Nevada Cattlemen’s Association Prepared for 50th Annual Fallon All Breeds Bull Sale

It is that time of year again for our Fallon All Breeds Bull Sale. This year we are celebrating our 50th anniversary of gathering in Fallon, Nevada for this traditional sale! Our sale will be held February 20, 2016 at the Fallon Livestock Exchange at 11:00 a.m. Sifting of the bulls will be February 19th at 7:30 a.m.

For the past 50 years, producers from Nevada and the surrounding states have worked hard to bring the best quality range ready bulls to the sale to provide our buyers with quality and selection. Bulls range from yearlings to two-year olds of different breeds and are bought and sold at the annual sale. Consignments for this year’s sale features Red Angus, Balancer, Charolais, Hereford and Angus breeds.

February 19, 2016 will feature the Fallon All Breeds Bull Sale Invitational Stock Dog Trial at the Fallon Livestock Exchange beginning at 8:00 a.m., the Nevada Cattlemen’s Association Board of Director’s Meeting at 1:00 p.m. in the Holiday Inn Express meeting room and an all-day tradeshow. On that same day in the evening, all are welcome to enjoy the Fallon Bull Sale Dinner and Dance hosted by the Churchill County Cowbelles at the Fallon Convention Center. Social hour will start at 5:30 p.m. and dinner will begin at 6:30 p.m. tickets are just $15. Immediately following dinner will be a Stock Dog Auction of three dogs shown earlier in the day. All proceeds from the Stock Dog Trial are donated to benefit the fight against cancer.

The Nevada Cattlemen’s Association would like to thank the many dedicated consignors and buyers that participate in the sale each year. We would also like to thank the dedicated sponsors and people that support the sale and the association. Without all of their help this sale would not be possible. This year’s sale sponsors and donors include: Fallon Convention Center and Visitors Authority, Pinenut Livestock Supply, Great Basin Ranch – SNWA, Churchill FFA, Hoof Beat Gates and Corrals, Churchill County Cowbelles, Bonanza Inn and Casino Super 8 Motel, Comfort Inn of Fallon and the Holiday Inn Express. Please help us thank these businesses with a stop by to their stores. We look forward to seeing you there!

If you have questions regarding the sale or would like a copy of the sale catalog please contact the sale office at 1-775-738-9214 or email the sale secretary at nca@nevadabeef.org. The catalog is also posted on the Nevada Cattlemen’s Association web page www.nevadacattlemen.org.

2016 Cattlemen’s Update Deemed a Success with 407 Participants

by Staci Emm, Extension Educator, UNCE, Mineral County

Next available educational workshops will be the Agriculture Outlook on February 25, 2016 & the Estate Planning on March 12, 2016.

Cattlemen’s Update provides Nevada’s cattle producers and ranchers with the most current information on the ranching business and gives producers an idea of what research and programs are occurring at the University of Nevada, Reno. The annual event was presented by the University of Nevada, Reno’s College of Agriculture, Biotechnology and Natural Resources and University of Nevada Cooperative Extension, with support from the Nevada Department of Agriculture, the U.S. Department of Agriculture Risk Management Agency and other local sponsors.

The Cattlemen’s Update provides current research-based information about important management practices and issues that may affect the efficiency, productivity and profitability of the beef industry. The Update is specifically designed for cattle producers and ranchers and will provide attendees with specific tools to make informed decisions on their beef operations.

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Continued on page 9
NCA Calendar

February 19, 2016
NCA Board of Directors Meeting
Holiday Inn Express Meeting Room
Fallon, Nevada
1:00 p.m.

February 19-20, 2016
50th Anniversary NCA Fallon Bull Sale
Fallon Livestock Exchange, Fallon, NV
FMI: contact NCA office, 775-738-9214, or nca@nevadabeef.org
www.nevadacattlemen.org

March 26, 2016
Winnemucca Ranch Hand Rodeo
Winnemucca Events Complex
Winnemucca, NV

April 11-14, 2016
PLC/NCBA Legislative Conference
Washington, D.C.

NCA Picture Trivia

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

We are asking again:
We ran this photo last month and have not received the answer. Here’s your second chance!

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.

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between December 21, 2015 and January 20, 2016. (New members are in bold.)

