We are getting closer to the 54th Annual Fallon All Breeds Bull Sale! Our sale will be held Saturday, February 15, 2020 at the Fallon Livestock, LLC. at 11:00 a.m.

We have an abundant amount of bulls this year totaling 123 bulls. All bull entries are subjected to be sifted and graded Friday, February 14, 2020 at 7:30 a.m. Please contact the office if you have questions regarding the health requirements for the sale.

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 NCA invites not only the breeders and the buyers but the participation of all. We are accepting applications for Trade Show Exhibits, information and can be found, on page 13, online at www.nevadacattlemen.org, or at the NCA office.

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

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

Successful Convention Held in Elko, NV

Kaley (Sproul) Chapin, NCA Executive Director

On November 20-23, 2019 NCA members and affiliates joined together from across the state to participate in the 84th Annual Nevada Cattlemen’s Association (NCA) Convention held at the Elko Convention Center in Elko, Nevada. If you attended, I am sure you would agree that it was a great way to be updated on current issues affecting our industry, attain new contacts and enjoy good company that shares similar views. This joint convention brought together Cattlemen, CattleWomen, and Woolgrowers from across the state.

Throughout the convention, committee meetings took place to discuss issues of importance and to establish policy. Various educational, informative and inspirational sessions were held to benefit attendees, these sessions included an update from CattleFax and a session on Marketing Your Cattle. At this session, a panel of professionals came to give an overview of their operations and what they look for when they buy cattle. During the Inspirational breakfast, Ethan Lane, NCBA Vice President of Government Affairs, gave an update of things happening in Washington D.C. and what the NCBA is doing on our behalf and what issues are in the foreseeable future.

The Association trade show was filled this year with great businesses and agencies that support and enhance our industry. The association would like to thank the following trade show participants: American AgCredit, American National Insurance, Boehringer-Ingelheim, Boss Tanks, Inc., College of Agriculture, Biotechnology & Natural Resources, UNR, D & S Designs, Douglas County Extension,
NCA Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between October 24 and December 20, 2019. (New members are in bold.)

