Nevada Cattlemen’s Association at Legislative Conference

By: Kaley Chapin, NCA Executive Director

On April 9th through the 12th, NCA members Sam Mori (President), Ron Cerri, Joe Guild and I attended the Public Lands Council (PLC) and National Cattlemen’s Beef Association (NCBA) Annual Legislative Conference in Washington D.C. This conference serves as an important part of the year to meet with state delegation to address the issues that face the cattle industry. The PLC section of the conference took place the first two days. On Monday, we attended the AUM Focus Meetings where they divided into two committees, one for Bureau of Land Management (BLM) and the other for U.S. Forest Service (USFS).

During the USFS meeting we met with representatives from the agency to discuss key issues concerning public lands. Attendees briefly mentioned their frustrations about how Permittee holders are constantly being blamed for the cause of any damage to an allotment. The representatives were in agreeance stating “it is easier to take action against ranchers instead of making all patrons be accountable”, they are optimistic that it will change. It was mentioned multiple times that they need a national push from PLC and NCBA members to get more flexibility within the permits, faster decision making and use of scientific data provided to them. We are hopeful to see solutions take place as a result from these conversations.

Meanwhile in the BLM meetings, members prioritized three main areas of concern that need to be addressed with the agency—NEPA and its effects on land management, flexibility within the EIS and EA and lastly, suspended AUMs. After all of the meetings on Monday there was a rooftop reception at the NCBA headquarters and the state affiliates did a Chef Iron Cook-off, I even participated for Nevada by “trying” to BBQ hamburgers. Some members from the Hill stopped by and it provided a great opportunity to network with them as well as with our surrounding state affiliates.

Tuesday morning we attended the NCBA and PLC Political Action Committee (PAC) breakfast and had the pleasure to hear from Nevada Congressman Mark Amodei. He identified the current issues he is working on and what he is doing to support the cattle industry. Back at the PLC conference our first speaker was Congressman Rob Bishop who spoke about procedure and getting rid of the Filibuster. Next we heard from Aurelia Skipwith, Deputy Assistant Secretary of Fish, Wildlife & Parks, U.S. Department of the Interior (DOI). She explained how “science shows no emotion” and that she believes in “common sense”, both of which they are trying to incorporate into the DOI’s priorities and commitments. They are also working on a reorganization within the DOI by aligning the different bureaus to help ensure collaboration between all of the agencies.

Our next speaker was Wyoming Congresswoman Liz Cheney who is a member of the House Committee on Natural Resources. She explained how she is trying to stop some of the government encroachment. She pushed for prevention of farms and ranches in the Comprehensive Environmental Response, Compensation, and Liability (CERCLA) regulations, she is introducing legislation that addresses the dispositions of Wilderness Study Areas (WSAs) and voted for the Omnibus because it will provide adequate resources to the Defense.

We also heard from Brian Steed, BLM Deputy Director Programs and Policy. He gave a brief overview of his background and why he

—— Legislative Conference on page 6 ——
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Hello,

I hope you are having a good spring season. Mother Nature has sure been reminding us who is really in control, and thankfully timely moisture has been coming. It is so rewarding and uplifting to see the new life coming in the form of green grass and baby calves, a cow man’s dream.

With that dream come true comes a tremendous responsibility, one that we here at the Nevada Cattlemen’s Association do not take lightly. The things that are required to get a calf from conception to the consumer’s plate are all things your Association is involved in.

Turn out time is in full swing on many ranches as I write this column. We are working on many issues that are vital to us to be able to provide feed and water to our cattle in the most efficient way for each individual ranch. ONE of the most important issues we are working on is the need for FLEXIBILITY. No two years or no two ranches are exactly the same and if we are able to use the rangelands in concert with production, efficiency and rangeland health are increased. Fire risk and expense can be reduced if ranchers are allowed to respond to rangeland production. Science is proving this point as we take this message forward.

By the time many of you read this, we will have been to Washington D.C. to work on many, many issues. The Public Lands Council, National Cattlemen’s Beef Association and Congressional Visits are all on our agenda as we take the message forward as to Industry’s needs and expectations.