- Adobe Insurance Group, John Byers
- Atkin Livestock, Brandon & Katelin Atkin
- Cardey Ranches/Roadrunner Angus, Don & Diana Cardey
- Robert Depaoli, Robert Depaoli, Jr., Robert Depaoli III
- Devils Gate Ranch, Jeffrey Knight, Ken Bowler
- Duarte Livestock, Eric Duarte
- Ebert, Fiddes, and Dorsa, Tom Ebert
- 5 D Cattle Co., Jim Delaigle
- Flat Creek Ranch, Kirk Mader
- Galeppi Land & Livestock, Russel & Barbara Byington
- Michael & Julie Irish
- Dr. Bill Kvasnicka
- Susan Mc Cartney
- Spratling Ranch, Blake Spratling
- T I Ranches LLC, Kenneth Jones
- Winchell Ranch, Walter Winchell
- Joseph Wines
- Winnemucca Convention & Visitors Authority, Kim Petersen

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

Montello Area Farm For Sale

583 acres with all permitted for irrigation. One new pivot and plumbing for a second pivot in. 3 irrigation wells should be able to supply two pivots. Seller terms offered.
Price: $900,000

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Paul Bottari, Broker 775-752-0952

Edward Jones
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Fax: 888-789-5186
www.edwardjones.com
Happy New Year cattlemen and cattle-women, I hope you all had a safe and joyful holiday! What a way to start 2016 with issues brewing in Oregon and the Bundy name popping back up and the question of “what is the cattle market going to do”, the year is definitely rolling. It may be easy to be drawn into these negative topics so how about we look at all the positive things we can be thankful for. Like all of the moisture we are receiving in almost every corner of the state of Nevada from the Rubies to the Sierras and from Reno to Ely. Although this last year we have seen record drops in cattle prices we have also seen a drop in the cost of feed. These changes in prices coupled with the large amounts of snow we are seeing it look as if there will be a lot of feed again.

Percentage wise the cattle market has not seen a drop like this since the early 80s. Cattle prices appear to be close to what they were two years ago. I am writing this article on the heels of the Fallon Livestock Exchange’s first feeder special of the year. The feeder sale came one day after the stock market had a 13% loss and the cattle futures limited down. However the price of cattle were up at this sale from a nickel to a dime higher than the Silver State Classic held in December. Volume was ok at nearly 1400 hd. and plenty of buyers! With export markets opening up in South America I can foresee a good stable year in cattle prices... $3 to $4 calves? Nope!! Not while a congressional hearing is looming on the cattle bubble.

Another positive thing is increasing herd numbers. To answer the demands from cow calf operators, this year’s Fallon Bull Sale is promising to be a good one with nearly 140 bulls consigned and several new consignors who have not yet attended our sale before.

The unknowns are troubling and we are watching them close. The question remains what and how the Feds will react to the strong potential of starting out of the drought and implementation of the Land Use Plan? As more funds are drawn off the general budget to pay for social programs will there be any gathers this year?

For any statements regarding the Southeast Oregon Issue, the Nevada Cattlemen’s Association has created a press release of which it was made available to the general membership and interested press agencies. The Hammond family attorney has asked to let their issue run the course of due process and they have made it clear that the Bunds are not speaking on behalf of the Hammond’s.

My next message will be centered on the National Cattlemen’s Beef Association convention and the 50th Annual Fallon All Breeds Bull Sale. Until then, take care friends and I hope to see you in Fallon on the 19th and 20th of this month at the bull sale and please feel free to join us at the Board of Directors meeting held on the 19th.

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<table>
<thead>
<tr>
<th>Selling all classes of livestock:</th>
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<tr>
<td>Cattle ✦ Horses ✦ Sheep ✦ Goats ✦ Pigs</td>
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Every Tuesday at 11:00 a.m.

Fallon Livestock Exchange, Inc. is the key market for Nevada livestock producers, and the Home of The Fallon All Breeds Bull Sale every February, and the Silver State Classic Special Calf and Yearling Sale held every December sponsored by the Nevada Cattlemen’s Association

Fallon Livestock Exchange, Inc.
775-867-2020

Monte Bruck, Manager
(775) 867-2020 • (775) 426-8279
UPCOMING VIDEO SALES

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Consignment Deadline: February 24TH

WEDNESDAY, APRIL 13TH
Wyndham Visalia • Visalia, CA
Consignment Deadline: March 29TH

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Dear Sage Signals Readers,

We realize that March 1st is fast approaching, and that none of you have received as much Sage Grouse Plan Amendment information as you would like or need. Although future trainings are still in planning, in the meantime, we want to make sure that you all know that the Sage Grouse Plan Amendment DOES NOT change your current permit Terms and Conditions with BLM. BLM Grazing Permit Terms and Conditions will only change through site specific monitoring, appropriate NEPA and a BLM grazing decision and are subject to “due process” protest and appeal rights.

