Association Hires Kaley Sproul as New Executive Director

The Nevada Cattlemen’s Association (NCA) recently hired Kaley Sproul as their new Executive Director.

Kaley is a well-qualified addition to our association having recently graduated from Great Basin College with an Associate of Arts degree in agriculture and is in the process of finishing her Bachelor of Arts degree in secondary education for agriculture.

She has been involved in the promotion and sustainability of the livestock industry throughout her life. Kaley most recently worked at the University of Nevada Cooperative Extension in the Mineral County office coordinating with the statewide “Herds and Harvest” and “Beginning Farmers and Ranchers” programs.

“NCA extends a warm welcome to Kaley as we look forward to having her as our new NCA Executive Director,” states Ron Torell, President of Nevada Cattlemen’s Association. Kaley began her work assignment with NCA on July 20, 2015.

Originating in 1935 as the sounding voice for Nevada’s livestock industry, NCA, a dues paying non-profit membership organization, had the same goals and mission then as it does today: “To promote, preserve and protect a dynamic and profitable Nevada beef industry.” Center to accomplishing these goals and mission has been an ever-important fleet of volunteers as well as the two paid staff positions of Executive Director and Executive Secretary. Kaley will join Sharon McKnight, NCA Executive Secretary, and the many membership volunteers in helping NCA accomplish its mission.

The Nevada Cattlemen’s Association office is located in rooms 208 and 209 of the Henderson Bank Building. The office can be reached by phone at 775-738-9214, e-mail nca@nevadabeef.org or by face-to-face office visit each week day from 8:00 a.m. to 4:00 p.m.

Summer Intern Announced

The Nevada Cattlemen’s Association (NCA) recently announced that Rick Barnes of Jiggs, Nevada has taken on a summer internship with the Nevada Cattlemen’s Association. Rick grew up on his family’s cattle operation and attended Spring Creek High School where he was an active member in the Silver Sage FFA chapter. Rick spent two years in Casper, Wyoming attending Casper College. In May, Rick graduated from Casper College with associate degrees in animal science and ag business. In August, after completion of his internship...
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<th>Time</th>
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<tr>
<td>Thursday, November 12, 2015</td>
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<tr>
<td>9:00 AM - 5:00 PM</td>
<td>Registration for Convention</td>
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<tr>
<td>10:00 AM - 11:30 AM</td>
<td>Rangeland Resources Commission</td>
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<tr>
<td>11:45 AM - 3:00 PM</td>
<td>Central Grazing Committee Meeting</td>
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<td>3:00 PM - 4:30 PM</td>
<td>Nevada Land Action Association Meeting</td>
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<td>4:30 PM - 6:30 PM</td>
<td>Animal Health and Livestock Issues Committee Meeting</td>
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<td>6:30 PM - 7:30 PM</td>
<td>NV Cattlemen’s Exec. Committee Meeting</td>
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<td>7:00 PM - Closing</td>
<td>Closing Night on the Town</td>
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<tr>
<td>Friday, November 13, 2015</td>
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<tr>
<td>7:30 AM - 7:00 PM</td>
<td>Registration for Convention</td>
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<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Continental Breakfast bar in trade show area</td>
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<td>7:30 AM - 9:30 AM</td>
<td>NV CattleWomen’s Breakfast &amp; Cattlewomen’s General Membership Meeting</td>
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<td>7:30 AM - 11:30 AM</td>
<td>NV WoolGrowers Breakfast</td>
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<td>8:30 AM - 9:30 AM</td>
<td>Research and Education Committee Meeting</td>
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<td>9:30 AM - 9:45 AM</td>
<td>Trade Show Break</td>
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<td>9:45 AM - 10:45 AM</td>
<td>Habitat Restoration Success Stories - Permittees, BLM, USFWS, Trout Unlimited &amp; UNR</td>
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<tr>
<td>10:45 AM - 11:45 AM</td>
<td>Private Lands, Wildlife and Environmental Management Committee Meeting</td>
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<td>12:00 PM - 1:00 PM</td>
<td>NV Beef Council: Beef Promotion Lunch</td>
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<td>1:00 PM - 3:00 PM</td>
<td>NV CattleWomen’s BOD Meeting</td>
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<td>1:00 PM - 4:00 PM</td>
<td>Public Lands Committee Meeting</td>
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<td>Saturday, November 14, 2015</td>
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<tr>
<td>9:00 AM - 10:00 AM</td>
<td>Cattlemen's College BQA certification by Zoetis Animal Health</td>
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<td>10:00 AM - 10:15 AM</td>
<td>Trade Show Break</td>
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<tr>
<td>10:15 AM - 11:30 AM</td>
<td>NCA Membership Meeting</td>
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<td>11:45 PM - 12:45 PM</td>
<td>Lunch in the Trade Show</td>
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<td>1:00 PM - 2:00 PM</td>
<td>Market Outlook &amp; Red Angus Programs &amp; Opportunities</td>
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<tr>
<td>2:00 PM - 4:00 PM</td>
<td>NV Cattlemen’s BOD Meeting</td>
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<tr>
<td>5:30 PM - 6:30 PM</td>
<td>Cocktail hour</td>
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<tr>
<td>6:30 PM - 9:30 PM</td>
<td>NCA Awards Banquet</td>
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Hope to See you There!

