Even with the threat of cold temperatures and bad winter weather across much of the West, it did not keep cattlemen from attending the 50th Anniversary of the Fallon All Breeds Bull Sale. This year’s bulls ranged from 14-25 months of age. The sales of 113 high quality bulls came to a total of $496,000.00, with a Sale Average of $4,389.38. Cattlemen from California, Idaho, Nevada, Oregon, and Utah attended the sale looking to buy their range-ready bulls for the year.

Breed Averages included: Red Angus for $2,950.00; Charolais for $4,541.67; Herefords for $4,723.68; and Angus for $4,396.34.

The High Selling Bull of this year’s sale was Ed Amador, of Amador Angus Ranch, for lot #129. Selling for $8,000.00, this was purchased by Louis Scatena of Yerington, NV.

Second High Selling bull goes to Bo Thornefeldt, of Thorenfeldt Land & Cattle, for lot #85. Selling for $7,700.00, this was purchased by Chris Gansberg of Gansberg Ranch LLC in Marleeville, CA.

Third High Selling Bull was Terry Cooper, of Cooper Cattle, for #142. Selling for $6,700.00, this was purchased by Maureen Weishaupt of Fallon, NV.

Fourth High Selling Bull was Lilla & Woodie Bell, of the Bell Ranch, for lot #32. Selling for $6,500.00, this was purchased by Jon Wilker, of the UNR Gund Ranch in Crescent Valley, NV.

Award Hats and Plaques are awarded to each Best of Breed (for which there are

Nevada Cattlemen’s Association Recap

Along with preparing for the 50th Annual Fallon All Breeds Bull Sale the leadership of Nevada Cattlemen’s Association has been busy traveling to different meetings representing Nevada and our unique issues. Leadership of the association is always looking for new members, new voices, and new perspectives. Without the strong voices of membership the association cannot stand strong against the issues we face.

Late January NCA members attended the National Cattlemen’s Beef Association convention in San Diego, CA. This was a very memorable convention for NCA. We were able to attend educational sessions regarding issues that many cattlemen members face, networked with other people in the industry, and recognized some accomplishments of NCA members. Maggie Creek Ranch and the Searle family of Elko, NV were named national winners of the 2015 Environmental Stewardship Award. This award recognizes ranchers for their commitment to outstanding land management practices which create healthy, balanced ecosystems. We are also excited to share that Joe Guild, past president of the Nevada Cattlemen’s Association, was recently elected to serve as the National Cattlemen’s Beef Association policy Vice Chairman. Thank you to all of the NCA members for attending this event and supporting your fellow cattlemen.

February was an interesting month at the NCA office. Time was of the essence trying to finalize everything for the Fallon Bull Sale while too dealing with office heat and power not working. If you have been to Elko, NV you know it can get quite chilly! Thank you to everyone for the patience when we weren’t able to get back in touch with you right away. Also in February, I had the opportunity to attend the National Young Farmers & Ranchers conference in Kansas City, MO.

Continued on page 4
Nevada Agricultural Foundation Announces Scholarship Funding

The Nevada Agricultural Foundation (NAF) is pleased to offer their current Education Assistance Awards (EAA) program. To acquire the EAA information and application forms, please visit our website at: www.nevadaagriculturalfoundation.org. Click on Forms page and it will take you to the information and downloads that are needed to apply for our awards. Files that will be of interest to students are:

- NAF Educational Assistance Award Application (for students that have not received a NAF award previously)
- NAF Educational Assistance Award Renewal Application (for students who are current or past recipients of a NAF award)

Each year the Nevada Agricultural Foundation awards over $50,000 in Educational Assistance Awards to deserving Nevada students. The Scholarship Committee will give consideration only to applicants who document intent to follow an agricultural curriculum. Award recipients must enroll within the year awarded (by Fall semester) or forfeit the award. If a student cannot meet requirements for the award during any year of the award, the award will be forfeited. The recipient is eligible to reapply when they can meet the requirements. NAF provides various awards with a minimum of $2000 per academic year for students receiving awards. Some awards are restricted as to major fields of study within an agricultural curriculum. Also, please note the applications must be postmarked by: March 15.

