Happy June everyone! The Nevada Cattlemen's Association (NCA) continues to work on issues that are important to you. The Executive Committee of the association continues to keep a close eye on issues that affect you. If there are any issues you feel need to be addressed please contact the office or a member of the NCA Executive Committee.

First business to report, near the end of April in southeast Elko County, current horse populations were at 351% of (AMLs). In response to this situation, the BLM has indicated that there will potentially be further grazing reductions in Elko County. On April 25th Governor Sandoval announced 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. Mismanagement of wild horses on public lands continues to be a pressing issue and the Association is aware that if not addressed, our rangelands will deteriorate.

This month NCA will be very busy, on June 1-2 the Ecological Site Description (ESD) workshops is going to be put on at the Western Folklife Center in Elko, NV. Here you learn how to manage livestock to manipulate ecological condition for improving rangeland health conditions. June 3rd is the Board of Directors meeting held at the Nevada Department of Agriculture Brand Office, 4780 East Idaho Street, Elko, NV. The meeting will begin at 1:00 p.m. prior to the meeting, MWI Animal Health and Boehringer Ingelheim will host a BBQ lunch social for all NCA Members at 12:00 p.m. at the Nevada Dept. of Ag Elko Office. Make sure to thank them for their continuous support of NCA.

NCA, in conjunction with the Nevada Bureau of Land Management and the Nevada Department of Agriculture will be holding a Permittee Outreach Workshop to be held on June 6 – 10 in several locations across the state. At these workshops there will be information sharing and discussion about how the Greater Sage Grouse Land Use Plan Amendment, and implementation of Table 2.2 will apply to permittees. For information on location and times please see page 2.

Lastly for this month, NCA is busy preparing for the 81st Annual Joint Convention and Trade Show. As I know your schedules will be filling up fast

Continued on page 2

Katlyn Uhart Chosen as 2016 Scholarship Recipient

Nevada Cattlemen’s Association would like to congratulate Katlyn Uhart of Home Ranch located near Wells, NV for being chosen the 2016 NCA Scholarship recipient.

Katlyn is very involved in different organizations including the Society for Range Management, National Society of High School Scholars, and the Stewardship Alliance of Northeastern Elko County (S.A.N.E).

Katlyn is homeschooled and learns many valuable life skills by working on her family’s ranch. She will be attending Utah State University to study Agricultural Communication and Journalism.

She states her goal is to, “Be the leader of a generation that changes the way people work together when it comes to agriculture. With my degree, my biggest dream is to preserve the rancher’s way of life by creating better relationships and fewer arguments.”

Congratulations again to Katlyn! We are very proud of you and have great confidence that you will continue to serve our industry well. Good luck on your future endeavors! Katlyn’s winning essay can be found in the July issue of Sage Signals.
Allow all Nevada Cattlemen and Cattlewomen, if you graze your cattle on a BLM permit then this is for you!

With the listing of the Sage Grouse as “Not warranted” now more than ever it is imperative to establish with state and Federal Agencies that proper grazing has and can have a positive influence on the Sage Grouse Habitat.

The Nevada Cattlemen’s Association in conjunction with Nevada Bureau of Land Management and the Nevada Department of Agriculture will be putting on a series of workshops around the state to have information sharing and discussion about how the Greater Sage Grouse Land Use Plan Amendment, and implementation of Table 2.2 will apply to permittees.

Locations & Dates:

ELY, NEVADA
June 6, 2016:
5:30 p.m.
Mt. Wheeler Power
Board Meeting Room
1600 Great Basin Boulevard
Ely, NV 89315

WINNEMUCCA, NEVADA
June 9, 2016:
2:00 p.m.
USDA NRCS Service Center
3275 Fountain Way
Winnemucca, NV 89445

ELKO, NEVADA
June 7, 2016:
2:00 p.m.
Great Basin College,
Room: GTA 130
1500 College Parkway
Elko, NV 89801

FALLON, NEVADA
June 10, 2016:
2:00 p.m.
Churchill County Cooperative Extension Office
111 Sheckler Road
Fallon, NV 89406

BATTLE MOUNTAIN, NEVADA
June 8, 2016:
2:00 p.m.
Battle Mountain Civic Center
625 S. Broad Street
Battle Mountain, NV 89820

over the next few months, I encourage you to book your calendars for December 1 – 3, 2016 and join us in Reno for the festivities!!

