Happy One Year!

By Kaley Sproul, Executive Director

Before we can figure out what a leader can be, we need to understand what leadership entails. Mark Sanborn states, “Leadership is an invitation to greatness we extend to others by example.”

It has been one year since I have started with the Nevada Cattlemen’s Association, and it has been a great one! The people I have encountered such as NCA members, officers, board of directors and staff have given me advice and tools that not only teaches how to do this job but how to succeed. Those leaders have been instrumental in my career by teaching me that being a leader requires hard work, compassion, understanding, creativity and patience.

Just recently I had attended the National Cattlemen’s Beef Association Summer Meetings in Denver, CO. I found this experience very educational and rewarding. Here I was able to learn more about policies that affect the industry, how we as ranchers need to engage with the public and we need to communicate with our legislative representatives with current issues and thoughts. During the week I had the pleasure of meeting many of the Young Beef Leaders (YBL). These representatives work together and grow as leaders while advocating for our industry. I would like to thank Amber Miller for doing a great job representing Nevada as the Region 6 YBL. I am sure the next YBL will have big shoes to fill coming January. Another highlight for Nevada at this summer meeting was at the Environmental Stewardship Awards Reception. Smith Creek Ranch of Austin, Nev., was honored as one of six Environmental Stewardship Award Program (ESAP) winners. They are committed to being good stewards of the land and protecting the land’s natural resources. While in Denver I was reminded multiple times that within our associations it is important to keep in mind that we are all working together. We may not all have the same issues but we all have the same goal. That goal within the NCA is to strive for a successful Nevada Livestock Industry.

Along with the day-to-day office obligations, I have had a busy and rewarding year getting to know most of you and trying my best to help you promote a sustainable livestock industry for Nevada. Some of my highlights include the Elko Field Tour, 80th Annual Convention, 50th Fallon Bull Sale, Legislative Conference, NCBA Meetings and various workshops throughout the year. These are not all of the activities/events I have assisted with or attended this year but they have made the most impact for me. Every task within NCA is

Nominations Sought for 100,000 Mile Club

We are seeking 100,000 Mile Club Nominations! We are looking for Cowboys and Cowgirls who have logged 100,000 miles horseback. This Annual Award will be presented at the Cattlemen’s Banquet during the Annual Convention in Sparks, NV on December 1-3, 2016.

Any Nevada resident who has ridden 100,000 horseback miles is eligible for the 2016 Award and Club membership. Nominations should include a narrative story to chronicle the nominees’ miles through their life horseback. Nominations are open now until November 1, 2016 and may be submitted to the Cattlemen’s office. Please call 775-738-9214 for more information.

--- Continued on page 3 ---
AUGUST 1
Fallon Bull Sale Consignments
Open to NCA members

AUGUST 10-13
Lincoln County Fair
www.lcnvfair.org

AUGUST 10-14
Eureka County Fair
www.co.eureka.nv.us/fair.htm

AUGUST 18-21
Silver State Youth
Livestock Show & Expo
www.ssyls.com

AUGUST 18-21
Antique Tractor Show
Gardnerville
www.farmershotline.com/farm-events/
northern-nevada-antique-power-club-18th-annual-tractor-and-engine-show

AUGUST 20-21
Antique Tractor Show
Gardnerville
www.farmershotline.com/farm-events/
northern-nevada-antique-power-club-18th-annual-tractor-and-engine-show

SEPTEMBER 1
Fallon Bull Sale Consignments Open
to ALL

SEPTEMBER 1-4
Humboldt County Fair
(Tri-County Fair)
www.labordayfair.com

SEPTEMBER 2-5
Churchill County Fair/
Cantaloupe Festival
www.falloncantaloupefestival.com

SEPTEMBER 7-10
PLC Annual Meeting
Grove Hotel & CenturyLink Arena,
Boise, ID

OCTOBER 24
Teacher of the Year
Nomination Deadline

DECEMBER 1-3, 2016
California & Nevada
Cattlemen and Cattlewomen
Annual Convention
Nugget Casino Resort, Sparks, NV
Tentative Agenda coming soon

FEBRUARY 18, 2017
Fallon Bull Sale
Fallon Livestock Exchange, Fallon, NV
For more information, contact
NCA office, 775-738-9214,
or nca@nevadabeef.org