Some things you will want to pay closer attention to this year than you may have in the past are things like; What are the annual use goals on the allotment?, What monitoring methods are used to measure these annual indicators?, Is my current livestock management meeting these annual use goals? I know you have all been paying attention to your permitted allotments, especially during the last few years of drought, so you may already know the answers to these questions. Also, take a look at Table 2-2, and as you ride around just look and see how what you are seeing compares to the table. You may not know exactly what seasonal habitat you are in, and you may not know what ecological sites you are traveling through (for ecological sites, see the training section below!), but you will start to get a feel for how things are tying together.

All BLM grazing permits need to be promoting conformance with Standards, and in compliance with Guidelines. Standards and Guidelines are a driving factor for changes to permit Terms and Conditions, so it is important for all of you to understand them. Below, I’m going to talk a little bit about Standards and Guidelines. In the 1995 Code of Federal Regulations for livestock grazing (which is the version we are currently working under) subpart 4180 was added. Subpart 4180 is titled ‘Fundamentals of Rangeland Health and Standards and Guidelines for Grazing Administration’. In subpart 4180 it outlines the ‘Fundamentals of Rangeland Health’. You can read this in total at http://www.blm.gov/nv/st/en/prog/grazing/nevada_range_notes.html, but they are paraphrased below:

- Watersheds are functioning properly.
- Ecological processes (hydrologic cycle, nutrient cycle, energy flow) support healthy biotic populations and communities.
- Water quality meets state standards and meets BLM biological management objectives (e.g., clean water for fish).
- Wildlife habitat is being restored or maintained for special status species (T&E, etc.).

The regulations also specify in 4180.2(b) that the BLM State Director, in consultation with affected BLM resource advisory councils (RACs) shall develop or amend state or regional standards and guidelines. And this is to be done in consultation with Indian tribes, other agencies and the public. As you can see, it is quite a process to develop or amend standards and guidelines! Nevada has 3 sets of standards and guidelines; Sierra Front Northwest Great Basin, Northeast Great Basin, and Mojave Southern Great Basin. These were developed between 1995 and 1997 through the process mentioned above, and the 3 sets of RAC standards and guidelines were approved by the Secretary of the Interior in 1997. These RAC standards and guidelines contain all the fundamentals listed above, but in a way that is meant to capture nuances specific to those geographic areas.

These are still the standards and guidelines that we will be working under in Nevada, and you can read them in their entirety at http://www.blm.gov/nv/st/en/prog/grazing/nevada_range_notes.html. We are now required to use the Habitat Assessment Framework (HAF, available to read at http://www.blm.gov/nv/st/en/prog/grazing/nevada_range_notes.html) to get a ‘habitat suitability rating’ whenever we are permitting an action in sage grouse habitat. Basically all that has changed with standards assessments/evaluations is that the habitat suitability rating will be required data to help inform habitat standards in sage grouse habitat areas.

It also specifies in 4180.1 that “The authorized officer shall take appropriate action under subparts 4110, 4120, 4130, and 4160 of this part as soon as practicable but not later than the start of the next grazing year upon determining that existing grazing management needs to be modified to ensure that the following conditions exist.” This means that if livestock grazing is keeping the standards from being met, then it needs to change. This change needs to be geared at addressing whatever the problem was found to be. All land should be meeting standards, or progressing towards meeting standards.

This is why long term objectives, short term indicators and appropriate monitoring is so important. The long term objectives should be tied to the RAC standards, and the short term indicators should be created in a way so that if they are achieved, the long term indicators will be accomplished. An appropriate monitoring plan is vital, so that it can be seen if an area is making progress towards meeting standards.

Hopefully this shed some light on RAC standards and guidelines, and how new sage grouse guidance will fit into that. One big change from the Sage Grouse Plan Amendment is that now any permitted activity on BLM managed land that is causing the standards to not be met is expected to change, not just livestock grazing.

Upcoming Training Opportunities!

