NCA Happenings

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 answer 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. As always, top government and industry officials will be on hand to participate in the discussions and answer questions.

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.

More details about the convention and the tentative schedule are on pages 5 and 7 of this issue of Sage Signals.

The Nevada Cattlemen’s Association would like to thank the sponsors and exhibitors for helping make our event a success. We look forward to seeing you all at convention!

54th Annual Fallon All Breeds Bull Sale

The Fallon All Breeds Bull Sale Consignment Deadline is Approaching

It is that time of year again for our Fallon All Breeds Bull Sale (FBS). This year we are celebrating our 54th Anniversary of gathering in Fallon, Nevada for this traditional sale! Our sale will be held February 15, 2020 at the Fallon Livestock LLC. at 11:00 a.m. This is an important reminder that the deadline to consign bulls, advertise in the FBS Catalog, and reserve an exhibit space is December 1, 2019.

For the past 54 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 Nevada Cattlemen’s Association would like to thank the many dedicated consigners 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.

If you have questions regarding the sale or would like a copy of an entry form please see the Nevada Cattlemen’s Association web page www.nevadacattlemen.org or contact the NCA office at 775-738-9214.
We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between September 24 and October 23, 2019.

(New members are in bold.)
Hello Friends,

My sincere hope you are all having a great fall. It is a rewarding time of the year and a time to enjoy the fruit of the harvest. We all deal with many challenges throughout the year, so it is so satisfying to see the results of our toil.

The Nevada Cattlemen’s Association is still in the planting process of many seeds we hope will produce a good result for membership and our industry. We have been engaged in issues that include Fake Meat, Trade, Grazing Regulation Rewriting, Fire, Lahontan Cutthroat Trout Recovery Plans, Nevada Dept. of Agriculture Activities, Water Rights, Access Across Private Property, and many, many more items that our businesses deal with daily.

Most of the things that pertain to ranching and farming in Nevada and the west will be addressed and discussed at our annual Nevada Cattlemen’s Convention in Elko on November 20-23rd. Please come join us for an educational opportunity and a good time. Your input is so very important to the direction of our industry and way of life.

This is the last time I will have the opportunity to write this article as I will be retiring on November 22nd as your President. Feel very good that incoming President Tom Barnes and his fellow leadership team of Jon Griggs and Hanes Holman will do an excellent job for us all. We also have very capable people nominated to fill the 2nd Vice-President position. It has been a very humbling responsibility to represent the most wonderful people in the world as your President. I have been ever so fortunate to have had the greatest leadership team as my partners in many challenges, thank you is inadequate to express my appreciation to you all. Thank you to our office staff for all you have done for me and our membership.

In closing, I want to thank my family and our staff led by my brother Pete for allowing me to serve as NCA President. Your contribution to our association is huge. Most of all friends, thank you to each and every one of you who help make our industry and this world a better place.

May God Bless You!

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— On display at this year’s Nevada Cattlemen’s Association Convention —
November 20-23, 2019 in Elko, Nevada

Built Specifically for the Nevada Cowman
• 1/2 top construction for easy loading of a mother cow & calf
• 4 foot walk-in tack room
• Ready to head off to the next ranch hand rodeo

SPECIALLY PRICED AT A CONSIDERABLE DISCOUNT DURING THE CONVENTION
Part of the profits will go to the NCA for all the work they do to protect our industry!

DAVY STIX: 775-741-7849 • FALLON, NEVADA • TOMMY LEE: 775-741-4523
First General Session: *CattleFax*

Featuring Tanner Aherin, CattleFax Analyst

Tanner Aherin grew up in northwest Kansas, where he was involved in the commercial cow-calf sector and remains active in the seed-stock cattle business.

Tanner attended Highland Community College in northeast Kansas on a football scholarship, where he received his Associates degree before transferring to Kansas State University.