If you know of anyone that is not a member of the Nevada Cattlemen’s Association I ask you to inform them about our organization. Encourage them to become part of an Association that is working hard to protect the future of ranching in Nevada. If they would like to learn more about the association refer them to our webpage at www.nevadacattlemen.org, like us on Facebook, or please call the office at 775-738-9214. We thank you for your continued support. Without your membership the voice of the Association wouldn’t be as strong as it is today.

A Special Thank You to WSR Insurance Services INC. for sponsoring this event.

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

- Duval Ranching Co.
- Nevada Water Solutions, Thomas K. Gallagher
Hello fellow Cattlemen and Cattlewomen! This month is very busy and hopefully fruitful as the Nevada Cattlemen’s Association (NCA) begins several informative and educational workshops in Nevada. These workshops will help shed some light on a black hole that has been hanging over us for the last several years. By the time this publication gets to you we will have had our Ecological Sites Description workshops and the June 3rd Board of Directors meeting in Elko, NV. The next educational workshop you could attend is the “Permittee Outreach Workshop”. I hope and encourage all of you to attend this workshop because it is very important!

I would like to give you a little history on why these workshops are so important to all of us in the industry. On April 27th I had attended the roll-out workshop on the implementation of the Greater Sage Grouse Land Use Amendment Plan at the Peppermill in Reno, NV. The Permittee Outreach Workshops to be held this month have the same concept as the one that was held in Reno. At the workshop in Reno some key points made by the Bureau of Land Management (BLM) stood out to me. One key point was that they are “emphasizing trust”! The next, and I like this one, was that “Well managed livestock grazing is compatible with GRSG conservation”.

As I sat there at the Reno workshop I began to see some light and it was very positive. Now take in mind there were more agency personnel than permittees at this event. The personnel included BLM, Forest Service, Wildlife and employees of US Secretary of Interior Sally Jewell. But the positive thing was there were no mentions of decreasing cattle numbers. We heard statements from our State Director, John Ruhs, like “flexibility, consistency and sharing data” and the most mentioned word was “cooperation”!

The NCA was asked by BLM to help them get the word out to permittees that they are committed to working with the industry in implementing the plans. Many of us in the NCA leadership are scared to death and excited at the same time due to the huge unknown we’re dealing with. We also understand how important this is. Trust is earned and I feel encouraged that the BLM is collaboratively working with the industry to protect the multi-use doctrine.

I never thought I’d say this but our relationship with the BLM is going better than the cattle market! Take care friends.
Upcoming Video Sale

MONDAY — WEDNESDAY

JULY 11TH–13TH

Silver Legacy  ●  Reno, Nevada

Consignment Deadline: June 23rd

For Reservations, please call: 800-687-8733

Watch & Listen
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Gary Nolan
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(775) 934-5678

Steve Lucas
Paradise Valley, NV
(775) 761-7575

Mark Venturacci
Fallon, NV
(775) 427-8713

or email us at wvm@wvmcattle.com

Look for the catalog and videos on our website: www.wvmcattle.com

Market your cattle with the professionals!
Dear Consumers of American Agriculture Grown Products,

FASCINATING may be the best adjective to describe how a mere 2% of the population in the United States is responsible for producing the bulk of our nation's food supply. For the most part it is because of this incredible food supply that U.S. citizens have become somewhat accustomed to the abundance of high quality, safe and wholesome foods. Grocery bills today make up less than 10% of the average U.S. household’s disposable income, far less than what is spent in other parts of the world. It’s been documented that many Americans will spend more on taxes in 2016 than they will collectively on food, clothing and housing. This is unlike generations gone by.

As good as our Agriculture engine has historically been at producing a safe and wholesome product for the consuming public, Agriculturists have done a horrible job of educating the general public about the wholesome, sustainable and environmentally friendly practices we employ in producing a safe food supply for the world.

