This past April brought our Public Lands Council/National Cattlemen’s Beef Association (PLC/NCBA) Annual Legislative Conference in Washington D.C. This conference serves as an important part of the year for every State Cattlemen’s Association and affiliates to meet with state delegation and address the unique issues and circumstances that face the cattle industry around the nation.

This was my first time attending the conference and I found the theme “Boots on the Hill” invigorating. It brought together numerous representatives of the beef industry all impacted by the policy decisions made in Washington D.C. Before working with our legislators Nevada Cattlemen’s Association members Davy Stix Jr., Joe Guild, the Miller family, and myself attended briefings from our national affiliates. The topics discussed ranged from federal land and environmental issues, to trade and more.

The first day was the PLC Committee Meetings. Seeing how Nevada consists of more than 85% of public lands, a large portion of the meetings mirrored concerns of the NCA. Updates were given by members of Utah, California and Wyoming’s Land Councils on lawsuits regarding wild horses. With much of the shared apprehensions it was proposed from a policy perspective that the focus needs to be on removing certain language from the bill. This language imposes major restrictions to the Bureau of Land Management (BLM) for selling wild horses. We are in a dire situation that risks the health of our public rangelands, wildlife, wild horses, livestock, and all other multiple uses of the range. If the language is removed it could give more flexibility and fewer restrictions on handling the overpopulation of wild horses. The next meeting was for the Greater Sage Grouse Committee. There are concerns on the implementation of Table 2.2. It is not only critical for the permitees but also for the agency personnel to have a clear understanding of how it will be interpreted. In order to work towards Adaptive-Management and Multiple-Use it will require cooperation and compromise from all parties.

On Tuesday we received presentations from agency representatives. Speaker Scott Bedke, Idaho State House of Representatives, spoke about the Greater Sage Grouse Protection and Recovery Act that has been introduced into the House (H.R. 4739). This Act provides for conservation and preservation for the Sage Grouse as well as facilitates implementation of the State’s recovery plans. It requires that there shall be no appeal of the ESA before September 30, 2026. The next speaker we heard from was Director Neil Kornze, BLM. He started his speech by stating, “We are in a complicated organization [and] collaboration is the blood that runs through our hands”. He informed us that workshops are being held to help educate/inform permitees about the next steps being taken on the Sage Grouse issues. Next he spoke on the Wild Horse & Burro issues, explaining that housing for EACH horse costs $50,000. Currently they are re-evaluating the financial consequences being faced.

Continued on page 2
Washington D.C.: Continued from page 1
and they are trying to find new/resourceful approaches to better manage the over population of the horses. He mentioned in order to support some of those dollars they raised grazing fees. Lastly, he explained why the BLM is reassessing and seeking input for the Planning 2.0. He believes the “planning process is broken” and the goal is to make the process more efficient.

Further into the week began meetings “on the Hill” with congressional representatives and agency leadership. Our meetings proved to be productive and NCA was able to address a variety of legislative issues affecting Nevada producers. Current legislation that NCA discussed with leadership included the support of the Trans-Pacific Partnership (TPP), H.R. 4739, funding and management of Wild Horses, and the Antiquities Act, specifically monument designations.

Our Capitol Hill visits were productive and lengthy with Congressman Amodei, Congressman Heck, Congresswoman Titus, Congressman Hardy’s staff, Senator Heller, and Senator Reid’s staff. The receptiveness from our leadership was gratifying for most of our meetings. I have found that it is very important that we work closely and build relationships with our legislators in Washington D.C. to promote sound public policies that create a stable business environment for producers, and promote conservation for the natural resources and wildlife.

Before this conference and the meetings with congressional leaders, I was skeptical that my attendance there would make much of an impact. However now I have good news, I am no longer skeptical and I honestly believe we all have the chance to make an impact. Our voices and our time are valuable and can make a difference. After returning to Nevada I was informed that one of the congressmen we had met with will be cosponsoring a bill that we informed him on during our visit. Having “Boots on the Hill” proved to be beneficial in protecting the way of life we enjoy day in and day out.

