2019 NCA Annual Convention and Trade Show

The Nevada Cattlemen’s Association Annual Convention is right around the corner! We have an engaging line up of speakers and events that will surely keep you informed and up to date with issues that impact our industry.

This year’s theme is “Marketing Your Cattle,” with the second General session bringing that topic to life. We will have a panel of professionals that will give a brief description of their operations and what they’re looking for when they buy cattle. There will be ample time for questions and answers and an open dialogue about the things on your mind when you market your cattle. For our inspirational breakfast, our keynote speaker will be Ethan Lane, former PLC Executive Director and current NCBA Vice President of Government Affairs. Ethan will be giving updates on what the NCBA is doing for us as well as what they are diligently working on in Washington, D.C.

At Convention, not only the Nevada Cattlemen’s Association (NCA) members are in attendance, but members of the Nevada Land Action Association (NLAA), Nevada CattleWomen, Inc., Nevada Woolgrowers, Central Grazing Committee, vendors that provide services to the beef cattle industry and guest speakers to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide a memorable and educational experience. Come to convention and learn more about how NCA is working to increase public awareness of the Nevada livestock industry.

Along with the general sessions, committee meetings take place to set policies. This is a chance for you to provide input to a committee chairman on any changes to a policy or a new policy that affects our industry and way of life. By participating, it is a great way to get involved and have your voice be heard in the policy-making process.

NCA Seeking 2019 Teacher of the Year Nominations

The Nevada Cattlemen’s Association has started their annual quest for “Teacher of the Year” candidates and are asking for your help in soliciting nominations. The nominations must be an elementary, junior high, or high school teacher who incorporates agriculture into their regular curriculum; current Agricultural Education teachers are not eligible.

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. Kelly Barnes, Dennis Bieroth and Sam Mori. Mountain City, Nevada, Rancher, Dennis Beiroth, was recognized as the 2018 recipient of the NCA Cattleman of the Year at last year’s convention. (File Photo)

2019 Pre-Convention Committee Meetings

The Nevada Cattlemen’s Association has scheduled the pre-convention committee meetings for Private Lands, Public Lands, Animal Issues, Research and Education, and Legislative Affairs to be held on October 18, 2019. The meeting will begin at 9:00 a.m. at the Nevada Cattlemen’s Association office located at 542 Commercial Street, Elko, NV. 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.

Please RSVP by October 15, 2019. 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.
We provide a wide range of water right and resource development services that can be customized to meet your needs. Our team works directly with you to develop the best solution for your farm, ranch, business or home.

**WATER RIGHTS PROJECTS**
- APPLICATIONS & EXTENSIONS
- WATER RIGHT IDENTIFICATION & ANALYSIS
- PROOF OF BENEFICIAL USE
- GROUND & SURFACE WATER MAPPING
- BUYER/SELLER/OWNERSHIP ASSISTANCE
- OWNERSHIP TRANSFER
- WATER RIGHT LITIGATION SUPPORT

**www.turnipseedengineering.com**
Greetings FROM COW COUNTRY!

Sam Mori, President, Nevada Cattlemen’s Association

Hello Friends,

There have been several instances that have occurred recently that have negatively affected permittees. Some of the stumbling blocks have been the result of the federal agencies not following procedure and those can be fixed by correcting those mistakes. The bigger challenge is after the technicalities are corrected, there is talk of modifications to permits. Rest assured the Nevada Cattlemen’s Association stands ready to see what this is going to look like and is prepared to represent good, sound science-based rangeland management that does not unnecessarily harm our businesses and livelihoods.

There are several water issues that we are monitoring and are consistently taking the stance that it is of utmost importance to not change Nevada water law. We are going to dedicate time at the Convention in Elko on November 20-23 to discuss the latest information on this subject.

We are engaged with industry leaders nation-wide as how to improve and influence subjects that include fake meat, trade, and the imbalance that is occurring in the cattle market. None of these issues have easy solutions but we are committed to working diligently toward a more improved atmosphere than we are in today.