- David & Susan Abel
- Adobe Insurance Group, John Byers
- All American Hay, LLC, Paige Marie Poulos
- American National Insurance, Lisa Carter
- Congressman Mark Amodei
- Kylie Amos
- Robert Baldwin
- Mitch Basanez
- Bell Ranch, Woodie & Lila Bell, Dan & Theresa Bell
- Big R Stores
- James Bayor & Traci Bracco
- Broken Circle Cattle Co., Travis Meyers
- Cannon Ranch LLC, Michael Cannon
- C. Rex & Alice Cleary, Range Consultant
- Cline Livestock Co., Adam Cline
- Cockrell 4L Cattle Co., Betty Cockrell
- Camanchea Cattle Co., Les Guilford
- Copper Hills Ranch, Donna Stillfield
- Cross 7 Livestock LLC, J.J. Goicoechea
- D/4 Enterprises, Steve Medlin
- Diamond Cattle Co. LLC, Mark & Martin Etchewerry
- Diamond M Ranch, Manny & Ramona Oros
- DuFurrena Bros. Cattle, Tim Dufurrena
- Ebert Ranch, Mitch & Rhonda Heguy
- Joe A. Heguy
- Doug Hernandez
- Tamra Herschbach
- Hodges Transportation Inc., Henry Hodges
- JHC Land & Cattle LLC
- Lane Johnson
- Johnson Livestock, Buck & Janet Johnson
- Kamtec Inc., Matt Torley
- King Ranch, Jeannie King
- L J Livestock LLC, Georgia Black
- M W I Animal Health, Tim Harberd
- Neil McQueary
- MedX AirOne, Joel Hochhalter
- Millett Ranch, George E. Manley
- Modoc Cattleman’s
- Nevada Department of Agriculture, Doug Farris
- Owl Creek Ranch, Mike & Melinda Sarman
- Flying T Ranch, Tom & Valina Connolly
- Susan & Mark Fowler
- Frost Quarter Horses Inc., Karl Baker
- R N Fulstone Company, Steve Fulstone
- Gallagher Ford, Mike & Tana Gallagher
- Brent Glaser
- Maggie Creek Ranch, Mackie Griggs
- James Grund
- Park Livestock Company, David Park, Bruce Park
- Park Ranch, David Park
- Pine Forest Land & Stock Co., Mike Montero
- Rafter Down A Ranch, C. Ralph Allen
- Rahilly Cattle Co., Brian Rahilly
- Floyd Ruthbun, Certified Range Mgmt. Consultant
- Tony & Brenda Richards
- Rockin’ 13, Bruce & Pam Jensen
- Rockin’ T D Ranch, Anthony Stobiecki
- Dave & Jane Secrist
- Simplot Western Stockmen’s, Ramona Ridley
- Chuck Slavin
- Smiley Ranch, James & Edward Smiley, Tracie Smiley Fitzgerald
- Gary Snow Livestock & Grain, Gary Snow
- Justin Snow
- Spicer Ranch, Brad L. Hunt
- Gabe Spratling
- Ian Spratling
- Isaak Spratling
- Quaid Spratling
- Spratling Ranch, Boyd & Audrey
- Spratling, Blake & Sarah Spratling
- Craig & Jean Spratling
- Starr View Ranch, Carol & Dick Wachtel
- Steiner Ranching, Rex Steiner
- Mike & Barb Stremler
- Synergy Resource Solutions, Inc., Jack Alexander
- Julian Tomera Ranches, Inc. Battle Mtn. Div., Pete, Lynn, Paul, Paula, Dan, & Courtney Tomera
- Total Scale Service
- U. C. Cattle Co., LLC, Hank & Judy Kershner
- University of Nevada Cooperative Extension, Ivory Liles
- Western Video Market, Brad Peak
- Western Video Market, Ellington Peak
- The Wheeler Ranch, Frank Wheeler
- Witte Shorthorns, Herman Witte
- Daniel Wolf
- James J. Wright Ranch Inc., J.J. & Glynis Wright
- James J. Wright Ranch, Jason Wright
- ZZ and 30 Ranch, Mike & Steve Capurro
- First National Bank of Ely, John Gianoli
- Greensburg Ranch
- Fanshaw Ranch
- Labott Ranch
- Killough Ranch
- Jameson Ranch
- Kendall Ranch
- Keen Ranch
- Hepburn Ranch
- Helvat Ranch
- Hendersen Ranch
- Gelidion Ranch
- Gamber Ranch
- Gordon Ranch
- Foster Ranch
- Flowes Ranch
- Dufurrena Ranch
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- C. Rex & Alice Cleary, Range Consultant
- Canon...
Happy New Year! I hope everyone enjoyed a blessed holiday season with family and friends. I’ve never been one to make New Year’s resolutions but it is a good time to reflect back on the past year and make plans for the year ahead.

As an industry, we always seem to be a “next year” kind of group. “The market wasn’t too good this year but next year…” “Sure was dry this year, next year will be better!” So once again, we start the New Year with hope and optimism and we will see how it goes.

The NCA wrapped up a busy year with another successful convention. Thank you to all our booth and trade show participants for your support and attendance. Our committee meetings were very well attended with a lot of constructive discussion. The marketing session seemed to be a highlight for many.

At this year’s awards banquet, we recognized a number of individuals for their support, service and dedication to our industry. I did hear a comment from a convention attendee not directly connected to NCA that there sure was a lack of younger cattlemen. It is an issue we’ve discussed for many years with no real solution. We are fortunate to have a pool of younger, smart and talented individuals in our state who could be a real asset to our association. We all need to encourage the younger generations to be involved and engaged. We need them for the future and will be stronger if they join us now.

The NCA New Year is always busy and starts with the NCBA National Convention in San Antonio. Nevada will be well represented at this national meeting. We are fortunate to have representation on both the NCBA executive committee through Joe Guild and the NCBA Public Lands Committee through JJ Goicoechea. It is always a great event if you are able to attend.

Don’t forget to mark your calendars for the Fallon Bull sale in February. This is a primary fund raiser for the NCA and is always well supported. Our spring board meeting will be held that Friday and I encourage all board members to attend.

If you are a fan of New Year’s resolutions, here are a few to consider:

- Recruit new members
- Be more involved in our association
- Educate yourself on current issues
- Be part of the solution

I wish you all a happy, healthy and prosperous New Year!

Fallon Livestock, LLC

Selling all classes of livestock:

- CATTLE
- HORSES
- SHEEP
- GOATS
- PIGS

Every Tuesday at 11:00 a.m.