Tanner earned his bachelor's degree in the spring of 2017 and a Masters degree in the summer of 2018 in Agricultural Economics. His research focused on risk management in the cattle markets with an emphasis on cash settlement in the futures complex. While at Kansas State, he was a member of the Reserve National Champion Livestock Judging Team and was also a fellow of the KSU Center for Risk Management Education and Research.

Tanner joined CattleFax in August 2018 as an analyst. His primary responsibilities include research and analysis for all sectors of the cattle industry and the poultry markets. Tanner also covers cow-calf and stocker members in the southeast.

Second General Session: *Marketing Your Cattle*

Join us for a very informative and educational session on marketing your cattle. There will be 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 an open dialogue to have discussions, questions, and answers about marketing your cattle.

Annual Awards Banquet

At our Annual Awards Banquet this year’s recipients for the President’s Award, Allied Industry Award, Teacher of the Year Award, Hall of Honor Award, and the 2019 Cattleman of the Year Award will be announced.

Inspirational Breakfast

Featuring Keynote Speaker Ethan Lane

Ethan Lane, former Public Lands Council Executive Director and current National Cattlemen’s Beef Association Vice President of Government Affairs. 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.

Before 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.

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.

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 9:00 a.m. – 7:00 p.m. and Friday from 9:00 a.m. – 6:00 p.m.
FALLON All Breeds’ BULL SALE

SATURDAY, FEBRUARY 15, 2020

Fallon Livestock, LLC
Fallon, Nevada

Fallon, Nevada

Sale at
11:00 AM

Sifting
Feb. 14

Consignment Deadline
December 1, 2019

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
**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 — site 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 PM  
Cattlemen’s College – DC Issues Update from NCBA

2:00 – 3:30 PM  
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

**Hotel Accommodations**

**Red Lion Hotel & Casino**

2065 Idaho Street, Elko, NV 89801  
775-738-2111

Two Queen Room Rate: $79.00 plus 14% occupancy tax  
Code: Nevada Cattlemen’s Association

**Hilton Garden Inn**

3650 East Idaho Street, Elko, Nevada 89801  
775-777-1200

Room Rate: $99 plus 14% occupancy tax  
Code: Nevada Cattlemen’s Association

**Best Western Elko**

1930 Idaho Street, Elko, NV 89801  
775-738-8787

Room Rate: $80 plus tax — Complimentary Hot Breakfast included  
Code: Nevada Cattlemen’s Association

**Shilo Inn Suites Hotel**

2401 Mountain City Hwy Elko, NV 89801  
775-738-5522

Room Rate: $64.00 + 14% occupancy tax — Breakfast coupon for Denny’s Restaurant included.  
Code: Nevada Cattlemen’s Association

**Ledgestone Hotel**

2585 E. Jennings Way, Elko, NV 89801  
775-738-2200 •  www.ledgestonehotel.com

Room Rate: $59 single, $69 double  
Discount Code: NCA

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Society for Range Management- Winter Meeting-Emerging Technologies- For both Ranchers and Agencies

Friday, Dec 13
9:00 AM

Come join us to learn about various technological tools that can help you make better land management decisions. This workshop will include information about various levels of technology so that there will be something for everyone. All are welcome; producers, agency employees and others. Learn to use the tools that will help us all speak the same language.

Each presenter will give a 20-30-minute overview of an emerging technology. After lunch, each participant will choose a break-out session where small groups will have the opportunity to apply the tool of their choice in an instructional setting. Real hands-on application of these technologies can be used to create maps of any information to help you make better management decisions.

Presentations and Presenters

Google Earth as a tool for ranchers - Jon Griggs, Maggie Creek Ranch
Google Earth is a relatively easy and free way for ranchers to map their ranch. Fences, weed treatments, production records, burned areas, future improvements and pasture monitoring are just a few of the things you can keep track of with Google Earth. And did we mention it’s free?