I would encourage all of you that can to attend the Ecological Site Description (ESD) trainings that NRCS/UNR will be putting on during 2016. So far, there are at least 2 sessions to be offered, one in Winnemucca, and one in Elko. The dates are not yet set, but I will post them in here when they are. These ESD trainings are being offered specifically for the rancher/permittee, and are an excellent way to improve your knowledge so that you can have the best ability to provide valuable input during any monitoring, land health assessment or permit renewal you are involved in.

We still plan on having 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 apologize for this training not coming out as soon as any of us would have liked.

Mark your calendars!! The dates of July 26-28 the National Riparian Service Team (NRST) is bringing the Riparian Grazing Training (Grazing Management Processes and Strategies for Riparian-Wetland Areas) to Nevada! 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, BLM and FS staff to learn alongside each other and apply what they are learning in the field. The location is not yet chosen, but I will let you know when it is.

I hope this article was informative, but if it left you with questions, please let me know. As always, 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’
Nevada Cattlemen's All Breeds Bull Sale

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Questions? Comments? Contact Us!...

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Apply Now for Range Camp

Reno, Nevada, January 25, 2016 — Applications are now being accepted from high school students to attend the 56th Nevada Youth Range Camp to be held June 19-25 at the U.S. Forest Service’s Big Creek Campground in central Nevada. Applications must be submitted by Friday, April 29th.

Nevada Youth Range Camp is a teenager’s best opportunity to learn about Nevada’s desert and mountain rangelands and diverse ecosystems, while experiencing them first hand. The Society for Range Management operates the week-long camp for 14-18 year olds from Nevada and eastern California. University of Nevada Cooperative Extension conducts the program with staff from various State and Federal agencies including University of Nevada Cooperative Extension, Natural Resources Conservation Service, Nevada Division of Forestry, Nevada Division of Conservation Districts, Bureau of Land Management, U.S. Forest Service, U.S. Fish and Wildlife Service, and Nevada Department of Wildlife. Financial sponsors include Nevada Wildlife Federation, Nevada Conservation Districts, Nevada Bighorns Unlimited, and Nevada Society for Range Management.

Campers will have the opportunity to learn from range management professionals who are knowledgeable in the ecology and management of the Great Basin’s desert and mountain rangelands. Students learn basic surveying and map reading, identification and importance of rangeland plants, evaluation of sagebrush and woodland ecosystems, wildlife surveying techniques, evaluation of stream health, and many other topics related to rangelands. While the camp is educational, it also offers an enjoyable, outdoor experience with activities such as swimming, fishing, hiking, volleyball, horseshoes, campfires and photography.

Interested students must submit an application and letter of recommendation from an adult other than a parent, relative, or sibling. The cost to attend Range Camp is $200, which includes meals and camp activities. Applicants can be sponsored to attend Range Camp by contacting their local conservation district or other organizations. Forms and information can be found on the Nevada Youth Range Camp Web site at http://nevada.rangelands.org/Range%20Camp.html or by contacting Kathryn Dyer (775) 861-6647 or kdyer@blm.gov.

Completed applications with enclosures can be or e-mailed to kdyer@blm.gov. Letters of recommendation must be on the adult’s official letterhead. Applications must be submitted by Friday, April 29th. Approved applicants will be notified within two weeks by email. We are trying to go paperless, but if email is not available to you, please send your application by mail to NV Youth Range Camp, c/o Bureau of Land Management, attn. Kathryn Dyer, 1340 Financial Blvd, Reno, NV 89502.

Camp is held every June at the US Forest Service Big Creek Campground in central Nevada’s Toiyabe Mountain Range. The Toiyabes are one of Nevada’s most impressive mountain ranges with several peaks over 10,000 feet in elevation. June is an ideal time to be in the Toiyabes when numerous wildflowers are in bloom and the vegetation is green from the recent snowmelt.
Beef Labeling Program Gone

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

USDA Agricultural Marketing Service (AMS) is getting rid of a labeling program focusing on grass fed beef and naturally raised claims on livestock. On Jan. 11, The Agricultural Marketing Service (AMS), published a notice in the Federal Register to withdraw the United States Standards for Livestock and Meat Marketing Claims. Specifically, AMS is withdrawing the Grass (Forage) Fed Claim for Ruminant Livestock and the Meat Products Derived from Such Livestock (Grass (Forage) Fed Marketing Claim Standard); and the Naturally Raised Claim for Livestock and the Meat and Meat Products Derived From Such Livestock (Naturally Raised Marketing Claim Standard). These changes will be effective January 12, 2016. A copy of the standard will remain on the website for reference at http://www.ams.usda.gov/services/auditing/grass-fed-SVS.