Case in point is the misguided and misunder-stood issue of Genetically Modified Organisms (GMO’s). A Genetically Modified Organism (GMO) food labeling law recently passed in Vermont and will impact foods across the nation. Advocates for the bill are calling for a similar nationwide labeling bill. Such a state effort was brought forth and defeated in Nevada during the 2011 Nevada Legislative session. The bill was defeated with partial help from the Nevada Cattlemen’s Association and the Nevada Farm Bureau joint lobbying efforts. Food companies and agriculturists are concerned that on-pack labeling would mislead consumers, causing them to believe foods bearing a GMO label should be avoided even though there’s no scientific justification warranting that belief.

The safety of GMOs is well-documented and supported by health and scientific authorities covering the globe including the American Association for the Advancement of Science, American Medical Association, European Food Safety Authority, the Food and Agriculture Organization of the United Nations, and World Health Organization.

The Colorado Corn Growers Association recently offered the following as talking point facts:

- Each Genetically Modified (GM) seed variety takes on average $136 million and 13 years to bring to market because of the safety studies and regulatory approval processes necessary.
- In response to what was described as an information gap at the time, Italian scientists in 2013 analyzed 1,783 studies around the world, spanning the previous decade, regarding the safety and environmental impacts of GMOs. They couldn’t find a single credible example demonstrating that GMOs pose harm to humans or animals.
- In 2015, a massive, peer-reviewed, food-safety study – involving 4 billion farm animals fed GM foods, and 4 billion animals fed non-GM foods – showed there were no differences in animal health, growth or fertility. No quantifiable traces of GM components were detected in milk, meat and eggs following the animals’ consumption of GM foods.

It appears to me that GMO dissenters are justifying the foods they like as non GMO, picking and choosing which foods they call a “GMO product” and which not. Take for example a succulent seedless watermelon. Most consider this food to be a GMO product. However, as pointed out by the National Watermelon Promotion Board, “A seedless watermelon is a sterile hybrid which is created by crossing male pollen for a watermelon, containing 22 chromosomes per cell, with a female watermelon flower with 44 chromosomes per cell. When this seeded fruit matures, the small, white seed coats inside contain 33 chromosomes, rendering it sterile and incapable of producing seeds. This is similar to the mule, produced by naturally crossing a horse with a donkey. This process does not involve genetic modification.”

So there you have it. Seedless watermelons are just regular watermelons, albeit a relatively younger relative of the traditional seeded watermelon. The seedless watermelon actually outsells its seeded peers by a significant margin.

My wife and I own and operate a custom beef Artificial Insemination (A.I.) business. We Artificially Inseminate thousands of cows annually for our customers, breeding their cows by A.I. to the most efficient and sought after sires in the world. Offspring of these inseminations add to the efficiency of our nation’s food supply and the eating satisfaction of the consuming public. Do you consider this method of genetic advancement to be termed GMO? If so, how do you view the tens of thousands of human conceptions to invitro or artificial inseminations? Do you see the possible hypocrisy here?

It is my hope that the reader of this letter to the editor will take the time to educate themselves on the scientific facts before buying into and supporting the anti GMO movement taking place across the nation. I encourage you to not support the political moves being proposed which may unduly hinder agriculture’s ability to feed the world. The U.S. House has passed a voluntary, national labeling bill that would supersede state laws, but it is stalled in the Senate. The agriculture community supports voluntary labeling and staunchly oppose mandatory GMO labeling.

The next time you enjoy a seedless watermelon or an ear of sweet corn, consider the political moves going on nationwide which, if successful, will hinder American Agriculturists from advancing their ability to feed a growing world population.

Ron Torell, Long Time Advocate for Agriculture Past Nevada Cattlemen’s Association President, Past University of Nevada Cooperative Extension Livestock Specialist and Past Beef Seed Stock Producer Elko, Nevada

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**LET’S TALK**

Grazing Corn - Plant by Mid-July with Grain Drill-Graze or Windrow Early Sept.