In closing, I want to invite all of you to the Nevada Cattlemen’s Convention in Elko, NV November 20-23, 2019. There will be an opportunity to engage and influence the future of our industry on all levels. Thank you so much for your support as we work on the things that are important to all of us.

Till next time, Sam

---

NCA Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between August 24 and September 23, 2019.

(New members are in bold.)

- D & S Designs, Shirly Bishop
- Knipe Land Company, John or Janey Knipe
- Powder River, Cliff Dayton
- Scales Unlimited, Inc., Robert Luna
- Sweet Pro Northwest by the Rising B, Leo Baptiste
- U. S. Fish and Wildlife Service, Susan Abele

---

FALLON All Breeds BULL SALE

February 14 & 15, 2020  Fallon Livestock, LLC  Fallon, Nevada

Consignment Deadline
December 1, 2019

nca@nevadabeef.org
775-738-9214

Official Publication of the
Nevada Cattlemen’s Association

P.O. Box 310, Elko, NV 89803-310  |  775-738-9214
Sam Mori, President  |  Tom Barnes, Pres.-Elect  |  Jon Griggs, 1st Vice Pres.  |  Hanes Holman, 2nd Vice Pres.

NevadaCattlemen.org  |  nca@nevadabeef.org
Inspirational Breakfast — Featuring Keynote Speaker Ethan Lane —

Ethan Lane is the Executive Director of the Public Lands Council and the National Cattlemen’s Beef Association Federal Lands. A 5th generation Arizonan with 18 years of experience in natural resources and land use issues.

Before coming to PLC and NCBA, Ethan worked on multiple high-profile political campaigns and advised a variety of private companies and industries operating on public lands throughout the West.

Prior to moving to Washington, Ethan spent ten years helping to grow and manage a large real estate and ranch portfolio including more than five hundred thousand acres in Arizona alone – much of that made up of State, Forest Service, and BLM grazing permits. His diverse background gives him a unique perspective on the challenges landowners and lessees face in operating successful businesses on public lands.

Convention: Continued from page 1

Registration for convention is on our website and has been sent out by mail and email. 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 forms for exhibit booths and sponsorships have been sent out. If you did not receive these forms and wish to receive one please contact us, we would be happy to send one to you. The Nevada Cattlemen’s Association would like to thank the sponsors and exhibitors for helping make our event a success.

Committees met on October 18th at the NCA office in Elko to discuss new issues or resolutions to be proposed at convention and review past resolutions.

The committee meetings take place to set policies. This is a chance for you to provide input to a committee chairman on any changes to a policy or a new policy that affects our industry and way of life. By participating it is a great way to get involved and have your voice be heard in the policy-making process. For more information on each committee, please contact the Committee Chairs or the NCA Executive Director.

A tentative schedule of the convention as well as registration for the convention is on page 5. The tentative schedule is also available on our website.

We look forward to seeing you all at convention!

Convention Highlights

General Sessions:

1st General Session: CattleFax

2nd General Session: Marketing Your Cattle — Featuring a Panel of Professionals

Allied Industry Trade Show

Don’t miss your opportunity to get into the trade show and find out about up and coming products and services from Allied Industries. The booths are filled with great businesses and agencies that support and enhance our industry. The trade show will be open Thursday from 1:00 – 8:00 p.m. and Friday from 7:00 a.m. – 6:00 p.m.

Annual Awards Banquet:

At our Annual Awards Banquet this year’s recipients for the President’s Award, recognition for the 100,000 Mile Club Award, Allied Industry Award, and the 2019 Cattlemen of the Year Award will be announced.

Committee Meetings

Committee meetings are open to everyone. During the meeting, Nevada Cattlemen’s Association members will set priority direction for the Association. In these meetings you will get the latest on Legislative Affairs, Research and Education updates, Private Lands, Federal Lands and Animal Health and Livestock Issues.
**Tentative Schedule**

**WEDNESDAY, NOVEMBER 20**

1:00 – 6:00 PM  
Exhibitor Move-In

2:00 – 3:00 PM  
Nevada Rangeland Resources Commission

3:00 – 6:00 PM  
Central Grazing Committee Meeting

5:00 – 6:30 PM  
Nevada CattleWomen, Inc. Board of Directors Meeting

6:30 – 8:30 PM  
Open Social hosted by Nevada CattleWomen, Inc.

