Two Great 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!

This was also the highest selling bull. Thank you to both parties for your participation and support of the Fallon All Breeds Bull Sale. The Hereford Best of Breed was awarded to Daniels Hereford Ranch for lot #35. It was sold to Bret Selman of Tremonton, UT for $3,000.00. This year’s recipient of the volume buyer jacket is Steve Lucas of Lucas Livestock. A special thank you to this year’s volume buyer and all of the buyers. Whether you bought one bull or nine, your continued support of the Fallon Bull Sale is much appreciated.

Along with the dedicated group of buyers and consignors that participate in the sale, there are several sponsors who help make the sale possible year after year and they include: Pineneul Livestock, (ear tags for the sale); City of Fallon - Convention & Tourism Authority (grant for advertising); Progressive Rancher and Nevada Rancher (advertisement for the sale); Ott’s Farm Equipment (general sponsorship); Hoof Beats (for donating the panels for the FFA raffle); and Great Basin Ranch of Southern Nevada Water Authority (for donating the “Raffle Calf”, proceeds go to benefit Churchill FFA and the NCA Scholarship Fund). Along with

--- Bull Sale Report continued on page 4 ---
For the second year in a row American AgCredit issued a full 1% cash patronage distribution, resulting in a record $115.4 million cash back to our members for 2019.

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President’s Perspective

Tom Barnes, President, Nevada Cattlemen’s Association

I recently returned from the NCBA National Convention in San Antonio. It really is quite impressive - close to 8,500 attendees with an eight acre trade show and vendors from all across the nation. Leaders representing states from coast to coast came together to work on issues facing our industry. The overall attitude of the convention was very positive.

We have had a lot of industry wins over the past year and the current administration is committed to helping us as an industry. We have been able to repeal and replace WOTUS, although the rule is not completely gone it is a lot friendlier to agriculture than it was. There have also been positive changes to the EPA.

The recent trade agreements are going to increase our export markets, not only to current trading partners but to other countries we have not exported to yet, which will obviously be positive for our industry.

Domestic demand for beef is in an upward trend thanks in part to the hard work done by the beef council through our check off dollars.

The fake meat issue is one NCBA is continuing to work hard on. Legislation has been introduced protecting the integrity of beef through labeling. The focus in battling these plant based substitutes has been to focus on the positive traits of beef and the fact that beef has only one ingredient. Market research has shown that these substitutes only have one percent of the market share. Not something we should take lightly but still proving consumers enjoy the taste and nutritional benefits beef provides.

The Beef Quality Assurance program is one that seems to be becoming more important all the time. While we are enjoying an increase in domestic beef demand, it is more important than ever that we work to build consumer confidence in beef. At the NCBA convention, beef processors came forward to stress the importance of the program and to ask for more producer participation.

I left this convention with a real appreciation for how much NCBA does and all those who dedicate their time and lives to keep the beef industry strong.

Next year’s convention will be in Nashville, TN. I would strongly recommend that anyone wanting to be informed on beef issues outside of Nevada and wanting to visit an amazing trade show to attend; it will be worth your time.

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between January 25 and February 26, 2020. (New members are in bold.)

- Robert Depaoli, Robert Depaoli, Jr., Robert Depaoli III
- Tim Lawson
- Lazy D. Livestock, Pete Delmoe
- Jake Logan
- Peavey & Hoots, Marti & Dan Hoots
- Roche Ranches, Inc., Dusty C. Roche
- T 5 Ranch, David Cassinelli, Tom Cassinelli
- UNR Gund Ranch, Jon Wilker, Jake Trindle

Scholarship Eligibility and Application Requirements

NCA Scholarship:
- 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.

Marvel/Andrae Scholarship:
- 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.

Calendar

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

April 1, 2020
Scholarship Applications Due

Official Publication of the Nevada Cattlemen’s Association

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

NevadaCattlemen.org | nca@nevadabeef.org
Fallon Bull Sale Report: Continued from page 1 ——

these dedicated sponsors, a big thank you to Stix Cattle Company and Demar Dahl for contributing a donation calf. Something new this year, during the sale, items donated by Miller Livestock Solutions (CowBos supplement) and Amador Angus (a box of preserves) were auctioned off and the funds raised went to benefit a family in need of help within the livestock industry.

