NCA Happenings

Kaley Sproul, NCA Executive Director

The New Year has kicked off to a busy start for the Nevada Cattlemen’s Association (NCA). As you are more than likely aware of, we strive to promote a dynamic and profitable Nevada Beef Industry. One way to achieve that is to support opportunities for education for Nevada producers. Over the past month, there have been opportunities for education. During the second week of January, the University of Nevada, Reno (UNR), hosted the Cattlemen’s Update. This annual update is a weeklong series that goes around the state that includes speakers from different entities. This year’s speakers consisted of professionals from the College of Agriculture Biotechnology and Natural Resources (CABNR) along with the various sponsors. An overview of how bull testing impacts cow efficiency by Leo McDonnell, Owner of Midland Bull Test from Columbus, MT. Bill Dale, with the NV Beef Council, gave an update about Fake Meat and the research being done by the Beef Checkoff. We are very grateful for the University’s efforts with putting on this update. Along with

Continued on page 3

54th Annual Fallon All Breeds Bull Sale

We are just weeks away from 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 consigned. 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 can be found on page 6, 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 is also posted on our website: www.nevadacattlemen.org.

Announcing TWO NCA Scholarship Opportunities

In the past, the Nevada Cattlemen’s Association (NCA) has annually awarded a $1,000 scholarship to a first-year college student beginning to pursue an education within the agricultural industry. This original NCA Scholarship is open to all Nevada High School graduating seniors planning to attend a junior or four-year university and majoring in an Ag related field. The amount of this scholarship has been raised this year from $1,000 to $1,500!

The NCA is now pleased to announce that they are awarding a new “second” scholarship opportunity, which will be targeted toward agricultural students that have completed their first year of college and are returning to continue working towards their degree in agriculture. It is called the Marvel/Andrae Scholarship, and the amount of the scholarship will be announced annually. The 2020 Marvel/Andrae Scholarship amount will be $2,500!

The original seed money used to fund the Marvel/Andrae Scholarship came from Agri Beef Company. This scholarship is to recognize the legacies of Tom & Rosita Marvel and Jim & Sharon Andrae, and the many

Convention continued on page 4
Fallon Livestock, LLC

Selling all classes of livestock:

CATTLE  HORES  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
2055 Trento Lane  •  775-867-2020

Tommy Lee, Owner
(775) 867-2020  •  (775) 741-4523

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NCA President’s Monthly Message

Tom Barnes, President, Nevada Cattlemen’s Association

“Y ou can’t just be a cowboy if you want to run a ranch anymore.”

Never were truer words spoken describing the current state of our livestock industry. These were the words of a younger rancher from northern Elko County that I had the opportunity to visit with during the Cattleman’s Update in Elko last month.

January was very busy with meetings to discuss sage grouse, Lahontan cutthroat trout issues, water rights and the Nevada Department of Agriculture. While attending such meetings, I continue to realize how important it is to be informed and engaged on issues. Going to meetings is time consuming and we all have more pressing things to be done at home, but not attending and being engaged and informed can also be detrimental to your operation.

Rest assured, your NCA leadership is engaged and we will do our best to keep all of you informed as the issue landscape changes. But investing the time to truly understand the issues that directly impact your individual operations is paramount to being able to defend ourselves and our unique situations. The more invested we all are in our futures, the stronger we will be as an industry.

Public land issues are extremely important to most Nevada ranches but there are also a lot of other issues vital to the success of our businesses. I want to compliment the CABNR team that put together this year’s Cattleman’s Update. They did a great job of bringing many of these other topics of importance to our attention. They had great presenters with quality and timely material.

In order to run a successful ranch we have to be informed and knowledgeable on a wide range of subjects from public land issues to production management to building consumer confidence and we need to understand the economy that we are operating within.

My young friend was absolutely correct, but I’m going to add that if you can run a successful ranch, you can still be a cowboy.