If you are not currently a member of the Nevada Cattlemen’s Association, I encourage you to join. Become part of an Association that is working hard to protect and promote the future of ranching in Nevada. To learn more about the association or to become a member, please call the office at 775-738-9214 or visit our webpage at www.nevadacattlemen.org. We look forward to hearing from you! If you are currently a member, we thank you for your continued support. Without your membership the voice of the Association wouldn’t be as strong as it is today.

Trans-Pacific Partnership (TPP)
The Trans-Pacific Partnership (TPP) affects the beef industry, it will eliminate tariffs and phase down the Japanese tariff on U.S. beef from 38.5% to 9% over 16 years. It will give the U.S. leverage in the market with other countries who may be interested in joining the TPP in the future. Currently Australia has a 10% tariff advantage over the U.S. with Japan. Basically, it levels the playing field in Japan. Without it, we lose market share in Japan. Michael Froman, U.S. Trade Representative, explained that it not only affects the cattle industry. By not signing onto this, it is costing American families $700 in taxes a year:

Antiquities Act
The Antiquities Act of 1906 has been used by Presidents of both parties for more than 100 years as an instrument to preserve and protect critical natural, historical, and scientific resources on Federal lands for future generations. With the abuse of this Act, Senator Harry Reid has introduced the S. 199 bill which is the Gold Butte National Conservation Area Act. If this monument passes it will consist of 348,515 acres of public land in Clark County, NV. According to Reid and his staff, this monument will not only enhance/protect the scenic resources of the area but it will boost education. Senator Dean Heller has already expressed his opposition for this specific monument to President Barak Obama, urging the President to “abandon any national monument designation under the Antiquities Act in the State of Nevada” before he leaves office.

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

- Pine Forest Land & Stock Co., Mike Montero
- Dr. Tom Ringkob

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.
Hello fellow cattlemen and cattlewomen. This month’s message comes after a mostly successful trip to Washington D.C. The bottom line of the trip is that on an election year D.C. is tough because not many people want to do anything! With that said, here is my topic and it has not been immune to the “do nothing attitude” sweeping across D.C., that is the Trans-Pacific Partnership (TPP).

The TPP is an agreement between the United States and several foreign countries. It is designed to level the playing field for trade to those countries that wish to join. What I mean by “level the playing field” is for example with Japan. Japan is the largest importer of American beef, especially the byproduct portions such as the tongue and heart. Right now the tariff on Japanese exports to the U.S. is 38.5% however the Australia tariff with Japan is 28%. In other words, we are losing market share! With the top five export markets totaling 1,067,614 metric tons (mt) of U.S. beef equaling to $6.3 billion; this is significant in getting the price of our calves up and stabilized. Over the next 16 years TPP will lower the tariff for the U.S. to 9% with a significant drop just in the first year. This action would create a fair and balanced opportunity for U.S. beef experts.

So here is the political rub, other than nothing moves on Capitol Hill the closer you get to November, President Obama is in support of the TPP. The downsides to getting support for the TPP are as followed: One, certain republicans do not want to look like they are agreeing with the president. Two, Democrats are worried about organized labor because they think there will be more U.S. jobs going overseas (which is far from the truth!). As Joe Guild and I discussed while back in D.C., we see the TPP as being a “win-win” for not only the Cattlemen but for the Labor Unions, the Butcher Unions processing the beef, the longshoremen loading the meat at the ports and the Maritime Unions shipping the beef all over the world! Never-the-less the National Cattlemen’s Beef Association (NCBA) has made TPP a top priority and NCA agrees.

