



SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLVI, #3 | January 2023

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Happy New Year

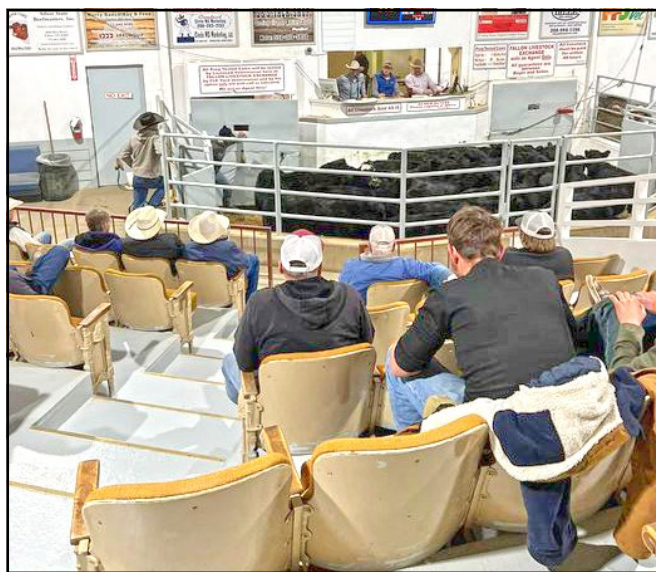
By: Martin Paris, Executive Director, Nevada Cattlemen's Association

Happy New Year Nevada cattlemen and women. 2022 is in the rearview mirror and 2023 is here to welcome us with open arms. Each year I tell myself this is the year I will come up with a New Year's Resolution and actually stick with it. Kudos to anyone who has carried through with your resolution for more than a few weeks, I salute you. Maybe this year will be the year for me.

We enter the new year with some much-needed moisture. Taking a peek at the Drought Monitor, about half of Nevada was in extreme or exceptional drought in September of 2022. At the beginning of this month, only a quarter of the state remains in extreme or exceptional drought with more moisture hopefully on the way. Regardless of which direction the weather goes moving forward, the storm surges at the end of the year sure have helped leading into the new year.

Before I turn the page on 2022, I want to thank everyone that sent cattle to the 20th Annual Silver State Classic Feeder Sale last month. This sale is a major fundraiser for our Association as a portion of the commission comes to us. A big thank you goes to Fallon Livestock, LLC for all of their support year after year. There were a lot of great looking cattle through the sale ring and prices were strong.

I'd also like to thank Nevada BLM for hosting several workshops throughout the State in the middle of December regarding how grazing permittees can benefit from several administrative tools including the Drought Environmental Assessments and the Targeted and Prescribed Grazing Environmental Assessment. Both of these tools developed by Nevada BLM can provide flexibility within your



NCA Photo

2022 Silver State Classic Feeder Sale, Fallon Livestock, LLC.

grazing permits while addressing drought impacts or annual grass reduction needs. These tools may not be the end all be all or apply to your operation year after year, but I would recommend starting a conversation with your BLM range conservationist about how these tools may help your operation.

As we turn the calendar to 2023, we will be working with a new Congress, a new Governor and state agency leadership, and a new Legislature in Carson City, NV. NCA will and already has been engaging with the entire political community to make sure our interests, concerns, and needs are known and addressed. As these political bodies hit the ground running, it's important to hear from you should you feel something needs to be brought forward. Remember, NCA works for you and is always looking for engagement on the issues that are affecting livestock producers in our state.

Lastly, if you're in need of bulls this upcoming season please mark February 18th, 2023, on your calendars for the Great Basin Bull Sale in Fallon, NV at the Rafter 3C Event Center. The sale has 170 bulls consigned in two divisions. In the first division, performance tested bulls will be offered with the testing format remaining essentially the same as they were during the Snyder's Bulls for the 21st Century sale. The second division will offer range bulls under the same format as the traditional Fallon All Breeds Bulls Sale. If you're looking to improve the genetics on your operation there's no doubt you should be able to find what you're looking for at the upcoming sale.

Until next time.

Diana Vesco

— 2022 Nevada Cattlemen's Association-100,000 Mile Club Award Recipient —

Story compiled by the Vesco Family

Diana was born in 1932 in Lovelock, Nevada to Finnish immigrant parents, Alfred and Elna Nordman, during the depression with Swedish being her first language. Diana and her sister Barbara grew up on a ranch in Lovelock where their father had a feedlot and farmed.