**THURSDAY, NOVEMBER 21**

7:00 AM – 5:00 PM  
Registration Open

7:30 – 11:00 AM  
NV CattleWomen’s Breakfast & General Membership Meeting

7:30 – 9:30 AM  
NV WoolGrowers Breakfast

8:00 – 9:00 AM  
Research and Education Committee Meeting

9:00 AM – 7:00 PM  
Trade Show Open to all NCA Convention Attendees

9:00 – 9:30 AM  
Break in Trade Show – Coffee and Snacks provided

9:30 – 11:30 AM  
Public Lands Committee Meeting

10:00 AM – 12:00 PM  
NV CattleWomen, Inc. Youth Beef Cook-off  
— location TBD

11:30 AM – 1:00 PM  
NV Beef Council Lunch

1:00 – 2:00 PM  
Legislative Affairs Committee Meeting

1:30 – 4:00 PM  
NV CattleWomen, Inc. FFA Youth Team Debate

2:00 – 2:30 PM  
Nevada Lands Action Association Meeting

2:30 – 4:00 PM  
1st General Session – CattleFax

4:00 – 7:00 PM  
Convention Opening Reception in the Trade Show

**FRIDAY, NOVEMBER 22**

7:00 AM – 5:00 PM  
Registration Open

7:30 – 9:00 AM  
Inspirational Breakfast

9:00 AM – 7:00 PM  
Trade Show Open to all NCA Convention Attendees

9:00 – 9:30 AM  
Break in the Trade Show

9:30 – 11:30 AM  
Private Lands and Environmental Management Committee Meeting

11:30 AM – 1:00 PM  
Lunch in the Trade Show

1:00 – 2:00 p.m.  
Cattlemen’s College – DC Issues Update from NCBA

2:00 – 3:00 p.m.  
Animal Health Committee Meeting

3:30 – 5:00 PM  
2nd General Session – Marketing Your Cattle

5:00 – 6:00 PM  
Last Call Reception in the Trade Show

6:00 PM  
Trade Show Closes

6:00 – 7:00 PM  
Cocktail Hour

7:00 – 9:00 PM  
NCA Annual Awards Banquet

**SATURDAY, NOVEMBER 23**

7:00 – 11:00 AM  
Registration Open

7:30 AM  
General NCA Membership Meeting

9:00 AM  
NCA Board of Directors Meeting

10:00 AM  
NV CattleWomen, Inc. Silent Auction Closeout

---

**Pre-Registration**

| Cattlemen’s All Inclusive Registration  
| *denotes inclusion, save $20.00 |
| Full Registration  
| Includes Meetings, Trade Show, Receptions in the Trade Show, Lunch in the Trade Show, and all General Sessions.  
| (All meals may be purchased separately below) |

| Non-NCA Member Full Registration  
| Includes Meetings, Trade Show, Receptions in the Trade Show, Lunch in the Trade Show, and all General Sessions.  
| (All other meals may be purchased separately below) |

| Young Cattlemen Registration  
| Includes a Full Registration, NV Beef Council’s Beef Promotional Lunch, Inspirational Breakfast, and NCA’s Annual Awards Banquet. |

| NV CattleWomen, Inc. Registration  
| Includes a Full Registration and NV CattleWomen, Inc. Breakfast. |

| Daily Meeting Registration  
| $60 each  
| (Excludes access to meal functions) |

Please provide name of the day:

Meals: Thursday, November 21

| NV WoolGrowers Breakfast  
| (Sponsored) |
| NV Beef Council Lunch  
| $40 |

Meals: Friday, November 22

| *Inspirational Breakfast  
| $35 |
| NCA Annual Awards Banquet  
| $70 |

Pre-registration closes November 17, 2019. On-site registration costs will increase. No meal tickets will be sold on-site.