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

- A C Ranch, Thomas Armstrong
- Bieroth Ranch,
  Casey & Carissa Bieroth
- James Boyer
- Brackett Livestock Inc.,
  Gus, Jake & Bert Brackett
- Cassinelli Brothers
- Dufurrena Bros. Cattle Co.,
  Tim Dufurrena
- Easterly Romanov Ranch,
  Tom Easterly
- Joe Glasscock
- J M Capriola Co.,
  Doug & John Wright
- Jackson Mountain Angus,
  Bob & Susan Hoenck
- Phil Allen & Son, Phil & Shannon Allen
- Pinenut Livestock Supply Inc.,
  John Keithley
- Potter’s Emmett Valley Ranch,
  Kevin & Becky Potter
- Print ‘N Copy Center, Reece Keener
- Sand Springs Ranch, Marta Agee
- Schroeder Law Offices, P.C.,
  Therese Ure
- Smiley Ranch, James & Edward Smiley,
  Tracy Smiley Fitzgerald
- Mike & Barb Stremler
- Stockmen’s Insurance,
  Tom Armstrong
- T 5 Ranch, David Cassinelli
- Jim Thompson
- Julian Tomera Ranches Inc. Btl. Mtn. Division, Pete, Lynn, Paul, Paula, Dan,
  Court Tomera
- Westwind Ranch Angus,
  David J. Holden

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

Nevada Cattlemen.org
nca@nevadabeef.org

Seeking 2016 “Teacher of
the Year” Nominations

The Nevada Cattlemen’s Association has started
their fourteenth annual quest for “Teacher of the
Year” candidates. We are asking for your help in soliciting
nominations from school principals and fellow teachers.
Nominees may include teachers considered in previous
years but who were not selected for the award. The deadline
for submitting nominations is October 24, 2016.

The winner of this award will receive a $1000
school supply stipend, donated by Nevada Agriculture Foundation. The award
recipient will also be recognized during the Nevada Cattlemen’s Association’s
annual awards banquet on December 2nd in Sparks, NV.

The nominations must be an elementary, junior high, or high school teacher,
who incorporates agriculture into their regular curriculum. For example,
a teacher who teaches a one week segment on agriculture and its importance
to Nevada.

Anyone may submit a nomination form which is available at www.nevada-
cattlemen.org, or by sending an e-mail request to nca@nevadabeef.org, or by
calling (775) 738-9214.

Nominations may be submitted by email to nca@nevadabeef.org with
“2016 Teacher of the Year Nomination” in the subject line; forms may be
faxed to 775-738-5208; or sent by mail to, “Teacher of the Year Nomina-
tion”, C/O Nevada Cattlemen’s Association, P.O. Box 310, Elko, NV 89803.

Nevada Cattlemen’s Association believes that the future of our industry lies
in the education of the generations to come, as we explore new and innovative
methods of sustainability. Please help us in our efforts to recognize and sup-
port our teachers and their vital efforts in educating our youth.

Thank you in advance for nominating a deserving teacher.

Membership Update

We would like to thank the following people for joining or
renewing their membership with Nevada Cattlemen’s Association
between June 21 and July 21, 2016. (New members are in bold.)
Fellow Cattlemen and Cattlewomen, in this message I would like to visit with you about some upcoming programs we’re working on here at the NCA. First, during the Permittee Outreach Workshops put on in conjunction with the Bureau of Land Management and the Nevada Department of Agriculture, some permittees asked about an educational program on the Conservation Credit System (CCS). Immediately it made sense. I had to confess that though I’m familiar with the conservation easement programs and the fact that I have heard many times about the credit program, I know nothing!! In fact, while discussing this idea of a CCS workshop with others in the NCA Executive Committee, I found many others may not understand this program either. NCA does have several individuals who not only know about it but they have used the CCS program already. PLEASE! Nevada Cattlemen’s is not advocating at this time full support on the idea of the CCS program, I just feel we need to better understand the concept. Please look for announcements in the future from NCA pertaining to a workshop hopefully near you.

Next as a result of a recent editorial in the Elko Daily Free Press pertaining to a piece of rubbish headlined “Public Lands Ranching is Driving Sage Grouse Extinct”, we are beginning to compile several truthful and scientifically backed statements. We will be able to provide these to the local press. These statements will explain the positive effects of well managed livestock grazing. We do not want to go toe-to-toe with these so called “flat bellied experts” on the truth about livestock grazing. We just want to talk over them and go directly to the public with the real stories of how things work in real life.

And finally, the NCA Annual Convention. Yes! Please mark your calendars for December 1-3, 2016 at the Nugget Casino/Resort in Sparks, NV. This is the year we share with the California Cattlemen’s Association Annual Convention. It is already looking as though this will be one of the biggest trade show events we’ve seen. Some of the ideas we are working on is to have the NCA banquet earlier instead of the last night. It will be on Friday evening and conclude with the Board of Directors meeting on Saturday morning. Kaley is working as we speak with the Nevada Cattlemen’s Association on having some live dancing type entertainment during their Beer Tasting event after our banquet. We will not have sessions focused on projects with different agencies rather we will be having more educational platforms like a “Water Law Boot Camp”. This is very fluid at this point but our goal is to offer you a fun and worthwhile event, so please try to attend.

That’s all for my message, please take care and see you all next month.

—David Stix Jr.

unique, challenging and yet gratifying!