**Grass Expertise**

**Over 40 Years Experience**

**MOTT FARM**

in Diamond Valley

251 Acres with two pivots. March 1960 water rights.

Two homes. Borders BLM on two sides.

Price: $895,000

**Bottari & Associates Realty**

Paul Bottari, Broker 775-752-0952

**MORE RANCH LISTINGS NEEDED!**

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**GREENWAY SEEDS**

Caldwell, Idaho • Alan Greenway, Seedsman

Cell: 208-250-0159 • Message: 208-454-8342

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WWW.NEVADACATTLEMEN.ORG  SAGE SIGNALS  June 2016  •  5
Dear Sage Signals Readers,

Today we will be discussing a topic that each of you see daily—Cheatgrass. Specifically cheatgrass and its connection to fire. As many of you know, there is direction in Secretarial Order 3336 to set “forth enhanced policies and strategies for preventing and suppressing rangeland fire and for restoring sagebrush landscapes impacted by fire across the West.” I have included many quotes directly from the Secretarial Order below, but the entire Secretarial Order 3336 can be read at http://1.usa.gov/1TNyqCM.

Sec. 5 Developing an Enhanced Fire Prevention, Suppression, and Restoration Strategy. To accomplish protection, conservation, and restoration of Greater sage-grouse habitat the Department, through the Rangeland Fire Task Force established in accordance with Section 6, will:

- Seek to reduce the likelihood, size, and severity of rangeland fires by addressing the spread of cheatgrass and other invasive, non-native species.
- Encourage efforts to expedite processes, streamline procedures, and promote innovations that can improve overall rangeland fire prevention, suppression and restoration efficiency and effectiveness.
- Explore opportunities to pilot new strategies to reduce the threat of invasive, nonnative plant species and rangeland fire to sagebrush-steppe ecosystems and Greater sage-grouse conservation, including enhanced use of veteran fire crews and youth conservation teams, and efforts to further public-private partnerships to expand capacity for improved fire management.
- Establish protocols for monitoring the effectiveness of fuels management, post-fire, and long-term restoration treatments and a strategy for adaptive management to modify management practices or improve land treatments when necessary.

So, why am I telling you all this? Because BLM Nevada is excited to announce that we are currently undergoing the planning to implement 2 demonstration projects that will specifically use targeted grazing to reduce fine fuel loads and minimize wildfire risk. This is a very overdue opportunity in Nevada, and we are glad to be able to initiate these research projects. The results of these demonstration projects will help identify the appropriate situations and applications for use of targeted grazing to reduce fine fuel loads and minimize wildfire risk in Nevada. The specific areas for these demonstration projects have not yet been finalized, however I will share all of the demonstration project details as they are solidified.

Although the demonstration projects associated with Secretarial Order (SO) 3336 are specific to reduction of fine fuel loads as it relates to wildfire, the BLM Nevada recognizes that there are other opportunities to use livestock grazing in a targeted and strategic way in order to impact the dominance of cheatgrass on the landscape. We are also currently pursuing the initiation of a programmatic NEPA document that will address targeted livestock grazing (specific to invasive annuals, mainly cheatgrass) throughout Nevada. That project is expected to take longer to complete, and the demonstration projects from SO 3336 should be well under way prior to the completion of any Programmatic NEPA document.

Thank you all for sharing in the excitement of the initiation of these worthwhile projects. I apologize there are not currently more details to share, but rest assured I look forward to sharing the details as soon as I have them!

For any of you that would like some more reading material regarding livestock grazing for fuels management, The Great Basin Fire Science Exchange (http://greatbasinfirescience.org/) has a section on their website that houses a collection of scientific papers related to livestock grazing and fuels management at http://bit.ly/1WqzJH.

Upcoming Training Opportunities!

We look forward to seeing everyone at the Permittee Outreach Workshops the week of June 6.

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 training will be in the Ely District.

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 me at kdyer@blm.gov.

Sage Signals
Busselman Returns to Nevada Farm Bureau as Executive Vice President

MAY 2016 — Nevada Farm Bureau Federation is excited to welcome back past Nevada Farm Bureau employee Doug Busselman.

