52nd Annual Fallon All Breeds Bull Sale, February 17

We are getting closer to the 52nd Annual Fallon All Breeds Bull Sale! Our sale will be held February 17, 2018 at the Fallon Livestock, LLC at 11:00 a.m. We have an abundant amount of bulls this year totaling 163 bulls! All bull entries are subjected to be sifted and graded Friday, February 16, 2018 at 7:30 a.m. Please contact the office if you have questions regarding the health requirements for the sale.

For the past 52 years, producers from Nevada and the surrounding states have worked hard to bring the best quality range ready bulls to the sale to provide our buyers with quality and selection. Bulls range from yearlings to two-year olds of different breeds and are bought and sold at the annual sale. The NCA invites not only the breeders and the buyers but the participation of all. We are accepting applications for Trade Show Exhibits, information and can be found online at www.nevadacattlemen.org or at the NCA office.

Friday, February 16, 2018 will feature the Fallon All Breeds Bull Sale Stock Dog Trial at the Fallon Livestock Exchange beginning at 8:00 a.m. All are welcome to enjoy the Fallon Bull Sale Dinner and Dance hosted by the Churchill County Cowbelles Friday evening. During the sale the next day will be a Stock Dog Auction of 4 dogs that were shown during the trials on Friday. All proceeds from the Stock Dog Trial are donated to benefit families in need of help in the livestock industry.

The Nevada Cattlemen’s Association would like to thank the many dedicated consignors and buyers that participate in the sale each year. We would also like to thank the dedicated sponsors and people that support the sale and the association. Without all of their help this sale would not be possible. We look forward to seeing you there!

If you have questions regarding the sale or would like a copy of the sale catalog please contact the sale office at 1-775-738-9214 or email the sale secretary at nca@nevadabeef.org. The catalog is also be posted on the Nevada Cattlemen’s Association web page www.nevadacattlemen.org.

Funds Available through the Greater Outcomes for Greater Sage Grouse RCPP for Agricultural Producers Interested in the CCS for Conservation Projects that Protect/Improve Sage Grouse Habitat

Apply now with NRCS for Technical and/or Financial Assistance and the Potential Opportunity to Generate CCS Credits.

The Sagebrush Ecosystem Program (SEP), in coordination with several partners including NRCS, is seeking producers interested in receiving financial and technical assistance through RCPP and also developing credits in the Nevada Conservation Credit System (CCS). This is a tremendous opportunity to implement valuable conservation practices that address landowner needs and the needs of sage-grouse and to generate sellable credits that could further enhance a landowners long-term goals of preserving working lands for future generations.

These RCPP funds were awarded to the State through a RCPP continue on page 13
FALLON ALL BREEDS BULL SALE

SATURDAY, FEBRUARY 17, 2018

Sale starts at 11:00 a.m. ♦ Sifting Friday, February 16

FALLON LIVESTOCK LLC. ♦ FALLON, NEVADA

FRIDAY, FEBRUARY 16, 2018

FBS Stock Dog Trial
8:00 a.m.
Benefits families in need of help in the livestock industry.
Cowdog Auction will take place during the sale.

Churchill Co. Cowbelles Dinner/Dance and FBS Awards Presentation
Social Hour: 5:30 p.m. • Dinner 6:30 p.m. • Dance 8:00 p.m.
Fallon Convention Center

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For more information or to request a sale catalog, please call the Sale Office:

NEVADA CATTLEMEN’S ASSOCIATION
775-738-9214 ♦ www.nevadacattlemen.org ♦ nca@nevadabeef.org
membership update

we would like to thank the following people for joining or renewing their membership with nevada cattlemen's association between november 25 and december 22, 2017. (new members are in bold)