We deal on many subjects that include flexibility, permit renewals, fire, wild horses, sage grouse, traceability, trade agreements, and many others as the need arises. There is a consistent road block that keeps popping up that inhibits progress and that is the lack of leadership in many critical positions in the agencies. Many appointments have not been made to the levels of authority required to make some of the major decisions. We will be pushing to move forward with that process. It is advisable every time you have an opportunity to communicate this need to your elected officials it would be effort well spent.

The cattle industry is a very critical time right now. There is record production of poultry and pork, and an increasing beef supply. Protein inventories and supply are high and fortunately demand is good. One of the reasons for high demand is our export market is good.

It is absolutely critical we get the message to our officials in Washington the importance of getting these trade deals right! We commit as an Association and we as individuals need to push hard on this one!

It is an honor and it is humbling for our leadership team to work for the wonderful people in our industry. If we can be of any help let us know.

Till next month,

Sam

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between March 24 and April 23, 2018. (New members are in bold.)

- Comanchero Cattle Co., Les Guilford
- Joe & Camma Marvel
- Mountain Air Cattle Company, LLC, Scott Noll
- Rick & Maggie Orr
- Wes Viera
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The Nevada Cattlemen’s Association is saddened by the loss of a member, friend, and neighbor Dean Rhoads. Dean was and always will be a tremendous asset to the livestock industry and our way of life. He wore many hats during his years spent as a rancher and politician. Dean could be seen on Monday up to his elbows in grease working on hay equipment, covered in dust on Tuesday moving cattle, be at a Fair Board meeting Wednesday night, and leave Thursday morning for Carson City. Many of the trips Dean took out of Nevada to various points in the country were to promote and defend public lands grazing and our industry in a way to sustain the way we do business. One of the biggest accomplishments in his long political career was the passing of legislation that included the grazing fee structure that we currently do business under. Dean worked tirelessly for years on this formula in a bi-partisan effort to accomplish a fair and equitable result. Dean had the ability to get things done even as the political climate changed as he was respected by his peers.

The next time you go to a horse racing event in Nevada, think of Dean Rhoads as he is the one that got state funding to continue racing in the state.

In 1976 Dean Rhoads came up with the idea to have a branding contest at the Elko County Fair. That idea has expanded into a great event all over the country.

Dean's contribution to our Association is greatly admired and appreciated. The Nevada Cattlemen’s Association, the livestock industry, the state of Nevada, and the entire country are in a better place because of the efforts and life of Dean Rhoads. We wish all the best to his family in these difficult times and want you to know his legacy will live on forever.

NCBA News

Week ending April 20, 2018

NCBA Policy Update

DISASTER RELIEF EFFORTS — NCBA would like to extend our thoughts and prayers to all the cattlemen and women facing natural disasters. Please go to http://www.beefusa.org/disasterreliefresources.aspx to see how you can help producers.

FARM BILL — NCBA President Kevin Kester issued the following statement in response to the U.S. House Agriculture Committee’s markup and approval of the 2018 Farm Bill: “We want to thank Chairman Mike Conaway and the other members of the House Agriculture Committee who have worked so hard to craft this Farm Bill and to ensure that it protects the priorities of America’s cattle producers. We’ll continue to work through the Farm Bill process to make sure that it includes authorization and full funding for a Foot and Mouth Disease vaccine bank, as well as funding for the Environmental Quality Incentives Program (EQIP), research, foreign market development, and market access programs.”

NEVADA RANCHER TESTIFIES - Testifying on behalf of NCBA and the Public Lands Council, Nevada rancher Joe Guild today warned members of the U.S. Senate Committee on Environment and Public Works that federal regulation of groundwater under the Clean Water Act would have a detrimental impact on America’s cattle producers. To read more visit http://www.beefusa.org/newsreleases1.aspx?NewsID=6634.