AMS continually reviews the services it provides. During the course of this review, AMS has determined that certain services do not fit within the Agency’s statutory authorities. Applicants often seek to market the USDA-verified marketing claim on a food product label. To do so for meat products, the company must receive pre-approval from the Food Safety and Inspection Service (FSIS), which regulates food labels. Without express authority from Congress, it is not AMS’ role to define standards; that responsibility lies with FSIS. Because AMS does not have express authority to define grass-fed or naturally raised, it is inappropriate for the agency to offer it as an AMS-defined marketing claim. Instead, companies can use voluntary USDA-Certified or USDA Verified programs to verify compliance with standards that they develop.

In addition the Livestock, Poultry, and Seed Program’s Quality and Assessment Division (QAD), will individually contact all applicants using the USDA Grass Fed Marketing Claim Standard to ensure their programs are adjusted to the new requirements within the established timeframes. The USDA’s Grass Fed Small and Very Small Producer Program (SVS) will remain intact with program requirements outlined in the QAD 1020 Procedure (http://www.ams.usda.gov/sites/default/files/media/QAD%20201020%20Procedure.pdf).

The USDA Grass Fed Program for Small and Very Small (SVS) Producers was designed to create opportunities for small-scale livestock producers who would like to have their ruminant animals certified as grass fed. This program, is designed for producers who market 49 cattle or less each year or lambs produced from 99 ewes or less.

This program requires that ruminant animals be fed only grass and forage, with the exception of milk consumed prior to weaning. Animals certified under this program cannot be fed grain or grain by-products and must have continuous access to pasture during the growing season.

The Livestock, Poultry, and Seed Program’s Quality and Assessment Division will issue revised certificates to the SVS producers and update the SVS Official Listings; approval dates will remain the same. No action is necessary from the SVS producers. The Quality and Assessment Division will issue revised certificates and update SVS Official Listings to reflect the changes in their individual programs.

If you have any questions, contact Jennifer Porter, QAD Director, at (202) 690-3147.
Cattleman’s Update: Continued from page 1

productivity, profitability and sustainability of cattle production businesses. Each day during the week, the program is held at a different location in the state. This year’s event had an attendance of 407 participants located in Caliente, Eureka, Lovelock, Owyhee, Reno, Fallon, Wellington, Ely, Elko, Winnemucca and Sierra Valley. Evaluations from the event provide feedback about the agenda and what producers would like to see next year. Planning occurs out of the Mineral County Cooperative Extension office. Please contact Staci Emm if you have comments or concerns about the event at (775) 945-3444 ext. 10.

Tom Harris, Director, UNR Center for Economic Development has scheduled a Nevada Agriculture Outlook workshop on February 25, 2016. The cost of the workshop is $20 per person in the Reno and Las Vegas locations only (food will be served) and is free interactive video to Fallon, Elko, Winnemucca, Yerington and Carson City. The agenda is looking at trends in Agricultural Prices, determining what a representative ranch in Nevada looks like, and presenting the impacts to representative ranches from Sage Grouse land withdrawals. For more information on this workshop or a full agenda, follow the link to the workshop brochure at http://www.unce.unr.edu/calendar/assets/uploads/2016/01/NevadaAgricultureOutlook2016.pdf

If you need additional information, call Jennifer Kintz at (775) 945-3444 ext. 12 or kintzj@unce.unr.edu.

On March 12, 2016, there will be an Estate Planning workshop in Yerington, NV at the Snyder Sale barn. This is not an interactive video event. The workshop will be the day before The Bulls for the 21st Century Event. No preregistration is required. If you would like more information, contact Staci Emm at (775) 945-3444 ext. 10 or emms@unce.unr.edu.
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Nevada Department of Agriculture Announces Plant Industry Leadership

SPARKS, Nev. – The Nevada Department of Agriculture (NDA) announced Robert Little as its Plant Industry Division administrator, based in Sparks, Nev.

Little has worked with the NDA for 12 years, and most recently held the Plant Industry Division deputy administrator position. He previously managed the Noxious Weeds Program and worked in the Entomology Lab. Little is a Nevada native, and holds a Bachelor of Science in biology from the University of Nevada, Reno.

