The Nevada Cattlemen's Association is eager to announce this year’s convention. The 82nd Annual Nevada Cattlemen’s Association Convention and Trade Show to be held December 4-6, 2017 in Elko NV. As NCA members around the state gather in Elko, we will celebrate a lifetime of traditions, revise and review policies, and take a chance to enjoy our friends and neighbors.

At convention members of the Nevada Cattlemen’s Association, guest speakers and vendors that provide services to the beef cattle industry will join together to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide you with a memorable and educational experience.

Registration for convention can be found on our website. If you are interested in attending and would like more information please call the office at 1-775-738-9214 or email nca@nevadabeef.org. The Nevada Cattlemen’s Association would like to thank the sponsors and exhibitors; they help make our event a success.

To see a tentative schedule of convention, please look online at our website. We are constantly updating it. We look forward to seeing you all at convention!

See more about the convention information on pages 4 and 5.

82nd Annual Joint Convention and Tradeshow

Seeking Nominations for 2017 “Teacher of the Year”
— October 20 Deadline —

The Nevada Cattlemen’s Association has started their fifteenth annual quest for “Teacher of the Year” candidates. We are asking for your help in soliciting nominations from any member of the Nevada Cattlemen’s Association, Nevada CattleWomen’s Association, Nevada WoolGrowers Association, and Nevada Farm Bureau Federation, a presently employed Nevada teacher, or the Principal of the school which employs the nominee. The nominations must be an elementary, junior high, or high school teacher, who incorporates agriculture into their regular curriculum (not including Agricultural Education teachers). For example, a teacher who teaches a one week segment on agriculture and its importance to Nevada.

Nominees may also include teachers considered in previous years but were not selected for the award. The deadline for submitting nominations is October 20, 2017. Accepted nominations include an NCA Teacher of the Year Application Form and an attached outline of the nominee’s curriculum that has integrated a unit about agriculture.

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 5th in Elko, NV at the Elko Convention Center.

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

Nominations may be submitted by email to nca@nevadabeef.org with “2017 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 Nomination”, 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 support our teachers and their vital efforts in educating our youth.

Thank you in advance for nominating a deserving teacher.

100,000 Mile Club Nominations Sought
— Nominations Due October 20 —

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 Elko, NV on December 4-6, 2017.

Any Nevada resident who has ridden 100,000 horseback miles is eligible for the 2017 Award and Club membership. Nominations should include a narrative story to chronicle the nominees’ miles through their life horseback.

Nominations are open until October 20, 2017 and may be submitted to the Cattlemen’s office. Please call 775-738-9214 for more information.
We Tied the Knot!

As some of you may have noticed my last name has changed from Sproul to Chapin. After many months of planning the Big Day, Chase Chapin and I were married on September 9, 2017! We were married at the Maggie Creek Ranch surrounded by our family and friends. We are so thankful for all of the love and support we have received and we are excited for our future together. I look forward to continue serving the Nevada Cattlemen’s Association as a now newly-wed Mrs. Chapin!

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between August 25, and September 25, 2017.

(New members are in bold.)

- 26 Ranch Inc., John Carmody
- Estrotec, Inc., Jerry L. Jones
- Gansberg Ranch, Chris & Faye Gansberg Jr.
- Mike Mogensen
- Rahilly Cattle Company, Brien J. Rahilly
- Select Sires Midamerica, Andy Anderson
- Tanner Law & Strategy Group, Ltd., Carolyn “Lina” Tanner
- Turnipseed Engineering, David Hillis
My friends, I’m writing to you this month after a delegation including myself have just returned from the Public Lands Council annual meeting in Flagstaff, Arizona. Thank you JJ and Sally, Ron and Denise Cerri, John Falen and Hank Vogler. I will just say to get started that the annual meeting went well as far as input by the BLM and a dues issue that arose during the Board of Directors meeting. The PLC is a valuable industry funded organization that is much needed in Washington D.C. to make clear to all in and out of the beltway what goes on as to grazing livestock on our public lands.