Busselman has accepted the position of Executive Vice President with Nevada Farm Bureau. He’s coming to us now from Minnesota Farm Bureau where he served as the Director of Public Policy. Busselman commented, “I’m looking forward to coming home to Nevada and reconnecting with Farm Bureau members and leaders. I really appreciate having this chance to continue working to have Farm Bureau be an effective voice for the needs of farmers and ranchers. We’re going to have a busy summer, getting back into the swing of things and getting out to spend time getting back in touch around the state.”

Busselman shows excitement in his return and he and his family are very happy here in Nevada. The Farm Bureau team is excited to get him back on board as well. Hank Combs, Nevada Farm Bureau President stated, “On a unanimous vote of confidence by the board of directors Mr. Busselman was selected with the board knowing that he was the right person to have the helm of the Nevada Farm Bureau entering the upcoming 2017 legislative session.”

Busselman is a valuable asset to the team here at the state office and to all the statewide members. Nevada is privileged to have him back. Busselman will begin his duties as Executive VP June 1st.
How Does TPP Benefit the U.S. Beef Industry?

- TPP levels the playing field for U.S. beef exports to all TPP countries by eliminating tariffs and phasing down the Japanese tariff on U.S. beef from 38.5% to 9% over 16 years—the greatest market access ever negotiated into Japan.

- TPP secures strong science-based standards that address the non-tariff trade barriers that restrict our access to many TPP markets.

- TPP gives the United States leverage to address outstanding market access issues with other countries like Taiwan, Indonesia, Philippines who have expressed interest in joining TPP in the future.

Japan is the Top Market for U.S. Beef Exports

- Japan is our largest export market for U.S. beef, but our leading competitors are taking Japanese market share away from us with every day that passes.

- The Japan-Australia Economic Partnership Agreement gives Australia a 10% tariff rate advantage over U.S. beef. The agreement took effect in January 2015 and as a result the U.S. lost over $100 million in potential beef sales to Australia.

- Other countries will negotiate bi-lateral agreements with Japan if the U.S. fails to pass TPP. Without TPP, other TPP countries will likely join the Chinese-led Regional Comprehensive Economic Partnership trade agreement, allowing China to set the terms of trade for the Pacific Rim.

- There are approximately 260 preferential trade agreements currently in force worldwide, of which only 14 include the United States.

Without TPP, We Lose Market Share in Japan

Top 5 Export Markets in 2015 for U.S. Beef

- Japan: $1.28 Billion, 204,927 Metric Tons
- Mexico: $1.09 Billion, 225,574 Metric Tons
- Canada: $900 Million, 124,822 Metric Tons
- Korea: $810 Million, 126,093 Metric Tons
- Hong Kong: $800 Million, 120,905 Metric Tons
- World Total: $6.3 Billion, 1,067,614 Metric Tons

*Source: USMEF

Exports account for $325 per head in 2015

 TPP Levels the Playing Field in Japan

- Visit www.TPPNOW.com for more information-
WASHINGTON (May 25, 2016) – Statement by National Cattlemen’s Beef Association President Tracy Brunner on the House Appropriations Subcommittee on Interior, Environment and Related Agencies mark-up of the fiscal 2017 spending bill:

“The spending bill marked up by the Interior Appropriations Subcommittee contained a number of priorities for cattlemen and women. Specifically this legislation would defund EPA’s ‘waters of the United States’ final rule. Cattle producers continue to voice their opposition to the flawed WOTUS rule and defunding by Congress would prevent our members and taxpayers from expending future resources on continued litigation. The bill also clarifies the agricultural exemptions in the section 404 permitting process and continues defunding of new regulations under the Clean Air Act and Greenhouse Gas reporting for manure management systems.”

