA Rural Development. April 30 for $125 Early Bird registration; $150 thereafter which covers registration fees, Wed. and Thurs. lunches and special programs.
For more information contact Sheryl Gonzales, sgonzales@wndd.org; 775-883-7333 ext. 2000, or register on-line at www.wndd.org.

25 MAY 2015: Memorial Day

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

10-11 JUNE 2015
Shoesole Resource Management Group & Sustainable Alliance of Northern Elko County (SANE) Summer Tour tentatively scheduled.
Tour of one of the Shoesole ranches would take place on the 10th, and Joint Meeting of members of the Sustainable Alliance of Northern Elko County (SANE) on the 11th. Although schedule details are pending, interested participants are asked to please save the dates for the June event!
For additional information please contact Kent McAdoo, 775-738-1251 or 775-340-3099, mcadook@unce.unr.edu.

14 JUNE 2015: Flag Day

21 JUNE 2015: Father’s Day

25 JUNE 2015
Nevada Cattlemen’s Summer Board of Directors Meeting
Tentatively scheduled to begin at 11:00 am at the Conference Room, Brand Inspection/NV Dept. of Ag, 4780 E. Idaho St., Elko, NV. Plans underway for possible BBQ for Young Cattlemen, Board Members encouraged to bring an 18-40 year old prospective YC Member with them. For more information contact Ron Torell 775 385 7665 or rtbulls@frontier.com.

4 JULY 2015: Independence Day

12-14 NOVEMBER 2015
Nevada Cattlemen’s Association Annual Convention & Trade Show
Convention Center, Winnemucca, NV. Featuring Committee Get-togethers, Policy Development, Educational Seminars, first-time attendees sponsored Young Cattlemen's Day/Reception, Night-On-The-Town and many other activities. Plan now to attend! For more information contact the NCA office 775 738 9214 or nca@nevadabeef.org.

27-30 JANUARY 2016
NCBA 2016 Cattle Industry Convention & NCBA Trade Show
San Diego, CA

19-20 FEBRUARY 2016
50th Anniversary Fallon All-Breeds Bull Sale
Fallon Livestock Exchange, Fallon, NV
Contact NCA office for more information: 775 738 9214 or nca@nevadabeef.org.
Measuring Results

Every year, the Nevada Beef Council (NBC) partners with a number of retailers throughout the state to promote beef at the meat case, as well as offer incentives for consumers to purchase our delicious product during their visit to the supermarket. These partnerships – which allow the NBC to work directly with the retailers who have a direct connection with consumers as they’re making purchasing decisions – comprise an important and beneficial program that the NBC team carries out on behalf of Nevada beef producers.

But just as important as providing consumers with offers and incentives that will hopefully encourage more purchasing of beef is ensuring these partnerships are on-point and effectively reaching the overall objective of increasing beef sales in Nevada.

That’s why the NBC works with our retail partners to measure the results of each and every promotion. To provide some insight about all the factors involved in these partnerships and how they impact beef sales, we wanted to share the results of two recent promotional programs.

SaveMart Supermarkets (September 7 to October 11, 2014)

This promotion featured a variety of partners, including the NBC, SaveMart, Reser’s Fine Foods, and Entercom Communications. The five-week promotion featured on-pack instant redeemable coupons (IRCs) when beef and Reser’s were purchased together, cross-merchandising displays with the Reser’s salads and beef in the meat department, and a full-page ad in SaveMart’s In Good Taste magazine, which is available to shoppers at store check stands. What’s more, the promotion featured a radio broadcast element, social media, digital advertising online and an online consumer contest that offered shoppers with a chance to win barbecues and barbecue tool sets. These elements focused on “easy dinner” and “tailgating” themes coinciding with back to school and football tailgating timing, as well as hitting the “convenience” factor, which is a key element for the millennial consumer when making decisions about food and meals.

Overall results:

Beef movement during the five-week promotion had an 18 percent increase over the five weeks pre-promotion, which included the Labor Day holiday. Beef movement continued to remain strong in the Nevada Save Mart stores post-promotion.

Raley’s (October 22 to November 18, 2014)

This unique partnership program aimed to increase beef sales at participating Nevada Raley’s stores by promoting beef, specifically slow-cooker beef options, to consumers through an integrated marketing strategy. In addition to the NBC and Raley’s, the other promotional partners included Crock-Pot® and Entercom Communications Corp. Promotional elements included integration with Raley’s popular Something Extra mobile app offering a $3.00-off beef coupon, social media promotion by Raley’s and the NBC, and a guest blog post by NBC Director of Food and Nutrition James Winstead featured on the Raley’s Seasons blog. In addition, the NBC provided specially designed slow cooker recipe cards to the Raley’s stores. The cards, featuring three simple steps for slow cooking, were made available to shoppers at each store’s meat case. Lastly, radio advertising, digital advertising, and a consumer contest and giveaway of slow cookers, which were donated by Crock-Pot® , added to the marketing elements of this promotion and enhanced the visibility of beef promotion messaging among Nevada consumers.

Overall results:

Raley’s saw a 17.8 percent increase in sales of popular slow cooker roasts that were on feature during the promotion period, which included Beef Brisket, Beef Chuck and Beef Round. All featured cuts saw an increase of 3.5 percent, as well. These figures are based on comparisons against beef sales during the same time period during the previous year, which is made all the more impressive when considering the increase in beef prices that took place over that time period.

For more information about the NBC’s retail partnerships and programs, e-mail your questions to askus@nevadabeef.org. To learn more about retail outreach efforts on a national level, visit www.beefretail.org.

Free BQA Certification Through April 15

Interested in getting certified (or re-certified) in Beef Quality Assurance (BQA)? Now’s your chance to do so for free! Thanks to a partnership between the national BQA program and Boehringer Ingelheim Vetmedica, Inc., online certification is free through April 15. Simply visit www.bqa.org/team and use the code “BIVIBQA” to get started.

BQA helps increase consumer confidence in the beef industry by demonstrating that all segments of the industry strive to produce a safe, wholesome product. Beyond reinforcing industry best practices for cattle production, obtaining BQA certification can be a useful tool in an ever-changing industry landscape where consumers want to be assured they are receiving a product raised in ways that align with BQA.

Visit www.bqa.org/team to start the certification process today!

Contact the Nevada Beef Council at www.nevada beef.org, askus@nevada beef.org, or 877.554. BEEF (2333).