Diana grew up riding and learning to drive teams at the age of 10, when hired help was short during the WWII, helping with the haying during the summer time and feeding in the winter, all done with teams of horses. Her father fed for long time cattle buyer Bill Madre and Diana worked with his cattle manager Gus

Steffen learning the business while pasturing and feeding cattle for several years. She worked side by side with her father and loved every minute of it, whether it be cattle work, farming or travelling to buy cattle or horses. Diana always dreamed of owning her own ranch when she got older and eventually saw it come true.

She came to horse training as naturally as her father had. Alfred was well respected for his training and getting the "most work" out of a team of horses

— Continued on page 3 —



PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

Happy New Year! I'm looking forward to this one, and my only resolution is to make it a normal, fairly unremarkable year. We had a very more than normal and remarkable Convention last month in Reno, here are the highlights through my own filter, which I confess can be overly optimistic:

- The workshop process that a state agency must employ before adopting new regulations worked pretty well for trichomoniasis I think; looks like we'll get better regulation most of us can live with, without a state-wide mandatory testing but with an improved multi-year testing in hot areas.
- The shortage of brand inspectors many of us experienced this fall was not from lack of positions but from lack of people in them.
- There were a couple of differing opinions on long range weather but the one I'm going with shows a fairly normal winter (whatever "normal" is) and a late spring/early summer that is wetter than we've experienced in a while.
- Cattle markets are poised to take off (in a good way). The only potential buzz-

kill would be a hoof and mouth disease outbreak here in the USA.

- The best counter to a hoof and mouth disease outbreak in the USA is a robust individual animal ID system in place, which will become mandatory in the next few years. As an aside, I also learned that Big Brother won't learn anything from that program about us that he doesn't already know.
- John Ascuaga exhibited unique physical toughness common to his Basque heritage by walking throughout the Nugget Resort day after day in cowboy boots.
- This State Legislative Session shouldn't be the challenge that the last one was but we'll definitely want to be engaged. We've enjoyed great access to Joe Lombardo and his Staff which will help a lot.
- There are so many daunting challenges to our industry on multiple fronts, but the people we have working on them are exceptional and I'm proud to be in this Association.

A Happy and Healthy 2023 to you friends, it's good to be with you.

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between November 24, and December 23, 2022.

(New members are in bold.)

- David & Susan Abel
- Arc Dome Partners
- Attorney at Law, O. Kent Maher
- Robert Baldwin
- Bar Ale Feed, Inc., Matt Zappetini
- Bar T Bar Ranch
- RR Bass & Son, Richard Bass
- Bently Ranch, Matt McKinney, Tod Radelfinger
- Bieroth Ranch, Dennis & Marcia Bieroth
- Gary Botts
- Burrows Farms, Incorporated, Ron & Amanda Burrows
- **Cabal Cattle Co., Duane Coombs**
- Cannon Ranch LLC, Michael Cannon
- Jared Card Hay & Jared Card Trucking
- Cockrell 4L Cattle Co., Betty Cockrell
- Coleman Valley Ranch, Joe & Paula Kircher
- C. Rex & Alice Cleary Range Consultant, C. Rex & Alice Cleary
- Tim DeLong Family Trust
- Devil's Gate Ranch, Ken Bowler, Jeffrey Knight
- Diamond Cattle Co. LLC, Mark & Martin Echeverry
- Dan & Joan, A.J. & Laura Duncan
- Duval Ranching, Don & Grace Duval
- Easterly Romanov Ranch
- Echeta Livestock LLC, John Echeverria
- **Steve Felton**
- Galeppi Land & Livestock, Russel & Barbara Byington
- Genoa Livestock, Robert Coker
- Rich Grant & Son Ranching company, LLC
- Great Basin Ranch, Bernard Petersen, Zane Marshall
- Joseph Guild
- H Bar C Cattle Company, Dick & Linda, Ashley Huntsberger
- Hapgood Ranch, Norma Hapgood, John Erquiaga
- Heguy Ranch, Mitch & Rhonda Heguy
- High Country Ranches, Robert Beck
- Hodges Transportation Inc.
- Hutchings Cattle Company, Richard Hutchings
- Intermountain Beef, Cevin Jones
- J. M. Capriola Co., John & Susan Wright
- Knipe Land Company, John Knipe
- **M D B Polled Herefords, Michael Bishop**
- Matt Marvel
- Maverick Ranch, Jack & Maria Martin
- Modoc Co. Cattleman's
- John E. Neff Co., John Neff, Adam Neff, Sam Neff
- Nevada Agricultural Foundation, Sue Hoffman-Ex. Director, Erica Freese-President
- Nevada Mining Association, Tyre Gray - President
- Open Box Arrow Ranch, Joe Durant
- Pete & Rama Paris
- Park Livestock, David Park
- Park Ranch, LLC, David Park
- Rafter 9
- Rebel Creel Ranch LLC, Ron & Denise Cerri, Jeff Cerri, Dusty & Stacy Edwards
- Salt Creek Industries, Kelly Peile
- Scales NW LLC
- Seal Ranch LLC, Tyler & Mindy, Desi, Charly Seal
- LeRoy Sestanovich
- Sharp Ranch, Alan Sharp
- Sharp Ranch, Lanny & Pamela Morrison
- **Shining K Ranches, Chuck Kendricks**
- Simplot Company
- Small Livestock, Wade & Cara Small
- Julian & Joanna Smith
- Snyder Livestock Co., Inc., Lucy Rechel
- Craig & Jean Spratling
- Steninger Ranching, Rex Steninger
- Dana Stuart-Moore
- Julian Tomera Ranches, Inc. Battle Mtn. Div., Pete, Lynn, Paul, Paula, Dan, Courtney Tomera
- U C Cattle Company, Hank & Judy Kershner
- Vesco Ranch LLC, Vance & Seth Vesco
- Ward Ranches, Gary Ward
- ZZ and 30 Ranch, Steve Capurro