- adobe insurance group, john byers
- american agcredit, wade hofheins-vp lending manager
- amie halstead
- angel creek ranch, steve safford
- animal health international, inc., ashley hagens
- antelope peak ranch, raylene noovan
- assemblyman john ellison
- atkin livestock, brandon & katielin atkin
- attorney at law, o. kent maher
- baker ranches, dave baker, tom baker, craig baker, clay baker
- bar t bar ranch
- barnes ranches, inc.
- barnes ranches, inc., tom & kelly barnes
- bartell ranch llc, darlo & edward bartell
- battle creek ranch, greg & mary ann foster
- bartell ranch llc, eddie venturacci
- batell ranching company, steve russell
- biddinger ranch, steven biddinger, lori biddinger
- bieroth ranch, casey & carissa bieroth
- bieroth ranch, dennis & marcia bieroth
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- bison pipe, darren sparks
- bob oakden
- boss tanks
- bottari realty inc., paul & lori bottari
- brackett livestock inc., flat creek ranch, gus & jake & bert
- broken box ranch, jerry & sherry malsby
- broken f ranch, kenneth fillip
- bruce l. & mary branscomb
- buster wines ranch, gwen wines
- cannon ranch llc, michael cannon
- cardy ranches/roadrunner angus, don & diana cardy
- carter cattle company, jake carter
- certified range mgmt. consultant, floyd ruthbun
- colo valley ranch, joe kircher
- congressman mark amodei
- conley land & livestock, ken conley
- copper hills ranch, donna stillfield
- cory enterprises, tom cory
- craig & jean spratling
- cross 7 livestock, j.j. & sally goicoechea
- cyd mcullum & alan glaser, russell & anne mcullum
- d/4 enterprises, steve medlin
- dalton livestock llc, brad & dani dalton, vernon & joanne dalton, jay, cameron, melissa, & emily
- daniels herelford ranch, dan & teresa daniels
- david & susan abel
- dean rhoads, mr. & mrs. alvaro rodriguez
- delong ranches inc., john & will delong
- depaoli o lazy l trust, ed depaoli
- diamond cattle co., llc, mark & martin etcheverry
- disaster peak ranch, tillie zimmerman
- dodge bros.
- don hanks, dvm
- double j a land & livestock, rose & john ascuaga, leo & betty sommer
- duckwater cattle company, alan foresgren
- dudley meyer
- dufurrena bros. cattle, tim dufurrena
- duval ranching, dan & sim duval
- ebert, fiddes & dora partnership
- eddie venturacci
- edward jones, tim hatch
- el tejon sheep co.
- elko land & livestock, t/s ranch/horseshoe, l., big springs ranch, hames holman
- ellison ranching company, directors/wines
- fallon livestock, llc
- farmers bank, fred w. jaynes
- first national bank of eby, john gianoli
- flat creek ranch, kirk madare
- flint lee
- flying m ranch, tim & margarita delong
- flying r j ranch, rick & jerrie libby
- flying t ranch, tim & yolina connolly
- frank & kathy bengoa
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- glaser land & livestock
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- h b c cattle company, dick huntsberger
- haggard ranch, norma haggard, john eriquaga
- harry l. brown family trust, shorty brown
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- high country ranches, robert beck
- high desert cattle co., aron hansan
- holly pecetti
- home ranch, l. domingo & ruby l. uhart
- hussman ranch, david hussman
- hutchens herfords, lee hutchens
- i t quarter circle ranch, steve russell
- intermountain beef, kevin jones
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- john uhaldie & co., john uhaldie
- jan swener anglus
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- lucas livestock, sandhill feedlot
- lytle ranches, pat & gienia glockner, ken & donna lytle
- maggie creek ranch lp, jon griggs, louise klar, sally searle
- marie sheeren
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- mel hummel ranch, mel hummel
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- north-west livestock supplements llc, ron morgenthaler
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- palisade ranch inc., rita stitzel
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- park ranch llc, david park
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- star hotel, scott ygoa
- storehouse ranch, thomas & patsy tomaro, susan tomera, sabrina reed
- superior livestock auction, allie bear
- susan & mark fowler
- sustacha ranches, merilyn sustacha, jess sustacha, jr.
- synergy resource solutions, inc., jack alexander
- t l ranches llc, kenneth jones, marlow & stephanie dahl
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- university of nevada cooperative extension, ivory w. liles
- ux livestock co.
- ward ranches, gary ward
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- wilfred bailey
- wilkinson ranch, george wilkinson
- witte shorthorns, herman witte
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convention.beefusa.org

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for more information, contact nca office, 775-738-9214, or nca@nevadabeef.org

nevada cattlemen's association
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Brief Update from BLM
Kathryn Dyer, BLM NV State Range Program Lead

Dear Sage Signals Readers,

I hope you all had a wonderful Holiday and are rejuvenated and ready to go full throttle into 2018!