Lastly, don’t forget to mark your calendars for June 3rd. The NCA Board of Directors will be holding their summer meeting at the Nevada Department of Agriculture in Elko, NV. All members are welcome; we will be starting with lunch at noon and the meeting to follow at 1:00 p.m. There will be lots to talk about, see ya then!
Importance of Ecological Site Descriptions to Ranchers  

by Hanes Holman, Second Vice President, Nevada Cattlemen’s Association

Fellow Ranchers,

We are all busy this time of year; the fact is we are busy ALL times of the year. So why take a couple of days out of our busy schedules to go to the Ecological Site Description (ESD) workshops on June 1-2 at the Western Folklife Center in Elko, NV? Let me try to convince you of the importance of ESD’s and the state and transition models (STM).

We know from being out on the landscape every day what it looks like, but do we really know what it should look like? Do we know what the plant species composition should be? Do we know what the forage production should be? Do we know what reference state we are in? Really the main question we need to ask ourselves is: Do we know how to manage livestock to manipulate ecological condition for improving rangeland health conditions?

A cheatgrass monoculture is managed dramatically different than a perennial grass-shrub state. If we are locked in a 1978 allotment management plan (AMP), chances are that it is not written up to manage a cheatgrass monoculture. I would even bet that it doesn’t have any management strategy to deal with cheatgrass at all. When that allotment starts to burn every four years because of an increase in cheatgrass we may just lose valuable habitat for a sagebrush obligate species. Maybe, just maybe there could be an environmental group smart enough to see this and threaten to sue the U.S. Fish and Wildlife Service if they do not list the species under the Endangered Species Act (ESA). Of course then there would be Land Use Plan Amendments (LUPA) and stubble height triggers according to what that species needed. Then come the lawsuits and what a mess we would have!

If we hadn’t been tied to the 1978 AMP and just used grazing in the proper time and timing as the cheatgrass began to increase; we could have effectively managed the ecological condition. Maybe, just maybe we could have saved the habitat of this unknown species.

As an industry, if we do not learn to understand and use ESDs and STMs in our livestock management decisions we are only headed for more conflict.

We CANNOT leave this to the land management agencies to understand and implement alone. We need to be seated at the table with a firm understanding of how to use grazing management to improve or maintain habitat.

If I have not convinced you, your kids, your hired man, or your cowboy crew to come to the workshop on June 1st and 2nd let me make a bold statement that will convince you: **Using grazing management to improve ecological conditions more often than not TAKES MORE COWS.**

A tentative schedule of the workshops and location is on page 5. For any other questions you may have please contact the Nevada Cattlemen’s Association Office at 775-738-9214.
**Soils, Ecological Sites & State and Transition Models**

Western Folklife Center, Elko, NV

June 1-2, 2016

*Workshop Objective:* Enhance foundational knowledge, skills, and understanding of soils, ecological sites, and state-and-transition models

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### Wednesday, June 1

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>8:00-8:30 Introductions, Purpose of the workshop, Safety Briefing</td>
<td>Jeff White, Hanes Holman, Newmont Mining</td>
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<tr>
<td>8:30 - 9:00 Development and Use of Soil Surveys</td>
<td>Soils Staff</td>
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<tr>
<td>• Identifying: landscape position, landform, parent material, and soil properties</td>
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<tr>
<td>• Map unit design: describe what goes into a map unit (landform, soil components, vegetation, slope, elevation), what does a polygon represent</td>
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<tr>
<td>9:00-10:00 How Plants Grow and Respond to Grazing</td>
<td>Brad Schultz, UNCE</td>
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<tr>
<td>10:00-10:15 Break</td>
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</tr>
<tr>
<td>10:15-11:00 Identifying Ecological Sites</td>
<td>P. Novak-Echenique, NRCS</td>
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<tr>
<td>11:00-12:00 State and Transition Models/ Disturbance Response Groups</td>
<td>T. Stringham, UNR</td>
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<tr>
<td>12:00-1:00 Lunch</td>
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<tr>
<td>1:00-1:15 Management using STM’s</td>
<td>T. Stringham, UNR</td>
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<tr>
<td>1:45-2:15 Interpreting Indicators of Rangeland Health</td>
<td>P. Novak-E</td>
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<tr>
<td>2:15-3:00 Sage Grouse Habitats - Table 2-2</td>
<td>P. Novak-E, BLM</td>
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<tr>
<td>3:00-3:15 Break</td>
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<tr>
<td>3:15-5:00 Review of MLRA 25 State and Transition Models</td>
<td>Stringham/Novak-E</td>
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### Thursday, June 2 - Field Exercise (Bring Lunch and Water)