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

Fallon Livestock, LLC

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Tommy Lee, Owner

(775) 867-2020 • (775) 741-4523
## Thank You

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- Western Video Market

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**Trade Show Exhibitors**

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- Boehringer-Ingelheim
- Boss Tanks, Inc.
- College of Agriculture, Biotechnology & Natural Resources, UNR
- D & S Designs
- Douglas County Extension, UNR-IA2mRTeponsible Program
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- Mineral County Cooperative Extension
- Multimin USA, Inc.
- MWI Animal Health
- National Cattlemen’s Beef Association
- Nevada Department of Agriculture
- Nevada Department of Wildlife
- Powder River
- Pro Group Management
- S & L Trailers
- Scales NW LLC
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- Scoular
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- Snyder’s Pinenut Livestock Supply
- Sweet Pro Northwest by the Rising B
- The Nevada Rancher
- U.S. Fish & Wildlife Service
- U.S.D.A. Farm Service Agency
- USDA Agricultural Statistics
- USDA-APHIS Wildlife Services
- WSR Insurance
- Y 2 Consultants
- Zoetis

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See You Next Year!

Thank you again for your continued support of the association and industry.

The Nevada Cattlemen’s Association would like to thank the committee chairs for their dedication and hard work in putting on the committee meetings. Preparation not only consists of reviewing retiring policy resolutions, but it also includes presenting relevant information that pertains to the committee in which they are representing. Four committees held meetings at this year’s convention: Public Lands, Research & Education, Private Lands, Wildlife & Environmental Management, Legislative Affairs, and Animal Health & Livestock Issues. Along with reviewing and changing policy the lineup of speakers presenting at the committee meetings were very influential. These speakers were either NCA members or partners of the NCA working to achieve one goal, maintaining a successful Nevada Livestock Industry.

The Nevada Cattlemen’s Association would also like to thank our generous sponsors for making this convention a success: Snyder’s Pinenut Livestock Supply, MedX AirOne, Western Video Market, Alltech, Y2 Consultants, Nevada Section Society for Range Management, Eide Bailly, WSR Insurance, Boehringer-Ingelheim, Utah Wool Marketing & McMullen McPhee & Company, Nevada Ag Foundation, American AgCredit, Resource Concepts, Inc., AgriBeef/Performix Nutrition, Pro Group Management, Nevada Gold Mines, S & L Trailers LLC, Snyder’s Pinenut Livestock Supply, Elanco, Laird Mfg., Western Video Market, American National Insurance. We encourage you to visit these businesses and thank them for their continued support of NCA and our industry.

We thank everyone who attended our convention and helped to make it another successful year. We look forward to working with each and every one of you throughout the year, and please feel free to contact the NCA office at 775-738-9214 with any suggestions, comments or concerns to help make next year’s convention just as successful if not better!
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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**
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- OWNERSHIP TRANSFER
- WATER RIGHT LITIGATION SUPPORT

**www.turnipseedengineering.com**
Churchill County Cowbelles
Annual Bull Sale Dinner & Dance
Friday, February 14 • Fallon Convention Center
5:30 PM Doors Open | 6:30-8:00 PM Dinner | 8:00-11:00 PM Dance
$20.00 Dinner & Dance | $5.00 Dance

This Dinner Dance supports the Nevada Cattlemen’s Fallon Bull Sale and is the major Fund Raiser for the Churchill County Cowbelles community activities. It also:
- Provides three Scholarships for graduating Seniors
- Sponsors the Junior Cattleman’s Award associated with the Livestock Show
- Sponsors the beef carcass contest at the Fallon Cantaloupe Festival and County Fair
- Sponsors the Teacher of the Year Award
- Sponsors the Young Cattleman’s Award for young cattlemen in the community
- Sponsors youth & educational activities that support & promote our area’s beef and agriculture industry

Remember to support FFA by purchasing a raffle ticket for the heifer at the Bull Sale!

The 2019 NCA Cattlemen of the Year was awarded to John Jackson. This award is the most prestigious award that NCA bestows upon one of its own. It was established to recognize NCA members who have made significant contributions to the livestock industry. John has devoted countless hours serving the livestock industry, and the NCA is proud to recognize him as the Cattlemen of the Year.

Continued on page 9

A great turnout at the 2019 NCA Awards Banquet.

