Where did the year of 2015 go?

Kaley Sproul, NCA Executive Director

The Nevada Cattlemen’s Association has seen many changes within the past year from leadership to government policies. But change isn’t always bad, change is innovation. Innovation is working for a better tomorrow whether it is economical for furthering our operations or continuing to meet the needs and expectations of the consumers.

Some of the challenges the cattle industry has faced this past year are the ongoing wild horse issues, the Greater Sage Grouse being listed as “not-warranted”, Waters of the United States (WOTUS), Country-of-Origin Labeling (COOL) and many other issues that threaten the livelihood of our industry. Even though we are consistently faced with battles and the prediction of the future is always a risk, I am proud to be a part of the Nevada livestock industry and believe in the future of ranching.

With having met many producers around the state all having different situations, I know one thing remains; we as a whole are thriving. This has been achieved over the past year by having an influential and dedicated representation of the NCA, through officers, executive committee, board members and NCA members devoting a great deal of their time. We are thankful for your dedication. Next to governmental policy changes there has also been a change in leadership within the NCA. The new officer line-up includes President David Stix Jr., President-Elect Sam Mori, First Vice-President Tom Barnes, and Second Vice-President Hanes Holman. I would like to thank Ron Torell, past NCA President, for all of his commitment in helping guarantee a successful Nevada livestock industry.

Now that convention has passed, things to look forward to this winter include white and cool weather (bringing much needed moisture) and the Fallon Bull Sale. The Nevada Cattlemen’s office is hard at work with Chris Gansburg, FBS Committee chairman, and the entire FBS board to put on the 50th Annual Fallon Bull Sale held in Fallon, NV on February 20th. Breeds that will be seen at this year’s sale consist of Angus, Charolais, Hereford, Red Angus, and Balancer.

Over the years the membership of the Nevada Cattlemen’s Association has changed and now encompasses not only ranchers but interested individuals who care about the industry. Many of the new members of the association are people that care about the land and the people that cultivate the values they hold dear. Being a part of the NCA involves protecting, promoting and preserving the ranching way of life. We encourage you to invite your friends, neighbors and associates to join and learn more about our association and what we do. Feel free to contact the NCA office for more information at 1-775-738-9214 or visit the web page at www.nevadacattlemen.org.

Cold Weather Adjustments for Cows

Stephen S. Foster, Extension Educator, UNCE, Pershing County

The recent cold snap, has prompted questions about how to care for livestock during this cold period. Although the following information addresses cattle needs in cold weather, these same recommendations should be considered for all ruminants during extreme cold weather conditions.

Proper feeding during cold weather is an important management consideration. Severe weather during the winter months can make previously “balanced rations” unsuitable for the nutritional needs of the cattle. This can lead to weight loss and reduced performance. Animals exposed to cold weather require more energy to maintain rate of gain, body condition, and to maintain body temperatures. Bottom line - do not be afraid to kick off an extra ration of hay to all classes of beef cows during cold weather. Below I have passed on a few commonly asked questions with answers.

How does dry matter intake change during cold weather?

Cold weather increases dry matter intake by up to 30% whereas, snow can decrease dry matter intake by about 15%. If the animal remains dry and a snow layer gathers on the hair coat it can add insulation value. Cold alone can increase the need for a change to the ration, however, since wet or mudded hair coats reduce the insulation value, this additional stress can cause dry matter intake to decrease. An increased wind speed reduces the hair coat insulation and increases maintenance requirements when the animal is cold stressed.

Continued on page 9
Be on the lookout for the catalog — available soon!

**Friday, February 19, 2016**

Sifting in the morning

Churchill Co. Cowbelles Dinner/Dance

AND FBS Awards Presentation

Social Hour: 5:30 PM

Dinner: 6:30 PM

Dance: 8:00 PM

Fallon Convention Center

**Saturday, February 20, 2016**

**Bull Sale 11:00 AM**

Fallon Livestock Exchange

Fallon, Nevada

FBS Invitational Stock Dog Trial

February 19, 2016

To benefit the fight against cancer

Handlers Meeting at 7:30 a.m.

Trial at 8:00 a.m.