Lastly, the Nevada Cattlemen’s Association would like to thank the Churchill County FFA, Churchill County Cowbelles, Sale Ringmen, Eric Duarte (Auctioneer), the Fallon Bull Sale Committee members, and Fallon Livestock LLC. for helping with this sale each year. Without their support and hard work, this sale would not be possible!
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Livestock Event Prepares Youth for Showing Livestock and Ranching Careers

University’s Extension teaches youth about livestock with hands-on activities

RENO, Nev. – The University of Nevada, Reno Extension office in White Pine County hosted the statewide Youth Livestock Conference and Workshop earlier this month, to help prepare youth for fair and ranch events, and careers in the livestock industry.

“My kids were able to learn useful strategies to help them take care of their animals,” said Gretchen Baker from White Pine County, whose two children, Matthew and Emma, attended the conference. “The hands-on activities really engaged them and helped them learn practical skills that they can use in future competitions.”

The event, held Feb. 15, was open to youth in the Extension 4-H Youth Development Program, the National FFA Organization, or to any other interested parties. The conference offered opportunities for the youth to learn about a variety of topics, such as livestock nutrition and feeding, meat quality and carcass grading, animal handling and showmanship and Youth for the Quality Care of Animals (YQCA) training. Presenting on these topics were speakers from the University’s College of Agriculture, Biotechnology & Natural Resources, including Amilton de Mello and Mozart Fonseca, assistant professors in the Department of Agriculture, Veterinary & Rangeland Sciences. Juan Carlos Cervantes, the Extension educator in White Pine County, presented the YQCA training.

Fonseca, who is also part of the College’s Experiment Station unit, provided a presentation on dietary management and nutrition for livestock, and touched on the topic of genetics, which engaged both the youth and their parents and provided them with real-world examples of what they can expect in the future in the livestock industry. Additionally, de Mello, also with the College’s Extension and Experiment Station units, spoke about meat quality and carcass grading, and helped the youth understand what consumers look for when choosing their meat. With the help of Haden Davis, manager of the meat science lab at Utah State University, the youth were also able to participate in hands-on activities, including learning about field-specific tools and handling cows, lambs and pigs.

“We’re hoping to see improvement in competitions for the kids that attended this event,” said Extension’s Alexandra Santaella, who organized the event. “They were given the chance to work and talk with experts in the field that provided them valuable information they wouldn’t get anywhere else.”

The event was open to any interested youth and had over 78 participants, including parents. Attendees came from White Pine and Eureka Counties, as well as from other surrounding counties. Some participants even came from Utah. Santaella plans to expand this event for next year by also having workshops on some small animal varieties and by offering specific activities tailored to specific age groups.
SAN ANTONIO (Feb. 8, 2020) — Fifth-generation Florida rancher Marty Smith was elected president of the National Cattlemen’s Beef Association (NCBA) at the annual Cattle Industry Convention this afternoon. He replaces Jennifer Houston of Sweetwater, Tenn., 2019 NCBA president.

Smith operates Smith Brothers-Wacahoota, LLC, a cow-calf operation in Central Florida, that has been in continuous operation since 1852. It retains ownership through feedlots in Texas, Kansas and Iowa.

Smith graduated from the University of Georgia with a BSA in Agricultural Economics and Animal Science. While at UGA, he was on the livestock judging team and served as president of Ag Hill Council. He was also active in Alpha Gamma Rho and AGHON, the highest honor a UGA student of agriculture, forestry, veterinary medicine or engineering can attain. He graduated from the University of Florida College of Law and was admitted to the Florida Bar in 1984.

“It’s a tremendous honor to lead the oldest and largest national organization representing America’s cattle producers,” Smith said. “We have a great product with a great story, and I’m looking forward to helping tell that story without apology during the year ahead as President of NCBA.”

Smith was formally elected at a meeting of NCBA’s Board of Directors, who also set the rest of the officer team for the coming year. Jerry Bohn of Kansas was named President-elect, Don Schiefelbein of Minnesota was elected Vice President, and Todd Wilkinson of South Dakota was elected chair of the NCBA Policy Division while Wyoming rancher Mark Eisele was elected policy vice chair. Buck Wehrbein of Nebraska was elected chair of the NCBA Federation Division and Scott McGregor of Iowa was elected vice chair.