2019 NCA Annual Awards Banquet

During the November 22, 2019, Nevada Cattlemen’s Association (NCA) Convention Awards Banquet held in Elko, Nevada, President Sam Mori, announced this year’s recipients for the Allied Industry Award, Teacher of the Year Award, Cattlemen of the Year Award and the Hall of Honor Award. At the discretion of the organization’s President, these awards are given annually to individuals in recognition of significant contributions to the NCA, their community, the land, and the beef industry. In attendance to also present certificates to award recipients were Travis Brewer LaChapelle, Deputy Northern Nevada Director for Senator Jacky Rosen and Martin Paris, Rural Representative for U.S. Congressman Mark Amodei.

The NCA Allied Industry Award was presented to Mike Olson of Pro Group Management. Mike provides the type of service and displays the character and integrity we all search out to do business with. In recognition of this NCA sponsored award, Mike was presented a plaque in appreciation to his continued support of the Association.

The Teacher of the Year was presented by Sue Hoffman, recognizing Brenna White as the 2019 Award recipient. Ms. White teaches at Al Seeliger Elementary School in Carson City, NV. She integrates agricultural learning opportunities paired with education standards in her science and social studies units. She will receive a $1,000 stipend to use on school supplies, donated by the Nevada Agriculture Foundation.

Each year, the President honors an individual who they feel has served the industry with dedication and passion by presenting them with the President’s Award. This year’s recipient of the President’s Award went to Neil McQueary for his continuous dedication and efforts on behalf of the Association.

Final Page
**Upcoming Sales**

**FRIDAY**  
**MARCH 6\(^{th}\)**  
Cottonwood, CA  
Consignment Deadline:  
February 27\(^{th}\)

**WEDNESDAY**  
**APRIL 15\(^{th}\)**  
Visalia, CA  
Catalog Deadline:  
Monday, March 30\(^{th}\)

**WATCH & LISTEN TO THE SALE ON THE WEB AT:**

[www.wvmcattle.com](http://www.wvmcattle.com)

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](http://www.wvmcattle.com)

*Market your cattle with the professionals!*
Awards Banquet: Continued from page 7

Presenting the award was NCA President Mori and Kelly Barnes from American AgCredit. He was awarded an American Western Hat, compliments of American AgCredit.

The 2019 Hall of Honor was given to two recipients this year, Harvey Barnes and Boyd Spratling. This award honors those who contributed so much to the industry within their lifetime. Lastly, the NCA Executive Committee was recognized and received a hand-forged steak flipper made by NCA Past President, Ron Torell. These were given as appreciation for the tireless efforts put forth on behalf of the livestock industry.

After the program, Sam Mori thanked NCA membership for their continuous contributions to the industry. The leadership gavel was passed into the hands of Tom Barnes of Jiggs, Nevada. Tom and the NCA officer team presented Sam with a snaffle bit to thank him for his years dedicated to serving the industry. Tom brings a lot of passion, dedication, and knowledge to the podium. NCA is confident he will serve the industry well as he leads our Association over the next two years.
SHAW CATTLE CO.

ANNUAL BULL SALE

Wednesday, February 19, 2020

450 Angus, Hereford & Red Angus Bulls • 12 noon MST, at the ranch, Caldwell, ID

HELPING CUSTOMERS BUILD COW HERDS FOR OVER 70 YEARS!

- Our cow herd is built on cow families. Many half, three quarter and full siblings are included.
- All bulls sell with genomic-enhanced EPDs.
- Data driven performance—accuracy your cow herd can depend on.
- Cattle that calve easy with gain and performance through finish.
- Actual Birth, Weaning and Yearling Weight data, EPDs and genomic testing, but most importantly...Cow Sense!

Angus

- AI sires include: Achievement, Payweight, Dually, Powerball, Broken Bow, Command and Acclaim

Hereford

- AI sires include: Mandate, Boom Town, Integrity, Trust 167, Excede, Mighty and Revolution 66128

Red Angus

- AI sires include: Fusion, Oscar X28 and Premier 45C

REQUEST YOUR SALE BOOK NOW. VISITORS ALWAYS WELCOME!