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feels strongly for the need of agriculture, he understands the challenges that lie ahead because "people do not understand where their food comes from". He explained that although there are challenges, we have an administration that will provide opportunity and now "we are better off working together than against each other". Brenda Richards, past PLC president, asked what we can do to help them, Director Steed’s answer included taking photos of your allotments and having evidence of timelines, getting to know your local BLM and helping young BLM employees to see grazing as a tool and not as a threat. He also mentioned that members can help by continuing to work on the wild horse issues, using grazing to help native bunch grasses and advocating that grazing is the solution to controlling wildfire.

In the afternoon we had the opportunity to meet again with Congressman Amodei to discuss issues about federal land, current lands bills, trade and the cattle market. We also talked about the high costs associated with providing health insurance to employees and how it is becoming overwhelming and burdensome to small businesses and operations.

Wednesday's theme for the conference was “Boots on the Hill” because it brought together numerous representatives of the beef industry all impacted by the policy decisions made in DC. It is always great to see so many people walking around Capitol Hill with their cowboy hats and boots representing the livestock industry. While walking from one meeting to the next people would ask what we were doing in DC which provided a perfect chance to advocate for our industry and talk about the importance of what we as ranchers do. Our day on the Hill was productive while we met with Senator Dean Heller, Congressman Ruben Kihuen, Congresswoman Jacky Rosen, Congresswoman Dina Titus’s staff and Senator Catherine Cortez Masto. We were able to spend constructive time discussing issues that matter to Nevada producers. I have found that it is very important that we work closely and build relationships with our legislators in Washington D.C. to promote sound public policies that create a stable business environment for producers, and promote conservation for natural resources and wildlife.

I believe we all have the chance to make a positive impact. Our voices and our time are valuable and can make a big difference. Having "Boots on the Hill" in D.C. helps to protect the way of life we enjoy day in and day out. If you have any questions or would like to learn more about our meetings in D.C. please feel free to contact me at the NCA office at 775-738-9214. If you are not currently a member of the Nevada Cattlemen’s Association, I encourage you to join. Become a part of an Association that is working hard to protect and promote the future of ranching in Nevada. To learn more about the Association or to become a member, please call our office or visit our webpage at www.nevadacattlemen.org. We look forward to hearing from you! If you currently are a member, we thank you for your continued support. Without your membership the voice of the Association wouldn’t be as strong as it is today.
Prepare Now for Wildfire

Sonya Sistare, Senior Manager, Living With Fire Program, University of Nevada Cooperative Extension

The month of May is Nevada Wildfire Awareness Month (NWAM). The purpose of NWAM is to build awareness and promote action concerning the wildfire threat to Nevada homes and communities. Unfortunately, we are seeing more wildfires occurring at unexpected times of the year, such as the November 2011 Caughlin Fire in Washoe County. With that in mind, this year our message is “Prepare Now! Wildfire Knows No Season.”

Many Nevadans believe that the proper response to the wildfire threat occurs once a fire starts and firefighters and firefighting equipment arrive. While this is certainly a crucial part of protecting communities from wildfire, it may not be the most important. Actions taken before a fire play a critical role in reducing the impacts wildfires have on our homes and neighborhoods. And there are actions residents of Nevada’s fire-prone communities can take year-round to be prepared.

Some tips to help you prepare your home, family and community for wildfire year-round include:

• Winter is the perfect time to complete a home inventory, prepare an evacuation plan for you and your household, and prepare a to-go bag.

• Spring is when you can begin working on your defensible space clean-up, check structures for any needed improvements to prevent ember entry, and practice a family evacuation.

• Summertime is a good time to connect with your neighbors to encourage community projects to help reduce the wildfire threat, maintain your defensible space, and register your home and cell phones for your local emergency response system (often called reverse 9-1-1).

• Fall provides the opportunity to check areas where burning embers might accumulate on your property during a wildfire. The places where the leaves pile up also tend to be where embers would too during a wildfire. Remove any easily-ignited materials such as dried grass from around these areas, and clean out leaves, needles and debris from your rain gutters.

For more specific information on these tips and for additional pre-fire activities, go to: http://www.livingwithfire.info.