NCA Happenings: Continued from page 1 —

going to the update, the NCA staff and leadership have attended meetings to discuss the conservation credit system, adaptive management, Sage Grouse, Lahontan Cutthroat Trout issues, water rights, and the Nevada Department of Agriculture.

For this month, major activities coming up include the National Cattlemen’s Beef Association (NCBA) Cattle Industry Convention in San Antonio, TX on the 5-8th, the NCA Board of Directors Meeting on the 14th in Fallon, NV, and the Annual Fallon All Breeds Bull Sale (FBS) on the 15th. For more information and details on these events, please visit the NCA web page at www.nevadacattlemen.org, as we are continually updating it. If you would like an FBS Catalog, please call our NCA office at 775-738-9214, we will gladly mail you one.

Lastly, we thank all of those that work hard each day to protect what is theirs and work for what is not. Over the years, the membership of NCA has changed and now encompasses not only ranchers but interested individuals who care about the industry. We value the continued operation of cattle and sheep ranches, and we will continue to work on protecting the future of ranching that provides open space, wildlife, healthy streams, and viable rural communities. To keep up to date with things happening at the NCA, please contact the office, visit the web page, and like us on Facebook.

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between December 21, 2019 and January 24, 2020. (New members are in bold.)

- Kevin Brown
- Comojo Ranch, Pat Owens
- Estill Ranches LLC
- Flat Creek Ranch, Kirk Mader
- Jamie Frayne
- Nat & Karen Lommori
- Susan McCartney
- Nevada Water Solutions, LLC, Thomas Gallagher
- Randy & Elysea Osterhoudt
- Paine Livestock, LLC, Ernest, Robin, & Russell D. Paine
- Sarman Ranch, Ed Sarman
- Tri State Livestock Credit Corporation
- Maureen Weishaupt
- Randy’s Livestock Credit
- Tom Barnes, President, Nevada Cattlemen’s Association
- Jon Griggs, Pres.-Elect, Nevada Cattlemen’s Association
- Hanes Holman, 1st Vice Pres., Nevada Cattlemen’s Association
- Dave Baker, 2nd Vice Pres., Nevada Cattlemen’s Association

Calender

FEBRUARY 5 – 7, 2020
Cattle Industry Convention & NCBA Trade Show
National Cattlemen’s Beef Association, San Antonio, Texas
www.ncba.org/events

FEBRUARY 14, 2020
NCA Board of Directors Meeting
1:00 pm
Holiday Inn Express Meeting Room
Fallon, Nevada

FEBRUARY 14, 2020
Churchill County Cowbelles Annual Bull Sale
Dinner & Dance
Fallon Convention Center
Dinner 6:30 – 8:00 pm
Dance 8:00 – 11:00 pm

FEBRUARY 15, 2020
NCA 54th Annual Fallon All Breeds Bull Sale
Fallon Livestock, LLC Fallon, Nevada
Sale at 11:00 AM
(Sifting February 14)

MARCH 31 – APRIL 2, 2020
2020 Legislative Conference
For more information: www.ncba.org/legislativeconference.aspx

WWW.NEVADACATTLEMEN.ORG
contributions these two Nevada ranching families have made to our ranching industry.

Eligibility & application requirements for the NCA Scholarship include:
- Applicant must be a senior graduating from a Nevada High School.
- Applicant must plan to attend a Community College or a 4-year College or University.
- Applicant must be seeking a degree in an agriculturally related field.
- Applicant must have a least a 2.5 GPA. A copy of the student’s official transcripts is required.
- Applicant must submit a typewritten essay of 1,000 to 1,500 words on any current issue involving the beef industry, including references cited.
- Three letters of reference.

Eligibility & application requirements for the Marvel/Andrae Scholarship include:
- Applicant must plan to attend or be currently attending a Community College or a 4-year College or University.
- Applicant must be from Nevada and pursuing a degree in an agricultural-related field.
- Applicant must have at least a 2.8 GPA. A copy of the student’s transcripts is required.
- Returning students that were previous recipients of the NCA Scholarship will be eligible to apply for the Marvel/Andrae Scholarship.
- Applicant should submit a cover letter outlining their background, current studies, and College or University they are currently attending and educational goals.