Mail completed applications to:
Nevada Ag. Foundation  
Educational Assistance Awards  
P.O. Box 8089  
Reno, NV 89507

Applicants must provide complete forms that comply with the items on the Application Checklist - worthy applicants will be eliminated from consideration if they have failed to sign their application and/or send their transcript.

NCA Recap: Continued from page 1

I went there on behalf of the Nevada Farm Bureau but I was able to network with many other Cattlemen members from other states and learn about their associations. I realized how very unique every state is, including Nevada, when it comes to agriculture and the issues that we all face. For example, Florida faces too much water and in Nevada we face not enough. This conference as well as the NCBA convention presented many opportunities to grow professionally, to network with other people in our industry and also to see how cattlemen’s members of all ages play crucial roles in the future of our industry. If you are a new or existing young cattlemen’s member I encourage you to get more involved in the local, state or even national associations because the experiences are definitely worthwhile.

During the February Board of Directors meeting we were updated on things happening in Nevada by all of the committee chairs as well as affiliate organizations. NCA appreciates the continuous commitment from our Board members and attendance from the general membership. The next Board of Directors meeting will be held in Elko, NV on June 3rd. Please contact the NCA office for more information. We encourage all to attend these meetings and to remember that there is always an open door for anyone to attend.

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between January 21 and February 19, 2016. (New members are in bold.)

- C K P Insurance, Alex Greenstein
- Lucky U Performance Horses, Jake Uhlimann
- Marys River Ranch, Preston Wright, John Wright
- Superior Livestock Auction, Jim Davis
- T-K Ranch Rodeo Bulls, Tom Collins
- Kevin & Kristy Tomera
- Witte Shorthorns, Herman Witte
- Daniel Wolf

Official Publication of the Nevada Cattlemen’s Association

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David Stix, Jr., President Sam Mori, President-Elect Tom Barnes, 1st Vice Pres. Hanes Holman, 2nd Vice Pres.
Hello Friends! As I had promised previously, I am writing to you with a conclusion of the National Cattlemen’s Beef Association convention and the 2016 Fallon All Breeds Bull Sale.

What a great Fallon Bull Sale this year turned out to be. The total number and quality of bulls consigned this year were up, with 116 bulls going through the sale ring and only 7 bulls being sifted prior. Prices were up especially with one bull selling for $8000.00. However, the last 15 to 20 bulls fell below $3000 so our average ended up similar to last year’s being $4,389.38. Most of all it was exciting to see several new consignors and buyers attend our sale.

We had a productive Board of Directors Meeting on Friday, February 19th during the Bull Sale. Updates and reports were given from Jim Barbee and other employees of the Nevada Department of Agriculture informing us on the coming changes to the rules relating to sale yards, and coggins testing requirements for horses. The sale yard changes include requiring a Veterinarian on site of the sale and requiring all bangs vaccinations to be completed before the sale of the heifers.

All in all, what a great weekend in Fallon!

Kaley Sproul, NCA Executive Director, and I attended the NCBA Convention in San Diego, California representing all of you. It was pleasant to see fellow Nevada cattlemen there and thanks to all of whom attended. We can’t say enough about the Maggie Creek Ranch of Elko, NV winning the national 2015 Environmental Stewardship Award. It was very exciting and we need to all congratulate Jon Griggs and the Searle family a “Way to go!!”.

Back to the cattle market, it is crazy! It is up then it is down. It literally is like a roll of the dice to catch prices on the way up. The Nevada Livestock on the 18th of February had their feeder special, prices were exactly where they’ve been since October of 2015, $2.00 to $2.10 for a good black 5 weight steer. Though the experts say prices are going to remain the same for most of the year as well as the beef demands, we can rely on low feed costs to help out.