TOTAL:

Name(s) attending: ____________________________

Local Affiliation: ____________________________

Payment Amount: ____________________________

Payment Method:  

CHECK  

(VISA)  

Card #: ____________________________  

Expiration: ________ / ________

Cardholder’s Name: ____________________________

Cardholder’s Phone Number: ____________________________

Billing Address: ____________________________  

City: ____________________________  

State: ____________________________  

Zip Code: ____________________________

Signature: ____________________________

Please submit completed registration form by any of the following ways:

Email: nca@nevadabeef.org  
Fax: 775-738-5208  
Phone: 775-738-9214  
Mail: Nevada Cattlemen’s Association  
PO Box 310, Elko, NV 89803
Teacher of the Year:
Continued from page 1

Nominations must include a completed 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 November 22nd, 2019 in Elko, NV at the Elko Convention Center.

Anyone may submit a nomination form which is available at www.nevadacattlemen.org, for any questions please contact the NCA office at 775-738-9214.

Nominations may be submitted by email to nca@nevadabeef.org with “2019 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!

TEMPORARY COUNTY PROGRAM TECHNICIAN POSITION

Temporary County Program Technician position located in the ELKO/EUREKA County FSA office in ELKO, NEVADA. Open & closing dates: 10/04/2019–10/18/2019. Service: Competitive. Pay scale & grade: CO 4 - 7. Salary: $30,344.00 to $54,670.00 / per year. Appointment type: Temporary. Work schedule: Full-Time. For an application or further information please call Claire Kehoe at 775.738.6445 ext. 106. USDA is an equal opportunity provider, employer and lender.
The Life of a Ranch Woman

Editor’s note: The following is part of a series of stories by Ruby Uhart about the lives of women in agriculture. In Ruby’s words: In my opinion her story needs to be told. Historically, people in agriculture have been a private group, not sharing the details of their lives preferring to keep their business to themselves. Now more than ever people need to understand the back ground of those who grow their food. The words “factory farms” are used all too often, removing the human element from the story of agriculture. My goal, my hope is to share the human element from the woman’s perspective. These are her words, this is her story...

Jessica Mesna

*Submitted by Ruby Uhart*

My name is Jessica (Gibbs) Mesna, and I was born and raised in Nevada. I have lived on a cattle ranch in Northeastern Nevada, northwest of Wells, my entire life. My husband Wyatt, son Anton, and I help run our family ranch, the Gibbs Ranch. It has now been in the family for 103 years. Our son is the sixth generation on our ranch. My dad, grandma, and aunt also live here. We live 40 miles, most of which is dirt road, from the nearest town and over 100 miles from the nearest, what we consider a city (it has a Costco). Growing up we lived in two houses; one in Wells where we went to school and the other at the ranch. During the school year my two older siblings, our mom, and I lived in town. My dad would come in 2 to 3 times a week in the evenings, depending on what was going on at the ranch. On weekends we would all go home to the ranch. When I was home I usually followed my dad everywhere, because he got to do all the “fun” ranch stuff like feeding, riding horses, fixing equipment, irrigating, getting dirty, being creative, and just being outside. To me all that was way better than anything in the house. Mom worked alongside my dad as well, but she also did all the housekeeping that I did not enjoy so my dad was my excuse to get out of it.

In high school when my sister and brother got into sports our weekends filled up with games here and there and we didn’t get to the ranch as often as I would have liked. Then I got into high school and got busy with sports as well. I still loved the ranch, but was distracted by all the fun of sports, especially basketball. As a child my dream was to play basketball for a living and if I couldn’t do that, I wanted to work on the ranch. I played basketball through junior high and high school, then I was fortunate enough to make it to the next level and I played two years of college basketball at a junior college in Idaho (CSI). After those two years I was being recruited by numerous four year colleges, but chose to go to University of Wyoming. There I played for two years, then student coached for one year so that I could finish getting my Bachelor’s Degree in Agricultural Business. Then it happened...my dream came true, I had the opportunity to go play professional basketball for two years in Sweden. Believe it or not ranching and basketball have a lot in common. They both take a lot of hard work, dedication, and of course both are very enjoyable.