Meghan Brown was selected to serve as Plant Industry Division deputy administrator in the NDA’s Elko office. Most recently, Brown worked for Congressman Mark Amodei as a rural representative. She holds a Bachelor of Science in environmental science, range management and rural development from Utah State University, and has lived in Nevada since 2006.
Nevada Cattlemen’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen’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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Elko Office
557 W. Silver St., #206
Elko, NV 89801
(775) 753-7771
President Vetoes Resolution of Disapproval of WOTUS

WASHINGTON (Jan. 20, 2016) – After bi-partisan passage in both chambers of Congress, President Obama vetoed Senate Joint Resolution 22, disapproval of the EPA’s “waters of the United States” rule. National Cattlemen’s Beef Association President Philip Ellis said this is a clear indication the President does not understand the role America’s cattle producers, land owners and state governments play in preserving our natural resources.

“We are extremely disappointed the President chose to side with the EPA, which has pulled out all the stops and shown an appalling disregard for the law throughout this rulemaking process,” said Ellis. “In siding with the EPA, the President has ignored the will of Congress, including members of his own party. Moreover, he has taken side against the 32 states, and countless stakeholders who have challenged the WOTUS rule. With Congress clearly showing their disapproval of this rule, the consequences of WOTUS implementation now rest solely with President Obama.”

The Senate voted 53-44 on Nov. 4, 2015 and the House voted 253-166 on Jan. 6, 2016 in support of S.J.Res. 22. Public Lands Council President Brenda Richards said that while the outcome remains certain, the path is now much longer.

“Rather than ditch the rule, the President ignored the tidal wave of opposition to appease the EPA’s radical agenda,” said Richards. “Due to the President’s veto cattle producers, stakeholders, states and ultimately taxpayers are now going to have to spend millions of dollars on litigation to ultimately determine what we already know; the WOTUS rule extends beyond Congressional intent under the Clean Water Act and violates Supreme Court precedent. Once again the regulatory train wreck has landed squarely on America’s rural economy.”

NCBA and PLC filed a lawsuit in the Southern District Court in Texas on July 2, 2015. That litigation will continue. While the Sixth Circuit Court of Appeals considers jurisdiction, a temporary nationwide stay on implementation of the WOTUS rule remains in effect.

“Cattle producers need regulatory certainty,” said Ellis. “While the WOTUS rule remains at the EPA, we will continue to pursue litigation and legislation to bring about that certainty. This is a top priority for our members and today’s action shows that we have only begun our fight.”

**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 its 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.

**Types of Membership:**

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<thead>
<tr>
<th>Membership Type</th>
<th>Cost</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Ranch Member</td>
<td>$150.00</td>
<td>- General Membership Benefits</td>
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<td>- Membership decal</td>
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<td>- 10% discount on advertising in <em>Sage Signals</em> and Fallon Bull Sale Catalog</td>
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<td>Young Cattlemen</td>
<td>$35.00</td>
<td>- Must be 35 years of age or younger</td>
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<td>- General Membership Benefits</td>
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<td></td>
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<td>- 10% discount on advertising in <em>Sage Signals</em> and Fallon Bull Sale Catalog</td>
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<tr>
<td>Local Associate</td>
<td>$100.00</td>
<td>- Benefits of Ranch Membership and;</td>
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<td>- Discounted booth at the Annual Convention and Trade Show and/or Fallon Bull Sale</td>
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<td>State Associate</td>
<td>$500.00</td>
<td>- Benefits of a Ranch Membership, Local/Regional Associate Membership and;</td>
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<td>- Nine additional subscriptions to <em>Sage Signals</em></td>
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<td>- Two free half-page ads annually in <em>Sage Signals</em></td>
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<td>- One mailing to NCA Membership of material that the committee determines to be of value to the industry</td>
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<td>- A wall plaque upon initiation of membership recognizing your business as a State Associate (yearly brass plate for subsequent years of State Associate Membership)</td>
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<tr>
<td>Regional Associate</td>
<td>$125.00</td>
<td>- Benefits of a Ranch Membership, Local Associate Membership and;</td>
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<td>- One additional subscription to <em>Sage Signals</em></td>
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<td>- One free ¼ page ad annually in <em>Sage Signals</em></td>
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<td>- A wall plaque upon initiation of membership recognizing your business as a Regional Associate (yearly brass plate for subsequent years of Regional Associate Membership)</td>
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<td>Supporting Member</td>
<td>$50.00</td>
<td>- General Membership Benefits</td>
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<td>- Membership decal</td>
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<td>- Listing in Associate Member Directory (May include ad/coupon with listing)</td>
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**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
- Young Cattlemen $35
- Local Associate $100
- Regional Associate $125
- State Associate $500
- Supporting Member $50