Web Soil Survey - Paul Meiman, UNR Cooperative Extension, Elko
Come learn how to begin using the Web Soil Survey to help you remotely identify characteristics of soils and rangeland plant communities on the land you manage. With this (and some time to consolidate data), you can build useful custom maps and reports of soils, plant community information, forage production, and more.

Land PKS (Land Potential Knowledge System) - Patti Novak, NRCS
A free mobile phone app connected to global databases, models, and cloud based storage. Land PKS is a system for storing and accessing user data, as well as providing access to knowledge that can inform sustainable land management

Rangeland Analysis Platform- Thad Heater, NRCS
The Rangeland Analysis Platform is an innovative online mapping tool that can be used by anyone. Learn more about how this free tool provides quick landscape scale snapshots of rangeland vegetation allowing users to easily compare trends in rangeland resources through time. The tool allows users to track yearly changes in cover for annuals, perennials, shrubs, trees, and bare ground dating back to 1984.

Climate Engine - Dan McEvoy, Desert Research Institute
Climate Engine uses Google’s Earth Engine for on-demand processing of satellite and climate data via a web browser. With the tool you can analyze and interact with climate and earth observations for decision support related to drought, water use, agriculture, wildfire, and ecology.

Lunch will be provided
Registration $50
Producer discount. Registration is $20
Followed by dinner at the Star $35

RSVP to Dave Voth
(775) 430-2047
davemvoth@gmail.com
UPCOMING SALE

WEDNESDAY

DECEMBER 4TH

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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!
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.
NCA News

17th Annual Silver State Classic Calf and Yearling Sale

Fallon Livestock LLC and Nevada Cattlemen's Association are pleased to announce the 17th Annual Silver State Classic Calf and Yearling Sale on Saturday, December 14, 2019 at 12:00 p.m.

Ranchers, we invite you to consign your cattle to this special sale, sponsored by the Nevada Cattlemen's Association (NCA), in conjunction with Fallon Livestock, LLC. Fallon Livestock, LLC gives a portion of the commission back to the NCA for each head consigned. Last year, Fallon Livestock, LLC donated over $6,000 back to the NCA.

This is an Open Consignment Sale. We will have strong buyer representation again this year, and there will be competitive bidding on all classes of cattle.

Consignment forms are available at the Nevada Cattlemen's Association or the Fallon Livestock, LLC by calling 775-867-2020 and requesting one. They may be returned to us via mail (2055 Trento Lane, Fallon, NV 89406) or fax (775) 867-2021 or Email - fallonlivestock@gmail.com.

As always, the buyers want to know about your livestock. Please take the time to fill out a consignment form regarding your herd health programs and genetic backgrounds so that we can put this information in the sale catalog at sale time. It makes a big difference in the value of your livestock.

Please have your heifer calves bangs vaccinated prior to the sale. They will be vaccinated here if necessary.

Cattle may be taken to Fallon Livestock, LLC on Wednesday, Thursday, or Friday before the sale at no extra charge (only feed). Cattle must be at Fallon Livestock, LLC prior to 9:00 AM on December 14th.

The yard crew is trained in beef quality handling practices where they will size, sort, and class your livestock so buyers will bid and buy your livestock at full market value. Your livestock will be on feed and water up until the time of sale, keeping shrinkage at a minimum.

Contact us to see what programs we offer to keep you in business during good and bad times! Serving all Western states.

Jimm Vann
Jimv@wrins.com
(530) 218-3379

Bobby Alexander
Bobby@wrins.com
(541) 419-6482

Casey Awbrey
caseya@wrins.com
(530) 228-4101

Quinn Briggs
quinnb@wrins.com
(775) 304-3090

Matt Griffith
matt@wrins.com
(530) 570-3333

Dugan Kelly
dungan@wrins.com
(805) 459-1941

Casey Ladder
caseyla@wrins.com
(541) 281-4722

Shayne Myers
shaynem@wrins.com
(530) 267-6281

Stephanie Myers
stephanie@wrins.com
(530) 267-6282

Tanner Patzke
tanner@wrins.com
(541) 810-2957

Sid Sporer
sids@wrins.com
(307) 272-9874
New Beef Industry Long Range Plan Task Force Begins Year-Long Process

CENTENNIAL, CO (Oct. 21, 2019) – The long-range strategic planning process for the beef industry is underway, a process that takes months to coordinate and pulls together key leaders from all over the country representing different sectors of the beef business.