---Continued on page 9---
Upcoming Sales

Wednesday

December 4th

Peppermill Resort & Casino • Reno, NV

Catalog Deadline: November 15th

Watch & Listen to the Sale

ON THE WEB AT:

For details call (530) 347-3793 or the representative nearest you:

Brad Peek
(916) 802-7335

Gary Nolan
Elko, NV
(775) 934-5678

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

Mark Venturacci
Fallon, NV
(775) 427-8713

or email us at wvm@wvmcattle.com

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

Market your cattle with the professionals!
The Life of a Ranch Woman

to me. My dad used to tell my coaches that the reason I could read where the players were going to move or pass the ball, came from watching cows my whole life. Yes, cows can be teachers too. Two years professionally was all I played, because I met and fell in love with Wyatt. When we married we decided to move to Twin Falls, ID. This is where I became an assistant coach for women’s college basketball, the same place I played my first two years of college ball (CSI). We lived there for two years and had our first and only child. The day my husband told me he wanted the three of us to go live on my family ranch was one of my favorite days. I always wanted to come back to the ranch, but wanted to make sure Wyatt wanted that as well. So, thirteen years later we are still living and running my family ranch.

Our ranch used to be a yearling operation, but has now become a cow/calf ranching operation. We really enjoy the cow/calf operation partly because it is a lot less stressful than when we were running yearlings. My typical day changes based on the seasons and homeschooling our son. We usually have several of our nieces or nephews out to help for the summer, but this summer we only had one niece. In the mornings, I get up and move sprinklers on our one acre yard (we share a yard with my parents and grandparents house as well), I water my flowers that I try to keep alive and make sure the dogs and cats have water. I wake our son and niece up so they can start their day. On Monday, Wednesday, Friday, our mail gets delivered so I make sure I have the bills paid if there are any to be paid. During haying season I get my tractor greased, fueled and ready for the day. I usually pick up bales, but I will rake, swath and bale hay if needed. Some days we hay in the morning and have to move cows in the afternoon. Then come evening time we all sit down and have dinner together. Maybe if needed and time allows I will do a load or two of laundry throughout the day. When school starts for my son, I have to change things around a bit to make sure his schooling gets done in a timely fashion. Of course there is always a few odds and ends the happen during the day as well. In the fall, my day usually starts out with coffee on the porch (or in house if it’s too chilly) with my husband, then some breakfast and get my son started on school. I try to do a few house or yard chores, while he works on school. Then in the afternoons when school is over, we help Wyatt on whatever project he has going on. Otherwise we, (Anton and I) ride to move cows closer to the fields for weaning time, unless of course, McKenzie and I have a pack out that day. If so, we leave pretty early in the morning make time to sit down and do that though. So when reality set in that it was in my hands now, I relied on a lot of help. Thankfully we have an accountant in the family that helped me a ton, and also our ranch accountant. Still three years later I am learning the ins and outs of everything that my mom did for our ranch.

One of my favorite moments on the ranch was during a branding a few years ago. We always have a big branding with a lot of my family, I am talking 30-40 people, come out and we get a lot of branding done along with a lot of laughs, good food, and great times. One year after a long hot dusty day of branding we were riding back home and came across a pond. My brother decided he was hot and took his horse right in for a swim, clothes, hat, boots, saddle and all. Before long all 13 of us riders (mind you majority of us where over 30) were swimming our horses through the pond. The best part was all of us laughing and giggling like we were a bunch of little kids. Dad was not very impressed we all went in with our saddles, but we had so much fun. I do have to say next time the saddles will come off!!

How I prepare for complications: “WYATT HELP!!!!” Oh wait... that would be after it already happens! To prepare for them, to be honest, I am a very easy going person so if something comes up to alter plans or stop tasks, my husband and I will go to plan B or C, there’s always something else that can be done or like my husband says,” let’s just have a beer!!” So we do and we take in the beauty that God has created and we get to live in together.

Ahh yes ranch seasons; I love all the seasons to be honest. 