Statement by Public Lands Council President Brenda Richards:

“Public lands ranchers were pleased to see several of our priorities addressed in the FY 2017 Interior spending bill. The bill maintains the one-year delay on further rulemaking or listing of the Greater Sage Grouse under the Endangered Species Act and blocks the President’s proposed administrative fee on top of the grazing fee that was already raised by 25 percent earlier this year. The bill also reduces funding for the Land and Water Conservation Fund at $322 million, restoring some responsibility and prioritizing state and local projects while reducing funding for land acquisition. We are pleased that Payment in Lieu of Taxes was fully funded, offsetting the loss of local tax revenue for public lands. Finally, the bill increases funding for wildfire suppression at $3.9 billion.

While these go a long way to meet the needs of the West, we were greatly disappointed to see that the bill did not include the broad bi-partisan language reining in the President’s abuse of the Antiquities Act.”
WASHINGTON, May 27, 2016 – Agriculture Secretary Tom Vilsack today announced a one-time, 30-day extension to the June 1 deadline for recording farm organization structures related to Actively Engaged in Farming determinations. This date is used to determine the level of interest an individual holds in a legal entity for the applicable program year. Farming operations will now have until July 1 to complete their restructuring or finalize any operational change. The U.S. Department of Agriculture (USDA) issued the extension in response to farmers and ranchers who requested more time to comply, and to assure that everyone has enough time to provide their information under the new rules.

“Most farming and ranching organizations have been able to comply with the actively engaged rule,” said Vilsack. “This one-time extension should give producers who may still need to update their farm structure information the additional time to do so.”

The 2014 Farm Bill provided the Secretary with the direction and authority to amend the Actively Engaged in Farming rules related to management. The final rule established limits on the number of individuals who can qualify as actively engaged using only management. Only one payment limit for management is allowed under the rule, with the ability to request up to two additional qualifying managers operations for large and complex operations.

The rule does not apply to farming operations comprised entirely of family members. The rule also does not change the existing regulations related to contributions of land, capital, equipment or labor, or the existing regulations related to landowners with a risk in the crop or to spouses. Producers that planted fall crops have until the 2017 crop year to comply with the new rules.

The payment limit associated with Farm Service Agency farm payments is generally limited annually to $125,000 per individual or entity.

Since 2009, USDA has worked to strengthen and support American agriculture, an industry that supports one in 11 American jobs, provides American consumers with more than 80 percent of the food we consume, ensures that Americans spend less of their paychecks at the grocery store than most people in other countries, and supports markets for homegrown renewable energy and materials. USDA has also provided $5.6 billion of disaster relief to farmers and ranchers; expanded risk management tools with products like to Whole Farm Revenue Protection; and helped farm businesses grow with $36 billion in farm credit. The Department has engaged its resources to support a strong next generation of farmers and ranchers by improving access to land and capital; building new markets and market opportunities; extending new conservation opportunities. USDA has developed new markets for rural-made products, including more than 2,500 biobased products through USDA’s BioPreferred program; and invested $64 billion in infrastructure and community facilities to help improve the quality of life in rural America. For more information, visit www.usda.gov/results.
Objectives of NCA

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

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

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

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

TYPES OF MEMBERSHIP:

Ranch Member: $150.00
+ $.40 per head

- General Membership Benefits
- Membership decal
- 10% discount on advertising in Sage Signals and Fallon Bull Sale Catalog

Regional Associate: $125.00

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

State Associate: $500.00

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

Supporting Member: $50.00

- General Membership Benefits
- Membership decal

Local Associate: $100.00

- Benefits of Ranch Membership and;
  - Discounted booth at the Annual Convention and Trade Show and/or Fallon Bull Sale Trade Show
  - Listing in Associate Member Directory (May include ad/coupon with listing)

EDUCATIONAL OPPORTUNITIES

- 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

NETWORKING POSSIBILITIES

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

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 __________________ Fax __________________
Email __________________________________________
Method of Payment:
- Check _____
- MasterCard _____
- Visa _____
- American Express _____

Would you like to receive a free subscription to The Progressive Rancher? Yes _____ No _____

Would you like to serve on a committee? Yes _____ No _____

If so, what committee? ______________________

Signature _________________________________

Type your name clearly and legibly

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City __________________ State ______ Zip ______
Phone __________________ Fax __________________
Email __________________________________________
Method of Payment:
- Check _____
- MasterCard _____
- Visa _____
- American Express _____