The highlight of the Annual Meeting has to be the report by Acting Deputy BLM Director John Ruhs who unveiled the plans to implement new policy as it relates to outcome based grazing and targeted grazing. As I’ve visited with you previously about, your NCA leadership do to the horrible fire season this year, have been deeply involved with BLM making them aware of how post fire and pre-fire programs have not been working. We see these new programs announced by John Ruhs, show that the current administration is listening and are going to deliver. Mr. Ruhs spoke of flexibility and site potential. We heard about being able to change turn out dates and gather dates based on what the resource can provide with respect to the health of both the lands and the livestock.

Now I have a confession that myself and all of us from Nevada who were in Flagstaff discussed to each other and that is, can the BLM folks in the field deliver in a timely manner? We have a cautious optimism at this point due to the facts that an Environmental Assessment needs to be performed if the dates on your permit need to be changed or an AUM adjustment is called for. This will open the door to our enemies to have input on the actions being proposed.

Overall the mood as reported by the NCBA’S Collin Woodall is that this is an exciting time in Washington for the beef industry and there’s more to come, the current administration whether you like Trump or not is putting in place the right people and policies to manage the Public Lands the way they were meant to be, by Laws not emotions. This will probably be one of our key issues discussed at our Convention in December. To see how the concept of targeted and outcome based grazing is progressing please attend the Convention.

In closing and speaking of dues, we need all members to consider our two main fundraising efforts that we rely on income offset. The Silver State Classic feeder sale and All Breeds Bull Sale both in Fallon. Please support both. The Silver State Classic will be held on the 16th of December this year at the Fallon Livestock LLC. Sale barn. All NCA members who bring their calves to the Classic, a portion of the commission goes to the Nevada Cattlemen’s Association and it is much appreciated let me tell you. At NCA we still only employ two people and to take care of Kaley and Sharon and try to keep them around and if one of them wants to explore more opportunity we need to be somewhat competitive when recruiting, NCA leadership several years ago could provide medical insurance to our staff. We need to keep a progressive roll in taking care of current staff and being a beacon to those who want to come join us.

The Idaho delegation was successful in making a motion to get our PLC dues rolled back to 2015 levels and the delegates voted in favor. This will be reported at Convention by our PLC representative Ron Cerri. In a nutshell some western states like Nevada do not have the ability to raise PLC fees to pay an increase in dues, also many permittees like Forest Service grazers do not pay dues at all, we need to correct this inequity. Also, we do not believe that PLC is using the interest revenues correctly from the Trust money received by the gas pipeline built in northern Nevada. A portion of these revenues could be used to offset costs and increase revenues normally covered by dues.

In closing and speaking of dues, we need all members to consider our two main fundraising efforts that we rely on income offset. The Silver State Classic feeder sale and All Breeds Bull Sale both in Fallon. Please support both. The Silver State Classic will be held on the 16th of December this year at the Fallon Livestock LLC. Sale barn. All NCA members who bring their calves to the Classic, a portion of the commission goes to the Nevada Cattlemen’s Association and it is much appreciated let me tell you. At NCA we still only employ two people and to take care of Kaley and Sharon and try to keep them around and if one of them wants to explore more opportunity we need to be somewhat competitive when recruiting, NCA leadership several years ago could provide medical insurance to our staff. We need to keep a progressive roll in taking care of current staff and being a beacon to those who want to come join us.
The Nevada Cattlemen’s Association has scheduled the pre-convention committee meetings for Private Lands, Public Lands, Animal Issues and Legislative Affairs to be held on November 13 and 14, 2017.

The purpose of these pre-convention meetings is to review expiring resolutions and draft any new resolutions prior to convention. This is done in an effort to expedite the process at convention where full membership approval is sought. Active NCA members are welcome to participate in these pre-convention meetings.

The Animal Issues committee will begin at 9:00 a.m. on November 13 at the American AgCredit Meeting Room, 978 Commercial St., Elko, NV 89801, followed by Private Lands then Legislative Affairs.

The Public Lands committee will begin at 9:00 a.m. on November 14 at the Humboldt county fairgrounds extension office, 1085 Fairgrounds Rd, Winnemucca, NV 89445.

Should you have questions or would like to bring forward a resolution or change an existing policy or resolution, please come to these meetings and become a part of the process.