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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)
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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.
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Bulls for the 21st Century
Test & Sale
March 8, 2020

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Dan and Theresa Bell
(775) 304-2157

RJR ALL IN DISCOVERY 821 AAA 19261624
Sire: V A R Discovery 6414 • MGS: Deer Valley All In
Ranks in the Top 20% or Better for CED, SC, CEM, MILK, MARB, $W, $G and $B

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<td>+99</td>
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RJR TOP RESERVE 836 AAA 19261619
Sire: Amador Reserve 9108 5106 • MGS: TC Total 410
Ranks in the Top 5% or Better for MARB and $G, Top 15% for $B with a CLAW EPD of +.47

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RJR LANCELOT RESERVE 837 AAA *19261630
Sire: Amador Reserve 9108 5106 • MGS: S&H Upshot 2010
GROWTH STANDOUT: Average Daily Gain on 120-Day Test of 4.69 with a CLAW EPD of +.50

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<td>+.41</td>
<td>+44</td>
<td>+84</td>
<td>+133</td>
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NCA NEWS

Nevada Cattlemen’s Association Fallon Bull Sale
Fallon, NV February 15, 2020

Trade Show Exhibit Space

Nevada Cattlemen’s Association cordially invites your participation in the 2020 Fallon Bull Sale held at the Fallon Livestock LLC, Fallon, NV. This form contains Trade Show Exhibit rate information.

Company Name ____________________________________________
Primary Contact ____________________________________________
Mailing Address ____________________________________________
City ___________________________ State ______ Zip ______
Phone __________________________ Fax ______
Email ______________________________________________________

Become an NCA member and receive discounted prices on both advertising rates and Trade Show spaces.

___ Local Associate $100.00
___ Regional Associate $125.00
___ State Associate $500.00

FALLON BULL SALE TRADE SHOW EXHIBITS

Please NOTE: Trade Show exhibit area is an outdoor parking lot without electricity, shelters or security of any kind, and all exhibits are at the sole responsibility of vendors and exhibitors.

Set-up will be Thursday, February 13 from 12:00 p.m. to 4:00 p.m. Bull selling begins at 8 a.m. Friday. Trade Show will begin Friday at 8:00 a.m. and Saturday from 7:30 a.m. until completion of the Bull Sale.

To register please fill out the information above and return this entire page with your check to Nevada Cattlemen’s Association. Exhibit space will be filled on a first come, first served basis.

NCA members receive a 10% discount on exhibit fees.

Please indicate exhibit space desired:

____ 10’ x 10’ $25.00
____ 20’ x 20’ $100.00
____ >20’ x 20’ $200.00

Please read and sign the Trade Show Exhibitor Agreement at the bottom of this page.

NCA Membership $__________
Bull Sale Catalog Advertising $__________
Total Trade Show Exhibit Fee $__________

TOTAL AMOUNT DUE WITH AD COPY: $__________

Payment Information:
___ American Express ___ MasterCard ___ Visa ___ Check #__________
Credit Card #__________
Expiration Date ______/____ Total amount to be charged__________
Name on Card __________________________
Cardholder Signature ______________________

Please send completed applications and payment to:
Nevada Cattlemen’s Association
P O Box 310 Elko, NV 89803
Phone: 775-738-9214 Fax: 775-738-5208
Make checks payable to Nevada Cattlemen’s Association
Payment plus any additional fees MUST accompany this application.

Acceptance of this application by Nevada Cattlemen’s Association constitutes a contract. As the Trade Show exhibitor, I agree to hold Nevada Cattlemen’s Association and Fallon Livestock Exchange harmless of, from, and against all claims, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against the Nevada Cattlemen’s Association or Fallon Livestock Exchange on account of injury, loss or damage to person or property.

Signature: __________________________ Date: ______________________
50+ head of Angus, Red Angus and Hereford Bulls For Sale!

Featuring:
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NCBA Applauds U.S. Senate Introduction of Real MEAT Act

NCBA “Leader on this Issue,” Sen. Fischer Says

WASHINGTON (Dec. 11, 2019) - The National Cattlemen’s Beef Association (NCBA) today applauded the introduction of the Real MEAT (Marketing Edible Artificials Truthfully) Act of 2019 by U.S. Senator Deb Fischer of Nebraska. The Senate bill is a companion to H.R. 4881, which was introduced by U.S. Representatives Roger Marshall (R - 1st Dist., Kansas) and Anthony Brindisi (D - 22nd Dist., N.Y.) in October.

“It’s clear that fake-meat companies are continuing to mislead consumers about the nutritional merits and actual ingredient composition of their products,” said NCBA President Jennifer Houston. “We commend the efforts of Senator Fischer on introducing this legislation, which would end deceptive labeling of fake meat products and allow cattle producers to compete on a level playing field.”