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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Classroom – Open discussion and comments from participants; Safety Briefing</td>
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<tr>
<td>8:30</td>
<td>Drive to Field Sites</td>
</tr>
<tr>
<td>9:30-3:30</td>
<td>Field Exercise (3 or 4 locations)</td>
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</table>

**At each field stop (3 or 4 locations):**

- Stations 1 & 2: Soils – 2 different locations: physiographic, climate, soil features and characterization
- Station 3 & 4: Team Exercises - Identification of ecological sites and states, analysis of rangeland health; determining forage production; monitoring techniques
- Group Discussion – Determination of the ecological sites/states, thresholds; soil and vegetation responses to disturbances, restoration and management

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>3:30-4:30</td>
<td>Return to Elko</td>
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**Ecological Site Descriptions (ESDs)**

Ecological Sites provide a consistent framework for classifying and describing rangeland and forestland soils and vegetation; thereby delineating land units that share similar capabilities to respond to management activities or disturbance.

Ecological Site Descriptions (ESDs) are reports that provide detailed information about a particular kind of land - a distinctive Ecological Site. ESDs provide land managers the information needed for evaluating the land as to suitability for various land-uses, capability to respond to different management activities or disturbance processes, and ability to sustain productivity over the long term.


**Site and Transitional Models (STMs)**

STMs synthesize literature and the knowledge tied to particular ecological sites to distinguish changes in vegetation and soils that are easily reversible versus changes that are subject to thresholds beyond which reversal is costly or impossible. They provide the means of communicating about plant succession, ecological threshold, non-equilibrium dynamics, and functional and structural change in response to disturbances and management actions. STMs describe the following:

- All possible states, community phases (i.e., easily-reversible variants of states), and transitions between communities and states.
- Patterns, causes, and indicators of transitions between communities within an ecological site.
- Relationships between vegetation, soil, animals, hydrology, disturbance (e.g., fire, lack of fire, grazing and browsing, drought, unusually wet periods, insects and disease), and management actions.
- Existing soil-vegetation relationships.

Nevada Cattleman’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattleman’s Association offers an affordable workers’ compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

Created for the sole purpose of providing Nevada’s Agricultural community with a viable workers’ compensation option, The Nevada Agricultural Self Insured Group provides employers with:

- Lower Stable Rates (20% to 60% savings over standard market)
- Pro-active Safety Services
- Aggressive Claims Management
- More Control (Board of Directors made up of Group Members)
- Member Ownership

Contact Pro Group at (800) 859-3177 or visit us on the web at www.pgmnv.com to learn more about how to qualify for this exceptional workers’ compensation program and to obtain a free cost savings analysis.
Counties, Farm Bureau, and Cattlemen Applaud Governor Sandoval’s Decision to Pursue Legal Options Regarding Management of Wild Horses

Carson City, NV – Nevada Cattlemen’s Association, Nevada Farm Bureau Federation and Nevada Association of Counties applaud Governor Sandoval’s April 25th announcement that he will pursue legal options regarding the BLM’s management of wild horses. Wild horse populations in Nevada have skyrocketed to levels unsustainable for the ecology of Nevada’s rangelands and are also impacting sage grouse habitat, horse health and the livelihood of Nevada’s ranching operations, many of which have been in operation for generations. The horse populations continue to increase exponentially each year.