The BLM State Office would like to let you all know how much we appreciate the recognition from Nevada Cattlemen’s Association. Receiving the President’s Award is a great honor, and not a recognition that we take lightly. John Ruhs was very proud to be able to accept this award, and all of us at the Nevada State Office are very flattered! We do not take the recognition of improved communication for granted, and we will continue to strive to move in the direction of open communication and improved coordination.

I want to let you all know that the Notice of Intent to Amend Existing Greater Sage-Grouse Land Use Plans came out and the scoping period for that ended on December 1st. A final count of almost 80,000 comments proves how many people are interested in this planning effort! Some of the issues that were mentioned in Nevada included; SFAs, mitigation standards, lek buffers, project scale disturbance protocol, habitat boundaries flexibility, reversing adaptive management trigger responses, energy development, fire, wild horses, habitat objectives and monitoring. BLM expects to see a report of the Scoping effort quite soon, and will continue to let you all know what the next steps are and how you can be involved. So stay tuned!

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.

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Every Tuesday at 11:00 a.m.

Fallon Livestock, LLC is the key market for Nevada livestock producers, and the Home of the Fallon All Breeds Bull Sale every February, and the Silver State Classic Special Calf and Yearling Sale held every December sponsored by the Nevada Cattlemen’s Association

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Preparing for a Successful Calving Season
by Stephen S. Foster, Extension Educator, UNCE, Pershing County

Six to 10 percent of all calves born in beef cow herds in the U.S. die at or soon after birth. About half of those deaths are due to calving difficulty (dystocia). About 80 percent of all calves lost at birth are anatomically normal. Most of them die because of injuries or suffocation resulting from difficult or delayed parturition (calving). Factors contributing to calving problems fall into three main categories — calf effects, cow effects and fetal position at birth. This multi-million dollar annual loss is second only to losses from failing to conceive.

Calving difficulty has received much more attention in recent years, primarily because of the mating of larger European breeds of bulls to British breeds of cow. Increased calving problems are also being encountered within purebred breeds, as genetically large bulls are often mated to cows of only average size.

First-calf heifers require more assistance in calving than do cows, because they are usually structurally smaller. Pelvic area (birth canal) increases as the female develops to maturity. Thus, a higher proportion of calving difficulty in 2- or 3-year-old cows is due to smaller pelvic openings.

Therefore, how many producers have asked themselves the question, “If she had problems calving this year, what about next year?” “Should I cull from the herd this fall or chance another wreck next spring?”

Research conducted by Colorado State University and published in 1973 looked at parturition records of 2,733 Hereford calves sired by 123 bulls and born to 778 cows/heifers. Of 195 heifers, which had no difficulty in calving at 2 years of age, 7.2 percent had difficulty as 3-year-olds. Of the 77 2-year-old heifers that experienced calving difficulty, 11.7 percent had difficulty again as 3-year-olds.

Heifers that experienced calving difficulty as 2-year-olds weaned 59 percent of calves born, whereas, those having no difficulty weaned 70 percent of calves born. Calving difficulty as 2-year-olds affected the number of calves weaned when 3 years of age, and the weaning weight of those calves. Heifers having calving difficulty as 2-year-olds weaned a 63 percent calf crop as 3-year-olds. Heifers having no difficulty as 2-years-olds weaned a 77 percent calf crop as three-year-olds.