Lucy Rechel, of Snyder Livestock, and I along with many ranchers from Lyon County spent a lot of time in Yerington, NV in the past few weeks. We have been battling the most stringent and unattainable development codes for feeding operations seen in what I believe in the whole state of Nevada! These new codes are a result of an over-reaction by county staff caused by a new dairy built this last year in Smith Valley, NV. Some of the new codes consisted of a 3/4 of a mile set back from adjacent property and roads. It reflects a Nebraska odor requirement and a fly and mosquito code that would affect new as well as existing feeding operations. At a recent Commissioners meeting we were successful in getting the new codes removed. However with a condition that we go back to the drawing table and assist in writing codes that are reasonable for new dairies and feedlots.

Well everyone it’s time to run, again I thank all of you for the chance to serve you and I look forward to talking to you soon.
two or more consignments) and the Top Overall Range Bull.

Thorenfeldt Land & Cattle had both the TOP Overall Range Bull and the Angus Best of Breed for the sale with lot #85. It was purchased by Chris Gansberg of Gansberg Ranch LLC for $7,700.00.

Mark Peacemaker of the P Bar Ranch was awarded Red Angus Best of Breed for lot #7 and purchased by Fred Bailey of Eureka, NV for $3,750.00. Jerry and Sherry Maltby of the Broken Box Ranch were awarded Charolais Best of Breed for lot #20 and it was sold for $4,750.00 to Lazy D Livestock of Pioche, NV. Phil Allen & Son of Antimony, UT was awarded the Hereford Best of Breed with lot #24 selling for $5,500.00 to Tulloch Family Partnership of Romona, CA. It should also be noted that the Allens have come to the last 50 years of the Fallon Bull Sale. We thank them for their dedication to the industry and to the sale.

Along with the dedicated group of buyers and consignors that participate in the sale each year, there are several sponsors who help make the sale possible year after year and they include: Pinenut Livestock, (awards for Best of Breed, Top Overall Range Bull, and Best Pen of Heifer and ear tags for the sale); Fallon Convention Center (grant for advertising); and Great Basin Ranch of Southern Nevada Water Authority (for donating the “Raffle Calf”, proceeds go to benefit Churchill FFA and the NCA Scholarship Fund); and Hoof Beat Gates and Corrals for donating the panels for the FFA raffle. Also, each year Gayle Hybarger organizes the Invitational Stock Dog Trials and Auction, proceeds go to benefit a family’s fight against cancer. Along with these dedicated sponsors we would also like to thank our newer sponsors, Stix Cattle Company, 

Lot #24, Hereford Best of Breed winner, of Phil Allen & Son Ranch.
Charolais Best of Breed winner, Jerry Maltby of Broken Box Ranch, presented by Kaley Sproul, NCA Executive Director.

Robison Ranch and Demar Dahl for contributing a donation calf. Without the support of these great sponsors, the Fallon Bull Sale would not be possible.

Lastly, thank you to the crew at Fallon Livestock Exchange, the Churchill FFA, the Churchill County Cowbelles and the bull sale committee members, who all helped make the Fallon Bull Sale a huge success!

Lot #20, Charolais Best of Breed winner, of Broken Box Ranch.
50th Anniversary
FALLON ALL BREEDS BULL SALE

SPONSORS:
Great Basin Ranch/ Southern Nevada Water Authority
Yearling Angus Replacement Heifer Raffle Calf, proceeds for Churchill FFA and NCA Scholarship

Stix Cattle Company, Robison Ranch and Demar Dahl
“Donation Call” for NCA Dues and Fundraiser

Pinenut Livestock Supply
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Awards for Best of Breeds and Top Overall Range Bull

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Annual Awards Dinner

Gayle Ilybarger
Stockdog Trial and Stockdog Auction, benefiting fight against cancer

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Dana & Rena Weishaupt
Thorenfeldt Land & Cattle
Potters Emmett Valley Ranch
Flying R J Ranch
Beltia Livestock/ Flying X Angus
Roadrunner Angus/ Cardey Ranches
UNR Main Station Field Lab
Levin Ranch
Wakely cattle
Amador Angus & Farms
El Rancho Español deCuyama
Jon Swaner Angus Ranch
Cooper Cattle