Name ___________________________

Ranch Name _____________________

Address _________________________

City ___________________________

State __________ Zip ___________

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 _________________________

Supporting Member: $50.00

- General Membership Benefits
- Membership decal

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 NCA’s Young Cattlemen’s Conference
- Coordination with local and state agricultural education programs
Dietary Guidelines Keep Meat on the Menu

In early January, the much-anticipated 2015 Dietary Guidelines for Americans (DGA) were released by the US Department of Health and Human Services and the USDA. Following years of planning, research and discussions with nutritionists and medical professionals, the final guidelines affirmed the role of lean beef in a healthy diet and confirmed that Americans are, on average, consuming meat, including beef, at levels consistent with the guidelines.

Overall, the message is a good one for beef-lovers: Americans can feel good about balancing their diet with beef. The Dietary Guidelines, which can play a key role in helping people build healthier diets, emphasize the importance of choosing healthy dietary patterns. The Nevada Beef Council (NBC) and national Beef Checkoff program continue to focus on helping people understand that beef can play a very important role in a healthy diet, with the Dietary Guidelines being just one piece of that conversation.

“The 2015 Dietary Guidelines for Americans have a lot of good news for our industry,” states James Winstead, RDN and Director of Food and Nutrition Outreach for the NBC. “In addition to including lean beef as an optimal protein Americans should include in their diets, the guidelines also emphasize the importance of healthy eating as a whole. However, it’s important to remember that guidelines are just that – guidelines. They are not one-size-fits-all prescriptions. For the NBC, educating both consumers and nutrition experts about the role beef can play in a healthy dietary pattern continues to be a priority.”

One thing the DGA acknowledge is that Americans have different dietary needs, and they can vary widely based on factors such as age, gender, and level of physical activity. They also note that healthy dietary patterns can be flexible in terms of carbohydrate, protein and fat intake, and suggest that some people may benefit from consuming higher levels of protein because of its positive role in weight management, healthy aging and disease prevention.

Promoting Beef as Part of a Healthy, Balanced Diet

The NBC, along with the national Beef Checkoff, will continue to provide nutritional meal solutions, relevant health information, and tips for how beef supports a healthy diet. As you talk with neighbors, friends, or consumers about beef’s nutritional information, keep in mind there are a number of helpful resources to guide you in these conversations. First and foremost, the NBC has a Registered Dietitian-Nutritionist on staff, and can answer your questions about specific beef nutrition issues. Simply e-mail him your nutrition questions at james@calbeef.org.

Additionally, there are a few brief nutrition messages that are helpful for all of us to keep in mind. For example, help reassure people that the delicious beef they love is also a key component of a healthy, balanced diet by sharing that a 3-ounce serving of lean beef provides several essential nutrients in about 150 calories - including many nutrients like high-quality protein, iron, zinc and B vitamins that are critical for development and optimal health throughout life.

What’s more, as stated in the Dietary Guidelines, lean beef is a nutrient-rich food, which is one reason why health professionals have recommended lean beef for decades. People who enjoy beef can easily add a variety of lean beef cuts to their diet. There are 38 cuts of beef that now meet government guidelines for lean, including some of America’s favorite cuts like sirloin steak and lean ground beef.

It can also be helpful, and eye-opening, to point out the high-quality nutrients beef provides when compared with other foods. For example:

- It would take 7.5 servings of skinless chicken breast (a total of 1,050 calories) to get the same amount of Vitamin B12 as is in a 3-ounce serving of lean beef with 154 calories.
- It would also take 13.5 servings of salmon, with 2,363 calories, to get the zinc content that's in 3 ounces of lean beef.
- What's more, it would take 6.5 cups of raw spinach to get the amount of vitamin B6 in 3 ounces of lean beef. That's a lot of green!

Learn More About Your Checkoff and Beef Nutrition

There are a variety of helpful tools to keep you informed of both Checkoff and NBC-related activities, and offer insight on beef nutrition:

- Visit us at www.nevadabeef.org or www.mybeefcheckoff.org.
- Check out Beefitswhatsfordinner.com, which features a robust section on beef nutrition.
- Visit www.beefnutrition.org which features additional nutrition information, including various studies and research.
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

CATALOG AVAILABLE NOW!
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