Some of my NCA goals I have been working towards are getting our Facebook page back up and running, getting our positive stories out to the public in a timely manner, and keeping our website updated with current/helpful relative information. I certainly can’t do it alone however; this is where I ask of your help. If you have any stories you would like to be highlighted please send them my way, I would love to know what things you’ve been doing. I also ask that if you have a Facebook page; please go to our Nevada Cattlemen’s Association Facebook Page and “Like It”. Unfortunately on social media, some of the negative/uneducated voices are louder than the true/positive ones. This is an area where we can change that! Using our voices on social media is one of the many powerful tools Nevada Cattlemen and Cattlewomen can use to contribute and share their experiences to a large number of people in a targeted way.

I ask for you all to keep sending advice and guidance my way, as it is much appreciated! As we are going into a Legislative year, it will be an even busier one. Be sure to mark your calendars for our next big events such as Convention on December 1-3, 2016 in Sparks, and the Fallon Bull Sale on February 18, 2017. For more information and to keep up on current NCA events go to our webpage at http://www.nevadacattlemen.org/.

Lastly, I am very grateful to have the opportunity to work within the Nevada Livestock Industry that encompasses so many leaders!
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.
DENVER (July 15, 2016) – Smith Creek Ranch, Austin, Nev., was honored last week as one of six Environmental Stewardship Award Program (ESAP) winners during the Cattle Industry Summer Business Meeting. The award, which is sponsored by Dow AgroSciences, USDA Natural Resources Conservation Service, U.S. Fish and Wildlife Service, National Cattlemen’s Beef Association (NCBA) and the National Cattlemen’s Foundation, is presented to farmers and ranchers who are working hard to protect America’s natural resources.

Originally operated as a Pony Express station, the 230,000 acre ranch includes many historic buildings and is important habitat for Lahontan cutthroat trout and sage grouse, and Smith Creek Ranch’s stewardship efforts have included restoration of more than two miles of creek bed on the ranch. Additionally, Smith Creek Reservoir on the ranch provides habitat for migrating waterfowl and irrigation water while meadows on deeded lands supply hay and provide habitat for sage grouse and other wildlife. Through extensive monitoring of rangeland, Smith Creek Ranch has also demonstrated the compatibility of livestock and sage grouse with practices that reduce habitat loss, fragmentation and degradation.

“Smith Creek Ranch has always been on the cutting edge of environmental stewardship. They are open to partnerships with really diverse entities,” said Susan Abele, Nevada State Coordinator, Partners for Fish and Wildlife, U.S. Fish and Wildlife Service (USFWS). “There’s a lot of challenges in managing a ranch in the Great Basin and they really work hard to partner to solve problems.”

Those partnerships include close relationships with the U.S. Bureau of Land Management, USFWS, USDA Natural Resources Conservation Service and others. By working closely with state and federal agencies, the ranch is able to tap a significant pool of resources and serve as an example to other ranches in the region.

“I know and talk to all of the permittees we work with,” said Terri Knutson, Stillwater Field Manager, Bureau of Land Management. “Just having an example like the Smith Creek Ranch to be able to show what these relationships can be like, is pretty valuable.”

Smith Creek Ranch was purchased by the Hendrix family in 1994 and since that time, two ranch managers have played a vital role in enhancing the stewardship of the ranch’s extensive resources, driven by the Hendrix’s commitment to leave the ranch in better condition than they found it, despite sometimes difficult conditions.

“From a cow standpoint, this is kind of a tough part of the country to make a living in. I think that if we can graze and produce a cow sustainably in central Nevada, we can do it just about anywhere,” said Duane Coombs, the previous manager for Smith Creek Ranch.

That sustainability is the result of a commitment to responsible stewardship and a long track-record of improvements to the ranch itself.

“The Hendrix family has a tremendous value for the land and they’re excited to see that land flourish and become even more productive because of the efforts here on the ranch,” said Sam Lossing, Ranch Manager, Smith Creek Ranch. “Those benefits don’t just impact livestock, they extend to everything that lives on the ranch and in the sagebrush landscape here.”
Dear Sage Signals Readers,

Thank you to all of you that were able to come to the Cattlemen’s sponsored Permittee Outreach Workshops during the week of June 6-10. During John Ruhs’ introduction to the workshops, he emphasized the importance of working together, and that through working together we can enhance sage-grouse habitat while having positive multiple use activities happening on the ground.

The workshops were meant of be an open forum for discussion, and I learned a ton from the people that attended. We have been reviewing the information and comments we received, and I thought that you might like to see some of the common themes. Remember, whether you were able to make it to the June workshops or not, it will be very worthwhile to attend the January follow-up workshops. In January we will provide an update on what has happened since June (such as policy from Washington Office or Nevada policy), as well as provide answers to the many questions you all had.

One of the common questions asked was how BLM NV will be able to provide for a consistent approach to implementation of the Plan Amendment. This question applied to consistency between the offices, as well as consistency as there is staff management turnover. Once we have received final policy from Washington Office, Nevada will be able to create step-down policy to help ensure that all offices throughout Nevada are implementing the Plan Amendment consistently. We hope to be able to have this Nevada policy developed (at least in draft form) to share with you all in January. In addition to policy, Nevada BLM will also ensure training is provided to staff and management as needed.