For more information, please visit our website at www.nevadacattlemen.org or contact our office at 775-738-9214.
## NCA Convention

### 2017 Joint Convention & Trade Show Tentative Schedule

#### MONDAY, DECEMBER 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 10:00 a.m.</td>
<td>Exhibitor Move-In</td>
</tr>
<tr>
<td>6:00 a.m. – 5 p.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:00 – 11:00 a.m.</td>
<td>NV WoolGrowers Breakfast</td>
</tr>
<tr>
<td>7:00 – 11:00 a.m.</td>
<td>NV CattleWomen’s Breakfast &amp; General Membership Meeting</td>
</tr>
<tr>
<td>9:00 – 10:00 a.m.</td>
<td>Private Lands, Wildlife &amp; Environmental Management Committee Meeting</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Trade Show Opens</td>
</tr>
<tr>
<td>10:00 – 10:30 a.m.</td>
<td>Break in the Tradeshow – Snacks and coffee to be provided</td>
</tr>
<tr>
<td>10:30 – 11:45 a.m.</td>
<td>Cattlemen’s College Session 1</td>
</tr>
<tr>
<td>11:00 a.m. – 12:00</td>
<td>Rangeland Resources Commission</td>
</tr>
<tr>
<td>12:00 – 1:30 p.m.</td>
<td>Nevada Beef Council Lunch</td>
</tr>
<tr>
<td>1:30 – 2:00 p.m.</td>
<td>Nevada Land Action Association Committee Meeting</td>
</tr>
<tr>
<td>2:00 – 4:00 p.m.</td>
<td>NCA Federal Lands Committee Meeting</td>
</tr>
<tr>
<td>2:00 – 5:00 p.m.</td>
<td>NV CattleWomen’s Executive Committee &amp; CattleWomen’s Board of Directors Meeting</td>
</tr>
<tr>
<td>4:00 – 7:00 p.m.</td>
<td>Opening Tradeshow Reception – Hors d’oeuvres, Wine &amp; Beer Tasting</td>
</tr>
<tr>
<td>5:30 – 7:00 p.m.</td>
<td>Presidents Reception</td>
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<tr>
<td>7:00 p.m.</td>
<td>Night on the Town</td>
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#### TUESDAY, DECEMBER 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 – 9:00 a.m.</td>
<td>Inspirational Breakfast –</td>
</tr>
<tr>
<td>7:00 a.m. – 1:00 p.m.</td>
<td>Allied Industry Council Trade Show Bloody Mary Bar Open 7:00 – 10:00 a.m.</td>
</tr>
<tr>
<td>9:00 – 9:30 a.m.</td>
<td>Break in the Tradeshow</td>
</tr>
<tr>
<td>9:30 – 11:00 a.m.</td>
<td>Legislative Affairs Committee Meeting – “Cattlemen and Politics for the Future”</td>
</tr>
<tr>
<td>10:00 a.m. – 1:00 p.m.</td>
<td>Central Grazing Committee Meeting w/Lunch</td>
</tr>
<tr>
<td>11:00 – 12:00 a.m.</td>
<td>Cattlemen’s College Session 2 – BQA Certification by Zoetis Animal Health</td>
</tr>
<tr>
<td>12:00 – 1:15 p.m.</td>
<td>CattleFax Lunch</td>
</tr>
<tr>
<td>1:15 – 1:30 p.m.</td>
<td>Break in the Tradeshow</td>
</tr>
<tr>
<td>1:00 – 4:00 p.m.</td>
<td>QuickBooks by Pacific Intermountain Mortgage</td>
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<tr>
<td>1:30 – 2:30 p.m.</td>
<td>Research &amp; Education Committee Meeting</td>
</tr>
<tr>
<td>2:30 – 4:00 p.m.</td>
<td>General Session – With Keynote Speaker, John Ruhs</td>
</tr>
<tr>
<td>4:00 – 4:30 p.m.</td>
<td>Break in the Tradeshow</td>
</tr>
<tr>
<td>4:30 – 6:00 p.m.</td>
<td>Animal Health &amp; Livestock Issues Committee Meeting</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Trade Show closes</td>
</tr>
<tr>
<td>6:00 – 7:00 p.m.</td>
<td>Cocktail Hour</td>
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<tr>
<td>7:00 – 11:00 p.m.</td>
<td>NCA Annual Awards Banquet</td>
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#### WEDNESDAY, DECEMBER 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 11:00 a.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 – 9:00 a.m.</td>
<td>NCA Breakfast sponsored by Nevada Rangeland Resources Commission</td>
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<tr>
<td>9:00 – 10:00 a.m.</td>
<td>General NCA Membership Meeting</td>
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<tr>
<td>10:00 – 1:00 p.m.</td>
<td>NCA Board of Directors Meeting w/lunch</td>
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November