Students and Educators interested in these two great Scholarship opportunities are encouraged to contact the Nevada Cattlemen’s Association. Scholarship application forms can be downloaded from the Nevada Cattlemen’s website at www.nevadacattlemen.org, or applicants can call the NCA office at 775-738-9214 or send a request to nca@nevadabeef.org for a copy.

Completed application form and all required information must be postmarked by April 1, 2020 and sent to: Attn: Research & Education Committee, c/o Nevada Cattlemen’s Association, P.O. Box 310, Elko, NV 89803; or submitted by email with the subject line, “2020 NCA Scholarship Applicant (Your Name)” to nca@nevadabeef.org.
STEVE SMITH

ANGUS & GEELBVIEH

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All Breeds Bull Sale
AWARD WINNING BULLS
Performance Bred
Bulls and Heifers
at Reasonable Prices

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March 8, 2020

9 Bulls to
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February 15, 2020

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Dan and Theresa Bell
(775) 304-2157

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!
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 sift 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
PO 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: __________________________
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Red Angus and
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For Sale!

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  and Baldridge Command C036.

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  3267-221Y, and HXC Conquest 4405P.

• Hereford sons of S Mandate 66589 ET.

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3 TOP LONG-YEARLINGS SELL 2-15 IN FALLON, NV

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, SW, SG and SB

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<td>+.48</td>
<td>+67</td>
<td>+151</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 SG, Top 15% for SB with a CLAW EPD of +.47

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<td>+103</td>
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<td>+1.24</td>
<td>+.28</td>
<td>+56</td>
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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>+44</td>
<td>+84</td>
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East Side — near Pioche
Approx. 700 acres with 340+ with water rights out of Flatnose Spring and 3 underground Wells.
Ranch received 6 landowner Mule Deer Tags last year.
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FLATNOSE RANCH

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Broker, Realtor, ALC, GRI Accredited Land Consultant
The National Beef Cattlemen’s Association’s 2020 Young Cattlemen’s Conference will be held May 27-June 4, 2020 in Denver, Chicago, and Washington, D.C.

The primary objective is to develop leadership qualities in young cattlemen and expose them to all aspects of the beef industry. The tour helps these young leaders understand all areas of our industry ranging from industry structure to issues management, from production research to marketing. We would also request the participant commit to staying the entire trip.

Program

YCC begins in Denver with a comprehensive overview of the beef industry. Attendees take an in-depth look at many of the issues affecting the industry while learning what NCBA is doing to address these issues on behalf of our members. Additionally, CattleFax will provide attendees with an understanding of market information.

After a stop at the NCBA office in Denver, attendees travel to Five Rivers Cattle Feeding, the largest cattle feeder in the world with an estimated total cattle feeding capacity of 980,000 head of cattle. Afterwards, the YCC group will tour the JBS Greeley facility, one of the nation’s largest beef packing and processing plants.

During the next leg of the YCC journey, attendees will fly to Chicago for a visit with the Chicago Board of Trade & OSI, Inc., one of the nation’s premiere beef patty manufacturers.

Finally, the tour will take the group to the nation’s Capitol where they will meet with their respective congressmen and senators, as well as regulatory agencies that make decisions affecting agriculture.

If you are interested in attending on behalf of Nevada please contact the Nevada Cattlemen’s Association. More information can be found on the NCBA webpage at www.beefusa.org/young-cattlemensconference.aspx.
WASHINGTON, D.C., January 28, 2020 – The U.S. Department of Agriculture (USDA) reminds agricultural producers interested in the Conservation Reserve Program (CRP) 2020 general signup to enroll by February 28, 2020. This signup is available to farmers and private landowners who are either enrolling for the first time or re-enrolling for another 10- to 15-year term.