NCBA’s Board of Directors meeting and the selection of a new slate of officers capped a huge week in San Antonio, where more than 8,000 people met for the annual Cattle Industry Convention and NCBA Trade Show. Convention attendees heard from speakers like U.S. Secretary of Agriculture Sonny Perdue, who also greeted visitors on the seven-acre Trade Show floor on Wednesday afternoon. Participants also received updates about how their beef checkoff dollars are being used to promote beef consumption, set public policy priorities for the coming year, and honored Blackbeard’s Ranch in Myakka, Fla., as the winner of the 2019 Environmental Stewardship Award Program (ESAP). The Convention ended on Friday night with the 2020 NCBA Professional Bull Riding (PBR) Invitational competition at the Alamodome.

“I want to thank everyone who took time away from their operations to join us in San Antonio this week,” Smith said. “I know that getting involved in promoting our industry or pushing for better public policy is often a sacrifice, but our grassroots members of NCBA are always willing to do what it takes to get the job done. I hope to see everybody at next year’s convention in Nashville!”
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NCBA Unveils Top Policy Priorities For 2020

SAN ANTONIO (Feb. 5, 2020) — This morning, the Executive Committee of the National Cattlemen’s Beef Association (NCBA) approved the organization’s top 2020 Policy Priorities. Approval came at the annual Cattle Industry Convention in San Antonio, Texas.

Like last year, NCBA’s top policy priorities include issues related to international trade, proper regulation of fake meat, and regulatory reform, although after a series of significant policy victories in 2019, this year’s priority list is focused on implementing and protecting those gains while further advancing progress into new territory.

For example, after helping secure bilateral trade deals with Japan, China, and the European Union, as well as the ratification of the U.S.-Mexico-Canada Agreement, NCBA’s focus this year will turn to implementing those deals, while still expanding access in those markets -- as well as newly changed markets like the post-Brexit United Kingdom.

Likewise, after securing proper regulatory oversight of fake meat by the U.S. Dept. of Agriculture and the Food and Drug Administration, NCBA in the coming year will work to build on that successful regulatory framework while also advancing bipartisan legislative efforts like the Real MEAT Act in the U.S. House and Senate to end deceptive labeling of plant-based fake meat.

“America’s cattle producers have made tremendous and historic progress on the policy front over the past year,” said NCBA President Jennifer Houston. “Now it’s time to implement and defend those gains and to keep pushing for policies that will help improve conditions for cattle producers so they can better provide the nation and the world with delicious and nutritious U.S. beef.”

This year’s priorities include an issue that was a late addition to last year’s list after Congressional introduction of the so-called Green New Deal: climate policy. NCBA plans to “Continue to push back against misguided climate policies while advancing the U.S. cattle industry’s tremendous environmental record, upholding the U.S. cattle industry as the global model for sustainable beef production.”

In the year ahead, NCBA also plans to prioritize the importance of cattle markets — specifically promoting “policy that creates markets free from unfair practices and manipulation both in the fundamental markets and the cattle futures markets.”

The association will also aggressively pursue final rules on key regulatory issues and defend victories on issues like the Waters of the U.S. (WOTUS) / Navigable Waters Protection Rule, 2020 Dietary Guidelines, Endangered Species Act modernization, Electronic Logging Devices, and comprehensive NEPA reform.

“NCBA is a true member-driven organization, and these policy priorities reflect a lot of hard work, debate, and study by a lot of grassroots-level cattle producers who have chosen to get involved in the policy process,” Houston said. “Some folks will always be content to throw stones from the sidelines. NCBA members choose to fight - and win - on the front lines.”
CENTENNIAL, CO (Feb. 6, 2020) – Locations have been identified for five events on the Stockmanship & Stewardship Regional Tour, with the next stop in Elko, Nevada. August 12 & 13.

Stockmanship & Stewardship is a unique two-day educational experience featuring low-stress cattle handling demonstrations, Beef Quality Assurance (BQA) educational sessions, facility design sessions to fit your operation and industry updates. The program is sponsored by the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, Merck Animal Health, and the Beef Checkoff-funded National Beef Quality Assurance program.

The tour features events to be led by stockmanship experts Curt Pate, Ron Gill and Dean Fish. By attending a Stockmanship & Stewardship event, producers may also become BQA certified, network with fellow producers, be involved in hands-on demonstrations from the stockmanship experts and learn cutting-edge operation techniques.