Windy R Ranch
Ray Callahan
Robert R. Depaoli
Bruce Kent
Bell Ranch; Lilla, Dan & Woodie Bell
Rod Powers
Wild West Angus; Mitch Cain
Dana & Rena Weishaupt
Scatena Ranch; Louis Scatena
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Pinenut Livestock; John Keithley
Amador Angus & Farms; Ed & Josh Amador
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Scatena Ranch; Louis Scatena
Lucas Livestock; Steve Lucas
Nat & Karen Lommori
Joe Sceirine
Ted Guazzini
Sloan Ranch; James F. Sloan
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Schroeder Law Office; Therese Ure
Pinenut Livestock; John Keithley
Amador Angus & Farms; Ed & Josh Amador
Stockmans Insurance; Tom

Thank you to the following for your donations in-lieu of dues through the donation calf fundraiser:

Armstrong
Cardey Ranches; Don Cardey
Cooper Cattle; Terry Cooper
Broken Box Ranch; Jerry & Sherry Malby
Phil Allen & Sons; Phil & Shannon Allen
Hone Ranch- Charlie Hone
West Wind Angus; David J. Holden
Jon Swaner Angus; Jon Swaner
Thorenfeldt Land & Cattle- Bo Thorenfeldt
Western Video Market
Western Nevada Cattle Feeders
Potters Emmett Valley Ranch; Kevin Polter
Domonte Ranch; Louie Domonte
Flying T Ranch; Tom & Volina Connolly
Flying RJ Ranch; Rick & Jerrie Libby
Daniels Hereford Ranch; Dan & Teressa Daniels

BUYERS:

Perfecta Vista Ranch
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David Blackham
Maureen Weishaupt
Michael Shaw
Steve Musi
Levi Shoda
Howard Bracken
James Kaufman
Ken Conley
Jon Wilker
Mitch Cain
Mickey Andersen
Dana Weishaupt
Louis Scatena
Ken Schell

Fred Bailey
Lucas Livestock
Martin & Nancy Sisk
Nat Lommori
Jerry Sestanovich
Moura Ranch
Tulloch Family Partnership
Harry L. Brown
Jackson Ranch
Joe Sceirine
Ted Guazzini
James F. Sloan
Hagata Ranch
Dave Stix

Thank you for helping to make this year’s Sale a Success!
Nevada Ranch Honored for Commitment to Environmental Stewardship

SAN DIEGO, CALIF. (January 27, 2016) – Maggie Creek Ranch and the Searle family of Elko, Nev. were named national winners of the 2015 Environmental Stewardship Award. The award recognizes ranchers for their commitment to outstanding land management practices which create healthy, balanced ecosystems.

“Maggie Creek Ranch exemplifies environmental stewardship in the beef community, illustrating how ranching families work every day with the land, natural resources and cattle to better the environment,” said Philip Ellis, President of the National Cattlemen’s Beef Association. “When cattlemen and women, like the Searle family, dedicate themselves to conservation efforts the entire industry benefits.”

Raising cattle in sage brush country since 1975, Maggie Creek Ranch operates on two-thirds owned land and one-third permitted federal land. Ranch manager Jon Griggs has worked for many years to build trust with various partners and collaborate on conservation projects. One of those key partners is the Bureau of Land Management.

“We have had a common vision of the watershed and what the land should look like,” said Carol Evans, Fisheries Biologist, BLM. “Never mind the land boundaries, we just get to work.”

The ranch works to improve habitat for wildlife, including threatened and endangered species. One project of particular success was the installation of irrigation diversions and a fish passage to protect the Lahontan cutthroat trout. Protective structures in the stream ensure the fish can move up and down the creek, spawn and access food sources. A healthy habitat at Maggie Creek Ranch is an ecosystem to support fish, wildlife and cattle in a sustainable manner which is part of a family tradition that started nearly 40 years ago with Sally Searle and her late husband, Bill.