SAGE SIGNALS

NEVADA NEWS

Nevada Centennial Awards applications due Oct. 27

(SPARKS, Nev.) – The Nevada Department of Agriculture (NDA) is accepting applications for the 2017 Nevada Centennial Ranch and Farm Awards until Oct. 27. The application is available online and can be submitted via email or by mailing to the NDA at 405 South 21st St. in Reno, Nev. 89436.

To qualify to be recognized as a Centennial Ranch or Farm, an applicant’s ranch or farm must have belonged to his or her families for at least 100 years and must be a working ranch or farm with a minimum of 160 acres. If it is less than 160 acres, it must have gross yearly sales of at least $1,000.

Visit http://agri.nv.gov/Centennial_Awards/ to learn more about the Nevada Centennial Awards program and past inductees.

The Nevada Department of Agriculture (NDA) promotes a business climate that is fair, economically viable and encourages a sustainable environment that serves to protect food, fiber and human health and safety through effective service and education. NDA includes the divisions of Administration, Animal Industry, Consumer Equitability, Food and Nutrition and Plant Industry.

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Fallon Livestock Exchange, Inc. is the key market for Nevada livestock producers, and the

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The bulk of U.S. beef cattle operations wean calves in the fall months, and that is when they select cows for culling and begin to sell them. Beef cows are culled from the herd for a variety of reasons including reproductive failure, age, and unsatisfactory performance, among others. Depending on the relationships between cull cow and calf prices, and the herd culling rate, cull cow receipts generally account for 15-30% of income from the cow-calf enterprise. However, cows are often sold at the time of culling without regard for opportunities to add value and capture additional revenue.

The following article contains information from the Livestock Marketing Information Center (LMIC). The LMIC provides timely and comprehensive livestock marketing resources through cooperation with state Land Grant Universities, USDA agencies, and Associate organizations.

Many cow-calf operations in the drought impacted northern High Plains states have already pregnancy checked their cows, which is earlier than normal. Most of those cows already have or will soon be sent to market.

Over a cattle inventory cycle (typically 10 to 11 years), seasonally cull cow prices typically are lowest in the fourth (fall) quarter of the calendar year (usually November and sometimes October or December). The long-term average decline in cull cow price is about 10% between September and November — last year’s drop in the Southern Plains was 19% (about $13.25 per cwt.). (Note that in 2016, December posted the lowest cull cow price.) Then prices rise into the new calendar year, often rather dramatically. However, in some years, the new calendar year does not bring much, if any, price increase. Holding cull cows did not pay from the fourth quarter of both 2014 and 2015 into the next year. Last year (between November 2016 and the first several months of 2017), the normal seasonal price increase returned. In 2016, per cwt. price increases were $5.25 between November and January; $12.00 November-February; and $20.50 November-March.

Several factors underpin the seasonal pattern in cull cow prices. First, as already mentioned, the supply of cull beef cows is largest in the fall, which dampens prices. Only after those large supplies are marketed prices increase. Second, fed cattle prices are typically highest in the winter and early spring months (i.e., February through May) which supports slaughter cow prices. Other factors that can significantly influence cull cow prices are the level of dairy cow slaughter, and the amount of beef imported from Australia and New Zealand (that beef competes mostly in the “cow-beef” market and not as much with meats from fed steers and heifers). Cull cow prices this fall are expected to decline compared to recent levels by average percentages. Forecasts are that fed cattle prices going into the first few months of 2018 will strengthen, but remain below 2017’s levels. Levels of beef imports and national dairy cow slaughter may be slightly higher year-over-year (due to lower milk prices received by producers) but are not forecast to be enough to take all the seasonal increase in cull cow price away. Cull prices into early 2018 are forecast to increase, but not reach the levels of early 2017.