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THANK YOU TO OUR SPONSORS AND EXHIBITORS
MEMBERSHIP UPDATE

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

- Agri-Service LLC, Tami White
- American AgCredit, Wade Hofheins
- Angus Beef Company of Nevada LLC, Jon G. Sanchez
- Bar T Bar Ranch, Bob Prosser
- Bear Engineering Inc., John Langford
- J M Capriola Co., Doug & John Wright
- Crystal Springs Cattle Co., Brent Stewart, Andy Bailey
- Joe & Kristi Cumming
- Delamar Valley Cattle Co., John Sanders
- Double J A Land & Livestock, Rose & John Ascuaga, Leo & Betty Sommer
- Eric Duarte
- E Z Cattle, Gene & Shirlee Buzzetti Jr.
- Mary Jean Etchegaray, Fred Etchegaray, John Etchegaray
- Peter Ellison
- Falen Livestock, Hank & Judy Kershner
- H. S. Ranch, David & Susan Kern Partnership
- Heguy Ranch, Joe A. Heguy
- Hodges Transportation Inc., Henry Hodges
- Michael & Julie Irish
- ISU McMullen Insurance
- Jensen Precast, Steven Jensen
- Mike Laughlin
- Lucas Livestock/Sandhill Feedlot
- Maddi’s Friesian Ranch LLC, Gregory Walsh
- O. Kent Maher, Attorney at Law
- Pete Marvel
- Lawrence C. Masini Ranches (L-M), Larry Masini
- Nevada Agricultural Statistics Svc., Scot Rumburg
- Nevada Mining Association, Dana Bennett
- Nevada State Bank, John Hays
- Noah’s Angus Ranch, Kate Noah
- Noble Energy Inc.
- Randy & Elysa Osterhoudt
- Park Ranch LLC, Jon Park
- Petan Company of Nevada
- Pine Forest Land & Stock Co., Mike Montero
- R & L Land & Cattle, Ron Agnew
- Rangen Inc., Joy Kinyon
- Rockin 13, Bruce & Pam Jensen
- Rose Ranch, Travis Smith
- Salt Creek Industries, Kelly Piele
- Sand Springs Ranch, Marta S. Agee
- Lorraine Sestanovich, LeRoy Sestanovich Ranch LLC
- Julian Smith
- Star Bar Cattle
- Steve Smith Angus & Gelbviehs, Steven Smith
- Sperry Ranch, Duane Boggio
- Ron Squires
- Star Hotel, Scott Ygoa
- Western Range Service, Al Steninger
- Jeff White
- Wiley Ranch, Mike Powell
- Willomonte Ranch, Anne Louise Britton
- Winnemucca Unit NCA
- Y 2 Consultants, LLC, Brenda Younk
- Y 3 II Ranch
- Zunino Ranches Inc., Tony Zunino

NCA NEWS

Beef Quality Assurance (BQA) Certified
Graduates Congratulated

As President of the Nevada Cattlemen’s Association I want to personally thank the following for joining the ranks of Nevada Beef Quality Assurance (BQA) certified beef producers. These individuals have now joined over 700 Nevada beef producers who have embraced BQA because it is the right thing to do.

Creating a safe, healthy and wholesome beef food supply while improving our rangelands is top priority for producers. Best management practices taught through Beef Quality Assurance (BQA) educational programs help cattlemen become better managers. BQA is the critical first link in the chain that connects the cattle producer to the latest knowledge and technologies that help keep the industry profitable while producing a safe and wholesome product which is friendly to the animal and environment.

The efforts of BQA across the nation have been instrumental in continuing to re-build and sustain beef demand. Through BQA programs, producers recognize the economic value of committing to quality beef production at every level - not just at the feedlot or packing plant, but within every segment of the cattle industry.

Nevada Cattlemen’s Association not only encourages producer participation but is proud of those who have taken the time and made the effort to become BQA certified, such as those listed below.

Ron Torell, President
Nevada Cattlemen’s Association

— BQA Certifications —

- Joe Glascock, J D Ranch
- Josh Bankofer, Scossa Ranch
- Alex Hall, Hall Land & Livestock
- Nickolas Nalder, Nalder Livestock
- Matthias Glocknitzer, Fish Springs Ranch
- Cyndie Glocknitzer
- Eric Rieman, Settelmeyer Ranches
- Rosealee Rieman, Settelmeyer Ranches
- Kristin Myers
- Nick Uhart, NIX Angus
- Kurt Urricelqui, Urricelqui Ranch
- Jeff Hall
- Debra Johns
- Mike Johns
- Alton Anker, Willow Stay Ranch
- Chad Wilson, Willow Stay Ranch
- Chris Gansberg, Gansberg Ranch LLC
- Tod Radelfinger, Bently Ranch
- Ashlee Nicoll, Willow Stay Ranch
- Russell Scossa, Scossa Ranch
- Nicole Scossa, Scossa Ranch LLC
- Jeremy Scossa, Scossa Ranch LLC
- Fred Stodieck, Stodieck Farm
- Meggan Stodieck-Melandow, Stodieck Farm
- Heather Stodieck, The Stodieck Farm

Official Publication of the Nevada Cattlemen’s Association

P.O. Box 310, Elko, NV 89803-310 • 775-738-9214 • www.nevadacattlemen.org • nca@nevadabeef.org

Ron Torell, President  Dave Stix, Jr., President-Elect  Sam Mori, 1st Vice Pres.  Tom Barnes, 2nd Vice Pres.
Riding for the NCA Brand

Ron Torell, President - Nevada Cattlemen’s Association
Carol Evans, Elko District, Bureau of Land Management
with Assistance from All Cooperating Partners

Habitat Restoration Projects

We hear a lot about the need for habitat restoration and preserving landscapes for the Greater Sage-Grouse (GRSG), Lahontan Cutthroat Trout, and other potentially threatened species such as the pygmy rabbit. Often we hear about the negatives to our landscape such as fire, invasive plants and degraded watersheds and riparian areas. The authors of this paper agreed there are many positive projects occurring that need to be highlighted and brought to the attention of not only agriculturists but the general public as well. This article, along with the various side bar stories and photos, are an attempt to do just that - showcase the positive things that are occurring on our landscape in a cooperative and collaborative way between private landowners, permittees, federal and state agencies, and conservation organizations.