“This is the first opportunity for general sign up since 2016, and we want producers and private landowners to know that we have just one month remaining,” FSA Administrator Richard Fordyce said. “It is critical that they make their final determinations and submit offers very soon to take advantage of this popular conservation program.”

Farmers and ranchers who enroll in CRP receive yearly rental payments for voluntarily establishing long-term, resource-conserving plant species, such as approved grasses or trees (known as “covers”), which can control soil erosion, improve water quality and develop wildlife habitat on marginally productive agricultural lands.

CRP has 22 million acres enrolled, but the 2018 Farm Bill lifted the cap to 27 million acres.

Signed into law in 1985, CRP is one of the largest private-lands conservation programs in the U.S. It was originally intended to primarily control soil erosion and potentially stabilize commodity prices by taking marginal lands out of production. The program has evolved over the years, providing many conservation and economic benefits. Marking its 35th anniversary in 2020, CRP has had many successes, including:

- Preventing more than 9 billion tons of soil from eroding, enough soil to fill 600 million dump trucks;
- Reducing nitrogen and phosphorous runoff relative to annually tilled cropland by 95 and 85 percent respectively;
- Sequestering an annual average of 49 million tons of greenhouse gases, equal to taking 9 million cars off the road;
- Creating more than 3 million acres of restored wetlands while protecting more than 175,000 stream miles with riparian forest and grass buffers, enough to go around the world 7 times; and
- Benefiting bees and other pollinators and increased populations of ducks, pheasants, turkey, bobwhite quail, prairie chickens, grasshopper sparrows and many other birds.

The CRP continuous signup is ongoing, which enables producers to enroll for certain practices. FSA plans to open the Soil Health and Income Protection Program, a CRP pilot program, in early 2020, and the 2020 CRP Grasslands signup runs from March 16, 2020 to May 15, 2020.

To enroll in CRP, contact your local FSA county office or visit fsa.usda.gov/crp. To locate your local FSA office, visit farmers.gov/service-locator.
Genetics That Matter!
Combining COWBOY LOGIC and COMPREHENSIVE TESTING, Individual Feed Efficiency, LD DNA Tested, and Ultra Sound

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Annual Bull Sale

APRIL 18TH, 2020 1:00 PM PDT
Crater Ranch Headquarters
Winslow, Arizona

225 Bulls Sell!

Out of the most proven range Cow herd in the Country.
Every Cow has a calf in 45 days every year or she is gone.

- 40 BLACK AND RED ANGUS and high % ANGUS
- 100 BALANCER
- 70 SOUTHERN BALANCER (a touch of ear)
- 10 GELBVIEH AND high % GELBVIEH
- 50 Super calving-ease bulls

ENTIRE OFFERING AVERAGES:
TOP 25% OF THE BREED!
Calving Ease Direct, Marbling and average daily gain. Top 30% for: For Preg 30: Residual Feed Intake and Efficiency Profit Index.

Free Delivery or $75 credit pick up at the ranch. Guaranteed sight-unseen purchases. Carcass ultrasound and fertility tested. Videos online March 30th.
This sale will be broadcast live on the internet.

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Broadcasting Real-Time Auctions
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Bulls Developed on No Grain Ration.

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Public Lands Council Names Glover as Executive Director

WASHINGTON (Jan. 27, 2020) – The Public Lands Council (PLC), a national trade association representing 22,000 ranchers who raise cattle and sheep on federal land, today announced that Kaitlynn Glover joined the organization as its executive director.

In this role, Glover will serve as the chief lobbyist for the organization, representing cattle and sheep producers in western states on resource issues affecting their operations. The robust legislative and regulatory portfolio focuses on protecting grazing on federal land, and includes the Clean Water Act, tax policy, the Endangered Species Act, property rights, and other matters that affect livestock production in the West.