Another question that came up through all the meetings was how will the BLM staff be able to handle this increased workload?! We appreciate that you all recognize that BLM staff is working as hard as they can and have more work than they can possibly do. The prioritization of that workload is expected to help focus their efforts, but honestly, they won’t be able to ‘do it all’. With that in mind, it was also mentioned that the Nevada Rangeland Monitoring Handbook is nearly through its second revision, and once that is finalized there will be training opportunities for Cooperative Monitoring. There is a great opportunity for permittees to provide incredibly valuable monitoring data that will help tell the story.

We spent a fair amount of time discussing the table 2-2 objective of 7 inches of residual grass height (droop height) within 200 meters of riparian areas and wet meadows. The focus was surrounding this metric being droop height, NOT STUBBLE HEIGHT. Because each monitoring method was developed to answer a different question, it is very important that we use the appropriate monitoring method. We anticipate this conversation to continue, however in January we will be able to provide Nevada policy on how/when/where to measure that metric.

Also in January, we are committed to discussing further how the Plan Amendment ties into the permit renewal process, and how the permittee can be best involved. There were many questions and concerns about BLM’s communication with permittees, and I always responded that one of the greatest benefits that I see coming from the Plan Amendment is that it has increased our opportunities to communicate and work with each other very collaboratively.

Topics discussed also included elk management, sage-grouse map concerns, habitat monitoring, fire, wild horses, and a variety of others. This range of discussion topics further enforces the importance of good communication and cooperation. This article does not by any means include all of the questions or comments that we received during the Workshops, so please don’t worry if you don’t see your comment in here! Also, if you were unable to attend the Permittee Outreach Workshops, or have thought of something since then, please send me your questions or comments so I can make sure to provide applicable information during the January workshops.

Upcoming Training Opportunities!

There will be a NRST/UNR led ‘Soils, Ecological Sites and State and Transitions Model’ training in Winnemucca on October 25 & 26. This course is geared towards permittees, and is a very informative and useful training.

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.
ISA BEEFMASTERS
BY THE NUMBERS

55
BULL SALES

38%
OF ALL BREED TRAIT LEADERS

8250
TOTAL BULLS Sold

4
GENERATIONS OF LASATERS

600
COWS NECESSARY TO PRODUCE 140 GREAT SALE BULLS

100
PACESETTER AWARD WINNERS

18
COUNTRIES WORLDWIDE

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Owned by Bertrand, Fuller, Haymon, Lasater
New Livestock Scale Inspection
Schedule Launches for 2016 Season

By Bart O'Toole, NDA Consumer Equitability administrator

It’s that time of year again to inspect seasonal livestock scales. At the Nevada Department of Agriculture (NDA), we recognize that finding time to schedule is not always the easiest task.

In an effort to better serve our state’s livestock producers, NDA’s Consumer Equitability Division (CE) has announced a new livestock scale check season this year. Since May 2016, our Weights and Measures program, part of CE, has worked with producers to inspect livestock scales around the state on a schedule that works for the industry. Inspections will run from now through September.

Per federal law, seasonal livestock scales (a scale that is only used seasonally, during any eight month period of the year) must be tested once per year by the Weights and Measures program. It is important to note that the test must occur within eight months of its use. The new May through September season has been developed to accommodate this standard.

Call one of the NDA’s three offices to schedule inspections

Sparks – 775-353-3784 or 775-224-9810
Elko – 775-738-8076 or 775-686-0527
Las Vegas – 702-688-4546 or 702-249-3622

Our Weights and Measures team of inspectors will accommodate producer schedules as much as possible to provide a streamlined process for the industry. Don’t forget to provide our office with any contact information updates, including contact person, phone number and address. Call Brandon Harmon at 775-353-3720 or email bharmon@agri.nv.gov to update your information.

Checklist: Mandatory prep before your inspection

- Scale deck must be free of debris so inspectors can see its condition.
- Scale ramps must be level, constructed with solid fill material, smooth and free of excess materials (like metal framework or rubber mats). Scale ramps must be installed prior to an inspector’s arrival.
- Beam box must be clean and free of wasp, bee, spider or rodent nests of any kind.
- Corrals must be free of livestock where inspectors may need to access the scale.
- Alleyways must be clear for access of an inspector’s equipment. This includes, but is not limited to, panels, pallets, fencing material, water or feed tubs, equipment, tools, animals and any weeds or vegetation that may obstruct the inspector’s view of the ground.
- Gates must be open or easily opened. Please notify the inspector of any gate combinations or key locations in advance.
- Digital scales must be fully charged or provided with a power supply.

Other recommended inspection prep

- Scale edges should be free of rocks, dirt, sticks, animal waste or any other materials to ensure the scale deck moves without binding.
- Space underneath the scale deck should also be clean to ensure nothing can clog the scale mechanism. Beams and rails under the scale deck should be free of dirt, animal waste or rodent nests.
- Scale frame should not have anything tied to or hanging off of or leaning against it.
- It’s best if the ranch or scale owner representative is readily available at the time of inspection to avoid the potential cost of a revisit.