Cowdog Auction

after the Churchill Co. Cowbelles Dinner

at the Fallon Convention Center

Angus • Charolais • Hereford • Red Angus • Balancer

For more information or a sale catalog, please call the Sale Office:

Nevada Cattlemen’s Association
775-738-9214 • www.nevadacattlemen.org • nca@nevadabeef.org
NCA PICTURE TRIVIA

Can You Guess... or .... Do You Know?

Can you guess, or identify who is in this photo along with where and when it was taken?

Contact the NCA office with the correct answer and be recognized in next month’s issue of Sage Signals.

December’s Picture Trivia Answer

Congratulations to Joanne Dalton for correctly guessing and identifying Bob Wright and Dave Secrist in December’s Picture Trivia Challenge.

In this photo, Bob Wright is presenting Dave Secrist with his award for outstanding work.

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between November 21, and December 20, 2015. (New members are in bold.)

- 4F Cattle Co., Ted & Debi Fitzpatrick
- Animal Health Express, Tim & Barbara Jackson
- Kenneth Benson
- Cargill-Vigortone, John Garino
- Cat Creek Cattle Co.
- Glaser Land & Livestock
- Joseph Guild
- Gund Ranch, George Gund
- Gund Ranch LLC, Travis & Amber Miller
- High Desert Angus/Riordan Ranch, James & Alison Riordan
- Dale Johnson
- Laird Mfg., David McComb
- Nat & Karen Lomnori
- Pete Marvel
- Cyd McMullen & Alan Glaser, Russell and Anne McMullen
- P Bar Ranch, Mark Peacemaker
- Pacific Livestock Nut Mountain Ranch, Pete Craig
- Rockin 13, Bruce & Pam Jensen
- Seven-Dot Cattle Co., LLC, Jim & Sue Christison
- Simplot Ranches
- Jon Swanson Angus
- Julian Tomera Ranches, Inc. Battle Mtn. Div., Pete, Lynn, Paul, Paula, Dan, Court Tomera
- U C Ranch, Jacob Richard Kershner
- Kent Whipple Ranch, Jane, Bret, Cody Whipple
- Wickahoney Cattle Co.
- Woodward Ranch, Robert & Delia Nuffer
- ZZ & 30 Ranch, Mike & Steve Capurro

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between November 21, and December 20, 2015. (New members are in bold.)

JANUARY 4-11, 2016

Cattlemen’s Update
Various Locations.
For more information, contact Staci Emm, 775-945-3444 or emms@unce.unr.edu

JAN. 27-30, 2016

NCBA 2016 Cattle Industry Convention & NCBA Trade Show
San Diego, CA
www.beefusa.org/abouttheconvention.aspx

FEB. 19-20, 2016

50th Anniversary NCA Fallon Bull Sale
Fallon Livestock Exchange, Fallon, NV
For more information, contact NCA office, 775-738-9214, or nca@nevadabeef.org
www.nevadacattlemen.org/fallonbullsale.aspx

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
David Stix, Jr., President • Sam Mori, President-Elect • Tom Barnes, 1st Vice Pres. • Hanes Holman, 2nd Vice Pres.
Upcoming Video Sales

THURSDAY, JANUARY 28\textsuperscript{TH}
Red Bluff, CA
In conjunction with Red Bluff Bull & Gelding
Replacement Female Sale
Consignment Deadline: January 20\textsuperscript{TH}

FRIDAY, MARCH 4\textsuperscript{TH}
Cottonwood, CA
Consignment Deadline: February 24\textsuperscript{TH}

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!
As your new President for the Nevada CattleWomen, Inc., I would like to say thank you to all of the CattleWomen in the state for finding me fit for this office. It is a very large responsibility and I am very humbled and honored to be chosen for this position. I believe that promoting beef is imperative, especially now as our industry faces so much opposition from public misperception. I promise to work alongside all CattleWomen to advocate for the industry we all feel so passionate about. I would like to take this time to introduce your 2015/2016 officer team. Staci Emm is your Vice President from Schurz, NV. Tracy Shane will hold the office of Secretary; she is from Carson City, NV. Linda Huntsberger will continue to hold the office of Treasurer and she is from Smith, NV.