How do you know which pre-fire activities to adopt when preparing your home for wildfire? A good place to begin is to contact your local fire department or Nevada Division of Forestry office and ask if they perform defensible space inspections. You might also attend one of the many NWAM activities taking place throughout the month. For a complete list of NWAM activities, go to: http://www.livingwithfire.info/calendar or contact Sonya Sistare at 775-336-0271 or sistares@unce.unr.edu.
Ivory Lyles Fills New Position For Cooperative Extension

Ivory W. Lyles is the new director of University of Nevada Cooperative Extension and associate dean for engagement in the College of Agriculture, Biotechnology and Natural Resources. He started in this new position Nov. 1. “I’m pleased to welcome Dr. Lyles to campus,” Bill Payne, dean of the College of Agriculture, Biotechnology and Natural Resources and administrator for Cooperative Extension, said. “It’s wonderful to get our organizational positions filled for the new administrative structure for the college and Cooperative Extension. I look forward with great expectation as he leads Cooperative Extension during this exciting transition period that promises growth and increasing impact throughout the state - of this vital University component.”

Lyles comes to the University from Alcorn State University in Mississippi, where he was a professor in the Department of Agriculture and dean and director of Land-Grant Programs. Prior to that, he was director of Cooperative Extension Service and associate vice president of agriculture at the University of Arkansas - Little Rock for about nine years. He is eager to get moving in his new position; so eager that, by the second day, he already had set up meetings with key constituents and leadership around the state - and has a set of goals in place.

As CABNR's associate dean for engagement, Lyles is charged with leveraging the full range of expertise within the University and all Nevada System of Higher Education institutions to address the needs and challenges of citizens throughout Nevada. As director of Cooperative Extension, Lyles reports to Payne and has full signatory authority for the Extension budget.

CABNR, with its four departments, the Cooperative Extension and the Nevada Agriculture Experiment Station, embodies the classic land-grant mission working closely together in an integrated fashion to provide education, outreach and research to Nevada.

“The state is rich with history of Cooperative Extension,” Lyles said from his new office in Fleishmann Agriculture Building - with its bare walls and uncluttered desk. “I’ve done a lot of Extension work, and Nevada is an exciting place. I’m looking forward to this opportunity to help set new directions to bring the entire University into our outreach throughout the state.”

Engaging Nevada Communities

Cooperative Extension is the unit of the University of Nevada, Reno that is engaged in all Nevada communities, both rural and urban, presenting research-based knowledge to address critical community needs. Since 1914, it has provided statewide education programs, workshops, research and publications to help Nevada residents and communities solve problems and deal with critical issues in agriculture; children, youth and families, community development; health and nutrition; natural resources; and horticulture. Part of Lyles’ task is to make sure all parts of the University’s land-grant mission are embraced.

“The University and the colleges and the departments are all full partners in the efforts, not separate, a part of the University,” he said. “Bringing together the University of Nevada, Reno can provide exceptional input to the state - and not just agriculture, but from all colleges and all resources of the University. As part of our needs assessments in each community, if we find that a need arises say, in an economic sense, we can go to the College of Business with that need and see how we can all work together and say, ‘Here’s how it will benefit you (the college) to assist the community’.”

As he begins, Lyles has identified five general objectives, including, in his own words:

1. Put a structure in place for effective programs all functioning in a way that benefits the citizens of the state.
2. Find the best people to fit our mission. We have a large group of people aging out of our institution; it will be important to - and we will focus on - filling those positions to build for the future.
3. Ensure we encompass all parts of the land-grant mission: teaching, research and outreach. The University, the colleges and departments are all full partners in the efforts, and not separate parts of the University.
4. Develop relationships at the University and at other NSHE institutions, and with stakeholders and constituents throughout the state to support our missions to serve citizens.
5. Increase focus on grant, donor and state funding to develop our programs, especially working with donors.

“Next is to put together a timeline - for the next six months, the next year and beyond - for implementation of our goals and to get more specific. We can’t get it done overnight.”