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Would you like to serve on a committee? Yes _____ No _____

If so, what committee? ______________________

Signature _________________________________

Type your name clearly and legibly

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- Regional Associate $125
- State Associate $500
- Supporting Member $50

Name __________________________________________
Ranch Name __________________________________________
Address __________________________________________
City __________________ State ______ Zip ______
Phone __________________ Fax __________________
Email __________________________________________
Method of Payment:
- Check _____
- MasterCard _____
- Visa _____
- American Express _____

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Would you like to serve on a committee? Yes _____ No _____

If so, what committee? ______________________

Signature _________________________________

Type your name clearly and legibly

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Nevada Cattlemen’s Association
PO Box 310, Elko, NV 89803

If paying by check, 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 __________________ Fax __________________
Email __________________________________________
Method of Payment:
- Check _____
- MasterCard _____
- Visa _____
- American Express _____

Would you like to receive a free subscription to The Progressive Rancher? Yes _____ No _____

Would you like to serve on a committee? Yes _____ No _____

If so, what committee? ______________________

Signature _________________________________

Type your name clearly and legibly

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May is widely recognized as “beef month.” The weather is warming, the barbecues are firing up, and steak (and burgers, and hot dogs, and everything else beef) is on everyone’s menu. One way the Nevada Beef Council celebrated this exciting month was mixing nutrition with the popular pairing of beef and beer.

At the May gathering of the Northern Nevada District Dietetic Association, NBC Registered Dietitian and Nutritionist James Winstead was on-hand to chat with the nutritionists and health influencers in attendance about the important nutritional aspects of America’s favorite protein. Held at Great Basin Brewery in Reno, the venue was a perfect location to showcase just how well beef and beer go together. As part of the tasting, the audience got to enjoy several beef and Great Basin Brewery beer pairings, such as Tectonic Event Imperial IPA with a hangar steak stuffed pastry, and Outlaw Milk Stout with a Smoked Flat Iron Steak, among others.

Local rancher Karl Baker, of Brewery Beef, was also on hand to share with the audience how his cattle operation uses brewery grain – a by-product of brewing beer that would otherwise go to waste – from Great Basin Brewery to supplement his herd’s feed with valuable protein and nutrients.

“This event was a fun way to not only share beef’s nutrition messages with health and dietetic influencers, but also help them think differently about creative and delicious ways they can incorporate beef into their own menus,” said Winstead. “This also allowed us to pair delicious beef dishes with the popular craft beer movement, showing just how well the two complement one another.”

Sharing Science of Diet and Cancer Risk

On April 26, more than 780 health professionals participated in a Beef Checkoff Program webinar, entitled “Understanding the Science of Diet and Cancer Risk.” The webinar brought together respected professionals, including researchers Roger Clemens, DrPH; Kevin Maki, PhD; national nutrition expert Melissa Joy Dobbins, MS, RDN, CDE and checkoff nutrition staff to educate participants about the science of cancer risk by sharing strategies for interpreting research findings. The panel also offered insights on how to frame studies in the appropriate context of the overall body of scientific evidence and providing guidance about translating the research into accurate, consumer-friendly messages for various audiences. More than 80 percent of the participants reported that they were more comfortable translating research into accurate, consumer-friendly messages following this webinar.

Hosting Food Bloggers

In April, the checkoff hosted an immersion event in Denver to give influential food bloggers an up-close-and-personal look at beef. The goal was to make bloggers more confident when choosing and preparing beef as part of a nutritious and balanced meal to share with readers.

During the event, bloggers were able to bring their nutritious beef recipes to life from ideation to plate through hands-on beef cutting demonstrations and the checkoff’s rigorous recipe-testing process. The interactive nature allowed bloggers to ask questions about how to purchase and handle beef and improve their overall confidence in incorporating beef into balanced meals.

Immersion experiences like this help position the checkoff as a trusted resource on all things beef.

To learn more about the team behind innovations in beef recipes and fabrication, visit www.beefinnovationsgroup.com.

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