In November, many women from around the state attended the 80th Annual Nevada Cattlemen’s Association Convention in Winnemucca. We had the pleasure of meeting our ANCW President, Melanie Fowle. Her passion and enthusiasm for the beef industry was easily recognized and I think I can speak on behalf of everyone in attendance when I say it was a pleasure meeting her.

During the meeting we received yearly updates from each county representative. I can assure you that your Nevada CattleWomen are working day and night to positively promote the beef industry throughout the state through events and special projects. 5k run/walks have become very popular, beef for senior citizens during the holidays, dinner dances awarding scholarships to eligible high school seniors and beef demos at select grocery stores are just a few events that keep us all very busy.

Also in attendance during our annual meeting was our 2015/2016 Junior Nevada Beef Ambassador Kerstin Christiansen from Winnemucca. She spoke about the upcoming beef promotion and education events she has scheduled throughout the state. Currently serving as the Nevada State Beef Ambassador is Bailey Kelton, a Yerington High School senior. The National Beef Ambassador Program, funded in part by the Beef Checkoff Program, strives to provide an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef community.

The ANCW annual meeting will be held during the Cattle Industry Convention and NCBA Trade Show in San Diego, California, January 26-29, 2016. The convention and trade show provides education, information, fellowship and decision-making opportunities for the cattle industry’s leading members every year. Cattlewomen from all of our country will come together to ensure that they are promoting the beef industry to their best ability.

I hope the New Year finds you all well and I wish you a healthy and prosperous 2016.
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For over 50 years, Bell Ranch has been raising top tier Polled Hereford cattle with the commercial cattleman in mind. We are strict on feet, udders, pigment, and muscling. Our cattle must survive in tough conditions so we know they’ll survive in yours! Call today for more information!

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FEBRUARY 20, 2016

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MARCH 13, 2016

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2012 AMERICAN HEREFORD ASSOCIATION HALL OF FAME INDUCTEE
Dear Sage Signals Readers,

We at BLM hope all of you had a Happy Holiday Season!!

We do not have an extensive article for this month, however we have included some of the exciting themes that will be addressed through 2016.

Cheatgrass: One of the most frequent questions that we are asked is ‘Why doesn’t cheatgrass count into the forage allocation or carrying capacity?’ Early in 2016 we will discuss free-use permits, and how ‘annual grasslands’ are designated. While covering this topic, we will also speak to some of the opportunities that do exist and what the pros and cons are of each alternative, both as a land manager and as a livestock producer.

Another topic to be addressed is the Resource Advisory Council approved Standards and Guidelines for Nevada. What are they, how are they used, and how will the Sage-Grouse Plan Amendment change that?

What is a ‘fully processed permit’? The permit renewal process is ambiguous to many of you, and we would like to try and give a straightforward explanation of this process.

There are a variety of questions regarding Range Improvements. What is the process for getting Range Improvement Projects authorized? What is considered maintenance? How can I help make forward movement on projects that would be beneficial to allotment management? How does 8100 money get used?

Why are Allotment Management Plans (AMPs) and Coordinated Resource Management Plans (CRMPs) no longer commonly used? How can we work towards getting an AMP or CRMP for our permitted allotment?

Cooperative Permittee Monitoring is a frequently occurring topic of discussion as well. We will speak to what is happening in that realm, and how you can receive training and work with BLM to become a data collector on your permitted allotment.

Table 2-2 (Sage-Grouse Habitat Objectives), how it was developed and how it will be used. One of the biggest concerns I have heard is regarding the 7 inch perennial grass height required in the Habitat Objectives table (table 2-2) of the S-G Plan Amendment. We understand everyone’s concern and confusion about how that will be used in management, and will do our best to clarify this topic.

Upcoming Training Opportunities!

During January and February, the BLM Nevada State Office, Nevada Department of Wildlife and U.S. Fish and Wildlife Service will be traveling around the state providing training to the Field Office staff regarding Sage-Grouse Plan Amendment Implementation. After those trainings are complete, and we have incorporated feedback from the offices, we would like to have permittee training on the Sage-Grouse Plan Amendment. We will keep you all informed of how that is developing, and will give as much notice as possible when we are able to select dates and locations to hold these forums.