Perhaps more than any other feature on the landscape, riparian areas illuminate both positive and negative land use practices. A riparian area is the interface between land and water and often appears as a “ribbon of green” along a stream or other waterbody. Degraded riparian habitats are characterized by eroding stream banks, drying floodplains and a loss of desirable native plant species. Conversely, healthy riparian areas support stable well vegetated stream banks, hydrated floodplains and resilient plant communities. Managing for healthy, functional riparian habitats is important because of the vital ecological services healthy systems provide. Riparian habitats in “proper functioning condition” dissipate the energy of flowing water (thus reducing flood damage), filter sediment, recharge groundwater supplies and provide critically important habitat for many species of wildlife. Because conditions in the surrounding watershed affect streamflow and sediment events, livestock management practices that benefit the entire watershed tend to be most effective. In Nevada, most federally administered grazing allotments include watersheds comprised of mixed public and private lands making a collaborative and cooperative approach to livestock management especially important.

There are a number of collaborative livestock management projects focused on improving riparian areas and uplands on both public and private lands in Northeastern Nevada. Some of these projects have been in place for more than 25 years. All share a common vision of restoring healthy functional streams as well as stable, well vegetated uplands. In many cases, success has been achieved through partnerships developed among the ranching industry, the Bureau of Land Management, the U.S. Forest Service, the Natural Resources Conservation Service, Nevada Department of Wildlife, the U.S. Fish and Wildlife Service, the mining industry, the Nevada Department of Agriculture and conservation organizations such as Trout Unlimited. A prime example of these collaborative livestock management projects is highlighted in the sidebar story featuring the Heguy Ranch and is accompanied by several before and after photos which clearly show fascinating results over time.

Accompanying future Riding for the NCA Brand articles will be other examples of collaborative watershed-level restoration efforts underway in allotments in the Maggie, Susie, Willow/Rock and Salmon Falls River drainage basins.

Through this monthly column our hope is to update those involved in the Nevada Livestock industry about the issues NCA is working on to fulfill our mission of promoting, preserving and protecting a dynamic and profitable Nevada beef industry. Habitat restoration of our rangelands and watersheds is obviously necessary to sustain our landscape and our industry. Should you like to visit with NCA staff or officers in person feel free to contact NCA at 775-738-9214 or my NCA e-mail address ncapresident@nevadabeef.org

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The positive changes realized in the Blue Basin Allotment have taken place through improved cattle grazing management rather than through an exclusion of grazing or through a reduction in cattle numbers.

Heguy Ranch — Blue Mountain Allotment

Long-time Nevada ranching family, Mitch and Rhonda Heguy and their son, Joe, run cattle on the Blue Basin Allotment, located just north of Elko, Nevada. The allotment encompasses about 37,000 acres of public lands in the Elko District of the Bureau of Land Management (BLM) and about 13,000 acres of private lands. Included in the allotment are the headwaters of Susie Creek, an important recovery area for Lahontan Cutthroat Trout, a federally listed threatened species under the Endangered Species Act (ESA), as well as important habitat for the Greater Sage-Grouse, a candidate species for listing under the ESA.

Beginning in about 2005, the Heguy family began working with BLM and other partners to improve fisheries and wildlife habitats throughout the allotment. Their approach to livestock grazing on public lands is based on partnerships, collaboration and restoration at a watershed scale.

Following a large wildfire in 2006, the Heguy family received funding through the U.S. Fish and Wildlife Service’s Partners for Fish and Wildlife program to assist them with drilling and aerially seeding burned areas at risk for cheatgrass infestations. Under this cost share program, native grasses and forbs were preserved, especially in the upper elevations. In 2011, Mitch and Rhonda again worked with the Partners Program to install a water development to draw cattle away from sensitive riparian areas and to better distribute the cattle on uplands (see accompanying photo).

In 2008, the Heguy family worked with BLM to construct a pasture in the upper reaches of the Susie Creek drainage. The pasture includes both private and public sections and has enabled control of both timing and duration of grazing on the principal riparian acres. Mitch Heguy feels this one change has allowed better cattle grazing patterns leading to an overall healthier condition throughout the entire allotment. From the perspective of reestablishing Lahontan Cutthroat Trout into the Susie Creek drainage, improvement in functionality of headwater areas is critical to downstream habitat. Energy is dissipated at the top of the watershed reducing potential for downstream flooding, while development of a healthy well vegetated floodplain improves

Susie Creek, Blue Basin Allotment, BLM Stream Survey Station S-9, looking upstream. 10-27-78. Stream and riparian habitat conditions are poor as shown by a poorly defined channel and a drying floodplain. Most of the riparian vegetation on the floodplain is comprised of Kentucky bluegrass and other shallow-rooted species typical of a lack of persistent soil moisture.

Rhonda and Mitch Heguy, Blue Basin Allotment, 4-9-12.

Susie Creek, Blue Basin Allotment, BLM Stream Survey Station S-9, looking upstream. 5-15-15. Since implementation of rotational grazing practices in this area starting in 2008, Susie Creek is narrower and deeper and streambanks are stable and well vegetated. The floodplain is much wetter now and supports wetland plant species over a broad area. Note the area of new floodplain developing between the stream channel and the terrace slope to the right.
water retention for the entire system (see accompanying photo).

Perhaps most importantly, Mitch, Rhonda and Joe have voluntarily employed the same principles of modified timing and duration of grazing, especially during the hot season, throughout the entire allotment. The result is streams with narrower and deeper channels, more pool habitat and desirable vegetation like willows, rushes and sedges dominating the streambanks (see accompanying photo). Regeneration of burned aspen has been outstanding, even where stands have not been fenced from grazing following the fire. Both seeded and unseeded rangelands support a diversity of forbs, native grasses and shrubs in areas affected by recent fire, resulting in rapidly improving post-fire habitat conditions for Sage-Grouse.

In 2014, BLM contracted with Trout Unlimited to quantify the changes in stream and riparian habitat conditions as a result of improved livestock grazing practices throughout the Susie Creek Basin. A primary goal of the analysis was to evaluate the status of habitat recovery for reintroduction of cutthroat trout. The Blue Basin Allotment is northernmost of four BLM administered grazing allotments within the entire Susie Creek watershed. Prescriptive livestock grazing practices to improve fisheries habitat in the three other allotments have been implemented over the past 10 to 20 plus years in cooperation with the Maggie Creek Ranch.