“Beef is derived from cattle—period,” Senator Fischer said. “Under USDA, beef undergoes a rigorous inspection and labeling process, but plant-based protein products that mimic beef and are sometimes labeled as beef are overseen by the FDA instead. These products are not held to the same food safety and labeling standards as beef. The NCBA has been a leader on this issue, and I am thankful for their strong support of the Real MEAT Act, which will protect consumers from deceptive marketing practices and bring transparency to the grocery store.”

Specifically, The Real Meat Act will:

1. Codify the Definition of Beef for Labeling Purposes
   - Establish a federal definition of beef that applies to food labels;
   - Preserve the Congressional Intent of the Beef Promotion and Research Act;

2. Reinforce Existing Misbranding Provisions to Eliminate Consumer Confusion
   - FDA has misbranding provisions for false or misleading labels;
   - Prevent further consumer confusion with alternative protein products;
   - Clarify the imitation nature of these alternative protein products;

3. Enhance the Federal Government’s Ability to Enforce the Law
   - FDA will have to notify USDA if an imitation meat product is determined to be misbranded;
   - If FDA fails to undertake enforcement within 30 days of notifying USDA, the Secretary of Agriculture is granted authority to seek enforcement action.

NCBA News
DENVER, CO (Dec. 11, 2019) – A history-making astronaut and a savvy business executive are among speakers who will share experience and wisdom at the 2020 Cattle Industry Convention and NCBA Trade Show in San Antonio, Texas Feb. 5-7. The convention will feature business meetings of the National Cattlemen’s Beef Association, Cattlemen’s Beef Board and the American National CattleWomen.

Kicking off the event at the Opening General Session Feb. 5 will be retired U.S. Navy Captain Scott Kelly, an astronaut who spent a record-breaking year in space, laying the groundwork for the future of space travel and exploration. *The Sky is Not the Limit: Lessons from a Year in Space* will include life lessons and personal stories from 229 miles above Earth, a journey that exemplifies the power and resilience of the human spirit. The session is sponsored by Boehringer Ingelheim.

The Closing General Session Feb. 7 will be a completely different experience, including a celebration of the industry’s Beef Quality Assurance Program. Closing session speaker will be Kevin Brown, who for two decades was a successful executive helping grow a little-known family business into an industry giant with annual revenues reaching $2 billion. Brown will share with producers in the audience tools for winning in business and life using unconventional thinking.

Sponsored by the Beef Quality Assurance Awards Program, the Closing General Session will be a fast-paced event that recognizes BQA award recipients, and highlights consumer-directed efforts promoting the BQA Program. New developments in BQA will also be introduced. A special reception for BQA award recipients will be held immediately following the closing session. BQA is funded in part by the Beef Checkoff and in partnership with Cargill and Boehringer Ingelheim Animal Health.

As it has at previous conventions, CattleFax will present its CattleFax U.S. Global Protein & Grain Outlook Seminar to explore the factors driving the market, such as supplies and protein demand. Dr. Art Douglas will present his 2020 weather forecast for the United States and the world, and a grain outlook will also be shared. The presentation will take place Thursday, Feb. 6, at General Session II, and is sponsored by Zoetis and Purina.

“We always strive to introduce the most interesting and relevant individuals as speakers at the Cattle Industry Convention and NCBA Trade Show, and our attendees regularly tell us we always deliver,” says Kristin Torres, NCBA executive director of meetings and events. “We know the valuable information to be shared by speakers in San Antonio will provide guidance to last a lifetime.”

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Highlights from 2019

It’s hard to believe another year – actually, another decade! – is coming to a close. December brings an opportunity to reflect on the year behind us, and think about our hopes and goals for the year ahead. This is certainly true for many of us in our personal lives, but also true for us at the Nevada Beef Council (NBC). As we say goodbye to 2019 and look to the dawn of a new decade, here are some highlights we’d like to share from the past 12 months.

Beef Is Still What’s For Dinner

Beef. It’s What’s For Dinner. remained true in 2019. Strong consumer beef demand continued in 2019, with beef demand up 15 percent since 2012. The U.S. Department of Agriculture predicted that strong consumer demand would continue through this year, with U.S. consumers anticipated to consume nearly 9 percent more beef this year than in 2015.

Beef demand hasn’t just been strong at the retail level, though. Ninety-seven percent of foodservice establishments report having beef on the menu, which has been shown to increase restaurant traffic by 45 percent.

Beef’s Role in a Sustainable Food System

Even though there is a significant amount of data and evidence that shows livestock production has a multitude of environmental benefits, sometimes it’s difficult to know just where to look for the best information on the topic. To help cut through some of this confusion, beef producers have long funded research projects through the Beef Checkoff to build a solid foundation to inform all of us about what contributes to a healthy and sustainable diet.