We are so pleased to announce that the National Riparian Service Team is bringing the Riparian Grazing Training (Grazing Management Processes and Strategies for Riparian-Wetland Areas) to Nevada July 2016! This will be a free training opportunity, and we hope that many of you will be able to join! It will be an excellent opportunity to learn from the NRST, and will provide a chance for permittees and BLM staff to learn alongside each other and apply what they are learning in the field.

Hopefully in reading these topics you will feel as though your voice has been heard in development of these topics. If you have not yet been heard, or have more to say, feel free to send your feedback, comments, topic ideas and questions by emailing Blm_nv_nvso_web_mail@blm.gov, subject line ‘Attn. Kathryn Dyer’
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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

Fallon Livestock Exchange, Inc.
775-867-2020
Cold Weather: Continued from page 1

During cold weather, does the breed of the animal have any effect on energy requirements?

The breed of animal, back fat thickness and the stage of production have a huge influence on the energy requirements of an animal, during cold weather. Dairy breeds are thinner skinned than European breeds. Herefords have a thicker hide than the European breeds. Thicker skinned animals have more insulation, reducing the amount of additional energy that the animal requires.

How does body condition affect energy requirements during colder temperatures?

Thin cows require more energy for maintenance than fat cows. The more subcutaneous fat a cow has, the greater the ability to withstand colder temperatures. Cows that lose weight prior to calving can end up with weaker calves and poorer rebreeding rates.

How does the cold weather affect a lactating cow’s energy requirements?

During lactation, cows require 40 to 60% more energy compared to the gestation period. If lactation occurs during cold weather, the cow’s ability to maintain condition and continue to provide milk will be seriously compromised if energy levels are not sufficient in the ration. A general rule to use is; for every 10 degrees the temperature is below -20 C at mid-day, beef cows require an additional 4 to 6 Mcals of digestible energy (DE).

How much grain can be fed during cold weather to meet the cow’s additional energy requirements?

Barley contains 1.5 Mcals DE per pound, so adding 3 to 4 lbs of barley to the cow’s ration during cold stress would meet the additional needs. Cows that are not on a grain ration prior to the cold weather may experience rumen upset if more than 4 lbs of grain is introduced into the diet at one time.

How can you provide additional energy to a ration?

Supplement cattle with high-energy feeds, like grain. Cold stress may not be alleviated by simply providing more bulky feed (i.e. hay, silage or green feed), without improving the energy density since cold stress reduces the efficiency of digestion. Feeding additional straw or low quality forage will not meet the higher energy requirements of the animal. Straw contains 50% of the energy compared to barley on a pound per pound basis. Impaction can occur if animals consume large amounts of low protein straw or roughage during cold periods.

What are some management strategies that can be used to combat cold weather?

- The effects of cold stress increase when wind speed increases and hair coat insulation value is reduced when wet or muddy. Simple windbreaks, shelters, bush or bedding can help cows cope with the extreme temperatures. Be careful not to force cattle into barns or enclosures during storms as the chance of disease and getting wet (i.e. condensation dripping off of rafters or the roof) increase the longer they remain in close quarters.

- Consider splitting the herd into management groups. Thin cows could be fed differently than the fat cows making the best use of existing feed inventories. Competition between cows often leads to timid, smaller or younger cattle not receiving their fair share.

- Feed cattle in the late afternoon or early evening. The energy from feed that is available to keep an animal’s body warm is known as the heat increment of feeding. Incremental heat production is at its maximum 4 to 6 hours after the feed is consumed. Therefore, feeding late in the afternoon provides higher amounts of heat from fermentation overnight when temperatures are lowest, making the most efficient use of your feed supplies and meeting the cattle’s energy requirements.

Bottom line - kick off a few extra flakes of hay to each animal, especially the young and thin.