“I’m passionate about the work of the Public Lands Council and look forward to working with the incredible leaders who volunteer their time to lead the organization,” said Glover. “My top priority will continue to be executing the policy developed by public lands grazers across the West to ensure a strong future for agriculture and healthy public lands. I look forward to leveraging my experience and bringing new perspectives to the many important issues impacting the West.”

Glover comes to PLC from Sen. John Barrasso’s (R-Wyo.) office and brings additional experience in international affairs from her work with the agricultural semi-state authority in Ireland, Teagasc. Originally from Wyoming, Glover has strong ties to grazers, recreationalists, and many other users of public land resources.

“As we look at the future of federal lands ranching in Washington and anticipate the leadership needed to drive our priority issues forward, we need a strong voice,” PLC President Bob Skinner said. “Kaitlynn is an outstanding fit as she comes well equipped to serve our organization with legislative knowledge, relationships, and a passion to drive PLC to higher ground. With her leadership, our organization will continue to be well represented in Washington”.

Glover will also lead the National Cattlemen’s Beef Association’s natural resources policy portfolio in the organization’s Washington, D.C. office.
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And for good reason. Come see the outstanding Angus and SimAngus™ bulls available at Trinity Farms. We look forward to sharing our Angus success story with you!

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Genomically enhanced EPDs - DNA verified parentage - Complete performance data
Ultrasounded for carcass traits - Unprecedented guarantee - 3 years on feet and semen
Industry’s most unique Rancher Rebate Program
Forage developed for soundess, fertility and longevity
2019 steermates harvest data - 98% choice or better and 51% CAB
One of the most unique bull sale events - you’ve got to experience it!

Join the growing ranks of progressive cattlemen experiencing success with bulls from

TRINITY FARMS
The NORTHWEST’s #1 SOURCE FOR ANGUS & SIMANGUS™ GENETICS!

18th Annual Bull Sale - March 7th, 2020 - trinityfarms.info - 509.968.4800
**Stake Holders Update**

**WEEK ENDING January 24, 2020**

**NAVIGABLE WATERS PROTECTION RULE** — NCBA President Jennifer Houston released the following statement in response to the finalization of a new water rule:

“This is the last regulatory step in a long-fought battle to repeal the 2015 Waters of the U.S. (WOTUS) rule and replace it with common-sense regulation. The 2015 WOTUS rule was an illegal effort to assert control over private property - and we fought to have it repealed - but it also needs to be replaced, and today’s action is the last step in that process.”

**SECRETARY OF AGRICULTURE PERDUE TO ATTEND 2020 CATTLE INDUSTRY CONVENTION** — U.S. Secretary of Agriculture Sonny Perdue will share insight on issues of concern to cattlemen and women at the 2020 Cattle Industry Convention and NCBA Trade Show in San Antonio, Feb. 5. Perdue will participate in the Opening General Session of the event, being held Feb. 5-7. Among topics he is expected to address will be recent trade developments, markets, farm bill implementation and other issues affecting the state of American agriculture.

**TRAINING BEEF ADVOCATES** — The Beef Advocacy Training and Engagement team, funded by the Beef Checkoff, continues work this year equipping and engaging beef advocates with skills and best practices to reach consumers who want to learn more about beef and raising cattle. During the final three months of 2019 alone, the team worked with 387 beef advocates through media and advocacy training workshops. This work included partnerships with State Beef Councils in Montana, Georgia, Iowa, and Kentucky. The team also worked in cooperation with the Beef Quality Assurance (BQA) program to host a booth and reach thousands of young industry leaders at the National FFA Convention & Expo.

**SHOWCASING BEEF QUALITY ASSURANCE WITH A BEEF EXPERT BUREAU MEMBER** — Amy Myrdal Miller, founder and President of Farmer’s Daughter Consulting and Beef Expert Bureau member recently wrote a blog post about the BQA program. While BQA isn’t new to producers and industry members, consumers are just starting to learn about it, and working with influencers to share this information is just one way the word is getting out. Amy’s blog post titled “A Passion for Quality” (farmersdaughterconsulting.com/blog/a-passion-for-quality/) shared what BQA entails and talked with industry members. Amy shared this on her blog as well as on Facebook and LinkedIn and received positive feedback from her followers.