By working with satellite imagery and aerial photography, Trout Unlimited was able to compare conditions from as far back as 20 to 30 years ago (depending on available imagery sets) to present conditions (2013). The results are nothing short of amazing. For the Susie Creek Basin as whole, riparian vegetation increased by over 100 acres, beaver dams increased from zero to 139, aerial extent of open water increased by over 20 acres and length of wetted stream increased by almost three miles. Excluding the effects of wildfire and precipitation, conservation grazing practices were also found to account for a 32% increase in photosynthetic activity within the riparian zone. In addition,
Aspen stand, Blue Basin Allotment, post-wildfire, 5-15-15. Regeneration of aspen suckers in the Blue Basin Allotment following wildfire in 2006 has been excellent. A difference in regeneration of burned aspen between fenced and unfenced areas is not discernible as a result of successful grazing practices. Mitch Heguy is standing in the photo.

Mitch Heguy at trough and pipeline system constructed with the assistance of the U.S. Fish and Wildlife Service Partners for Fish and Wildlife Program. 5-15-15. The troughs help to distribute cattle away from sensitive riparian areas.

Uplands, Blue Basin Allotment. 5-15-15. A combination of aerial seeding and application of prescriptive livestock grazing practices has allowed for excellent recovery of priority Sage-Grouse habitat burned in 2006.

Blue Basin Creek, Blue Basin Allotment. Rotational livestock grazing practices have allowed for vegetative recovery and an elevated water table along this important tributary to Susie Creek. As the water table rises, forbs along the margins of the riparian area expand out into the adjacent sagebrush community. This creates ideal foraging conditions for Sage-Grouse broods in late summer.

Well monitoring data has shown increases in shallow aquifers over time and even during periods of severe drought.

The positive changes realized in the Blue Basin Allotment have taken place through improved cattle grazing management rather than through an exclusion of grazing or through a reduction in cattle numbers. The Heguys note that although they spend more time riding and distributing cattle and placing supplement tubs to draw cattle to the uplands, they feel this investment in effort pays off in the long run. Once conditions start to improve, modifying management prescriptions becomes easier.

Clearly, the collaborative, partnership based approach taken by the Heguys family in the Blue Basin Allotment has yielded excellent results from an environmental standpoint. From a ranching perspective, Mitch Heguy feels the partnerships have benefited his family’s operation as well. In his words, “we have been blessed to have a resource team that is committed to working with us to develop grazing plans that are workable; the teamwork and an open dialogue have been invaluable.”
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.

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Motivation to write a monthly column dealing with the never ending federal lands grazing issues or the endless legislative bills looming in Washington D.C. vaporized with the recent passing of my mother. I chose instead to use this month’s column to honor those U.S. citizens who built this country from the ground up. Many immigrated to this country from Europe and endured the Great Depression and World War II. Not to take anything away from the efforts of today’s soldiers and citizens who fight for our freedom on a daily basis, the events of the 1930 and 1940’s are perhaps the most patriotic building events of our country’s history. This time period and that generation made this country into the bread basket it is today. Name another country where only 2% of the population feeds the other 98%? This hard working generation of people had heart, spirit, pride and patriotic values. Food and fiber production was held to the highest.

Like many of you reading this, my parents and possibly many of your grandparents, were raised in the 1930’s and 1940’s. I would like to share an experience my wife and I had with my mom once that truly shows the character of her generation and the times she lived through.

Several years back we took her out to lunch. It wasn’t a fancy establishment, simply a family style restaurant that serves good home-style cooking and the kind she grew up on. We all ordered our meals with salads on the side. Not long into the meal my mom asked, “What is that crawling out of my salad?” I quickly identified the uninvited guest as a ladybug minus one wing. The good wing was drenched in salad dressing. Laughing, while not fazed a bit, my mom, with her fork, moved the bug off her plate and continued to eat her salad.

Knowing that other patrons may not take the news well of an uninvited guest in their salad, I signaled the waiter. As an FYI we showed him the uninvited guest. The waiter, very apologetic and expecting a scene from us, quickly snapped the plate up from my mom. I can tell you from experience you do not want to take a good plate of food away from a Torell! My mom said, “Where are you going with my salad? I’m not done with that!” The waiter left and soon the manager showed up at our table. “I understand you found a bug in your salad and you are not upset at all?” Wishing all patrons were as understanding as my mom, the manager explained that even though we did not order organic salads, the lettuce used is what they purchased for their organic orders.

Organic! This explains the ladybug in the lettuce. During the growing phase of organic vegetables ladybugs are used as natural predators for aphids and other detrimental insects. The presence of the ladybug shows that the lettuce was actually grown under natural conditions with no pesticides used. Do you think the green generation customers of this restaurant would see it that way? Being raised during the depression, as my mom’s generation was, made her tough. The tough times they endured educated them about where food comes from and how to appreciate a salad, ladybug and all. As my late dad often pointed out to me “The only thing worse than finding a worm in your apple is finding half a worm.”

I feel we owe a tremendous amount of gratitude to the great generation of days gone by. They built a framework for a food supply system that today is enjoyed by so many people worldwide. It is up to our generation and those generations to come to honor, protect and build on those core values established by the great generation. To that end, this is why many in our industry have become involved in organizations such as the Nevada Cattlemen’s Association for NCA’s mission continues to be to promote, preserve and protect a dynamic and profitable Nevada beef industry that the great generation built.

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.

Summer Intern Continued from page 1

with NCA, Rick will continue his education at Colorado State University where he will pursue a degree in animal science and ag business.