——Continued on page 9——
That is one of my favorite parts of ranching, the tasks are always changing, whether it be week to week, day to day, or hour to hour. You are never doing the same thing all the time and by the time you are tired of it you are switching gears. Calving season: I love seeing the new baby calves hit the ground every year. We love the ones with white markings on them the best. It never gets old watching a mama cow take care of her new baby. Branding season is wonderful time to get work done surrounded by family and friends. Not only do we have wonderful family that comes to help but our neighbors, who are good friends, make branding days a lot of fun. Haying season makes for some really long hours. It does help being in an air conditioned tractor while it is so dang hot outside. Fall is a very busy time for the ranch in general, but I have also started a new adventure. McKenzie, my good friend and neighbor, and I got our sub-guide license four years ago and we pack out cow and bull Elk from the Jarbridge Mountain Range via pack horse during hunting season. It has pushed me to get out of my comfort zone in many different ways. Between all the weaning, school, shipping and wife duties, we fit in all the pack outs people call for us to do. Feeding season, which obviously comes when the snow starts falling is a lot more laid back for our ranch and a lot of fun. Not only do we get to see our cows every day, but we get to enjoy some recreational activities as well. We do as much snowmobiling and sledding as the snow and time allow. We even get a bonfire or two in with the neighbors.

My favorite thing about ranching would have to be working alongside my husband and son every day. I absolutely love working with my family, from the laughs to the tears, from the lessons taught to the lessons learned every day is a blessing. Most people when they come out here, they say, “you are in the middle of nowhere” and I honestly wouldn’t want it any other way. I love the view from our front porch and back yard!! The hardest part for me would have to be eating our vegetables fast enough they don’t get rotten but not too fast that you run out before you get to town again.

Stress is in everything we are doing, whether it be ranching life or city life. Ranching life I feel could have a bit more stress, just because things you can’t control are a big part of ranch life. Weather and cattle prices play a huge part of the ranching lifestyle that all of us would love to control but everyone knows we can’t. I would still much rather deal with the stress of ranching than the city stress of traffic, too many PEOPLE, or getting to work on time.

The advice I would give young women wanting to pursue the ranching lifestyle would be don’t just focus on one aspect of ranching. There are so many different duties as a rancher that you need to be open minded and ready to learn a little bit of everything. It can seem very overwhelming but remember why you wanted to be there in the first place. Don’t forget to take time and look around at the beauty of ranch life. We wives do joke a lot about working cows with our spouses, and sometimes it’s no joke. My tip would be don’t take it to heart and always smile even though you know he is yelling at you for his mistake or yours. When it’s all over and done with for the day remember to give your spouse a big kiss and know it was just the heat of the moment.
Nevada Cattlemen’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen’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.
Market Facilitation Program funds available through USDA

NDA encourages farmers and dairies to apply for federal aid

(SPARKS, Nev.) – The United States Department of Agriculture (USDA) recently announced a Market Facilitation Program (MFP) to aid farmers and ranchers whose commodities have been directly impacted by foreign tariffs. The program, which is administered by the USDA Farm Service Agency (FSA), includes dairy production and certain feed crops, both of which are top commodities in Nevada.

“This new federal program makes funding available to Nevada producers that may not have been eligible for funding in the past – especially dairies and alfalfa farms, two of our largest agricultural industries,” Nevada Department of Agriculture (NDA) Director Jennifer Ott, said.

Applications may be submitted through Dec. 6, 2019. Per-acre non-specialty crop county payment rates, specialty crop payment rates, and livestock payment rates are all currently available on www.farmers.gov. The program provides payments ranging from $15 to $150 per acre to eligible producers of non-specialty crops (including alfalfa hay). Dairy production and feed crops like alfalfa hay are top exports in several Nevada counties, including: Churchill, Elko, Eureka, Humboldt, Lander, Lincoln, Lyon, Nye and White Pine Counties.

“The MFP is important for the continued economic development of our agriculture industry in Nevada,” Director Ott said. “In 2017*, Nevada agriculture production output totaled $916 million, and the value of agriculture commodities exported from Nevada was $699 million.”

More information about eligibility requirements, payment rates, specific commodities covered and how to apply are available through USDA at www.farmers.gov, or by contacting the Nevada State FSA office.