From this research, we learned that calving difficulty as a two-year-old had a profound effect on productivity. The likelihood that calving difficulty will happen again next year is only slightly greater than in heifer counterparts that calved unassisted this year.
The following are some tips to help prepare for a successful calving season:

- **Body condition**: It is important for cows to maintain a body condition score (BCS) between 4.5 and 5.5 during the final trimester. A higher body condition score allows for improved calving ease, along with higher quality colostrum. First-calf heifers should have a BCS of 5.5 to 6 before calving.
- **Vaccinations**: Entering the third trimester, producers should consider vaccinating with a killed-virus vaccine to boost immunity. The immune response developed from the vaccination forms antibodies that pass from cow to calf through the colostrum.
- **Be Prepared**: Don’t wait until you have problems to develop a plan. Before calving season make sure, you have clean calving area, calf jack, obstetric chains, latex gloves and good functioning lights for nighttime calving problems.
- **Post-partum**: After the calf arrives safely, make sure the calf consumes at least one quart of colostrum within six hours of birth. This is also a good time to make sure the calf is getting up and around without any motor function problems. To get off to a really good start health-wise, the calf should consume three quarts of colostrum within the first 24 hours of life.

A good publication for more information on calving success is, Preparing for a Successful Calving Season, Greg Lardy, Ph.D. NDSU Animal Sciences Department, Charlie Stoltenow, D.V.M. Agriculture and Natural Resources NDSU Extension Service: [https://www.ag.ndsu.edu/publications/livestock/preparing-for-a-successful-calving-season-nutrition-management-and-health-programs/as1207.pdf](https://www.ag.ndsu.edu/publications/livestock/preparing-for-a-successful-calving-season-nutrition-management-and-health-programs/as1207.pdf)

**Sources:**
Tips To Prepare For Calving Season, Boehringer Ingelheim Vetmedica, Inc.
Repeatability of Calving Difficulty, By: Glenn Selk, Oklahoma State University Emeritus Extension Animal Scientist.
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NCBA, Cattle Genetics Experts Team Up For 2018 Genetic Webinar Series

Four sessions will help producers better utilize genetics in beef production

Denver (Jan. 3, 2018) – Cattle genetics will be the focus of a new set of webinars to help cattlemen and women better use the tool in their operations. The National Cattlemen’s Beef Association is teaming up with six genetics specialists from across the country to offer the NCBA Cattlemen’s Genetics Webinar Series, which will kick off Jan. 18, 2018.

Titled “Fake News: EPDs Don’t Work,” the January webinar will be followed by sessions in February, March and April that explore other aspects of genetic utilization that will give cattle producers a knowledge boost on cattle selection and breeding.

Providing expertise to producers through the webinar series is the eBEEF team, a group of six genetic specialists from five academic institutions that have invested time and resources in the advancement of the cattle industry through genetics. Members of the team are: Darrh Bullock, Ph.D., University of Kentucky; Jared Decker, Ph.D., University of Missouri; Alison Van Eenennaam, Ph.D., University of California-Davis; Matt Spangler, Ph.D., University of Nebraska; and Megan Rolf, Ph.D., and Bob Weaber, Ph.D., Kansas State University.

The Cattleman’s Genetics Webinar Series is being coordinated by the NCBA producer education team. The January session on EPDs will feature Van Eenennaam and Spangler, with other members of the eBEEF team conducting future webinars.

According to Josh White, NCBA executive director of producer education, the genetics webinar series is an extension of NCBA educational webinars started several years ago.

“Our model has been to do six or seven timely and seasonal webinars a year, geared to times that producers are looking at specific production practices,” White said. “We noticed that some of our largest viewership has been when we focused on genetics in the spring. We are excited to be partnering with the eBEEF team to expand the offering in 2018.”

Darrh Bullock said the eBEEF team was created to expand the understanding of genetics beyond their own states. “Genetics specialists are a limited resource,” he said. “Even though we provide education in our own states, we feel an obligation to provide more education on a national basis, recognizing that many states don’t have genetics specialists.”