“NCA extends a warm welcome to Rick and we look forward to having him assist our organization during his internship,” states Ron Torell, President of the Nevada Cattlemen’s Association. Rick will join Sharon McKnight, NCA executive secretary, and the many other membership volunteers in helping NCA accomplish its mission during his internship with our organization..
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Josie Moore Awarded NCA Scholarship

Josie Moore of Churchill County High School is the recipient of the 2015 Nevada Cattlemen’s Association Scholarship. Nevada Cattlemen’s Association Research and Education committee would like to congratulate Josie and wish her the very best as she continues her education. Below is a copy of her winning essay.

Misconception

Johann Goethe once said; “Nothing is more dangerous for a new truth than an old misconception.” One of the most prominent issues that the beef industry is facing today is the general public’s misconception about their protein packed products and the effects the animals themselves have on the environment. If one runs a Google search for beef quotes a majority of the search results that show up are ones bashing the beef industry in some way or another. Beef producers have to continually defend their profession because of people’s ignorance to the importance their products hold in society.

One misconception that is running rampant in our appearance conscious society currently is that beef consumption is too high and that it is leading to more health problems. The fact is that protein consumption is the only part of our diet that has stayed fairly constant in the last few decades. Based on the two thousand ten Dietary Guidelines Advisory Committee report the daily amount of calories consumed by flour and cereal products has risen by over one hundred and ninety three calories per person in the last forty years while the category of meat, eggs, and nuts has only risen nineteen calories in the same time period. In fact the same report states that the average American consumes five point one ounces of protein a day while five point five ounces is the recommended amount. Of that five point one ounces of protein only a small portion of it is high quality meat because individuals are told that real meat products cause various health problems.

One of the leading causes of death in America today is heart disease and the general public attributes these deaths to problems in the population’s diet. Ironically less than five percent of American’s diet is beef, some of the lowest consumption rates in American history. In that five percent of beef over half of the fatty acids found are monounsaturated acids, the same heart healthy acids found in olive oil. In addition beef consumption is only responsible for approximately eleven percent of Americans cholesterol intake, compared to eggs which are about twenty five percent. The Beef Checkoff has discovered that a three ounce piece of lean beef can make up to fifty percent of the suggested protein consumption suggestion. If Americans were to truly consider the reality of what beef contributes to our health they would find that switching to a vegetable filled diet will do more damage than improvement.

Another misconception that the beef industry is facing is the rumor that Big Beef is taking over beef production and driving family ranches out of business, which is impacting the welfare and quality of beef in a negative way. In reality the beef production community is comprised of over one million cattle farmers and ranchers whose primary goal is to produce a “high quality beef product in an environmentally and economically efficient way.” According to a recent study ninety seven percent of beef ranches are family owned and over fifty four percent of those have been owned by the same family for three or more generations. The reality of the matter is that the demand for beef around the world needs both family ranches and “Big Beef” to ensure everyone’s demands are met.

Some believe that cattlemen reap rewards from the public’s need for beef and do not contribute back into society. Cattle produces obviously care for more than profits because eighty four percent of beef producers contribute to their churches, forty seven percent volunteer with youth organizations, and thirty five percent of other community organizations. Cattlemen dedicate their lives to serving the general public and that doesn’t stop after the beef makes it to market. Ranchers and farmers make pennies on a dollar from the price per pound of beef that consumers pay in a grocery store and then they proceed to put half of that income back into the community through other outlets.

The final misconception I would like to discuss is the belief that Beta-agonists cause cattle to be deformed and effects meat in a manner that is dangerous to the public’s health. Zilmax and Opta-flexx are beta-agonists; they are simply animal feed ingredients that encourage a better conversion rate for feed to transfer to muscle and fat development in an animal. These products have been deemed safe by researchers for the consumption by humans and animals. Ranches only use these products in prescribed amounts to create a leaner product to fill the demand by the general population. An interesting result of the use of these products is it reduces the strain on the environment by lessening the need for minerals, water, and fuel that would be used if ranchers had to continually move their cattle in order to fill health needs.

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Make Sage Grouse Work for You!

By Jeff Eisenberg, K·Coe Isom Conservation Services

One of the top priorities of the Nevada Cattlemen’s Association (NCA) is to help our members stay profitable and competitive. That’s why we have partnered with K·Coe Isom Conservation Services (KICS) to help our members find out if they can generate income through the sale of sage-grouse mitigation credits. KICS is an initiative of K·Coe Isom, one of the leading agricultural accounting and business consulting firms in the U.S. (www.kcoe.com). If a rancher helps conserve the sage grouse, they may be able to sell “credits” to oil and gas, transmission, and other industries – industries that in many cases will need credits to move forward with their projects. These credits may be able to be sold in several manners including through the Nevada Conservation Credit System – a new statewide market that WSGA is helping to establish.

If you are interested in learning whether you may be able to make money through the sale of sage grouse credits, I encourage you to visit the KICS website, www.kcoe.com/featured-services/conservation-services, or mail in the form on page 14. If you choose to sign-up using the form, you will have the opportunity to let us know where your ranch is located. We’ll provide you with additional information about how credit sales work and KICS will enroll your land in its national mitigation database and prepare a free initial screening for you. If you are eligible and interested, KICS can then help you prepare credits and match you with prospective buyers.

All information that you provide is strictly confidential and will only be used by KICS and its subcontractors to help you screen your property and identify potential mitigation opportunities. Your information won’t be released to anyone else without your written consent.

This partnership with K·Coe Isom Conservation Services complements NCA’s involvement with establishing the state conservation credit system. A listing of the Sage Grouse listing under the ESA could prove to have a tremendous impact on your operation. NCA is working for you to minimize both the likelihood of listing, and to develop constructive ways to stabilize your operations whether or not the bird is listing.

Generating money from sage grouse credits isn’t for everyone and not all properties will be eligible. Still, we feel it’s important to bring these kinds of opportunities to our members – we inform and you decide!

Go to www.kcoe.com/featured-services/conservation-services, or mail in the form on page 14 to learn more.
Thank you for completing the KICS Opportunity Screening Inventory provided to you through our partner organization, the Nevada Cattlemen's Association.