Earlier this year, the NBC sought to share some of the insight and research on beef’s role in a healthy, sustainable diet with registered dietitians in Nevada. Sara Place, Ph.D., Senior Director of Sustainable Beef Production Research at the National Cattlemen’s Beef Association, joined the NBC for a meeting of the Nevada Academy of Nutrition and Dietetics (NvAND).

Dr. Place gave an insightful presentation to the group that offered research findings showing the unique role cattle play in a sustainable food system, noting that because of their unique stomach structure, they eat and digest what humans cannot. She also shed light on important factors such as the fact that cattle can eat numerous other byproducts from plant-based food production, such as brewers grains, pea pulp, beet tops, potato peelings and sunflower hulls, which are all byproducts of human activities or other products. Instead of going to a landfill, cattle eat these “waste” products and turn them into high-quality protein edible for human consumption – important information for this audience of health influencers to learn!

Chuck Knows Beef

In late 2018, “Chuck Knows Beef” – a virtual assistant powered by Google Artificial Intelligence (AI) – was introduced to the world in a soft-launch phase. After months of fine-tuning, Chuck was fully launched in March of this year, and is now an all-knowing virtual beef expert designed for the new generation of family cooks who are looking for food inspiration and information.

Chuck is available on any smart speaker and can be enabled through both Amazon Alexa and the Google Home app to ask questions about beef recipes, cuts and cooking methods. Chuck can also answer questions about production, like antibiotic use, sustainability, nutrition, and more.

The use of this ever-evolving technology in everyday activities is increasingly popular. Over 40 percent of people use their smart speakers in the kitchen, and almost half of all smart speaker users have used their device to find a recipe or to get cooking advice or assistance. Chuck Knows Beef allows the beef community to provide a unique tool to help people get to know more about and work with beef in their home kitchens, and allows our industry to step up to the plate in terms of adopting technological advancements for more engaging consumer interactions.

A Return on Your Investment

A recent study measured the return on beef producers’ and importers’ investments into the national portion of the Beef Checkoff program over the five-year period of 2014 to 2018, finding that the investment of the $1.00 per-head checkoff returns $11.91 to producer profit.

Through a thorough analysis of several factors and the creation of econometric models of the domestic and international beef markets, the research team at Cornell University was able to determine the impacts of important facts affecting beef demand: beef demand besides checkoff-funded activities, such as beef prices, income, exchange rates, and economic conditions in importing countries.

In addition to the return on investment of $11.91, the study found that, had there not been any domestic CBB demand-enhancing activities over the period studied, total domestic beef demand would have been 14.3% lower than actual. Similarly, had there not been any CBB contribution to USDA Foreign Agriculture Service and US Meat Export Federation foreign market development programs over the past five years, U.S. beef export demand would have been 5.5% lower than actual in the eight foreign markets studied here.

Campaign Sheds Light on Animal Care

This fall, the Beef Checkoff program launched an all-new, national consumer campaign that shares the steps ranchers take to care for their animals and to produce high-quality beef. The campaign focuses on the Beef Quality Assurance (BQA) program and works to help consumers continue to feel good about how beef is raised by highlighting the industry’s commitment to raising cattle safely, humanely and sustainably by incorporating BQA practices. BQA began 30 years ago, and today more than 85 percent of beef produced in the U.S. comes from a rancher or beef producer who has been BQA certified.

The 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 BeefItsWhatsForDinner.com. Results from just the first two weeks of the campaign were impressive: The BQA campaign has delivered nearly 3.5 million video views and reached more than 14.5 million consumers on social media platforms like Facebook, Instagram and Twitter.

An Updated Look for the NBC

Over the summer, the NBC’s website (NevadaBeef.org) was overhauled, with an all-new site launched that provides an up-to-date source of information and resources for Nevada consumers to learn more about what it takes to raise cattle and produce beef. The new site also provides plenty of information regarding cooking with beef, beef nutrition, information about the NBC, and more. Also new is an online portal for retail and foodservice operators, providing insights, research data, industry trends, inspiration, and marketing strategies to help promote beef in the meat case or on the menu.

These are just a few of the highlights and successes from throughout the year. Learn more about all the good work being done thanks to your Beef Checkoff at DrivingDemandForBeef.com or NevadaBeef.org.
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