Your scale may be tagged if the above items are not addressed before the inspector arrives. More detail and recommended inspection preparation can be found online at agri.nv.gov/wm.

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Name Your Price for Conservation

By Andrew Alexandrovich and Jeremy Sokulsky with Environmental Incentives

At what price would you do a conservation project on your land? This is the question that ranchers from Nevada, Colorado, Idaho, Utah, Wyoming, Montana, Oregon and Canada cattlemen’s and stock growers associations answered at a side event to the Cattle Industry Summer Business Meeting hosted by the National Cattlemen’s Beef Association in Denver, Colorado on July 14. It’s also a question you may have the opportunity to answer in the next year.

Environmental Incentives and Colorado Cattlemen’s Association/Partners for Western Conservation engaged 37 cattlemen in an exercise that demonstrated how pay for success contracts work to create a market for conservation, and solicited feedback to ensure that proposed incentives will work for ranchers. Pay for success is an idea that is gaining traction across the country as a way to maximize environmental outcomes and provide ranchers flexibility to implement conservation projects while keeping working lands working. The feedback received will directly influence the development of contract terms for use by state, federal and private conservation buyers who seek to involve ranchers in securing long-term conservation for habitat and water quality.

Pay for success contracts define terms of purchase between ranchers and conservation buyers. More importantly, pay for success contracts also provide ranchers the flexibility to use their local knowledge of the land to cost-effectively produce and maintain habitat and water quality improvements while continuing to ranch their land. By focusing on outcomes, pay for success contracts create opportunities for ranchers to achieve a financial return on investment for conservation projects, and utilize lenders and investors to provide the capital needed to finance those projects.

Participants provided feedback in a live polling exercise which gauged the various contexts in which ranchers would participate in pay for success contracts. A majority of participants indicated the need for an overall market size of at least $10 million throughout their state to seriously consider entering into a pay for success bidding process. Ranchers also expressed their desire for 10-year contracts as opposed to 30-year contracts; this represents the length of time a rancher is required to maintain conservation outcomes on their land. Only 40 percent of participants expressed willingness to enter a 30-year contract with net revenue of less than $500,000, while 88 percent of participants expressed willingness to enter a 10-year contract with net revenue of less than $500,000.

This type of feedback is critical to ensure that programs using pay for success get it right for ranchers. Several Western states are evaluating how to use pay for success contracts to conserve greater sage-grouse habitat and ensure species populations remain viable. Contracts are intended to be used to invest taxpayer dollars and facilitate compensatory mitigation for the development of mines, oil and gas facilities, and other new disturbances to sage-grouse habitat.

The State of Nevada is considering the use of pay for success contracts in the Nevada Conservation Credit System. The Nevada Conservation Credit System is an innovative approach to greater sage-grouse habitat protection that creates new incentives for ranchers to preserve, enhance and restore habitat, while reducing threats to important habitat for the species. The Nevada Conservation Credit System allocated $1 million in 2015 to four projects that are expected to improve and maintain habitat on approximately 16,000 acres. The resulting credits from these projects will be made immediately available to companies who need to offset mine or transmission line development and expansion impacts on public lands. Late this year, a second solicitation for projects will be released to allocate another $1 million for sage-grouse conservation projects utilizing pay for success contracts.

Nevada Cattlemen’s Association and the Nevada Sagebrush Ecosystem Program will be hosting additional workshops in the near future to further discuss the opportunities for ranchers to participate in the Nevada Conservation Credit System. Furthermore, information regarding the Nevada Conservation Credit System and upcoming workshops will be featured in next month’s Sage Signals.

For more information about pay for success contracts, please contact Andrew Alexandrovich from Environmental Incentives (andrew@enviroincentives.com).

Figure 1: How pay for success contracts work

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How?

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NEVADA CATTLEMEN’S ASSOCIATION
DENVER (July 16, 2016) – Over 700 cattlemen and women attended the Cattle Industry Summer Business Meeting in Denver, Colo., this week to discuss the policy priorities for the cattle industry.

“It was a great week in Denver for the cattle industry,” said Tracy Brunner, National Cattlemen’s Beef Association president. “This week showcased how the industry comes together to tackle critical issues like market volatility, expanding international markets, and the increasing federal regulations we see out of Washington, D.C.”

International trade remains a top priority for the cattle industry, including the necessary passage of the Trans-Pacific Partnership.

“Trade is a critical component of the cattle industry’s profitability, and expanding exports through current and future trade agreements like TPP hold tremendous potential for our producers,” said Brunner. “TPP will immediately reduce tariffs and level the playing field for U.S. beef exports to these growing markets. TPP is a major win not only for the beef industry, but for all U.S. export products, growing the economy while supporting jobs and investments in agriculture and technology.”