Bullock said one of the creations of the eBEEF team is a website on eBeeF.org where cattlemen can find out much of what they need to know about the genetics of beef cattle, featuring videos, fact sheets, frequently-asked-questions and other resources. The new opportunity to work with NCBA on the webinar, he said, is an extension of the team’s outreach.

“We have worked informally with NCBA for years, through the experience of a specific breeder to someone who might not be new to the cattle industry and needs to better understand genetics.

Cattle producers are invited to join the webinars live, or access recordings of them following the sessions. For more information on the NCBA Cattlemen’s Genetics Webinar Series go to the producer education tab of the NCBA.org website. Recordings of previous webinars are also available online.
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RCPP and Conservation Credits: Continued from page 1

regional competitive grant process. Awardees are encouraged to contribute 5.15% of their awarded cost-share to allow the State’s partners to fulfill prior commitments to meet NRCS reporting requirements. In return for this contribution, the State intends to assist producers in making projects CCS ready by offering the following services:

- Staff assistance in the development of CCS management plans.
- Staff assistance in CCS annual monitoring and annual reporting efforts for a 5 year period.
- Staff assistance may also be available to assist with the Habitat Quantification Tool (HQT) assessment to determine pre-project habitat function and CCS credit potential.

Benefits:

- Cost-shared Conservation Practices
- Technical Assistance in Conservation Planning
- Assistance in Conducting a Habitat Assessment
- Reduced Costs in Developing a Management Plan Related to the CCS
- Annual Monitoring Assistance
- Credits that can be sold by applicant

For a chance to receive these benefits:

- Fill out a CCS Credit Site Validation Checklist with the RCPP Addendum for the potential project for the Sagebrush Ecosystem Technical Team (SETT) and have a credit estimate completed to assess credit potential. These are necessary prior to the application deadline.
- Ensure the HQT is completed prior to implementing on-the-ground practices to be reimbursed with Federal funds to reduce the potential for additionality issues within the CCS.
- Attend the RCPP workshop and make project information available to the State and its partners.
- Assist CD staff in developing a CCS management plan and implement it for at least a period of five years with verification to ensure habitat is maintained and/or improved.

To apply, please fill out a Site Validation Checklist with RCPP Addendum (located under “Documents → Other” at www.enviroaccounting.com), and submit it and any required documents to Dan Huser (dhuser@sagebrusheco.nv.gov) with the SETT. Then enroll in the Greater Outcomes for Greater Sage Grouse RCPP Funding Effort at your local NRCS office.

Applications must be received before 4 p.m. on February 16, 2018 by NRCS to be considered in the project funding period.

For more information on working with the State through the RCPP Process, contact Dan Huser of the Nevada Sagebrush Ecosystem Technical Team at dhuser@sagebrusheco.nv.gov or (775) 684-8600 x22 or see the FAQ located in the “Documents” section of www.enviroaccounting.com.
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**Holiday Beef Promotions**

During the 2017 holiday season, the Nevada Beef Council (NBC) and your beef checkoff worked to encourage consumers to make beef a part of their family gatherings and meals.

In late 2017, the beef checkoff and state beef councils across the country provided consumers with educational resources via major retailers. Holiday roast brochures, featuring cooking tips and mouth-watering recipes, were produced and distributed to retailers across the country. At the same time, the newly redesigned beefitswhatsfordinner.com featured holiday cooking tips, recipes and inspiration, front and center.

To supplement all of this great work being done to promote beef during the holidays on the national level, the NBC also worked to make sure Nevada consumers were adding their favorite beef roasts to holiday menus.

Throughout the month of December, the NBC partnered with Ibotta to provide a $3.00 rebate on any beef roast, 2 pounds or larger, at participating Nevada retailers. As a quick refresher on how our partnerships are so effective, the NBC was able to target key consumers with this popular mobile app, Ibotta. Ibotta teams with leading brands and retailers to offer rebates on groceries, electronics, clothing, dining, and more. Consumers unlock qualifying rebates through the app, purchase the items at the store, and verify the purchase for a rebate that comes in the form of cash or gift cards from Ibotta. As an added element, the brands featured on Ibotta can use their placed rebate as an opportunity to engage consumers, either by sharing a short video, asking a poll question, or sharing recipes or other key information.