“These sessions will provide important tips and recommendations from industry experts that attendees will be able to put to work immediately in their operations,” said Chase DeCoite, NCBA director of Beef Quality Assurance. “At the same time, cattlemen and women who attend will be able to share valuable information with fellow producers to expand the universe of knowledge about successful stewardship practices.”

“Merck Animal Health is honored to be the premier sponsor of this initiative, which very much complements our efforts to promote proper animal handling, animal welfare and beef quality assurance,” according to Kevin Mobley, executive director U.S. Cattle Sales and Marketing for Merck Animal Health. “Working with the NCBA and state cattle associations is another way that Merck Animal Health works for our beef producing customers.”

To learn more about Stockmanship & Stewardship events, including seeing videos and photos from previous events and obtaining dates for programs in your area, or to register for an upcoming event, visit www.StockmanshipAndStewardship.org.
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New Ads Tackle Health, Sustainability and Meat Substitutes

The Beef Checkoff and its Beef. It’s What’s For Dinner. brand launched an ad campaign in 2018 using the phrase “Nicely done, beef.” as a foundation for content that promoted beef in fun and creative ways. This year, the brand is taking those successful ads to a new level, addressing common questions and hot topics in the beef industry head-on with the launch of new digital and social media ads focusing on the topics of sustainability, health and meat substitutes.

Staying true to the brand’s notable swagger, the ads leverage the popular “Nicely done, beef” creative wrap-per to directly address misinformation while highlighting beef’s strongest attributes – taste, quality, health sustainable production.

“This year the Beef. It’s What’s For Dinner. Checkoff-funded programs are focused on continuing to drive demand for beef by re-enforcing that real beef’s great taste and nutrition that cannot be replicated and directly addressing myths that may affect consumer decisions to choose beef,” said Laurie Munns, a cattle rancher from Hanem Valley, Utah and Federation Division Chairman, at the National Cattlemen’s Beef Association. “To achieve this, we are leaning on checkoff-funded technical research and focusing on the real facts about real beef.”

The new series of ads are currently running on Facebook, Instagram and Twitter, and additional creative elements such as video, programmatic and native advertising will continue to be rolled out this spring.

The ads directly target older millennial consumers, especially parents, directing them back to BeefItsWhatsForDinner.com where they can learn about beef’s powerful nutrition and sustainability stories, and find beefy mealtime inspiration.

“As a contractor to the Beef Checkoff, we are using the dollars of beef farmers and ranchers to ensure consumers, media, chefs, dietitians and food service and retail partners have the facts when it comes to beef,” Alisa Harrison, senior vice president, Global Marketing & Research. “It’s important to keep in mind that consumers crave real beef and meat alternatives represent less than 1 percent market share, while real beef represents more than 99% market share or sales at retail and food service. While these products aren’t replacing beef, we still want to ensure people are choosing their proteins based on facts and not fear-based misinformation.”

These ads are just latest in the “Nicely done, beef.” series, which were first released in early 2018. One of the original, “Nicely done, beef.” ads, which says “Nicely done, beef. You prove that meat substitutes are just that. Substitutes.” has more than 53 million impressions since it was launched and has resulted in more than 286,000 clicks back to the BeefItsWhatsForDinner.com website.

In 2019 alone, Beef. It’s What’s For Dinner. marketing efforts, including the Nicely done ads, reached consumers more than 1 billion times.

NBC Board Seats Available

The Nevada Beef Council is currently accepting applications for two board seats that will become available this May. One of the available board seats represents the feeder sector, and the other represents the cow-calf sector in western Nevada. Beef producers representing either of these sectors who are interested in serving as a council member must submit an application by April 30.

The council meets three times annually – twice in person, and once via conference call. Council members provide feedback, guidance and input on the activities and programs of the NBC. Applications are available at www.nevadabeef.org, or call 877-554-BEEF (2333) to request one to be mailed or e-mailed to you.

Current NBC Board (at right):

The NBC’s current board of directors, from right to left: John Jackson (cow-calf, Tuscarora), Lucy Rechel (feeder, Yerington), Jay Dalton (cow-calf, Wells), Ray Callahan (cow-calf, Reno), Ted Christoph (dairy, Fallon), Gary Ward (cow-calf, Gardnerville) and Bernard Petersen (cow-calf, Ely).