As market volatility continues to threaten the effectiveness of the futures markets, NCBA is committed to working directly with the CME group to find a solution.

“Market volatility, driven by high frequency trading, has been a major concern for producers across the country,” said Brunner. “The NCBA CME working group had the opportunity to meet in person this week to discuss these issues. While discussions continue, I am confident that through working with CME, we can resolve these issues to ensure the futures market is a viable tool for risk management.”

NCBA also continues to work with state and federal governments to ensure multiple use on public grazing lands. Ranchers are closest to the land and the best stewards of our natural resources, ensuring productive use, maintaining open space, and mitigating fire hazards. NCBA will continue to ensure these uses are accounted for in future range management plans and wildlife habitat decisions.

The membership reiterated their commitment to repealing EPA’s “waters of the U.S.” rule through litigation and legislation.

“Cattlemen and women from across the country gathered for lively discussion, from government regulations to animal health and food safety,” said Brunner. “Both the annual Summer Business Meeting and the Cattle Industry Convention provide a forum to share knowledge and reenergize our industry as we work together to address the challenges that lay ahead. We look forward to continuing these discussions in Nashville in February.”
The Public Lands Council has been fully engaged in both the FY 2017 Interior Appropriations and FY 2017 National Defense Authorization Act (NDAA), ensuring that the issues critical to public lands ranchers are addressed.

PLC’s efforts have been successful with several of our priorities addressed in the base Appropriations bill including a continued one-year delay on further rulemaking or listing of the Greater Sage Grouse under the ESA; blocks the President’s proposed administrative fee of $2.50/AUM on top of the grazing fee; reduces funding for the Land and Water Conservation Fund (LWCF) at $322 million while prioritizing state and local projects and limiting the government’s ability to acquire more land; full funding for Payment In Lieu of Taxes (PILT) at $480 million; and increased wildfire suppression funding at $3.9 billion.

Additionally, PLC supported and advocated for several amendments that were approved by the House of Representatives. These amendments include language offered by Reps Pearce (R-NM) and Gosar (R-AZ) removing federal protections for the Mexican Wolf under the ESA; language offered by Rep. Lamborn (R-CO) that prohibits the use of funds to implement or enforce the threatened or endangered species listing of any plant or animal that has not undergone the required 5 year review; language offered by Reps Newhouse (R-WA), Walden (R-OR), and McMorris Rogers (R-WA) prohibiting the use of funds by U.S. Fish and Wildlife Service and the Department of Interior to treat a Gray Wolf as endangered or threatened under the ESA until the Secretary of Interior resumes the 2013 rulemaking process which recommends the wolf be delisted. The House of Representatives passed the bill by a vote of 231-196.

Several amendments that would have been harmful to industry were soundly defeated including an amendment offered by Rep. McMorris Rogers (R-WA) to strike the language to block implementation of the sage grouse plans, and amendment offered by Rep. Polis (D-CO) that would have prevented funds from being used on the surgical sterilization of wild horses. An amendment offered by Rep. Gallego (D-AZ) would have prohibited funds from being used to issue grazing permits or leases in contravention of BLM regulations.

The FY 2017 NDAA, a bill that funds the military for the next fiscal year passed the House of Representatives by a vote of 277-147. The bill retained provisions from House Natural Resources Committee Chairman Rob Bishop’s bill, H.R. 4739, the Greater Sage Grouse Protection and Recovery Act of 2016, which would halt implementation of the federal sage grouse plans and keep management of the species in the hands of the states where conservation efforts have been successful and on-going.

While some argue that sage grouse language does not belong in a defense spending bill, it is important to remember that the restriction that would be placed on military installations due to sage grouse management requirements do have the potential to interrupt military operations and affect military readiness.

Both bills will need to be passed and reconciled with the Senate versions before they can be signed into law by the President. PLC staff remains engaged in the process and will continue to advocate for the interests of public lands ranchers.
Senate Holds Oversight Hearing on Sage Grouse Habitat Management

The Senate Energy and Natural Resources Subcommittee on Public Lands, Forests and Mining held an oversight hearing in June on the Federal sage grouse plans and their impact to successful ongoing state management of the species. Brenda Richards, Owyhee County Idaho rancher and president of the Public Lands Council, testified on behalf of the PLC and National Cattlemen's Beef Association. Richards said that any Federal management plan must first recognize the essential contribution of grazing to conservation.

“Ranchers across the west have a vested interest not just in the health of their livestock, but in the rangelands that support their herds and the wildlife that thrive alongside them,” said Richards. “The businesses they operate form the economic nucleus of many rural communities, providing jobs and opportunities where they wouldn’t exist otherwise. Additionally, ranchers often serve as first responders in emergency situations across vast, remote stretches of unoccupied federal lands. Simply put, public lands ranchers are an essential element of strong communities, healthy economies, and productive rangelands across the west.”