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NCBA: Market Situation Update 12/21/15

Current Market Situation and Contributing Factors:
Since the September update, cattle prices have continued their volatile run, fueled by several factors. Primary factors have been overall commodity deflation which has negatively impacted most agricultural products. Declining exports have also played a key role. In recent years, exports have contributed as much as $350 per head to fed cattle values. In 2015 exports have been on the decline, particularly in the second half of the year with a rising U.S. dollar and increasing competition from global competitors cited among the biggest factors. However, demand for beef in the United States remains strong and retailers are beginning to feature beef more prominently this month as they prepare for holiday meal purchases. Prices are also beginning to decline at the wholesale level, which will fuel continued featuring into the start of 2016, helping to move beef supplies.

Additional Considerations:
1) It’s important to remember that despite recent record-high beef prices, domestic consumer demand remains strong. Slaughter volumes have been increasing. For the week ending 12/10/15 slaughter totaled 581,000 head, up 3.75 percent from the prior week and up 1.9 percent from the same week in 2014, a sign that demand is strong for available cattle and packers are working through the supply of heavy cattle.
2) The global economy continues to slow. At the same time, the rising value of the U.S. dollar in comparison to many currencies, has made U.S. beef more expensive and less competitive than beef from U.S. competitors, particularly Australia and Brazil, two of our largest global competitors. U.S. beef exports were down 14.4 percent in October compared to October 2014. Except for Mexico, most major foreign buyers took less U.S. beef this October than last.
3) Fueled by drought, the Australian cattle herd continues to decline rapidly, adding large volumes of Aussie beef to the global market at prices lower than U.S. beef due to the relative strength of U.S. currency.
4) Japan, as a result of favorable trade terms negotiated with Australia, is importing increasingly large volumes of beef from Australia, reducing U.S. market share in this important market. Passage of the Trans-Pacific Partnership trade agreement, which NCBA has long supported, would level the playing field in Japan, giving U.S. producers much needed tariff relief.
5) Australian herd numbers are at or near record lows and it appears the drought down under is breaking, which could lead to Australian herd expansion and cause a decrease in supplies of Australian beef.
6) Important export markets, such as China and Russia, remain closed to beef from the United States, diverting that beef tonnage to other markets at reduced prices.
7) Heavyweight cattle, particularly in northern cattle feeding regions, continue to add tonnage to the market. These cattle are slowly working through the system, but they have remained a problem for the industry longer than expected. However, weights are now slowly beginning to decline. The average steer dressed weight for the week ending November 28 was 923 pounds, down two pounds from the week before.
8) According to the Livestock Marketing Information Center, cattle on feed...
more than 120 days continue to be greater in number than historical norms, but numbers are beginning to decline.

9) Supplies of competing proteins are very large, which has pressured prices for all protein. For the year, pork production is expected to be up 7 percent from the prior year and poultry production is up 4 percent from 2014. At the same time, exports for pork and poultry have been constrained, resulting in price pressure for beef.
WASHINGTON (Dec. 18, 2015) – With bipartisan support, Congress passed the $1.15 trillion Omnibus Appropriations Bill today, which funds much of the government through fiscal year 2016. National Cattlemen’s Beef Association President Philip Ellis said the bill contained several victories for cattlemen and women.

Coming within days of facing retaliation from two of our largest trading partners, the bill repeals mandatory Country-of-Origin Labeling for beef; a significant victory for America’s cattle producers.

“COOL has plagued our industry for many years now, costing us millions and driving us to the brink of retaliation from two of our largest trading partners,” said Ellis. “Cattle producers have had to bear the cost of this failed program for far too long, and we commend the leadership of Senate Agriculture Chairman Pat Roberts, House Agriculture Committee Chairman Mike Conaway and Representative Jim Costa (D-Calif.) for ensuring the United States is brought back into compliance with our trade obligations.”

The omnibus maintains Congressional oversight to ensure the 2015 Dietary Guidelines for Americans remain within the scope of nutrition and health and are based on the latest nutritional evidence. Kristina Butts, senior executive director of government affairs, said the guidelines serve as the foundation for federal nutrition policy and that it is critical the recommendations are based on the latest science.

“Americans should enjoy a well-balanced diet with foods they enjoy,” said Butts. “Beef is an excellent source of several key nutrients like zinc, iron and protein, and numerous studies have shown positive benefits of lean beef in the diet. We’re pleased Congress continues to be engaged in the process. It is important the role of the Dietary Guidelines continues as Congress intended – to provide nutrition advice based on sound science.”