Diana Vesco: *Continued from page 1*

and still had something left in them at the end of the day. He maintained up to 20 head of work horses for the business.

After graduating high school Diana attended Utah State and graduated with a degree in education. She taught in Battle Mountain and Fallon before she and Bob Vesco married in 1956.

Bob and Diana began to farm in the Lovelock Valley after their marriage. They eventually bought a farm and also ran a custom haying business as well as running 30 head of cattle. They welcomed three children Cynthia, Loretta and Vance into the family.

A few years later they sold their farm and went into a family partnership buying one of the old William Stock ranches in Paradise Valley in 1969. The ranch consisted of separate BLM and Forest Service allotments which required a 40-mile cattle drive spring and fall and of course camping out with the cows at the time. Not being able to buy many broke horses Diana preferred to raise and break her own. Spring time was spent breaking colts, branding calves, shoeing horses (for some reason the men didn't seem to mind letting her do that job!) and moving cows to pastures. Five years later they sold out of the Paradise Valley ranch and bought the old Pierce Ranch in Pleasant Valley. At that time, we were still a "common allotment" with few if any fences and riding many miles with the neighboring ranches, branding and gathering Spring and Fall. Bob and Diana along with son Vance pioneered a now thriving ranch and have been there for 50 years.

Diana has been an integral part of the Humboldt County Farm Bureau's Ag in the Classroom program for over 20 years as chairman. The Nevada Farm Bureau honored Diana in 2016 for the work she had done for its Ag in the Classroom program and has also been recognized by the Nevada



Diana Vesco (Family Photo)

remained very active and hardworking, taking pride in the ranch she runs with her son Vance, his wife Jody and grandson Seth.

We recall that while growing up it was always amazing that after a long day doing cattle work that we always had a hot dinner waiting for us when we got in after she had put in a full day's work with everyone else. Mom's driving force is her passion for ranching. She loves it all. Her cows, horses and dogs. She loves the land and the lifestyle and it continues to fuel her lifelong passion.

Diana starts her days early with feeding chores and bookwork for the ranch. Up until this year you would find her on a horse during the gathering and weaning season in the fall and always when loading cattle on shipping days. She still runs a piece of haying equipment in the summer. A vacation to Diana is irrigating our meadows and taking in the beauty of the ranch around her.

With the passing of time taking its toll, last year she still rode when needed, easily putting in well over 100,000 miles in the saddle at 90 years of age.

Diana has seven grandchildren; two great grandchildren and she will tell you her life has been very blessed.

Ag Foundation for the same work. In 2020 Diana was also recognized as "Ranch Hand of the Year" at the Winnemucca Ranch Hand Rodeo.