**NCBA: USMCA Ratification Latest Victory for U.S. Cattle Producers**

WASHINGTON – (Jan. 29, 2020) – National Cattlemen’s Beef Association President Jennifer Houston, who attended today’s White House signing ceremony for the new U.S.-Mexico-Canada Agreement (USMCA), today released the following statement:

“This is a great day for America’s cattle producers and we were once again honored to participate in another great victory for our industry. Of course, the ratification of USMCA comes on the heels of a game-changing new trade deal with China, a new bilateral agreement with our largest export partners in Japan, and much-improved access to the European Union.

"Add that to the new waters rule that was finalized last week, new proposed grazing regulations, and new proposed rules that would provide much-needed relief the National Environmental Policy Act, and it’s easy to see that 2020 is off to a truly historic start for U.S. beef producers. I want to thank the President and his entire team for listening to our producers’ concerns and for working with us to find real common-sense solutions.”

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**Ranchers Urge Congress to Oppose Voluntary Grazing Permit Retirement Act**

WASHINGTON (January 31, 2019) – The National Cattlemen’s Beef Association (NCBA) and Public Lands Council (PLC) announced opposition to H.R. 5737, the Voluntary Grazing Permit Retirement Act, introduced yesterday by Rep. Adam Smith (D-WA). The bill would require federal land management agencies to permanently end livestock grazing on any allotments where the current permittee has accepted a payout in exchange for relinquishment of their term grazing permit.

“Grazing is an essential and irreplaceable tool for federal land managers,” said fifth-generation Oregon rancher and PLC President Bob Skinner. “Depriving them of this tool—the oldest of the multiple-uses—in order to placate the unfounded demands of radical environmentalists would be detrimental to the overall health of these landscapes and is entirely inconsistent with the original intent of both the Taylor Grazing Act and the Federal Lands Policy and Management Act.”

“This legislation proves exactly why NCBA and PLC’s ‘Value of Grazing’ media campaign was so important,” added Tennessee cattle producer and NCBA President Jennifer Houston. “From fire mitigation to carbon sequestration, livestock grazing is necessary for healthy grasslands and soil.”

The bill currently has 10 Democratic cosponsors.
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What’s the Deal With Meat Alternatives?

Last month, members of the Nevada Beef Council staff joined the University of Nevada Cooperative Extension for its annual Cattlemen’s Update tour. It was great to get back out in the country and see a few faces we have not seen in a while.

As part of the tour, our team shared an update on the issue of meat alternatives, including some of the research behind them, and what’s being done to address the issue. After all, there was a lot of hype about this particular issue in 2019, with Burger King becoming one of the latest burger chains in the U.S. to announce it would begin selling a plant-based burger. Announcements such as these caused many to wonder what the impact would be to the beef industry.

As the NBC was pleased to share during the Cattlemen’s Update tour, the ramifications are not quite what you’d expect given the amount of media attention you’ve seen given to these products. When it comes down to it, Americans still love their beef, especially burgers.

Even with the introduction of new plant-based meat substitutes, beef consumption has been on the rise in recent years, with the USDA predicting that U.S. consumers will have eaten 7.1% in 2019 than in 2015. And this isn’t a new trend – retail beef demand has continued to increase during the past 7 years, with demand up 15 percent since January of 2012.

Still, with more restaurants and stores seeming to offer plant-based alternative proteins to give their consumers greater variety on their menus and their shelves, it causes some to wonder where this trend will lead.

As we shared during the tour, when you look at the total market share of these meat alternatives, they don’t stack up to beef. Comparing the market share of beef versus beef substitutes, beef maintains 99.5 percent market share compared to just 0.5 percent for the substitutes.