While Lyles said he takes a common-sense approach with a let’s get it done attitude, he takes his leadership seriously, as evidenced by his curriculum vitae.

“My leadership philosophy is based on understanding and integrating research, facts, situations, experiences and theories, while putting this knowledge into common-sense practices through actions,” he writes in his CV. “There must be a strong belief in self-responsibility, team outcome and impact. I model the ideals and principles in which I believe in all that I aspire to do.”

He looks forward to traveling the state to learn the landscape, with 18 Cooperative Extension offices serving Nevadans, whether in the most rural county or the most populous urban center.

“Building relationships and communicating with our constituents, county leaders, legislators, stakeholders and peers is crucial,” he said. “I’m going to take some time, learn some names, meet some colleagues and partners, both on and off campus, so we can put ideas and programs together.”

Lyles received his doctorate in agricultural education, community and rural development in 1990 from The Ohio State University, his master’s in Extension education and education leadership in 1984 from Mississippi State University and his bachelors in agricultural economics in 1980 from Alcorn State University in Mississippi. Prior to his Extension leadership positions at Alcorn State University and the University of Arkansas, Lyles held Cooperative Extension positions at the University of Tennessee, Tennessee State University, The Ohio State University and Mississippi State University.

On a personal note, he is married to Pauletta M. Lyles and father of four adult children.
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Now you may be wondering where I am going with this article, and how it would relate to area ranchers? Well, as we begin the calving season and newborn bull calves are hitting the ground there is usually some debate on the proper method and time for castrating these calves.

First, for you non-ranchers, why are bull calves castrated? Historically, bulls were castrated to prevent propagation of inferior genetics and to simplify management, especially of draught animals or oxen. Bulls are still castrated to prevent reproduction and simplify management, but, most importantly, cattle are castrated to improve marbling and tenderness of the finished beef, which improves calf marketability.

Castration methods are generally divided into two categories: surgical or bloodless. Surgical castration involves excision of the testes by splitting or removing the lower third of the scrotum and removing the testes by severing the spermatic cord in a manner that minimizes bleeding, usually with a castrating tool, or knife. Bloodless castration is generally accomplished by using an emasculatome (i.e., clamp) or elastic band. When using an emasculatome, the scrotum remains intact while the spermatic cord of each testicle (within the scrotum) is placed in the jaws of the tool and crushed.

So, which method is best? Pain is inherently a part of castration and cannot be avoided. The pain of castration occurs first as acute, short-term pain associated with the actual castration procedure. Chronic pain is the longer-lasting pain that occurs in the days following castration until the injury is healed. Minimizing castration-induced pain is important for animal welfare, growth performance, and immune suppression that may be associated with castration. While consideration of acute pain is important, chronic pain should be given more weight when making management decisions due to the length of time chronic pain is experienced.

Comparisons of castration methods have yielded mixed results, especially where average daily gain is considered. Generally, surgical castration elicits the most acute pain and least chronic pain. Conversely, banding normally causes the least acute pain (measured by cortisol response), but is associated with the longest duration of chronic pain.

According to the American Veterinary Medical Association, calves castrated by elastic band have been observed to exhibit a pain response after castration up to 4 weeks longer than calves castrated by emasculatome (clamp) or surgery, indicating that greater chronic pain sensation is associated with the banding castration method.

Castration by emasculatome is an appealing approach because it seems to cause less chronic pain than elastic banding and less acute pain than surgical castration, but has all the benefits of bloodless castration. However, castration failure due to tool operator error has been reported more often for the emasculatome method than for other methods. Some studies have reported less weight loss for calves castrated using an emasculatome versus surgical castration. The greatest advantage of the emasculatome over other methods is that, because the spermatic cords are crushed within the scrotum, no open wound is exposed to the environment, protecting the injury from flies, mud, and infectious agents.

Most of the research done on castration indicates that method of castration does not affect lifetime performance or health of calves. However, when differences among methods were reported, it was generally during the first 7 days after castration, with almost no differences thereafter. Therefore, producers should use the castration method most appropriate to minimizing pain, depending on the situation and age of the calf.