The Pershing County CattleWomen as a Charter Member, Humboldt County CattleWomen, Nevada State CattleWomen and American National CattleWomen are organizations that Diana has belong to for a very long time. The promotion of BEEF is very important to Diana, informing people of where their food comes from and the nutritional benefits they receive from it.

With the passing of her husband Bob in 2005 Diana has

Cattlemen's Update 2023

— **January 9, 2023** —

Virtual Session; 10:00 a.m.

Offered via Zoom only. Register at

https://unrextension.zoom.us/webinar/register/WN_aNzW25j9SAyoUIqINxXhEA

— **January 10, 2023** —

Fallon, NV; 5:30 p.m.

Dinner Provided

Fallon Convention Center, 100 Campus Way

— **January 11, 2023** —

Ely, NV; 5:30 p.m.

Dinner Provided

Ely Convention Center, 150 W. 6th Street

— **January 12, 2023** —

Elko, NV; 12:30 p.m.

Dinner Provided

Dalling Hall, 600 Commercial Street

— **January 13, 2023** —

Winnemucca, NV; 10:00 a.m.

Humboldt County Extension Office,
1085 Fairgrounds Road

NCBA Cattle Industry Convention & Trade Show

— **February 1 – 3, 2023** —

New Orleans, LA

Ernest N. Morial Convention Center

<https://convention.ncba.org/>

Great Basin Bull Sale

— **February 18, 2023** —

Fallon, NV

3C Event Complex, 325 Sheckler Road



Official Publication of the Nevada Cattlemen's Association

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Hanes Holman, Pres.-Elect

Dave Baker, 1st Vice Pres.

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Cattlemen's Update Returns to Provide Market and Research Updates

— Educational programs to be held virtually and at four locations across Nevada —

RENO, Nev. – The University of Nevada, Reno will host the annual Cattlemen's Update in person and virtually in 2023, Jan. 9 – 13. For over 50 years, the University has held several sessions across Nevada in January to provide ranchers with current research-based information about issues that may affect the efficiency, productivity, profitability and sustainability of their businesses and Nevada's cattle industry.

The five-day event, offered virtually on Jan. 9, and then in person at four locations across the state, is a partnership led by the University's College of Agriculture, Biotechnology & Natural Resources, and its Extension and Experiment Station units. Other program partners include local sponsors, the U.S. Department of Agriculture's Beginning Farmer and Rancher Development Program, and Western Center for Risk Management Education.

The three- to four-hour in-person sessions will be moderated by Barry Perryman, researcher, professor and chair of the College's Department of Agriculture, Veterinary & Rangeland Sciences. Jacob DeDecker, named the College's associate dean for engagement and director of Extension in July, will welcome attendees and present some updates. Experts from the College and its Extension and Experiment Station units will discuss pertinent topics with participants, including:

- **Next Grass to Worry About: Ventenata & Regional Grazing Study Results**
From the College – Paul Meiman, Extension specialist, researcher and associate professor of rangeland livestock-wildlife interactions; and Lesley Morris,



Submitted Photo

researcher and associate professor of rangeland ecology

- **What is This Economy Going to Bring the Nevada Livestock Industry?**
Shannon Neibergs, USDA Western Extension Risk Management Education Center, Washington State University
- **Photo Monitoring: A Simple, Easy and Valuable Monitoring Tool**
From the College – Brad Schultz, Extension educator in Humboldt County, researcher and professor of rangeland ecology and management
- **Trich in Cattle: Better to Test Than Have It**
Randy Walstrum, veterinarian
- **Impacts of Smoke on Animal Health**
From the College – Mozart Fonseca, researcher and associate professor of veterinary & rangeland sciences
- **USDA Farm Service Agency: Inflation Reduction Act (IRA) & Livestock Support Programs Nevada**
USDA Farm Service Agency staff

This year's schedule of sessions is:

- **Jan. 9, 10 a.m., Virtual session**, via Zoom only. Register at https://unrex-tension.zoom.us/webinar/register/WN_aNzW25j9SAyoUIqINxXhEA.
- **Jan. 10, 5:30 p.m., Fallon**, Fallon Convention Center, 100 Campus Way, dinner provided
- **Jan. 11, 5:30 p.m., Ely**, Ely Convention Center, 150 W. Sixth St., dinner provided
- **Jan. 12, 12:30 p.m., Elko**, Dalling Hall, 600 Commercial St., dinner provided
- **Jan. 13, 10 a.m., Winnemucca**, Extension Office, 1085 Fairgrounds Road, lunch provided