THE BEEF INDUSTRY LONG RANGE PLAN

Updated every five years, the Beef Industry Long Range Plan is the standard by which the beef industry focuses on one strategic direction, identifying key areas to advance beef demand.

Since 1995, industry leaders have gathered to develop an aligned, comprehensive plan with the goal of increasing consumer demand for beef. These leaders are brought together to study and compile major areas of opportunity facing beef for the next five years. The current plan, in place since 2016, focuses on increasing beef demand in four key areas:
- Driving growth in beef exports
- Protecting and enhancing the business and political climate for beef
- Growing consumer trust in beef and beef production
- Promoting and strengthening beef’s value proposition

The newly appointed committee will begin convening over the next several months and will consider all aspects of the industry from production trends, economic factors, foreign markets, consumer trends, and the competitive climate.

The group will evaluate the current plan and determine, based on industry trends and insights, where the industry should maintain and/or shift focus over the next five years.

THE 2020 BEEF INDUSTRY LONG RANGE PLAN TASK FORCE

The new plan, which will be effective from 2021 through 2025, will be developed by a group of leaders representing key beef segments from across the industry. This Long Range Plan Task Force will be led by Kim Brackett, owner/operator of Brackett Ranches, a cow-calf and stocker operation in Idaho. “Having helped develop our current long-range plan, I was encouraged with how it has been embraced by the industry, especially by Checkoff committees,” said Brackett. “Our new plan will be researched and fashioned with as much care, and I’m sure be received with as much enthusiasm.”

The balance of the task force includes individuals devoted to ensuring the long-term success of the beef industry.

- Keith Belk, Department Head of Animal Science, Colorado State University (Fort Collins, CO)
- Tim Brady, Director of Risk Management at Agri Beef packing (Boise, ID)
- Donnell Brown, Owner/Manager of R.A. Brown Ranch (Throckmorton, TX)
- John Butler, CEO the Beef Marketing Group, feeder (Manhattan, KS)
- Paul Defoor, Co-CEO at Cactus Feeders, Inc. (Amarillo, TX)
- Joe Goggins, Auction Market/Seedstock (Billings, MT)
- Ken Griner, President of Usher Land & Timber, Inc., cow/calf and seedstock (Chiefland, FL)
- Mary Kraft, Dairy Owner/Operator (Fort Morgan, CO)
- Jon Lowe, Sr. VP, Cattle & Equine Business, Zoetis animal health (Parsippany, NJ)
- Dean Meyer, Farmer/Feeder (Rock Rapids, IA)
- William Rishel, Rishel Ranch, seedstock (Lincoln, NE)
- Suzy Strassburger, President, Strassburger Steaks, LLC, a specialty meat purveyor (Carlstadt, NJ)
- Jerry Wulf, Partner/Advisor Wulf Cattle, seedstock (Hancock, MN)

HOW THE BEEF INDUSTRY LONG RANGE PLAN IS USED

The Beef Checkoff, its committees, and contracting organizations, use the Long Range Plan as their guidebook. All funding decisions and focus areas of Checkoff projects and programs, by design, must follow the key areas outlined in the plan that align with Checkoff budget categories: promotion, research, consumer information, industry information, producer communication and foreign marketing. To ensure this focus, each year Checkoff committees continue to renew their alignment by identifying key plan initiatives as their priorities. Checkoff contractors take this direction and develop Checkoff-funded programs in support of those priorities.