“This award is such a personal thing for us with my grandfather being gone,” said Bekah Klarr, granddaughter of the Searles. “He really lives on through environmental stewardship and that heritage that he passed to us, which means a lot.”

Celebrating its 25th anniversary, the Environmental Stewardship Award Program was created to recognize beef producers who make environmental stewardship a priority on their farms and ranches while improving production and profitability. The award is presented by the National Cattlemen’s Foundation and NCBA, and is sponsored by Dow AgroSciences, NRCS, and the U.S. Fish and Wildlife Service.

“The Searle family and each of our 2015 regional winners are examples of the best in American agriculture,” said Dave Owens, U.S. Range and Pasture Marketing manager for Dow AgroSciences. “These winners make a living from the land and leave it better than when they started. We are proud to honor these outstanding environmental stewards.”

See more at: www.beefusa.org/newsreleases1.aspx?NewsID=5567

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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

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775-867-2020

Monte Bruck, Manager
(775) 867-2020 • (775) 426-8279
Tending to Business Workshop & Seminar

Nationally recognized agribusiness presenter Jolene Brown, along with 10 Snyder business partners – attorneys, bankers, insurance representatives, tax professionals and more – will headline the program on Sat., March 12. Attorney and H.R. Specialist Michael Malloy will address these questions – Can you imagine a sexual discrimination lawsuit against your ranch? Is your hiring non-discriminatory? Do you know that EEOC is an acronym for Equal Employment Opportunity Commission, not Excellent Equines – Outstanding Cowboys? Malloy will also serve as panelist during the workshop.

The event at the Snyder Livestock Sale Barn is free and includes a catered Mexican food lunch. Yerington Rotary Club’s Long-on-Beef Hors’ dourves will be served following awards and speakers at the annual Bull Buyers’ Social, which begins at 4:30 p.m., at the Catholic Center, Yerington, Nev. Join us the second weekend in March!

COMMERCIAL CATTLEMEN ARE INTELLIGENT, DEMANDING, INFORMED, PROGRESSIVE AND DESERVE TO KNOW EVERYTHING POSSIBLE ABOUT THE BULLS THEY PURCHASE

SNYDER LIVESTOCK HAS THE COMPLETE BULL TEST SALE

SUNDAY, MARCH 13
TRI-TIP LUNCH: NOON • VIDEO SALE: 1 P.M.

Evaluation Includes

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THE SNYDER FAMILY BELIEVES IN SUPPORTING YOU AND YOUR OPERATION. THEY INVITE YOU TO MAKE TIME TO GET OFF YOUR HORSE BEFORE YOU NO LONGER NEED A HORSE.

Funded in part by grants from the City of Yerington and Lyon County room tax boards
SAN DIEGO, CALIF. (January 30, 2016) – The 2016 Cattle Industry Convention and NCBA Trade Show wrapped up Sat., Jan 30, 2016, with the NCBA board of directors meeting. More than 6,700 attended this year’s convention to engage in grassroots policy process, hear from industry experts, and attend the expansive tradeshow. Tracy Brunner, Kansas cattle producer, was officially elected to succeed Philip Ellis as NCBA president.

Brunner, a fourth-generation cattleman from Ramona, Kan., expressed optimism about the organization’s momentum, saying he would continue to build on the organization’s success of the prior year.

“It’s an honor to take the reins of NCBA for the next year,” said Brunner. “We have a great organization and the strong presence of cattlemen and women gathered this week is a demonstration of several things: the interest we have in improving our businesses, our desire to have fun and fellowship, our belief in the power of dialog to move things forward and our commitment to making this an even greater industry.”

Craig Uden, Elwood, Neb., was elected as NCBA president-elect, and Kevin Kester, Parkfield, Calif., is the new NCBA vice president. Steve Hanson, Elsie, Neb., was elected chairman of the NCBA Federation Division, and Jerry Effertz, Velva, North Dakota, is the new Federation vice chairman. The new NCBA Policy Division chairman is Jennifer Houston of Sweetwater, Tenn., and Joe Guild, Reno, Nev., is the new policy vice chairman.