Times given for the in-person sessions are registration times, with the program beginning 30 minutes later. The cost is \$20 per ranch per location attended, which includes lunch or dinner and the "Red Book" recordkeeping guide for cattle producers. For more information, contact Staci Emm, Extension educator for Mineral County and the event's organizer, at emms@unr.edu, 775-475-4227 or 775-312-0424; or Jamie Lee, at jamielee1@unr.edu or 775-426-8299. Persons in need of special accommodations or assistance should contact Paul Lessick, civil rights and compliance coordinator, at plessick@unr.edu or 702-257-5577 at least five days prior to the scheduled event with their needs or for more information.

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NEVADA NEWS

Inaugural Great Basin Bull Sale

By: Charlie Hone



Last year when Lucy Rechel decided that the Bulls for the 21st Century sale would no longer continue, three of the consignors got together and decided to see if there was a way to continue the sale. Charlie Hone, Kris Gudel, and Dave Holden formed a partnership to explore the possibility of continuing the sale. They went to Lucy Rechel with the idea and she agreed. Snyder Livestock would continue their role as the provider for the bull test and Charlie, Kris, and Dave would run the sale. As the bull test and sale evolved, the idea of combining the sale with the Nevada Cattlemen's association Fallon All Breed Bull Sale was floated among the members. An agreement was reached with the Nevada Cattlemen's Association and the Great Basin Bull Sale was born.

The inaugural Great Basin bull sale will be held on February 18th at the brand-new Rafter 3C arena in Fallon Nevada. The sale has 170 bulls consigned in two divisions. In the first division performance tested bulls will be offered with the testing format remaining essentially the same for the bull test. The second division will offer Range bulls under the same format as the Fallon bull sale. Awards for the overall champion, a calving ease Angus champion, and best of breed categories will be given. Another sale feature this year will be a donation bull that will be sold at the beginning of the sale, with the proceeds benefiting the Nevada Cattlemen's Association. This will hopefully become a major funding source for the association to help them continue doing the great work they do on behalf of cattle producers in Nevada and the surrounding states.

The bull test will essentially remain the same. Bulls will compete in three divisions according to age. Early fall, Late fall and spring born calves will compete to become the coveted overall performance tested champion. Bulls will be evaluated in Five categories, with the top bull in each category earning maximum points. The categories include fertility, each bull must pass a semen test by a year of age, his dam's calving records will also be evaluated for calving interval and regularity of calving. Not many bull sales will publish that information for you. The second category will be weaning performance. In herd weaning ratios, EPD's and weight per day of age will be used for this calculation. The third category will be gain on test. We all sell cattle by the pound and performance is the key to profitability. The fourth category will be feed efficiency. Residual feed Intake or RFI is measured on each bull in the test. Research at leading universities across the country is showing that as much as a 20% gain in efficiency can be gained from using negative RFI bulls. With the drouth conditions we have experienced over the last few years, raising cattle that can do more with less inputs have become more important than ever. The fifth and final category in the evaluation will be ultrasound. Each bull will be ultrasound tested to evaluate their potential carcass quality.

The Range bull division will provide the same high quality age advantaged bulls Nevada cattle producers have come to expect from the Fallon All Breeds bull sale. These bulls will undergo a thorough sifting and grading process to ensure quality and soundness. Two three-person committees will evaluate the bulls for each category. Quality grading will use the same CBCIA guidelines as in the past.

One major change from past sales will be a video format. Bulls will be on display for buyer evaluation, however, individual videos of the bulls will be used during the auction instead of running the bulls through the ring. This format is easier on the cattle and the sale staff. The auction will also be broadcast over the internet via DV Auctions. The auctioneer will be Jake Parnell, and the sale will be managed by M3 Marketing.

On behalf of the consignors, The Nevada Cattlemen's Association, and the city of Fallon we would love to see you on February 18th.