The coordination of these meetings and processes is handled operationally through a joint effort between the Cattlemen’s Beef Board and the National Cattlemen’s Beef Association. The task force will analyze its research and findings over the next months, with a goal of presenting the new plan to Cattlemen’s Beef Board members and National Cattlemen’s Beef Association Board of Directors for approval at the industry’s annual business meeting in Denver the week of July 27, 2020.

Visit DrivingDemandForBeef.com to read the current full and abbreviated versions of the Beef Industry Long Range Plan.
POLICY UPDATE

CATTLEMAN APPLAUD INTRODUCTION OF REAL MEAT ACT OF 2019 — NCBA applauded the bipartisan introduction of the Real MEAT (Marketing Edible Artificials Truthfully) Act of 2019 by U.S. Reps. Roger Marshall (R - 1st Dist., Kansas) and Anthony Brindisi (D - 22nd Dist., N.Y.)

“A growing number of fake meat products are clearly trying to mislead consumers about what they're trying to get them to buy,” said NCBA President and Tennessee cattlerwoman Jennifer Houston. “Consumers need to be protected from deceptive marketing practices, and cattle producers need to be able to compete on a fair, level playing field. We want to thank Congressmen Brindisi and Marshall for leading the way on this very important issue.”

APPROVAL OF CFTC REAUTHORIZATION BILL — NCBA Manager of Legislative Affairs and Market Regulatory Policy Darryl Blakey released the following statement in response to the U.S. House Agriculture Committee’s approval of legislation reauthorizing the Commodity Futures Trading Commission (CFTC).

“We’re pleased to see that the House Committee on Agriculture took the first step towards getting the U.S. CFTC reauthorized. The committee leadership has come together to move this legislation forward in a bipartisan fashion and having this approach has allowed all parties to be honest in their negotiations to build a constructive and sound legislative product that can equip the Commission for the markets our members face today.”

BEEF LABELING PRACTICES — NCBA Vice President, Government Affairs, Ethan Lane released the following statement in response to a letter from U.S. Sens. John Thune (S.D.) and Mike Rounds (S.D.) regarding beef labeling practices:

“NCBA understands that the practices alleged in the letter from Senator Rounds and Senator Thune are a concern to cattle producers and we share a commitment to clear and truthful labeling. In August, in response to a proposal brought forward by our grassroots members, NCBA formed a working group to examine the prevalence of the alleged mislabeling practices. We are in the process of gathering information related to current industry labeling practices so we can fully understand the scope of the issue as we identify solutions that work for the industry.”

CHECKOFF UPDATE

NCBA AT THE FOOD AND NUTRITION CONFERENCE AND EXPO — NCBA’s nutrition team, a contractor to the beef checkoff, attended the Food and Nutrition Conference and Expo (FNCE) at the end of October, a meeting that draws more than 10,000 registered dietician, nutritionists, nutrition science researchers, policy makers, health-care providers and industry leaders. As part of NCBA’s involvement at FNCE, the team hosted an educational event, Building Healthy, Sustainable Plates with Beef, for 20 influential registered dietitians to provide beef nutrition education, drive evidence-based recommendations and foster existing/strengthen new relationships.

Shalene McNeill, Ph.D, RD presented on the role that beef plays in healthy, sustainable diets and then moderated an expert panel to provide perspective on the environmental impact of animal agriculture and food waste.
WHY SHOULD YOU INVEST IN THE PUBLIC LANDS COUNCIL?

PLC is the only organization in Washington, D.C., solely representing the 22,000 ranchers who operate on public lands. PLC’s lobbying efforts are funded by public lands ranchers like you. Your voice and contribution ensure the rich heritage of ranching can continue on public land in the West. PLC’s accomplishments speak to the great work being done and opportunities for future success.

PLC is constantly engaged in the public lands conversation, battling false claims and misleading propaganda from extremist groups with budgets significantly larger than our own—and doing it more efficiently than any of them. Your PLC dues are an investment into the future of the ranching industry.

WE ARE LISTENING.