Additionally, Ellis said the bill requires a more stringent regulatory process for allowing beef imports from regions with a history of animal disease outbreaks.

“America’s cattle producers are strong supporters of trade,” said Ellis, “but we must have strong safeguards in place and do our due-diligence to ensure the health and well-being of our domestic herd is not sacrificed.”

Continued assurance on several environmental regulations is also maintained in the bill. Specifically, the bill keeps the overzealous Environmental Protection Agency in check by continuing to prohibit the agency from requiring livestock producers to obtain Clean Air Act permits or report greenhouse gas emissions on livestock operations. Unfortunately, EPA’s “Waters of the United States” rule is not addressed in the omnibus. However, the nation-wide stay is still in place currently, and NCBA will continue to push back on the rule through the courts.

Brenda Richards, Public Lands Council president, said the increase in wildfire management funds is critical as the recent drought and lack of federal forest management has ignited several massive fires this year.

“Wildfires are a significant threat to our forests and rangelands as well as our homes and lives,” said Richards. “When a fire does break out, however, we need the appropriate resources to put it out. Additionally, we appreciate the continued blocking of the Sage Grouse listing, which will give producers more flexibility to address prescriptive Resource Management Plans. Livestock grazing is one of the best management tools we have to maintain healthy landscapes, reducing the risk of wildfire and allowing our natural resources to thrive.”

Richards added the bill also continues to block the Secretarial Order 3310, preventing the Department of Interior from designating de facto wilderness areas, which diminishes multiple-use on our nation’s public lands.

Also key for cattlemen and women is passage of tax extenders legislation, passed in the House on Thursday and the Senate today. Section 179 is permanently extended at $500,000, up from $25,000 previously. Bonus depreciation is set at 50 percent for property acquired during 2015, 2016 and 2017 and phases down, with 40 percent in 2018, and 30 percent in 2019. Additionally, the conservation easement tax credit is made permanent.

“These provisions are vital to providing a stable environment for farmers and ranchers like myself to plan for the future,” said Ellis, a Wyoming rancher. “We have had to rely heavily on last-minute tax extender legislation over the past several years, but making these provisions permanent will allow businesses to invest in equipment and property with the financial certainty required.”

The comprehensive bill passed by both the House and Senate is positive news for the cattle industry. NCBA and PLC urge President Obama to sign the omnibus bill without delay.
Beef Promotions Pair Flavor with Savings

Each year, the Nevada Beef Council (NBC) embarks on a number of beef promotion efforts throughout the state, partnering with retailers, foodservice companies and promotional partners to create and implement impactful campaigns designed to resonate with consumers and give them even more reason to purchase beef. To ensure producers’ checkoff investment continues to enhance beef demand, the NBC carefully reviews the effectiveness of each of these programs to determine what’s working, if there are areas for improvement in future campaigns, or other tactics or focus areas to explore for greater bang for the buck.

Here’s a glimpse at two recent promotional programs.

Tailgating Done Right with Beef

Fall 2015 was a busy one for the NBC team and its promotional partners, as a number of campaigns were under way to drive shoppers to the meat case for their favorite beef cuts. From mid-August through late September, the NBC partnered with Reser’s Fine Foods, Save Mart Supermarkets and Entercom Radio and Digital for a tailgating-themed promotion that combined one of America’s favorite pastimes with the promotional element, by giving consumers one more reason to purchase beef.

From August 17- September 27, shoppers at Nevada Save Mart stores who purchased a “Maxx Pak” of beef and a Reser’s 3-pound potato or macaroni deli salad could save $3.00 on their purchase. On-air radio advertisements in the greater Reno media market, signage in the meat case and a full-page ad in Save Mart’s in-store magazine, In Good Taste, promoted the beef case savings and drove consumers to an online contest for a chance to win a grilling package. An extensive digital and social media campaign also brought attention to the promotion.