2017 production and export values by county*

**Churchill County**
- Total agriculture production output: $133 million
- Total exports: $148 million

**Elko County**
- Total agriculture production output: $118 million
- Total exports: $132 million

**Eureka County**
- Total agriculture production output: $32 million
- Total exports: $28 million

**Humboldt County**
- Total agriculture production output: $108 million
- Total exports: $98 million

**Lander County**
- Total agriculture production output: $21 million
- Total exports: $18 million

**Lincoln County**
- Total agriculture production output: $37 million
- Total exports: $32 million

**Lyon County**
- Total agriculture production output: $150 million
- Total exports: $166 million

**Nye County**
- Total agriculture production output: $53 million
- Total exports: $49 million

**White Pine County**
- Total agriculture production output: $37 million
- Total exports: $31 million

*Data provided from the 2019 Economic Analysis of the Food and Agriculture Sector in Nevada.
Buying, building, or making improvements, American AgCredit is your agricultural real estate expert with great rates, flexible terms, and unique solutions tailored to your unique needs.

Call 800.800.4865 today or visit AgLoan.com

A part of the Farm Credit System. Equal Opportunity Lender.
Public Lands Council Concludes 51st Annual Meeting

GREAT FALLS, Mont. (Sept. 28, 2019) – Following an appearance from U.S. Secretary of the Interior David Bernhardt, the Public Lands Council (PLC) concluded its Annual Meeting in Great Falls, Montana.

The sold-out meeting attracted greater than 200 industry leaders who traveled from across the West to partake in the event. Attendees heard from Bureau of Land Management (BLM) and Forest Service officials, as well as key figures from the western ranching community.

“This week is critical each year for our grassroots organization,” said Ethan Lane, executive director of the PLC. “Federal lands ranchers need a forum to come together to discuss the unique challenges we face and determine policy to guide the organization. This year we saw incredible engagement from our members, and it was an honor to host a number of high-ranking guests from our state and federal government like Interior Secretary David Bernhardt.”

Interior Secretary Bernhardt headlined the PLC Annual Banquet, addressing economic impacts to ranchers and the importance of grazing to land management in his remarks to the grassroots organization.

Other important guests included Montana legislators Rep. Llew Jones and Sen. Mike Lang, and South Dakota state Sen. Lance Russell.

“We have the attention of key voices in our nation’s capital. Now it’s time to get back to Washington D.C. and keep up our momentum as we advocate for commonsense regulations legislation that provide cattle and sheep producers the flexibility and certainty they deserve.”

The BLM presented individuals and organizations with industry awards during the organization’s meeting. Recipients included the Garfield County Conservation District, Weimer Ranches, and the Idaho Rangeland Resources Commission.

PLC also partnered with the Great Falls community to celebrate the western ranching culture. Attendees joined with Great Falls residents for a kick-off block party Wednesday evening and received access to the Return to Calgary: Charles M. Russell and the 1919 Victory Stampede exhibit at the C.M. Russell Museum later in the week. The PLC also worked with local caterers, printers, and venues to provide an economic boost to the community.

“The meeting was a success, and I’m looking forward to making progress for western ranchers in Washington, D.C., and reporting on that progress next year in Oregon.”

Special Feeder Cattle Sale

Saturday, October 26 at 11:00 AM

AND

Saturday, December 7 at 11:00 AM

JEROME, IDAHO

Choice Cattle Only
—No Dairy or Dairy Cross—

Call for consignment information

PRODUCERS

PRODUCERS LIVESTOCK MARKETING ASSOCIATION

Dan Schiffer: 209-539-4933 • Steve Taylor: 208-358-2930

Office: 208-324-4345

Nevada Water Solutions LLC

Water Rights / Resource Permitting Expertise

Thomas K. Gallagher, PE
775-825-1653 / FAX 775-825-1683

333 Flint Street / Reno, NV 89501
tomg@nevadawatersolutions.com

Over 31 years of experience with the Nevada State Engineer’s Office

ANTELOPE PEAK RANCH

5300 Deeded acres with over 580 acres irrigated with 5 pivots

• 3 homes
• Adjacent BLM permits

• 1 Landowner Elk Tag
• Good 400 GPM spring.