We are talking to ranchers like you to ensure we communicate the correct message to the federal government - like this Fall when we coordinated for Secretary of the Interior David Bernhardt to speak to ranchers at our Annual Meeting.

Our most recent efforts allowed decision makers to:

- Delist the gray wolf
- Implement modern rules for the Endangered Species Act
- Chart a path forward to manage feral horses
- Recognize need to delist the grizzly bear

NATIONAL PLC OFFICERS

Bob Skinner, President | OR
Niels Hansen, Vice-President | WY
Mark Roeber, Secretary | CO
Brenda Richards, Treasurer | ID
Dave Eliason, Immediate Past President | UT

1275 PENNSYLVANIA AVE. NW, SUITE 801, WASHINGTON D.C. | 202-879-9135 | WWW.PUBLICLANDSCOUNCIL.ORG
New Campaign Sheds Light on Beef Animal Care Standards

The Beef Quality Assurance program sets standards across beef industry, leading to safe, high-quality beef

Consumers will soon learn about the steps beef farmers and ranchers take to care for their animals and to produce high quality beef in a new promotion and advertising campaign about the Beef Quality Assurance (BQA) program. BQA trains farmers and ranchers on best practices and cattle management techniques to ensure their animals and the environment are cared for within a standard set of guidelines. The program began 30 years ago, and today more than 85 percent of beef produced in the U.S. comes from a farmer or rancher who has been BQA certified.

The producer-facing BQA program will now be introduced to consumers via a campaign designed to meet their desire to learn more about how beef is produced. The integrated marketing and communication campaign includes a new video from Beef. It’s What’s for Dinner. bringing the BQA program to life by highlighting how cattle farmers and ranchers across the country raise cattle under BQA guidelines. The video will be used in marketing efforts and is available to consumers on the new BQA section of BeefIt’sWhatsForDinner.com.

Consumers will also be able to learn more about BQA through interactive “BQ&A” Instagram stories addressing common questions about how cattle are raised. The video, website and social activations provide consumers with an overview of the BQA program and the ongoing commitment of cattle farmers and ranchers to caring for their animals and providing the safest and highest quality beef possible.

“According to market research, the majority of consumers say they consider how and where their food is raised when making a meal decision,” said Josh White, executive director of Producer Education at the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “The BQA program offers consumers assurance that there are consistent animal care standards in place across the beef industry. BQA exemplifies what beef farmers and ranchers have always cared about – a commitment to caring for their animals and providing families with the safest and highest-quality beef possible, and we look forward to introducing this important program to consumers.”

The foundation of BQA is a set of educational resources promoting animal care practices that are based in science and align with governmental regulations. These resources are reviewed by an expert advisory group consisting of farmers and ranchers, veterinarians and animal scientists who meet quarterly to evaluate the program, discuss trending topics, review the latest research and make recommended changes or updates, as needed.

The BQA program specifically addresses and provides training in the following areas, among others:
- Cattle handling
- Cattle health
- Cattle nutrition
- Cattle transportation

“With the vast majority of the beef supply in the U.S. today coming from a BQA certified farmer or rancher, and many packing plants and restaurant chains setting BQA requirements, consumers should have the utmost confidence in the beef they consume and purchase both at restaurants and supermarkets,” White added.

Cattle farmers and ranchers can become BQA certified by either attending a classroom course taught by a network of hundreds of state BQA coordinators and trainers or by completing a series of robust online courses. Certification is good for three years, after which time farmers and ranchers must become re-certified to ensure they have the most up-to-date information and are trained on the latest BQA guidelines.

Not only does the BQA program provide guidelines for proper animal care and welfare, these management guidelines also result in the production of higher quality beef. In fact, the beef industry is producing more high-quality beef today than ever before, with more than 80 percent of beef grading the highest available USDA quality grades of Prime or Choice.

For more information about the BQA program and the high-quality beef produced today by U.S. cattle farmers and ranchers, visit BeefIt’sWhatsForDinner.com.
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