The BLM has established horse population levels (AMLs) that promote healthy conditions on the range and are in balance with other species and uses. Nevada as a whole contains horse and burro populations that are more than 200% above AMLs. In southeast Elko County, current horse populations are at 351% of (AMLs). In response to this situation, the BLM has indicated that there will potentially be further grazing reductions in Elko county. Elko County Livestock producer Preston Wright currently owns an allotment upon which cattle have not been grazed for ten years - Wright reports that there is no forage due to the overpopulation of horses. “His story is reflective of the larger issue,” David Stix Jr., Nevada Cattlemen’s president, said. “Producers across Nevada have faced and will continue to face grazing reductions unless the Department of Interior prioritizes this issue.” Unfortunately, the removal of cattle from areas where horse populations are significantly over AML does not alleviate the impacts to native species, including sage grouse (see map below).

“These horse numbers should not exceed the appropriate management levels set by the BLM,” Hank Combs, Nevada Farm Bureau president, said. “According to the Wild Free-Roaming Horses and Burros Act of 1971 the federal government has a legal responsibility to manage these horse populations but even more importantly there is an environmental responsibility here as well. Grazing can and does coexist with native species, other uses, and horses. If managed correctly the rangeland is healthy and species and producers can thrive. Currently none of the above are healthy because of the dramatic overpopulation of these horses, and this includes the horses themselves!” The BLM has already conducted emergency gatherings to rescue starving and dehydrated horses.

According to Nevada Association of Counties Executive Director Jeff Fontaine, “Overpopulation of horses not only affects livestock producers and wildlife habitat, but it also has a direct impact on local communities as well as county services.” “Damage from wild horses just in southeast Elko County alone could result in an economic loss of $1.8 million. So, in addition to public safety issues, if horses are not managed as stated by federal law, the economic impact will be devastating to rural economies and the state as a whole.”

1. Data provided by Bureau of Land Management (BLM). Horse populations in the Antelope Valley, Goshute and Spruce-Pequot herd areas were counted January 2015. Populations in the Maverick-Medicine and Triple Valley, Goshute and Spruce-Pequot herd areas were counted March 2014. The Bald Mountain herd area was counted in August 2012.

2. Data collected by the Nevada Department of Agriculture. Economic loss is based on an average of 68 percent reduction in AUMs, and calculated using estimated jobs per AUM and value of cattle production per AUM from Analysis of Impacts of Public Land Grazing on the Elko County Economy, 2007. (http://www.unr.edu/Documents/business/uced/technical-reports/elko/2006-07-09.pdf)
Since all the BLM Nevada Resource Advisory Councils (RACs) are meeting in May, we thought we would take the opportunity to introduce you to these important citizen groups that help the BLM sustain the health, diversity, and productivity of the public lands for the use and enjoyment of present and future generations.

The Bureau of Land Management formed 29 RACs in the Western States to provide advice on the management of public lands and resources. These citizen-based groups provide an opportunity for individuals from all backgrounds and interests to make recommendations on all public land issues, including land use planning, recreation, noxious weeds, and wild horse and burro herd management areas.

Each RAC consists of 12 to 15 members from diverse interests in local communities, including ranchers, environmental groups, tribes, State and local government officials, academics, and other public land users. Each Council must include representatives of three broad categories: commercial/commodity interests; environmental/historical groups (including wild horse and burro and dispersed recreation); state and local government, Indian tribes, and the public at large.

“These Resource Advisory Councils are so important,” said Nevada BLM State Director John Ruhs. “The advice they provide helps us make key decisions regarding public lands in Nevada. It’s a perspective that is unique and often quite different from what I would get from my staff. The citizens of Nevada should be proud of how well these folks represent them.”