Across the west, roughly 22,000 ranchers steward approximately 250 million acres of federal land and 140 million acres of adjacent private land. With as much as 80 percent of productive sage grouse habitat on private lands adjacent to federal permit ground, this makes private partnership essential in increasing sage grouse numbers. However, concern remains that local stakeholder input is being ignored by the Bureau of Land Management.

“Items such as Focal Areas, mandatory stubble height requirements and withdrawals of permits impose radically severe and unnecessary management restrictions on this vast area in opposition to proven strategies,” said Richards. “Rather than embracing grazing as a resource and tool for conservation benefit, these plan amendments impose arbitrary restrictions to satisfy requirements for newly minted objectives such as Focal Areas and Net Conservation Benefit. Wildfire, invasive species and infrastructure are the major threats to sage grouse habitat and they are all most effectively managed through grazing.”

According to the latest data from the Western Association of Fish and Wildlife Agencies’ August 2015 report – Greater Sage Grouse Population Trends: An Analysis of Lek Count Databases 1965-2015, the number of male grouse counted on leks range-wide went from 43,397 in 2013 to 80,284 in 2015. That’s a 63 percent increase in the past two years and contributes to a minimum breeding population of 424,645 birds, which does not include grouse populations on unknown leks.

“The results of these voluntary, local conservation efforts around the west are undeniable; habitat is being preserved and the sage grouse populations are responding,” said Richards. “Proper grazing specifically addresses the biggest threats to sage grouse habitat, while reduced grazing allows these threats to compound. To arbitrarily restrict grazing when it’s needed most is a recipe for failure. Local input and decades of successful, collaborative conservation efforts must be the starting point for future Federal involvement, not an afterthought as it is now being treated.”

Public lands ranchers encourage the BLM and Federal agencies to work with them to continue to conserve and protect sage grouse habitat.
The pressure continues to build for the Bureau of Land Management to toss their draft Land Management Planning 2.0 Rule. In June, the Senate Energy and Natural Resources Subcommittee on Public Lands, Forests, and Mining held a hearing to discuss the draft rule. The following week, the House Natural Resources Committee held their own hearing focused on state perspectives on BLM’s Draft Planning 2.0 Rule.

The BLM has recently come under some criticism that their processes for managing public lands are too costly, too inefficient, and disregard the public’s opinion. The Planning 2.0 rule attempts to address these concerns, however the proposal seems to fall far short of reaching that goal.

Jim Ogsbury, executive director if the Western Governors Association, testified during the House hearing that the “Western Governors have concluded that what the agency has proposed will have quite opposite effects from what it intended: confusion rather than clarity, less transparency rather than more. This proposal, if instituted, will significantly reduce the opportunity for Governors, state regulators, local governments and the public to engage in what needs to be a collaborative land management planning process for huge swaths of the American West.”

The rule has a stated purpose of “striving to rethink the resource management plans that provide the framework for the management of public lands.” Testimony by senators and various individuals, including cattlemen, highlighted the issues that this new bureaucratic rule would bring to different industries.

Jim Magagna, executive vice president of the Wyoming Stock Growers Association, conveyed concerns of the livestock industry on the firsthand effects of the proposed rule.

“BLM Planning 2.0 will complicate effective resource planning while reducing opportunities for meaningful public and local governmental input and lessening local agency decision making authority,” Magagna said. “It will further challenge the public land rancher while eroding our partnership with local BLM personnel in assuring resource sustainability that contributes to the long-term viability of our industry.”

In addition to these private citizens’ concerns with the rule, subcommittee members also spoke about their issues with the BLM’s new proposal. The Energy and Natural Resources Committee Chairman Lisa Murkowski stated her concerns with the proposal, saying that the rule would result in “longer processes and would prove quite problematic.” Senator John Barrasso called for the BLM to withdraw the Planning 2.1 rule. Even Massachusetts Democratic Senator Elizabeth Warren used her time to criticize the BLM’s shortening or outright elimination of opportunity for stakeholder input.

Cattle producers and private landowners know how to best manage their properties and operate their business. The BLM continues to hinder the abilities of these producers, by taking power away from local and state governments. NCBA and the PLC remain committed to fighting against federal and BLM regulatory overreach.

The process of rounding up horses and releasing them back into the management areas, sometimes after fertility drugs have been administered, and other times just because the number of horses determined to be rounded up was met, has trained horses to hide in Pinion Juniper woodlands or escape outside the boundaries of the management areas,” said Goicoechea. “We must give the agency permission to manage the horses and burros the tools in the tool box. Even in the best scenario, fertility drugs must be re-administered every two or three years, an impossible and impractical solution to such a massive problem. Funds must be made available for more permanent surgical sterilization, spay and neuter.”

While wild horses and burros are part of the western landscape on public and federal lands, efforts must be taken to manage these herds at appropriate management levels.

“By the time we wait even four or five more years, the wild horse population will double again if current policies remain in place,” said Goicoechea. “If we remove other multiple uses to make room for more horses, we will see impacts to wildlife, sensitive plant species, and rural economies, not just domestic livestock.”