Promotion elements at-a-glance:

- Six weeks of broadcast radio
- Six-week digital and social media campaign
- Online tailgating-themed contest to drive traffic to social media and increase engagement
- In Good Taste full-page magazine ad available at Save Mart check stands
- Meat case signs promoting the partnership and savings
- $3-off instant redeemable coupon

Beef and Crock Pot: Made for Each Other

The NBC also completed its second year of a fall-themed promotion with Crock Pot® and Entercom Radio and Digital. From October 7 through November 3, the NBC teamed up with Crock-Pot® slow cookers, along with promotional partners Entercom and Northern Nevada Raley’s stores, on a popular fall-themed promotion. Through a radio and online ad campaign, the NBC encouraged consumers to think about savory beef dishes that can be created in a Crock-Pot®, while giving them a chance to win one of the popular small cooking appliances.

Retail partner Raley’s offered a $3.00-off beef coupon, available through the “Extra Friendzy” section of the Rales.com Website. The campaign, designed to address the millennial consumer’s desire for convenience in meal preparation, also incorporated an educational element, by providing shoppers with informational recipe cards at the meat case including tips for choosing the right cuts of beef when slow cooking.

Impressively, the retailer saw an increase of over 1,032 beef pounds sold during the promotional period, when compared with the four weeks immediately prior to the promotion.

Promotion elements at-a-glance:

- Four weeks of broadcast radio in Northern Nevada
- Four-week social media campaign, including a Facebook contest with promotional give-away of Crock-Pot® slow cookers
- E-blasts and digital outreach to radio listeners and digital outreach to targeted millennials in the Reno market
- In-store recipe cards offering slow cooker tips
- $3 savings offered through Rales.com Website on beef

Checkoff-funded Research Highlights the Importance of Protein Consumption

From Walt Barnhart, Federation of State Beef Councils

If beef is what’s for dinner, what should be on the plates for the other meals? If you said it’s still beef, you’d be right. The fact is, research shows that balancing protein throughout the day makes good nutritional sense.

However, few Americans eat this way. The beef industry, however, through its Beef Checkoff Program, is working to educate consumers on the value of balance and adequate protein intake.

The challenge has been formidable. Research shows that Americans eat about two-thirds of their total daily protein at the dinner meal. That doesn’t leave much room for protein in your breakfast and lunch meals or snacks – and that could be a problem, current researchers say.

According to Heather Leidy, Ph.D., assistant professor in the Department of Nutrition & Exercise Physiology at the University of Missouri, not only is protein important, but the time of day protein is consumed could be significant. “Protein at breakfast appears to be a good target to increase protein intake,” Leidy says. “A high-protein breakfast seems to reduce food craving-based neural signals, and improve overall diet quality.”

The Beef Checkoff Program has helped support research seeking to answer these kinds of questions. One checkoff-supported study, conducted by Leidy, found that daily consumption of a higher-protein breakfast that included two eggs and 1.6 ounces of beef was superior to both a normal-protein breakfast that featured milk and cereal or skipping breakfast altogether, in terms of improving appetite control, curbing food cravings and reducing unhealthy snacking in overweight or obese teenage girls who routinely skip their breakfast meal. The research was featured in the American Journal of Clinical Nutrition in 2013 and in the Nutrition Journal in 2014.

Research such as this provided impetus last spring for the beef industry’s 30 Day Protein Challenge, a step-by-step way to get the optimal amount of protein across all meals. The challenge encourages consumers to eat 30 grams of protein at every meal to help them maintain and/or build muscle, control food cravings and generally provide better overall health and wellness.

Consumers who sign up for the challenge receive daily inspirational e-mails, tools to help them succeed and delicious, nutritious beef recipes with plenty of protein. While the 30 Day Protein Challenge was officially kicked off last April, consumers can start anytime and receive the 30-day plan.

Thousands have since become active in the 30 Day Protein Challenge program, with a website landing page becoming the most visited page on www.beefitswhatsfordinner.com.

To learn more, visit www.beefitswhatsfordinner.com/proteinchallenge.
Nevada Cattlemen’s Association Membership

What Can Your Dues Do For You?