Nevada has three RACs: the Mojave-Southern Great Basin RAC (MOSO); the Northeastern Great Basin (NEGB); and the Sierra Front-Northwestern Great Basin (SFNW.) For more information on each of these groups, please visit the following web page and click on the RAC that interests you: www.blm.gov/nv/st/en/res/resource_advisory.html

The May meeting schedule for the BLM Nevada RACs is as follows:

- May 19: MOSO RAC meeting in Sloan Canyon National Conservation Area to celebrate the new road opening.
- May 17-26 (date TBD): NEGB RAC meeting in Elko to discuss sage grouse, grazing, and wild horses
- June 2-3: SFNW RAC meeting in Winnemucca to discuss fuel breaks, Pershing County issues, and sage grouse.

COMING SOON TO YOUR BLM DISTRICT: Sage grouse implementation workshops! Staff from the BLM Nevada State Office will present an evening workshop in each district office for BLM district staff and grazing permittees. Details to follow in next month’s Sage Signals!
Upcoming Video Sales

Thursday, May 26th
Consignment Deadline: May 18th

Thursday, June 9th
Consignment Deadline: June 1st

Monday–Wednesday, July 11th–13th
Silver Legacy • Reno, Nevada
Consignment Deadline: June 23rd

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Market your cattle with the professionals!
May is Nevada Wildfire Awareness Month (NWAM). This is a time for Nevadans across the state to acknowledge the growing wildfire threat to their communities and promote action. Last year, all of Nevada’s counties participated, 190 activities were held statewide, 8,945 people attended events and 156 entities collaborated on NWAM. This year’s theme is “Create Unity... Fire-Adapt Your Community.”

Several years ago, the Nation’s firefighting expertise came together to discuss the increasing threat of wildfire in the United States. After much deliberation, they produced the “National Cohesive Wildland Fire Management Strategy” (www.forestandrangelands.com). Among the three courses of action they identified was the need to create “Fire Adapted Communities.” A Fire Adapted Community is one where the people have joined together to adequately prepare themselves and their properties for the occurrence of wildfire. They share the goal of creating a community that can survive wildfire with little or no assistance from firefighters. This would be possible because of how the buildings are built and maintained, the characteristics of the vegetation sounding the property and community and the knowledge possessed by the residents. Reducing the wildfire threat is constantly being thought about, discussed and addressed through action by property owners living in a Fire Adapted Community.

Residents of fire adapted communities:
- Acknowledge that their property and community has a wildfire problem.
- Understand how a wildfire will threaten their property.
- Understand the limitations of fire suppression efforts and accept responsibility for preparing their property for wildfire through pre-fire activities.
- Are knowledgeable about how weather, topography and fuels influence wildfire behavior.
- Work with their neighbors, local fire service and state and federal agencies to develop an action plan such as a Community Wildfire Protection Plan.
- Routinely assess their property in terms of vulnerability to wildfire and take action.
- Actively communicate about the wildfire threat and promote actions necessary to reduce the threat within the community.
- Implement pre-fire activities, such as create defensible space, replace combustible roofs, screen vents, etc.
- Share their knowledge with newcomers to the community.
- Know that mitigating the wildfire threat to their property is not a one-time effort, but ongoing.
- Pursue partnerships and funding opportunities to assist in reducing the wildfire threat.

Effective Fire Adapted Communities create a unity of purpose. Residents of the community understand that they share their level of wildfire risk with their neighbors. If one property is inadequately prepared, the risk to the

---Continued on page 11---
CABNR Named NDA Director
“Outstanding Agriculturalist of the Year”

(RENO, Nev.) – The University of Nevada, Reno College of Agriculture, Biotechnology and Natural Resources (CABNR) named Jim Barbee, Nevada Department of Agriculture (NDA) director, 2016 Outstanding Agriculturist of the Year. Barbee was honored April 27 at CABNR’s annual awards ceremony and reception, along with outstanding students and accomplished faculty and staff.