So, what is the ideal age to castrate calves? It has been speculated that, because intact bull calves may grow more rapidly than steer calves, delaying castration until weaning (around 6 months old) can yield similar benefits to growth promoting implants administered when the calves are 1 to 3 months of age, but without additional cost. However, a University of Arkansas study showed that calves castrated near birth had the same lifetime average daily gain as those castrated after weaning (implanted in feed yard only). However, research from Nebraska, showed that steers castrated at less than 500 lbs. exhibit greater marbling than steers castrated weighing more than 700 lbs.

Timing of castration also affects morbidity. Research has shown that calves castrated on arrival at the feedlot are at higher risk for disease than steers castrated earlier in life. A study at Texas Tech University found that calves castrated on arrival had more than twice the morbidity rate (17.5% vs. 38.4%) and almost double the mortality (4.0% vs. 7.6%) of steers that were castrated at an earlier age.

So, what is the best method and age for castrating calves? Calves should be castrated as young as possible utilizing a method that causes the least chronic (long-term) pain. Surgical castration or using an emasculatome is preferable to banding, unless calves can be banded within a week of birth. On western cattle operations, cattle are often managed so extensively that castration within days of birth is not practical. In such cases, surgical castration as early as possible (i.e., at branding) may be the best approach. In situations where calves are handled at birth, banding during the calves’ first week of life may be the best option. The use of an emasculatome may be preferable when environmental conditions increase the risk of complications related to other castration methods.

Source: Castrating Beef Calves: Age and Method, Boone, Mathis, Loest, and Wenzel, New Mexico State University.
Farm Service Agency Makes Administrative Change to the Livestock Indemnity Program

CANADIAN, Texas, April 24, 2018 – Starting today, agricultural producers who have lost livestock to disease, resulting from a weather disaster, have an additional way to become eligible for a key U.S. Department of Agriculture (USDA) disaster assistance program. USDA Under Secretary for Farm Production and Conservation Bill Northey announced an administrative clarification nationwide to the Livestock Indemnity Program. In the event of disease, this change by USDA’s Farm Service Agency (FSA) authorizes local FSA county committees to accept veterinarian certifications that livestock deaths were directly related to adverse weather and unpreventable through good animal husbandry and management. The committees may then use this certification to allow eligibility for producers on a case-by-case basis for LIP.

“This change is part of USDA’s broader effort to better serve America’s farmers, ranchers and foresters through flexible and effective programs,” said Northey, who is in Texas today visiting with ranchers impacted by drought and wildfire. “America’s farmers feed our nation and much of the world, and throughout history they have known good years and bad years. But when disaster strikes, USDA is ready to step in and help.”

LIP provides benefits to agricultural producers for livestock deaths in excess of normal mortality caused by adverse weather, disease or by attacks by animals reintroduced into the wild by the federal government. Eligible weather events include earthquakes, hail, tornadoes, hurricanes, storms, blizzard and flooding. Producers interested in LIP or other USDA disaster assistance programs should contact their local USDA service center.

NDA Announces Leadership Change

Director Barbee to serve as Churchill County Manager

(SPARKS, Nev.) – The Nevada Department of Agriculture director announced today he will be transitioning into a new role as Churchill County Manager.

“It has been a great pleasure to serve Governor Sandoval, The Nevada Board of Agriculture and citizens of Nevada. NDA has a strong team and I have no doubt they will continue to do good work for the constituents of our great state,” Director Barbee said. “I look forward to working with NDA as I represent Churchill County on the many diverse topics related to agriculture and natural resources on the local level.”

Director Barbee will be with the NDA through May 18.

“Jim Barbee has served as a member of my administration since 2011,” Governor Brian Sandoval said. “I want to thank him for his service and I wish him well in his future endeavors.”

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Restaurant Operators Recognizing the Importance of Menuing More Beef

From Beef.ItsWhatsForDinner.com

Tastes change and food trends come and go, but through it all, beef remains an enduring favorite and a menu anchor. The 2017 Beef Foodservice Volumetric Study found that 97 percent of foodservice operators are serving beef, with ground beef being the most popular followed by steaks and roasts.