For additional information, contact K·Coe Conservation Services at 307.673.4535 or by email at: kics@kcoe.com.

**Contact Information**

First Name: ____________________________ Last Name: ______________________________

Address Line 1: __________________________________________________________________

Address Line 2 __________________________________________________________________

City: __________________________________ State: ____________ ZIP: ________________

Phone: ________________________________ Email: __________________________________

**Property Information**

Ranch/Farm Name: __________________________________________________________________

Approx. fee acres: _______________________ Approx. leased acres: ______________________

Counties where the ranch is located: _________________________________________________

**Type** (Check all that apply.)

   _____ Rangeland       _____ Cropland       _____ Forestland       _____ Riparian

Please send in your completed form to receive a complimentary property screening.

   Mail to:   K·Coe Conservation Services (KICS)

   47 S. Scott Street, Unit A

   Sheridan, WY 82801

Note: By submitting your property information, you are expressing interest in generating revenue on your property from conservation markets and are requesting that K·Coe Conservation Services, LLC notify you if it identifies markets in which you may participate. Your enrollment in this program does not obligate you to undertake any further actions. All information that you provide is strictly confidential. It will only be used by K·Coe Conservation Services, LLC and its subcontractors to screen your property and help you identify potential mitigation and other conservation market opportunities. Your information will not be released to anyone else without your written consent. You may request that your information be removed from this system at any time.
There is no doubt that we are currently experiencing some of the most challenging times in Nevada ranching history. There is very little any of us can do about a lack of snow and irrigation water, but while a significant problem for many of, it isn’t the only big issue facing us. The proposed Land Use Plan Amendments based on the Greater Sage Grouse EIS is probably highest on the list for many natural resource based industries including agriculture. Another key area of concern is the continued application of agency prescribed drought response actions based on BLM Drought Environmental Assessments. Of course Nevada is still challenged with having the lion’s share of wild horses and in this current era of very little to no active management of these populations, we look to continue to wrestle with this problem.

So other than stating the obvious, what can we, as protectors of agriculture and grazing in Nevada do? The answer is to join or renew membership and contribute to the Nevada Land Action Association. NLAA was created in 1976 to help defend public land grazing and agriculture in general in Nevada. Since its inception, NLAA has challenged several decisions and actions that had potential and often realized negative impacts on our industry. The last two years the involvement of NLAA in legal matters has drastically increased.

As an example, NLAA has contributed financially to the on-going Nevada Association of Counties and the Nevada Farm Bureau lawsuit asking the BLM to abide by the 1971 Wild and Free Roaming Horse and Burro Act. While Federal Judge Du did not decide to hear oral arguments on the case and subsequently dismissed the case, NACO and the Farm Bureau have appealed the decision and NLAA has supported this effort. With continuing reductions in AUM use across much of Nevada, NLAA feels it is imperative to have the BLM manage the extremely over populated Wild Horse herds in Nevada at approved levels and in a manner consistent with thriving natural ecological balance. Allowing large populations of horses to go unchecked while all other users of our natural resources pull together to conserve the sagebrush ecosystem and wildlife habitat cannot continue.

As producers, recreationists, sportsmen, and true conservationists, we spend more time observing habitats, forage, water, and trends than anyone else. We don’t need a drought monitor or an agency document to tell us when it’s dry and that management changes may be needed. NLAA has met the challenge of the BLM Drought Management Plans (Drought Environmental Assessments) head on. To date, we have committed a huge amount of resources toward a legal challenge on the Battle Mt. District Drought EA. The response actions present in that document will be disastrous to the agricultural community and lead to continued fragmentation of wildlife habitat by increased fire and less productive rangelands.

Leadership in NLAA remain fully engaged in efforts to support Nevada’s Conservation Plan for the Greater Sage Grouse. With that said, we must not lose sight of the fact that litigation is going to occur on BLM Resource Management Plan Amendments, a listing decision, and habitat designations. Whether we, as users of our natural resources, agree with defendants or plaintiffs, WE MUST BE PREPARED TO PARTICIPATE IN LITIGATION. Our ways of life, families, and rural communities must be fought for and protected.

Participation in and providing funding to groups fighting for conservation of our natural resources and protection of multiple uses, is no longer optional. The time to stand together and push back on multiple fronts is now. Whether you are a sportsman who enjoys stalking a buck near a spring developed by and maintained by a rancher, the father of children who enjoy camping in Nevada’s great outdoors, a store owner who depends on a stable rural economy, or a fifth generation rancher NLAA works for you and needs your support.

The next 12 months are critical for Nevada agriculture and our rural economies. If you are currently a member of NLAA, renew your dues today. If you are not a member, contact NLAA and become a member. Organizations opposed to our ways of life are heavily funded, and well organized. NLAA has the will power and commitment to fight the battles against these groups and overreaching federal agencies, but we MUST have your help.

Please renew your membership today and if you are not a member, join NLAA and contribute to the protection of our natural resources and multiple uses.

Sincerely,
J. Goicoechea, DVM, President
Nevada Land Action Association
NLAA DUES PAYMENT  2014-2015

Payment of dues is only partially tax deductible for most members. Charitable contributions or gifts to NCA are not deductible for federal tax purposes.

Ranch/Business _______________________________ ______________________
Name ________________________________________ ______________________
Address ______________________________________________________________________________________
City __________________________ State ________ Zip ____________

Your County: _________________ Permittee Status: FS ___ BLM ___

BASE MEMBERSHIP DUES: $ 50.00_____
ADDITIONAL CONTRIBUTION: $ __________

TOTAL DUE = $ __________

PAYMENT METHOD:
___ Check or Money Order
___ Visa ___ Mastercard ___ Am Exp Card Number _________________________________
Expiration Date: ______________________ Signature _________________________________________
Print Name as it appears on the card: ___________________________________________________________

DETACH HERE AND RETURN TOP PORTION ONLY

SAVE YOUR ASSOCIATION MONEY. PAY YOUR NLAA MEMBERSHIP WITH THIS FORM TODAY

------------------- RETAIN THIS RECEIPT FOR YOUR RECORDS-------------------
PAID TO: Nevada Land Action Association
PO Box 310
Elko NV  89803-0310
775-738-9214

Total Dues Paid ____________
Date Paid ________________
Check # _________________
or Pd by Credit Card ___________
Dear Sage Signals Readers,

BLM-Nevada thanks Nevada Cattlemen’s and all of you for welcoming us into Sage Signals. There has been a lot going on in BLM-Nevada, so let me start by introducing myself; my name is Kathryn Dyer, and I have recently become the Nevada State Range Program Lead.