Cull cows represent a substantial portion of the annual income on a cow-calf operation and should not be overlooked when it comes to marketing to add value. Several factors determine the potential for adding value to cull cows. Cull cow prices are very seasonal and producers need to be cognizant of where their marketing strategy fits within the seasonal price trends. Feeding cull cows is a viable option to improve grade and delay marketing. However, careful consideration should be paid to the type of cows to be fed, the cost associated with feeding cows, and when the cows will be marketed. Cull cows are not efficient in a feedlot and need to have every possible management strategy implemented to maximize feed conversion (e.g. MGA, ionophores, and implants). When well planned and carefully managed, feeding cull cows can improve revenue and potentially profit on a cow calf operation. Therefore, cow-calf producers that are set-up to economically add some weight to cull cows and then sell in the first few months of 2018 instead of this fall at the seasonal price low, might want to put a pencil to that soon.
Upcoming Sales

Wednesday November 29th

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

Market your cattle with the professionals!
Many Nevada producers have participated in (or at least heard of) the Beef Quality Assurance (BQA) program. BQA is a nationally coordinated, state implemented program that provides systematic information to U.S. beef producers and beef consumers of how common sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions. BQA guidelines are designed to make certain all beef consumers can take pride in what they purchase, helping build trust and confidence in the beef industry and beef products.

But how do we now if these programs are having an impact? Well, that’s where the National Beef Quality Audit (NBQA) comes into play.

Beginning in 1991, the checkoff-funded National Beef Quality Audit (NBQA) has provided the industry a meaningful set of guideposts and measurements about the quality conformance of the U.S. beef supply. It is based on a set of core principles:

- Only that which is measured can be effectively managed
- An industry-wide scorecard provides direction to individual decision-makers across the beef supply chain to improve the quality and value of the U.S. beef supply
- Identifying and correcting quality shortfalls and non-conformance will lead to greater profitability through improved beef demand in both domestic and international markets, the capture of lost opportunities, and commitment to the hard work of continuous improvement

The results from the latest NBQA were announced earlier this summer, and share some promising results about the beef industry’s progress.

2016 NBQA Research Elements

The three elements of the 2016 NBQA included:

Face-to-Face Interviews

Face-to-face interviews with 194 representatives of the different market sectors (feeders, packers, retailers, foodservice operators and allied industry/government employees) were conducted from January through November, 2016, to help determine how seven different quality categories are defined, and also establish the relative importance and “must-have” requirements and “willingness to pay” quantifications for those qualities.

In-Plant Research

To assess the current quality and consistency status of U.S. fed steers and heifers, researchers evaluated about 8,000 live cattle for attributes related to transportation and mobility, and about 25,000 carcasses on the slaughter floor for characteristics that can affect quality and value of cattle, carcasses and by-products. This research was conducted at 17 U.S. beef processing facilities.

Researchers also studied 9,106 carcasses in 30 processing facilities to assess various characteristics that determine quality and value, including quality and yield grade, weight and marbling.

Finally, evaluation of instrument grading in 18 processing facilities from five companies was also conducted, with data reviewed that represented more than 4.5 million carcasses over a one-year period.

Strategy Workshop

More than 70 representatives from every sector of the beef industry met in Denver December 13-15, 2016, to review results of the face-to-face and in-plant research and discuss implications for the U.S. beef industry. A strategy developed at that meeting provides the industry a blueprint for the next five years.

Promising Results

NBQA results through the years have helped lead to improvements in cattle and beef production, including reductions in carcass blemishes and fewer lost opportunities related to branding and other practices.

Among the positive findings in the 2016 NBQA are a significant increase in Choice and Prime carcasses, a high mobility score for cattle entering packing plants and the fact that the number of blemishes, condemnations and other attributes that impact animal value remain small. Among areas for possible improvement are the fact that there was more bruising (although bruising was less severe) and the fact that more than 30 percent of livers harvested did not pass inspection and were condemned.

“The research proved the beef cattle industry has a great story to tell, but also suggests we aren’t getting that story to as many people as we should,” said Josh White, executive director of producer education for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff Program. “Utilizing the Beef Quality Assurance program and its principles more uniformly throughout the industry could not only enhance industry commitment to better beef, but would help increase consumer confidence and encourage greater beef demand. This research suggests that carrying the BQA message throughout the industry would benefit every beef audience.”

For more information about or to download a copy of the 2016 NBQA results, visit www.bqa.org.

*Note: Some content in this article was provided by the national Beef Quality Assurance program.