The NBC’s past partnerships with Ibotta have proven successful in moving beef at the retail level. For example, in a spring 2017 Ibotta partnership that provided a $1.00 rebate on one pound or more of fresh ground beef, there were 3,771 units of ground beef sold through the promotion, with over 257,358 brand impressions for beef through the app, and 7,657 consumer engagements and shopping list placements. The success of such promotions has far surpassed the results of the NBC’s traditional retail promotions, giving Nevada beef producers more bang for their checkoff dollars.

To encourage consumers to take advantage of this offer, the NBC also produced and implemented advertising elements that included mentions about the offer featured on the Total Traffic and Weather Network in the Las Vegas media market, digital ads in Las Vegas and Reno, and location-based mobile advertising known as “geofencing”.

Geofencing allows organizations to reach consumers when they are close to the point of purchase. Using this technology, the NBC was able to target key consumers based on a designated location radius – in this case, when they were within half a mile of a Nevada grocery retailer – pushing NBC advertising across a network of some 100,000 mobile apps used by consumers. By clicking the ad, users were then directed to a customized landing page to download the offer.

“By using targeted technology such as geofencing in our consumer campaigns, we are able to reach consumers where it matters most – as they are making purchasing decisions,” said Annette Kassis, Director of Consumer and Brand Marketing for the Nevada and California beef councils. “Incorporating innovative elements such as this allows us to broaden our reach and engagement with consumers, while pinpointing those who are most likely to act on the messages we are communicating.”

We will be sure to share more detail about the results and impact of this program once that information is available.

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**Training Nevada’s Future Dietitians**

The NBC, in collaboration with the beef checkoff’s Advocacy, Training & Engagement team, recently helped prepare future registered dietitians to share information about healthy beef choices and beef’s role in a healthy diet with consumers. On October 28th, a dozen University of Nevada, Las Vegas (UNLV) Dietetic Interns participated in a media training event presented by Daren Williams, Senior Executive Director of Communications for the National Cattlemen’s Beef Association, and Damon McCune, Director of Food and Nutrition Outreach for the Nevada and California beef councils.

The Dietetic Interns learned about every stage of beef production, along with the latest research and findings on beef nutrition. The training also provided participants with an opportunity to put their new skills to work, practicing how to effectively talk about beef as part of a healthy diet with consumer audiences.

According to McCune, the overall engagement of the group was high, and the feedback was largely positive. “We provided the participants with both pre- and post-surveys consisting of questions related to their attitude and perceptions toward beef. Overall, attitudes were largely favorable, but we were also happy to see shifts toward even more positive perceptions about beef after participating in the training.”

Here is a sampling of the feedback from the surveys:

- When asked about how often they would recommend beef less often than other proteins were related to misleading information that they had been exposed to regarding cholesterol. A large majority - 83% - at least somewhat agree that beef is an excellent source of nutrients, with 25% strongly agreeing that beef is an excellent source of nutrients.
- All respondents agreed that beef fits well into a healthy diet.
- When asked about how often they would recommend their clients/patients/family/friends eat beef, 75% answered that they would recommend beef equally as often as other proteins like chicken, fish, or tofu. One quarter of respondents answered that they would recommend beef less often than other proteins. However, following the training when asked this question again only 8% responded that they would recommend beef less often than other proteins.
- Adding on to the previous answer, responses as to why the 25% would recommend beef less often than other proteins were related to misleading information that they had been exposed to regarding cholesterol. A large majority - 83% - at least somewhat agree that beef is an excellent source of nutrients, with 25% strongly agreeing that beef is an excellent source of nutrients.
- Finally, 92% would be comfortable recommending beef based on what they know about how cattle are raised.

Working with Dietetic Internship programs is just one way the NBC and beef checkoff work to share beef’s nutrition information with the health and nutrition professionals who have the ability to influence consumers’ dietary choices.

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