I have lived in Nevada for the majority of years since 1989, and love our rugged landscapes and rural atmosphere. I am happy to be here, and am truly looking forward to contributing to the positive changes that are occurring throughout Nevada. In an effort to improve communication about Nevada’s rangelands we would like to start sharing information with land users through newsletters, like Sage Signals. We want to use this as an opportunity to share timely information, and also create a forum where we talk about topics and issues we all care about.

This column will be a regular way that we can provide success stories, updates on project implementation, current conditions, and potential new challenges. BLM-Nevada currently has a lot of new projects and approaches that we would like to share. A BLM Nevada Term Permit Renewal Team is currently forming to help address the backlog and long wait time for permit renewals. As permittees and other land users seek opportunities to contribute to monitoring efforts, we hope to share training opportunities through this forum.

The BLM in Nevada strives to serve the public by managing our many uses to meet the needs of the present, while maintaining the health of the land for the future. We also feel strongly that Nevada’s rangelands are everyone’s responsibility, and realize that the past few years have been a true test of cooperation.

BLM-Nevada is continuing to work on improving our internal processes regarding drought. The severe drought and ongoing management changes, to ensure healthy ecosystems, will continue to challenge all of us who care about Nevada’s rangeland. Multiple review efforts have occurred in Nevada, with the most recent being a ’drought tour’ through BLM administered allotments in April. A summary of the findings of the drought tour has been sent to permittees.

I know that sage-grouse protection is also a source of concern and uncertainty for many land users, this newsletter will serve as one way to share information and important resources about the bird. Other opportunities for sharing information on sage-grouse related effects on grazing may include conference calls, workshops, and letters. Please send us your thoughts regarding what would be most useful to you. Blm_nv_nvso_web_mail@blm.gov, Subject line – Kathryn Dyer.

Please send your feedback, comments, topic ideas, and questions by emailing us at blm_nv_nvso_web_mail@blm.gov.

Again, thank you for welcoming us into Sage Signals!

BLM-Nevada News
NCBA’s 2015 Young Cattlemen’s Conference Recognizes Leaders in the Cattle Industry

Over 50 cattle producers from across the country and across the industry participated in the National Cattlemen’s Beef Association’s 2015 Young Cattlemen’s Conference including Amber Miller representing the Nevada Cattlemen’s Association. The Nevada Delegate was sponsored by Newmont Mining Corporation.

Amber Miller, a fifth generation rancher, resides on the Gund Ranch near Jiggs, Nevada with her husband Travis and family. Together they manage and operate a cow/calf and buffalo operation. Amber and her husband are active members of the Nevada Cattlemen’s Association serving as co-chairs of the NCA Membership and Young Cattlemen’s Committees.

The aim of NCBA’s YCC program is to give these young leaders an understanding of all aspects of the beef industry from grass to plate and showcase issues management, research, education and marketing. Beginning in Colorado, the group got an inside look at many of the issues affecting the beef industry and the work being done on both the state and national level to address these issues on behalf of our membership. While in Denver, CattleFax provided a comprehensive overview of the current cattle market and emerging trends. At Safeway the participants received a first-hand account of the retail perspective of the beef business and then toured the JBS Five Rivers’ Kuner feedyard, one of the largest in the nation, and the JBS Greeley packing and processing plant.

From Denver the group traveled to Chicago where they were able to visit the Chicago Board of Trade learning about risk-management and mitigation tools available to the cattle industry, McDonald’s Campus and OSI, one of the nation’s premiere beef patty producers. After Chicago, the group concluded their trip in Washington D.C. for an issue briefing on current policy priorities, including trade and Country-of-Origin Labeling, and an opportunity to visit with their congressional representatives.

With the beef industry changing rapidly, identifying and educating leaders has never been so important. As a grassroots trade association representing the beef industry, the NCBA is proud to play a role in that process and its future success. Over 1,000 cattlemen and women have graduated from the YCC program since its inception in 1980. Many of these alumni have gone to serve on state and national committees, councils and boards. YCC is the cornerstone of leadership training in the cattle industry.

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.
President Obama Adds Additional One-Million Acres to Increased Red Tape and Regulation

WASHINGTON (July 10, 2015) – The abuse of power continues as President Obama designates three more national monuments under the Antiques Act. The Berryessa Snow Mountain in California, Waco Mammoth in Texas, and Basin and Range in Nevada together add over one-million acres to federal jurisdiction. With these designations, President Obama will have used the Antiquities Act to establish or expand 19 national monuments, putting more than 260 million total acres of land and water under restrictive management during his presidency.

“Expansive and sweeping designations in Nevada and California today, provide just the latest examples of the continued abuse of power by President Obama,” said Brenda Richards, Public Lands Council president and Idaho rancher. “The President is charging forward with expansive designations in an attempt to leave behind some type of legacy after his term ends, but what he will be known for is the mismanagement of natural resources, economic hardship in rural communities, and putting farmers and ranchers out of business. He is replacing the people who do the best job of managing our natural resources with Washington D.C. bureaucrats implementing one-size-fits-all management practices to land across the country.”

Under the 1906 Antiquities Act, the President has power to declare monument designations, which comes with added layers of bureaucracy and restrictive management provisions in the name of environmental protections. In similar fashion to President Obama, Richards added, President Clinton designated more national monuments during his presidency than any other presidents at the time; decisions that have wreaked havoc on the local economies by limiting productive multiple-uses.