And when looking at those consumers who are frequently eating meat alternatives, research shows they are still eating a variety of other meats proteins, including a consistent level of beef as the average consumer.

In fact, according to checkoff-funded research, 24 percent of consumers report eating meat alternatives weekly or more. Yet among those consumers, 67 percent still eat beef weekly – a number consistent with the average consumer. So while these consumers might be replacing other meatless meals with these meat alternatives (i.e., instead of having a salad, eating a plant-based burger), they don’t appear to be replacing their beef meals with meat alternatives.

Despite the fact that beef demand and consumption remain strong, the Beef Checkoff and State Beef Councils (SBCs) such as ours are still taking proactive measures to keep beef in the consumer forefront and position it as one of the world’s most desirable proteins.

There’s a lot of good news to share when it comes to beef. First off, producers are constantly looking for new ways to produce more beef with fewer resources. In fact, today, U.S. beef farmers and ranchers are able to produce the same amount of beef with one-third fewer cattle than they did in 1977 – a fact that is shared through a variety of consumer marketing and education efforts.

Beef’s nutrition is another positive story; the Beef Checkoff and State Beef Councils (SBCs) work with dietitians and physicians regularly to educate them on the health benefits of including beef in an everyday diet. The checkoff-funded Beef It’s What’s For Dinner brand serves as a consumer resource dedicated to educating individuals through webinars, seminars, fact sheets, cooking lessons, nutrition research and more on the ways beef contributes to a healthy lifestyle.

And the Beef. It’s What’s For Dinner brand has proven effective in influencing consumers. The checkoff-funded Consumer Beef Tracker shows that when people are aware of the brand, they’re more likely to feel positive about beef and eat beef more often.

The Beef Checkoff has also invested in consumer and market research to determine how consumers think about beef and alternative proteins, as well as where they are spending their protein dollars. This is helpful is underscoring beef’s value with our partners in the foodservice and retail sectors. For example, a recent study found that when beef is part of a consumer’s grocery basket, retailers enjoy a considerable increase in the total basket’s value. Beef brings in more dollars than any other protein at retail, and beef drives more total store sales than any other animal or plant-based proteins. On the foodservice side, 99 percent of foodservice establishments report having beef on the menu, which has been shown to increase restaurant traffic by 62 percent.

But when all is said and done, it really boils down to focusing on our product’s strengths. Recent consumer research conducted by the checkoff indicates that our consumers aren’t interested in us as an industry denigrating the competition – they’d rather see us focus on the benefits and quality of the product. After all, beef has just one simple ingredient – beef – which packs a nutritional punch in one serving.

The Beef Checkoff and SBCs such as the Nevada Beef Council work to leverage resources in the most impactful areas so producers can be confident that consumers are purchasing their superior products. Much is still on the horizon when it comes to alternative proteins, but together, we will continue to identify ways to position beef as the number one protein choice amongst consumers and drive demand for beef.

For more information, visit BeefItsWhatsForDinner.com.

Sources available upon request.
Look for the catalog and videos on our website: www.wvmcattle.com

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**Mongolian Beef**

It takes just 20 minutes to prepare this flavorful and satisfying Top Sirloin Steak stir-fry.

**Ingredients:**

1. 1 beef Top Sirloin Steak, cut 1 inch thick (about 1 pound)
2. 2 tablespoons minced garlic, divided
3. 1/4 to 1/2 teaspoons crushed red pepper
4. 1/2 cup chopped green onions
5. 1/4 cup oyster sauce
6. 2 tablespoons sugar
7. 1 tablespoon chopped fresh ginger
8. 2 cups bamboo shoots, edamame, baby corn or water chestnuts
9. 2 cups hot cooked rice

**Cooking:**

1. Cut beef Top Sirloin Steak in half lengthwise, then crosswise into 1/8-inch strips. Toss beef with 1 tablespoon garlic and red pepper.
2. Heat non-stick skillet over medium-high heat until hot. Add half of beef; stir-fry 1 to 2 minutes or until outside surface of beef is no longer pink. Remove from skillet. Repeat with remaining beef. Remove from skillet.
3. Add remaining 1 tablespoon garlic, green onions, oyster sauce, sugar and ginger to same skillet; cook for 1 to 2 minutes or until sauce is hot. Return beef to skillet. Add bamboo shoots; cook and stir until bamboo shoots are hot. Serve over rice.