“The American beef industry is stronger than it has ever been,” said Brunner. “We have the right people growing the right product in the right way. And, we have the right organizational culture and structure. We have promotion and advocacy; research and education. We have public policy efforts to ensure beef producers are represented in the halls of Congress and at the table as laws are made. We are committed to not only protecting and promoting the beef business of today, but even more importantly, the beef business of tomorrow. We have an exciting year ahead as international demand for American beef continues to rise and trade remains high priority. It’s a great time to be in the beef business and a part of this great organization.”

As president of NCBA, Brunner will lead the organization’s policy work and oversee efforts undertaken as a contractor to the Beef Checkoff Program. To learn more about the organization visit the website: www.beefusa.org/

See more at: www.beefusa.org/newsreleases1.aspx?NewsID=5578

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From the President’s desk, saddle, airplane seat...

Tracy Brunner - NCBA President

It was great to see everyone in San Diego for the Convention! Thank you for your dedicated leadership and willingness to serve. I believe we are stronger than ever, and good enough to get even better. With your help we will lead the organization and the beef industry to a greater level of success as we work together to address issues like WOTUS, market volatility and international trade access. At the same time we will continue our dedication to moving the needle on beef demand.

This year as I travel the country I look forward to visiting with many of you in your home states and learning more about your opportunities and challenges. While our independence can be one of our best assets, we know through unity we build a stronger industry for all. As both officers and staff we have great appreciation for the state and national partnership that continues to strengthen. We also understand the importance of our Allied Industry partners as well as Product Council partners. As cattlemen we may wear many hats as we all work united making beef the most preferred and trusted protein in the world. Please join me as we make 2016 and beyond even better in the world of cattle and beef!
Upcoming Video Sales

Wednesday, April 13th
Wyndham Visalia  •  Visalia, CA
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Thursday, May 5th
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Consignment Deadline: April 20th

Thursday, May 26th
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Look for the catalog and videos on our website: www.wvmcattle.com

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President Obama Uses Antiquities Act to Lock off Additional 1.8 Million Acres

WASHINGTON (Feb. 16, 2016) – For the 22nd time in his Administration, President Obama has improperly leveraged the Antiquities Act of 1906 to lock up millions of acres of the American West.

In a press release touting the designation of Sand to Snow National Monument, Mojave Trails National Monument, and Castle Mountains National Monument - a total of 1.8 million acres - USDA celebrated this Administration’s prowess for these types of designations that have locked off 265 million acres in the last seven years without any formal review, economic analysis, or public comment.

“This president has misused and abused his executive power more than any of his predecessors in an attempt to distract from his true environmental legacy which will be one of mismanagement and undue economic hardship in rural communities,” said Brenda Richards, Public Lands Council President.

As President Obama closes out his final term, a rash of last-minute designations totaling nearly 10 million acres in states like Oregon, Arizona and Utah is expected. Congress must rein this abuse of the Antiquities Act and ensure the American public is engaged whenever the federal government makes sweeping decisions that impact such large areas of land.

“Here we are again discussing the President’s abuse of a law intended to protect objects or artifacts, not large landscapes,” said Tracy Brunner, NCBA President and Kansas cattlemans. “When designations like these take place, multiple use and valid existing rights like grazing always lose. If this Administration believes this land is in need of protection, they should do so through the proper democratic channels, not a stroke of the pen that bypasses the American people.”

Richards added, “It’s outrageous that the Administration would openly boast of sidestepping the American public under the guise of protecting these lands when in fact they are eroding the multiple-use doctrine of the federal land management agencies.”

See more at: www.beefusa.org/newsreleases1.aspx?NewsID=5604f
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Annual Bull Sale
April 9, 2016
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200 Individually Feed Efficiency Tested Bulls
  ➢ 65 Black and Red Angus and high percentage Angus
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  ➢ 35 Southern Balancers (a touch of ear)
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Out of the most productive range cow herd in America
112 Bulls that sell are out of Dam’s of Merit or daughters of Dam’s of Merit.