Be Well Represented
- Full time representation at the Nevada State Legislature during General Sessions (Part time representation during Interim Sessions)
- Influence on Governor appointed Boards and Committees

Networking Possibilities
- Receive Associate Member Directory which offers members insight to continued business members and friends of the industry
- Be eligible to serve on committees with other members
- Mingle with other members state and nation wide at:
  ◊ Annual Convention and Trade Show
  ◊ Cattlemen’s Update (co-sponsored with UNCE)
  ◊ Fallon All Breeds Bull Sale
  ◊ Young Cattlemen’s Conference

Educational Opportunities
- Receive email updates
- Subscription to our monthly newsletter Sage Signals
- Online BQA Certification
- Be informed of upcoming educational forums provided throughout the State
- Be supportive of our youth development programs including:
  ◊ NCA Scholarship
  ◊ Teacher of the Year Award
  ◊ Participation in NCBA’s Young Cattlemen's Conference
- Coordination with local and state agricultural education programs

Objectives of NCA
The Nevada Cattlemen’s Association is a non-profit trade association that was established in 1935. We provide a means for Nevada’s cattle industry to present a united front in issues that impact us all.

Our mission is to promote a dynamic and profitable Nevada beef industry which represents the interests of it producers and consistently meets the consumer’s needs while increasing Nevada’s market share.

The Association works hard to protect private property, vested water, and grazing rights. We achieve this through increased public awareness of our industry, and agriculture in general. We promote the balance of wildlife and livestock with available resources.

The Association feels strongly that the future of rural Nevada depends on healthy viable land produced by Nevada ranchers.

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<th>TYPES OF MEMBERSHIP:</th>
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| **Ranch Member:** $150.00  
+ $.40 per head over fifty |
| - General Membership Benefits  
- Membership decal  
- 10% discount on advertising in Sage Signals and Fallon Bull Sale Catalog |

| **Regional Associate** $125.00 |
| - Benefits of a Ranch Membership, Local Associate Membership and;  
  - One additional subscription to Sage Signals  
  - One free ¼ page ad annually in Sage Signals  
  - A wall plaque upon initiation of membership recognizing your business as a Regional Associate (yearly brass plate for subsequent years of Regional Associate Membership) |

| **Local Associate** $100.00 |
| - Benefits of Ranch Membership and;  
  - Discounted booth at the Annual Convention and Trade Show and/or Fallon Bull Sale |

| **State Associate** $500.00 |
| - Benefits of a Ranch Membership, Local/Regional Associate Memberships and;  
  - Nine additional subscriptions to Sage Signals  
  - Two free half-page ads annually in Sage Signals  
  - One mailing to NCA Membership of material that the committee determines to be of value to the industry  
  - A wall plaque upon initiation of membership recognizing your business as a State Associate (yearly brass plate for subsequent years of State Associate Membership) |

| **Supporting Member** $50.00 |
| - General Membership Benefits  
- Membership decal |

RANCH LISTING

1190 Deeded Acres of which there are approx. 400 acres with underground irrigation permits and approx. 302 acres with surface water rights. Borders Forest. State paved route splits property. Home needs some work.

Price: $1,500,000

MORE RANCH LISTINGS NEEDED!

Bottari & Associates Realty
Paul Bottari, Broker 775-752-0952

Membership Application

Please send completed applications to
Nevada Cattlemen’s Association
PO Box 310, Elko, NV 89803

If paying by credit card, application can be faxed to 775-738-5208

☐ Ranch Membership $150 +$.40 over fifty head
☐ Young Cattlemen $35
☐ Local Associate $100
☐ Regional Associate $125
☐ State Associate $500
☐ Supporting Member $50

Name ___________________________________________
Ranch Name _______________________________________
Address __________________________________________
Phone _______________ Email _________________________
Recruited by _______________________________________
Would you like to serve on a committee?
Yes _______ No _______
If so, what committee? _____________________________
Would you like to receive a free subscription to The Progressive Rancher? Yes _______ No ______

Method of Payment:
☐ Check ☐ MasterCard
☐ Visa ☐ American Express

Credit Card #: _____________________________
Expiration Date _____________________________
Signature ____________________________________

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14 • January 2016  SAGE SIGNALS