Billy Flournoy, President of the California Cattlemen’s Association added that despite the claims of the Administration, grazing is at great risk with the 331,000 acres encompassed in the Berryessa Snow Mountain designation.

“Even where the Administration has historically assured the ranching community that grazing will not be curtailed as a result of national monument designation, just as they are now, we have nevertheless seen ranchers pushed out and grazing significantly decrease. In California, perhaps the most egregious and illustrative example was with the management of the Carrizo Plain National Monument, where grazing was once a thriving industry.”

As Rep. Amodei (R-Nev.) has dubbed the Nevada designation, the “Hairy Berry National Monument” is reportedly a deal struck between Senator Harry Reid and President Obama, without any consult from the local level.

“Decisions regarding land management must come from the ground up,” said Ron Torell, Nevada Cattlemen’s Association President. “To claim the designation is to protect the artwork of ‘City,’ an area approximately the size of the National Mall in D.C., by putting 700,000 acres under designation is absurd. When you disregard both the legislative process and the input from local entities, it is a clear indication that the best interest of the land is not a factor. The heavy-handed, I-know-best mentality is threatening our livelihood and our ability to produce the food and fiber for our country.”

The livestock industry will continue to call on Congress to end this abuse of power and wholesale reshaping of the West by presidential fiat through modernization of the Antiquities Act. Congress should immediately pass legislation reiterating the original intent of this Act so special interest environmental groups will not continue getting their way with a friendly Administration in locking up the West without public input or approval by Congress.

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Designates land in Nevada, California and Texas as National Monuments under Antiquities Act

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Kicking off an All-American Summer

As summer commences, Nevadans are firing up the grill and getting ready to serve up their favorite beef dishes. The Nevada Beef Council (NBC) has already been hard at work sharing summertime favorites with consumers, kicking off the summer months with a fun and successful day at the Reno Aces game on May 30, where beef was center of the HOME plate, and NBC staff and producers were on hand sharing information not just about cooking with beef, but also ranching and beef production.

With a sell-out crowd in attendance, the May 30 Aces games was a prime time to engage with Nevada consumers on topics ranging from how cattle are raised to our favorite recipes. On the plaza as Aces fans waited to get into the game, Nevada’s 2015 beef Ambassador, Bailey Kelton, was on hand with two of her cow-calf pairs. Kids attending the game got a kick out of petting the calves and getting their “I Heart Beef” temporary tattoos applied, while their parents asked NBC council members and beef producers questions about the cattle, ranching, and cooking with beef.

Inside the stadium, the fun continued, with NBC staff handing out free samples of beef jerky provided by new promotional partner Oberto, along with recipe and nutrition brochures, kids’ beef activity booklets, and of course, “Beef. It’s What’s For Dinner.” bumper stickers.

Good News for Beef’s Image

When it comes to perceptions about the product Nevada’s ranchers and beef producers work so hard to get to the consumer’s plate, it’s always nice to hear some good news. According to the latest Consumer Beef Index (CBI) – a Checkoff-funded resource that tracks changes in consumers’ perceptions of and demand for beef relative to other meat proteins – there have been some highly positive changes in perceptions, attitudes and beef use.

The March 2015 CBI notes that the percentage of consumers who say that the positives of beef outweigh the negatives reached a four-year high of 77 percent. In addition to the increase in positive perception about beef, the March 2015 CBI revealed the following trends.

Consumers still eat beef regularly.

✓ 91 percent of consumers eat beef monthly.
✓ 35 percent of consumers eat beef 3 or more times a week, which is a return to highs recorded in 2012.

And they are planning to consume more beef.

✓ 85 percent of consumers plan to eat the same or more beef in the future.
✓ 18 percent of Americans plan to eat more beef.
✓ Of the 18 percent of Americans who say they plan to consume more beef, the primary reason is that they prefer the taste of beef. Other top reasons: beef fits many meal occasions; it’s a family favorite and it’s easy and convenient.

To kick off the game in proud Nevada ranching fashion, Clover Valley rancher Peyton Peltier joined the NBC and threw out a beautiful first pitch of the game, doing a great job of representing Nevada’s beef community.

In addition to the presence at the game, the NBC partnership with the Reno Aces also incorporated a promotion with Northern Nevada Scolari’s markets, where shoppers could get free tickets to the Nevada Beef Council Day at the Ballpark with a minimum beef purchase of $20. Tied into this promotion was extensive broadcast advertising, social media outreach, and online engagement during the weeks leading up to the game. (Note: include info on Scolari’s results if available from Christie.)

“The was a great way to raise the profile of Nevada’s beef community with consumers throughout Northern Nevada,” said Annette Kassis, Director of Consumer and Brand Marketing for the NBC who coordinated the NBC Day at the ballpark. “We had extensive publicity leading up to the game, thanks to our work with our promotional partners, but the face-to-face conversations we had with consumers at the ball park were extremely valuable. Children who had never seen a cow came away with a greater sense of how cattle are raised in Nevada, and parents and adults got a better understanding of beef nutrition and beef’s role in a healthy diet.”

Welcome to our Newest NBC Council Members

The NBC is proud to welcome two new board members! Bernard Peterson, who manages ranches throughout White Pine County for the Southern Nevada Water Authority, and Ted Christoph, who manages his family’s dairy operation in Fallon, have both joined the NBC, bringing their long-time experience in their respective sectors to the board.

They join board members Lucy Rechel (feeder, Yerington), Jay Dalton (cow-calf, Wells), Ray Callahan (cow-calf, Reno), John Jackson (cow-calf, Tuscarora), and Gary Ward (cow-calf, Gardnerville), who was also selected to serve as chair of the NBC.

Welcome aboard!

Nevada Beef Council News & Notes
Checking In On Your Beef Checkoff

Welcome aboard!