LOOK NO FURTHER FOR THE MOST EFFICIENT SIRE LINE UP IN THE BUSINESS
Sires average Top 15% of breed for EPI • Top 10% for MB • Top 30% for $Cow

80 Black & Red Balancers Sell
35 Southern Balancers Sell with Industry Excellence with a touch of Ear

LETHAL HARDWARE 140A
AMGV1250538
26 Sons Sell
Top 10% EPI, REA, DMI & YG

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Videos available online March 30.
Check out our website for a complete sortable bull list!
Celebrating Beef and Heart Health

Throughout February, you likely came across several reminders that the month was dedicated to hearts. (And no, we’re not talking the candy versions you gave your Valentine.) According to the Centers for Disease Control, heart disease remains the leading cause of death for men and women, which is just one reason why February has been dubbed “American Heart Month” for over 50 years.

Observation of American Heart Month brings with it much discussion of heart health and overall healthy dietary patterns, and the Nevada Beef Council (NBC) made sure not to miss the opportunity to include beef as part of that conversation. As such, the NBC partnered with the American Heart Association (AHA) on its Go Red for Women event held in Reno in early February.

The event was attended by over 700 people, many of them women in their mid-twenties to early thirties. Being a part of it gave the NBC and its Registered Dietitian James Winstead an opportunity to share with participants helpful information and resources on lean beef and heart health, BOLD (or “Beef in an Optimal Lean Diet”) information, and of course, healthy and flavorful beef recipes.

During the event, Winstead answered many questions about beef and heart health, as well as beef preparation, safety, grades and recipes. He also heard from some attendees who were surprised to see a member of the beef community at a heart health-related event, giving Winstead the perfect opportunity to share just how big a role beef can play in an overall healthy diet.

“There is a large body of scientific evidence that shows beef can and does fit into a heart-healthy diet, and the American Heart Association recognizes this,” says Winstead. “Educating consumers about beef’s nutritional profile and its relation to heart health, as well as sharing information about the many lean beef options available, gives consumers who might otherwise be unsure of whether to purchase beef the added confidence to include it on their shopping lists and menus.”

Adding to the beef resources shared during the event, all 700 attendees received the AHA’s popular “Heart Healthy Recipes” cookbook, which includes a variety of beef options.

Coming Soon to “Beef. It’s What’s For Dinner.”

In an effort to continue providing rich content that is reflective of consumer preferences, the “Beef. It’s What’s For Dinner.” website is launching a new page focused on preparing beef using slow-cookers.

Here in Nevada, the NBC has built upon the small appliance’s popularity for the past two years by launching promotional partnerships with Crock-Pot ® and Nevada retailers that offer consumers both the incentive and inspiration to use their slow cookers for savory beef dishes. These partnerships combine in-store coupon incentives and helpful recipe ideas with popular online give-away contests that drive digital engagement with millennial consumers.

With the new landing page and content hub of all things slow cooker – including the best cuts for slow cooking, a slow-cooker recipe collection, and a helpful “no recipe-recipe” videos – consumers in Nevada and across the nation will now have even more resources to help them prepare creative and delicious beef dishes in their slow cookers.

Visit www.beefitswhatsfordinner.com today for beef recipes ideal for any and all cooking methods!

Free Online BQA Certification Available Through April 15

If you or members of your operation haven’t yet had a chance to get your Beef Quality Assurance (BQA) certification, you have another opportunity to do so for free, and from the comfort of your own home, office, or pick-up truck (assuming you have a solid wi-fi connection or data coverage). The free certification, offered by Boehringer Ingelheim Vetmedica, Inc., is available through April 15. Starting the process is as simple as visiting www.bqa.org.

BQA is a nationally coordinated, state implemented program that provides systematic information to U.S. beef producers and beef consumers of how common sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions. BQA guidelines are designed to make certain all beef consumers can take pride in what they purchase – and can trust and have confidence in the entire beef industry.