Nutrition information per serving: 343 Calories; 45 Calories from fat; 5g Total Fat (2 g Saturated Fat; 2 g Monounsaturated Fat); 70 mg Cholesterol; 555 mg Sodium; 42 g Total Carbohydrate; 2.6 g Dietary Fiber; 31 g Protein; 39.5 mg Niacin; 101 mg Choline.

This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, Selenium, and Choline; and a good source of Dietary Fiber.

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**Philly Beef Cheesesteak Sandwiches**

Can’t make it all the way to Philly for your favorite sandwich? We have you covered. Tender beef steak with sautéed peppers and onions make this sandwich a forever classic.

**Ingredients:**

1. 1 beef Top Sirloin Steak Boneless, 3/4 inch thick (about 1 pound)
2. 1 teaspoon garlic powder
3. 1/4 teaspoon pepper
4. 2 teaspoons olive oil, divided
5. 1 medium onion, thinly sliced (about 2 cups)
6. 1 medium green bell pepper, thinly sliced (about 2 cups)
7. 2 cups whole-grain or whole wheat hoagie rolls, split, toasted
8. 6 thin slices reduced-fat provolone cheese

**Cooking:**

1. Cut beef Top Sirloin Steak lengthwise in half, then crosswise into 1/8-inch thick strips. Season beef with garlic powder and pepper. Set aside.

*Cook’s Tip:* You may freeze beef steak in resealable food-safe plastic bag 30 to 45 minutes or until firm, but not frozen solid for easier slicing.

2. Heat 1 teaspoon oil in large nonstick skillet over medium-high heat until hot. Add onion and pepper; stir-fry 30 seconds to 1 minute. Remove from skillet; keep warm.

*Cook’s Tip:* In some classic Philly Beef Cheese Steak Sandwiches, you’ll find the addition of sautéed sliced mushrooms. You may add 8 ounces of sliced mushrooms and stir-fry with onion and pepper.

3. Heat 1/2 teaspoon oil in same skillet until hot. Add half of beef; stir-fry 2 to 3 minutes or until outside surface of beef is no longer pink. Remove from skillet; keep warm. Repeat with remaining beef. Remove from skillet.

4. Return beef and vegetables to skillet; cook and stir until heated through. Season with salt and pepper, as desired. Top beef with cheese slices. Heat, covered, 1 to 2 minutes or until cheese is melted; stir gently to mix. Place beef mixture on bottom half of rolls. Close sandwiches.

*Cook’s Tip:*

- The sandwiches can be topped with chopped tomatoes, if desired.
- You may substitute your favorite prepared cheese sauce for provolone cheese.
- The sautéed bell pepper may be served on top of the beef instead of mixed with the beef.
- You may broil sandwiches filled with beef and vegetable mixture, topped with cheese slices for 2 minutes on HIGH or until cheese is melted and begins to brown.

Nutrition information per serving: 566 Calories; 180 Calories from fat; 20g Total Fat (8 g Saturated Fat; 7 g Monounsaturated Fat;); 93 mg Cholesterol; 805 mg Sodium; 54 g Total Carbohydrate; 8.1 g Dietary Fiber; 45 g Protein; 4.4 mg Iron; 11.1 mg Niacin; 0.9 mg Vitamin B6; 2.1 mcg Vitamin B12; 8.2 mg Zinc; 83.3 mcg Selenium; 133.1 mg Choline.

This recipe is an excellent source of Dietary Fiber, Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, Selenium, and Choline.
SATURDAY, FEBRUARY 15, 2020

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

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