“It is with great pleasure that we recognize Director Barbee as outstanding agriculturalist of the year. Jim has shown remarkable leadership in the state, which has benefited agricultural producers, manufacturers, and educators,” Bill Payne, dean and director of CABNR, said. “His vision and its implementation have strengthened the agency, increased the health and nutrition of children and served to expand the agency’s ability to promote and protect agriculture in Nevada.”

Barbee has served the agriculture industry his entire career, and has led the NDA as director since 2011, sharing his vision for service, leadership and innovative thinking department-wide.

“CABNR is responsible for developing future agriculturists in Nevada, and I am honored to receive this recognition on behalf of the truly dedicated team we have at the NDA,” Barbee said. “We are grateful to be a part of ‘Team Ag,’ working right along side the University, industry and citizens we serve.”

Initiated in 1967, the Outstanding Agriculturalist Award recognizes individuals who play a significant role in the advancement of agriculture in Nevada. Recent recipients include David Peri, president of Peri & Sons Farms, in 2015, and Dennis Hellwinkel, executive vice president of the Nevada Farm Bureau.

Create Unity: Continued from page 10 ____________

whole community may increase. A sense that “we are all in this together” is prevalent. Collectively, the community addresses their wildfire threat on a continual basis.

To learn more about Fire Adapted Communities, go to www.LivingWithFire.info. While there, read about the “Nevada Network of Fire Adapted Communities” and consider joining. The goal of The Network is to unify Nevada's stakeholders in creating Fire Adapted Communities. You’ll also find a calendar of events for NWAM and an order form for educational and promotional materials to help you unite your community to take action. Please join us in May to promote awareness to the wildfire threat to Nevada’s communities.

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WASHINGTON (April 13, 2016) - As part of the National Cattlemen’s Beef Association’s annual Legislative Conference this morning, Ambassador Michael Froman, U.S. Trade Representative, stressed the cost of inaction on the Trans Pacific Partnership.

“For the past seven years, the Obama Administration has worked together with NCBA to expand export markets for American beef and cattle,” said Froman. “In that time, United States beef exports have more than doubled, rising from $3.1 billion to $6.3 billion last year. However we have more work to do together – most especially, guaranteeing that American ranchers and farmers across this country see the full economic grains the TPP will mean for them and their communities. For example, by 2030, two-thirds of the world’s middle class will call Asia home. However, exports of American beef to countries in the TPP are being hit with tariffs as high as 50 percent, and face all manner of non-tariff barriers. This high-standard agreement cuts over 18,000 foreign taxes on U.S. exports, opens markets for American ranchers and farmers in one of the world’s fastest-growing regions, and advances regulations that are transparent and based on science.”

Froman stressed that U.S. beef exports would increase by 444 million pounds as a result of TPP, resulting in increased cash receipts totaling $1.14 billion.

“The U.S. cattle industry relies on international trade to add value and stabilize markets,” said Kester. “Global consumers demand high quality U.S. beef muscle cuts, but exports are especially critical in adding value to otherwise undervalued cuts such as variety meats and offal. While they have little value domestically, cuts such as tongue and tripe, fetch premiums in the Asia and Pacific Rim markets. There are no other global markets that can absorb that demand if we cannot remain competitive in the Pacific.”

Following Ambassador Froman’s address, an estimated 300 cattle producers from across the country hit Capitol Hill to meet with their Congressional representatives.

“Swift passage of TPP is the top legislative priority for cattle producers, and we need to see passage of TPP this Congressional session,” said Kester. “There is simply no better way to show Congress the importance of this issue than cattlemen and women meeting directly with their Representatives and Senators. Capitol Hill needs to understand that delaying action on TPP is costing cattlemen real money.”

Passage of TPP is not only a priority for the cattle industry, but is supported by a broad coalition of agriculture and food organizations and associations. “We were very pleased this week to sign a letter with 224 other groups supporting TPP,” said Kester. “This showing of support from a diverse group of commodity associations, producers, manufacturers and food companies demonstrates the potential economic impact we all expect from TPP. While some cling to the past or dig their heels doggedly in the present, trade is for the future, and cattle producers embrace that future.”