Bottari & Associates Realty
Paul Bottari • 775-752-0952
Broker, Realtor, ALC, GRI Accredited Land Consultant

—Submitted Photo

Bottari & Associates Realty
Paul Bottari • 775-752-0952
Broker, Realtor, ALC, GRI Accredited Land Consultant

—Submitted Photo
Checking in on Your Beef Checkoff

Consumers today have an increased interest in how cattle are raised when making food purchasing decisions. The good news for Nevada beef producers is that market research shows that consumers trust cattle producers, even if they don’t exactly know the “why” of what ranchers do in terms of animal care. That’s why it’s so important for today’s cattlemen and women feel confident in sharing their stories.

In August, top beef advocates from California and Nevada came together for two days of training and development to accomplish just that. The training, made possible by the California and Nevada beef councils and the national Beef Checkoff, was intended to help further hone the skills of those who are passionate about sharing the beef community’s story with broad audiences. The workshop included spokesperson and media interview training, social media training, information about beef’s nutritional profile, how to handle tough conversations, and more.

To qualify to apply for the training, attendees had to be graduates of the Masters of Beef Advocacy (MBA) program, and demonstrate why they wanted to expand on their knowledge of sharing their message through a variety of ways. The attendees included several ranchers and beef producers, some of whom already have strong social media influence.

One of the participants, Jessica Anderson, runs a cow-calf operation with her husband in western Nevada. In addition to ranch life, Jessica is a program education for Cooperative Extension and former ag teacher. She chronicles her ranching experience on the blog Confessions From the 2A Ranch Wife, and feels sharing the industry’s story is an important role for producers.

“We have to share our story,” notes Anderson. “People want to know where their food comes from and how it is raised, now more than ever. I think this is a good thing. It is a way to show what we do and the love and pride that goes into it. It helps people who are removed from the ranch and farm life have a better understanding of and compassion for the challenges we face.”

The MBA program was created a decade ago to help close the gap between pasture and plate by engaging beef industry advocates and equipping them to effectively communicate with consumers. The program recently achieved a milestone of 15,000 graduates, making it one of the strongest beef advocacy efforts in the industry. Each year, advocates reach tens of millions of consumers as a result of their advocacy efforts.

“Participation in the MBA program is open to anyone,” says Ryan Goodman, director of grassroots advocacy and spokesperson development for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “This includes everyone from those working in the beef industry to consumers interested in helping others learn more about beef and how cattle are raised.”

To become an MBA graduate, a series of self-directed online lessons must be completed. Those lessons explore the beef lifecycle and answer questions consumers commonly ask about beef production. Once the lessons have been completed, advocates use their boosted knowledge and communication tools to conduct their own outreach. Advocates then continue to engage with the program through monthly advocacy newsletters and an exclusive Facebook community where updates are provided on the latest consumer trends and beef research.

If you’re interested in further enhancing your advocacy skills, be sure to visit BeefItsWhatsForDinner.com and search “MBA”. In addition to the training itself, there is an MBA classroom kit, ideal for ag teachers interested in incorporating more beef industry information into their curriculum.
Thank You

Platinum Sponsors

Gold Sponsors

Silver Sponsors

Trade Show Exhibitors

- American AgCredit
- Boss Tanks, Inc.
- College of Agriculture, Biotechnology & Natural Resources, UNR
- D & S Designs
- Douglas County Extension, UNR-IAMResponsible Program
- Intermountain Farmer’s Assoc.
- Kirby Mfg. Inc.
- Knipe Land Company
- Laird Mfg.
- Liphatec Inc.
- Mineral County Cooperative Extension
- Multimin USA, Inc.
- Nevada Department of Wildlife
- Powder River
- Scales NW LLC
- Scales Unlimited, Inc.
- Simplot
- Snyder’s Pinenut Livestock Supply
- Sweet Pro Northwest by the Rising B
- U.S. Fish & Wildlife Service
- U.S.D.A. Farm Service Agency
- USDA-APHIS Wildlife Services
- WSR Insurance
- Zoetis