Since 2003, Beef. It’s What’s For Dinner., managed by the National Cattlemen’s Beef Association on behalf of the Beef Checkoff, has engaged Technomic annually to study how beef is being purchased by the foodservice industry. The 2017 study revealed that beef had the highest gain in volume of all proteins, up a total of 221 million pounds.

Additionally, the 2017 study showed an increase of nearly 10 percent from 2015 of operators purchasing roasts for their restaurants. The significant increase in popularity points to a growing supply of beef in response to strong consumer demand, as well as the growing trend of in-house fabrication. The ability to cut steaks in house is a significant asset for foodservice operators as 45 percent indicated that featuring steak on the menu increases traffic.

“In-house fabrication allows the operator to explore new cutting techniques to offer guests a unique beef eating experience. All in all, it’s a win-win for the operator and their customers,” said Chef Dave Zino, chef at the National Cattlemen’s Beef Association, a contractor to the beef checkoff.

While roasts have seen a more notable increase in popularity, sales of all beef cuts continue to do well across the foodservice industry, with beef volume overall increasing by 221 million pounds from 2016 to 2017. This is a trend that should continue into 2018 as indicated by the beef supply forecast from USDA stating that consumers are projected to eat 9.6 percent more beef in 2018 than in 2015.

ADDITIONAL KEY TAKEAWAYS FROM THE STUDY:
✓ Beef had the highest gain in volume of all proteins and represents 51 percent of all animal protein growth in 2017.
✓ Beef volume has increased for the second year in a row.
✓ Beef volume is up a total of 221 million pounds, or 2.8 percent.
✓ There is a rebound in premium cuts of beef in both pre-cut steaks and roasts.
✓ Emerging Cuts, such as Flat Iron, Petite Tender Medallions and Hanger are gaining popularity.
✓ 45 percent of operators say that having Steak on the menu increases traffic, which is the highest number in 5 years.

The Importance of Protein

Checkoff research continues to show that nutrition remains a strong incentive for consumers to eat more beef. And if you’ve visited the new Beef. It’s What’s For Dinner. web site since its relaunch last fall, you’ve seen that the nutrition story is an important part of the site.

For the Nevada Beef Council and other checkoff-funded organizations, sharing information about beef’s nutrition is an important component of our programs and efforts – especially for those consumers who question whether beef belongs in a healthy diet.

So, what are some of those nutrition facts that are worth sharing? There are many, in fact, but for now, let’s focus on protein. Among the powerful package of 10 essential nutrients beef is known for, protein may be one of the most notable. In fact, one 3 oz cooked serving of beef provides 50% of your Daily Value (25 grams) of this important nutrient—making it an excellent source.

A wealth of research has linked protein to favorable lifestyle markers such as healthy body weight and/or weight loss, maintaining and building muscle, and overall diet satisfaction. When it comes to improving overall health, managing weight or satisfying appetites, protein packs quite a punch:

✓ People who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating.
✓ Protein helps support strong, lean bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides your body with energy to lead an active lifestyle.
✓ Protein may help cut the fat. Research has shown exercise is more effective for weight management when paired with a higher-protein diet, and beef provides the amino acids necessary for building and replenishing muscles.
✓ High-quality diets with high quality lean protein helps lower cholesterol, reduce the risk of chronic disease, and reduce high blood pressure.

Studies have also shown that it’s not only important to get protein in at lunch or dinner, but to spread it throughout the day to help maximize all the aforementioned benefits. Aiming for 25-30 grams of protein at each meal is recommended. For more on protein benefits, beef nutrition, and more on the science behind this information, visit www.beefitswhatsfordinner.com/nutrition.

Learn more about your Nevada Beef Council at www.nevadabeef.org, or your beef checkoff at www.mybeefcheckoff.org.

The Beef Checkoff has launched a campaign featuring “Nicely Done Beef” ads such as this one, with many of them focusing on beef’s nutritional benefits.