- See more at: www.beefusa.org/newsreleases1.aspx?NewsID=5719
Beef Nutrition on the Menu

When it comes to beef nutrition, the Nevada Beef Council (NBC) and Beef Checkoff Program continuously tout the benefits and crucial role of beef in a balanced diet with key health influencers – individuals who help guide and shape consumers’ health attitudes and decisions. As a case in point, this month the NBC is partnering with various dietetic groups to provide nutritious and delicious beef meals, and share important updates about beef nutrition. At the annual meetings of the Southern Nevada Dietetic Association, the Nevada Dietetic Association and the Northern Nevada District Dietetic Association, the NBC will be on-hand to represent Nevada beef.

At each of the events, a beef entrée will be served, providing the registered dietitians, nutrition experts and other health influencers in attendance with a perfect example of a dish that is both savory and healthy. In addition, James Winstead, the NBC’s registered dietitian and nutritionist, will share educational information and key data on beef nutrition – along with some of his favorite healthy beef recipes – with the participants. What’s more, at the Northern Nevada District Dietetic Association specifically, attendees will get to participate in a delicious beef and beef pairing, and hear an insightful presentation on beef nutrition.

“Participating in events such as these allows the Nevada Beef Council to not only share important nutritional information with Nevada’s health and dietary influencers, but also bust myths and engage in meaningful conversations about their beef-related questions,” said Winstead. “These opportunities allow us to offer a reminder that beef does belong in a healthy diet, and that health influencers should feel good about recommending beef to their clients.”

Nutrition Outreach on a National and International Level

In addition to nutrition-related events in Nevada, the checkoff is involved in numerous efforts to talk beef nutrition on a variety of platforms. For example, in January, the checkoff sponsored the FoodFluence event in London – a nutrition leadership conference that brought together top food and nutrition communicators to discuss hot topics. The checkoff-sponsored session, “From Human Health to the Planet’s Health: What Does the Science say about Animal Protein?”, included presentations by Frank Mitloehner, Ph.D., and Shelley Johnson, R.D. and director of nutrition outreach for the checkoff.

The session used beef as a case study to examine top issues raised by consumers and the media and leveraged the latest checkoff research to help attendees develop evidence-based recommendations for beef in a healthy diet. Eighty-five percent of participants said the session exceeded expectations. After the session, 56 percent of participants said they feel very knowledgeable when fielding questions from the media or consumers about beef because of the session, compared to 38 percent pre-event.

As another example of an educational effort a bit closer to home, the checkoff hosted an informative webinar in late April entitled “Understanding the Science Behind Diet and Cancer Risk: Assessing the Meat Behind the Science.” The webinar featured a panel of experts discussing strategies for interpreting research findings regarding diet and cancer risk, including how to frame studies in the appropriate context of the overall body of scientific evidence, and providing guidance on translating the research into accurate, consumer-friendly messages for various audiences.

The webinar targeted registered dietitians and nutritionists, and featured panelists Join Roger Clemens, DrPH, an adjunct Professor of Pharmacology and Pharmaceutical Sciences within the University of Southern California (USC) School of Pharmacy; Kevin Maki, PhD, Chief Science Officer for several researched-based organizations, including the Midwest Center for Metabolic & Cardiovascular Research, Great Lakes Clinical Trials and MB Clinical Research; and Melissa Joy Dobbins, MS, RDN, CDE nationally recognized dietitian, speaker, blogger, podcaster and media trainer.

These are just a few examples of how your checkoff dollars are working both here at home and across the nation to provide accurate, helpful information about beef’s role in a healthy diet to those who have a role in guiding dietary decisions among consumers. To learn more about the checkoff’s work in this area, or to get more information about beef nutrition for yourself, visit www.beefnutrition.org.

For more about the NBC or beef checkoff, visit www.nevadabeef.org or www.mybeefcheckoff.com.