Public Lands Council’s National Efforts Are Making a Real Impact

Recently PLC has filed comments on the following regulatory issues:

- Bureau of Land Management Planning 2.0
- U.S. Fish and Wildlife Services (USFWS) Draft Policy on Critical Habitat and the Critical Habitat Exclusion Policy and Adverse Modification
- USFWS Candidate Conservation Agreement with Assurances (CCAA) Revised Policy and Rules
- U.S. Forest Service (USFS) Colville Forest Plan
- USFS Umatilla Forest Plan

For more information about the Public Lands Council, please contact Ethan Lane, Executive Director at elane@beef.org or Marci Schlup, Associate Director at mschlup@beef.org
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Market your cattle with the professionals!
How the Beef Checkoff is Working for You

Beef Issues Quarterly: Highlighting Beef Trends, Issues

As a producer, knowing some of the latest trends, research and issues that are pertinent to the beef industry can be imperative to staying on top of relevant, important information that affects you. And as someone who pays into the Beef Checkoff, seeing where some of your dollars go on a national level can be reassuring and educational.

If you have not read the latest issue of the Checkoff’s Beef Issues Quarterly, you can accomplish both by reading about trends intelligence and analysis that help guide checkoff planning and issues-management efforts, as well as an analysis forecast from a panel of industry experts and thought-leaders. The latest issue updates on “The ‘Beef. It’s What’s For Dinner.’ Brand Journey” and work that is being done to develop a Foot-and-Mouth Disease Secure Beef Supply Plan and corresponding FMD Crisis Communications Plan. Another article, “How the Beef Checkoff Uses Market Data to Understand and Drive Demand,” explores how consumer insight and market research help ensure checkoff-funded programs are on-target.

To give you a sense of the information you’ll find, here’s a sample of “The ‘Beef. It’s What’s For Dinner.’ Brand Journey” article written by Meredith Stevens, Senior Director, Digital Strategy, National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

“For more than 20 years, the “Beef. It’s What’s For Dinner.” brand has continued to educate consumers and inspire them to purchase, prepare and enjoy beef. The success and effectiveness of the Beef Checkoff’s number one brand heavily depends on its ability to evolve and stay relevant for the ever-changing, and always connected, consumer.

“After conducting qualitative and quantitative market research, we identified what matters most to this new consumer, what motivates them to choose beef and ultimately, how all these demand drivers and barriers ladder up into one core consumer insight about the benefit to choosing beef. Through the brand journey, we better understand beef’s brand positioning and how to tie beef’s benefits together to motivate consumers to choose beef more often.”

Each article provides in-depth background on issues that are important to producers, as well as insight on how checkoff programs evolve. To read this free resource that is geared toward you, the producer, simply visit www.beefissuesquarterly.com.

Debunking Beef Myths

Through its FactsAboutBeef.com website, the checkoff is constantly updating consumers, influencers and other stakeholders with new content and information to help them better understand how beef is raised today. Antibiotics are an ongoing topic of conversation on the site – look for the post on “5 Fast Facts About the New FDA Antibiotics Guidelines,” – especially as new Food and Drug Administration guidance goes into effect. The checkoff also reached out to third-party scientists to author beef sustainability fact sheets, hosted on BeefResearch.org, as well as a blog post discussing the common question “Would removing beef from the diet actually reduce greenhouse gas emissions?” Remember, you can sign up for the RSS feed to get new posts delivered directly into your inbox and you can follow @BeefFacts on Twitter to receive daily updates and tweetable content.

MBA Alumni Share Beef Benefits

In the second year of the checkoff’s Protein Challenge (learn more at beefitswhatsfordinner.com), alumni of the Masters of Beef Advocacy (MBA) program created a coordinating campaign focused on demonstrating to the beef community how to incorporate healthy proteins into a daily diet and encouraging them to further share the Protein Challenge messages through their social networks.

The effort was abundantly successful. MBA grad and renowned ag blogger, Ryan Goodman, who has a following of about 50,000 people, blogged about how beef fuels his marathon-running lifestyle on a post on his popular blog, www.agricultureproud.com.

The campaign also saw state beef council engagement, such as efforts from the Nevada and California Beef Council Registered Dietitian and Nutritionist James Winstead, who has been sharing tips and resources with local nutrition contacts and influencers. All told, MBA grads were responsible for directing nearly 300 target consumers to the Protein Challenge page, highlighting what an asset such a coordinated program as this that provides a unifying message for cattlemen and cattlewomen on important topics.

If you haven’t yet been through the Masters of Beef Advocacy program, check it out today at www.beef.org/mastersofbeefadvocacy. And if you’re an agriculture teacher in Nevada, the Nevada Beef Council has a DVD complete with all MBA courses and a teacher’s guide for your use as a classroom resource. Simply e-mail jill@calbeef.org to request a copy of the MBA 2.0 DVD.

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