Mark Your Calendar
2-18-2023

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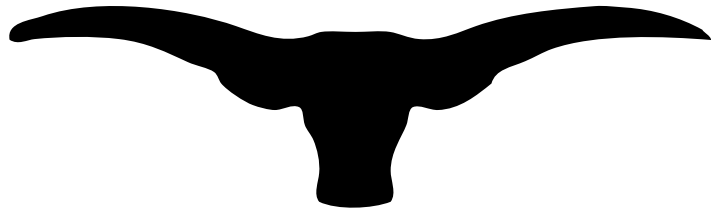
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In Memoriam: John L. Falen

John Leroy Falen of Orovada, Nevada, passed away on December 17, 2022 at the age of 85, surrounded in love by his wife of 63 years, Sharon Falen, and his children, grandchildren and great-grandchildren.

John was born on March 18, 1937 in Caldwell, Idaho, to Leslie and Letha Falen. He grew up on the L – F Ranch on Juniper Creek at the base of South Mountain, 40 miles southeast of Jordan Valley, Oregon. John and his brothers Roger and Loyd rode their horses to school, and like other children in the area, school was coordinated around ranch work. John attended high school in Marsing, Idaho, batching near his uncle Earnest Falen's home returning to the L – F Ranch to work when needed. He attended college at the University of Idaho in Moscow, Idaho receiving his Bachelor of Science degree in Animal Science in 1960. During his junior year, he met his wife Sharon Franklin of Moscow, Idaho. Their first date was on her 17th birthday, 65 years ago last month. They were married in 1959.

John, in every way, was a cattleman. He and Sharon started their lives with John working in feedlots, buying cattle and eventually partnering with Clarence and Wayne Johnson operating a feedlot and livestock trading enterprise in Wilder, Idaho. In 1977, he leased two ranches in northern Nevada, the "Home Ranch" near Orovada, Nevada and the "UC Ranch" near McDermitt, Nevada. The Home Ranch was where John and Sharon made their home. It was at the Home Ranch where John and Sharon hosted numerous yearly "family and friends' reunions" when family and friends from all over the country would join for a weekend of horse and wagon rides, good two-step dancing music, great food and good fellowship. It was also at the Home Ranch where the Newsweek magazine writers and photographers went to meet a man who would dawn the cover on that publication on September 30, 1991 and detail the story of a ranching family working in a place where the federal and state governments own 85% of the land and it is not possible for a ranch to survive without BLM and/or Forest Service grazing permits. John, Sharon and family would eventually negotiate purchases for the Home Ranch and the UC Ranch so the ranches and the way of life could be passed down their children and grandchildren.

The Home Ranch was also where John set forth on his pathway of servant leadership. Not being one to ever take a break, for 20 years John served the school children in Humboldt County, Nevada as a member and chairman of the school board. During this time he began his political career as an advocate for the ranch-

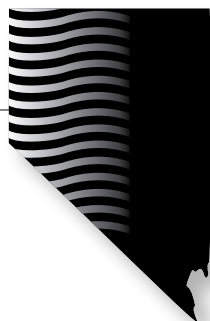
ing industry serving as Nevada Cattlemen's Association President in 1997-1999, Nevada's Public Lands Council Committee, the National Cattlemen's Association Executive Board, the NCBA wild horse and burro committee and the National Public Lands Council President. John was appointed by the Secretary of the Interior to serve on the National Wild Horse and Burro Advisory Council. Although there were

no wild horses on the Home Ranch or UC Ranch, John's understanding of the livestock industry and his compassion for wild horses suffering from drought and starvation made him the perfect advocate to work on solutions to remove excess horses from the range. Because of his work, he was one of the founding board members of the Mustang Heritage Foundation.

John's passion for his family, his ranch and his community was evident in everything he did. The invention of the cell phone brought a whole new freedom to John in ways that searching for pay phone could not. John's saddle horses would automatically stop when John's cell phone would ring so John could take the call. As much as the phone would ring, that meant a lot of stopping. John was ever present on local parade days in Orovada, McDermitt and Winnemucca, driving his team and wagon. Anyone who was within miles of the Home Ranch was encouraged to stop for a comfortable bed, a delicious meal, or a good visit with John sitting at his grey metal office desk with all the braided bridal reins and silver bits hanging behind him. Not just for his friends and family, but the passing of John leaves a huge hole in the public lands livestock industry.

John is survived by his wife, Sharon, his children Frank (wife Karen Budd-Falen), and daughters Judy (husband Hank Kershner) and Johnna (husband Tommy Bruhn), son-in law Loyd Sherburn and brother Loyd Falen. He had seven grandchildren Jake Kershner, Becky Gallagher, Isaac Falen, Sharon Sherburn, Sarah Falen and Kaylee and Gage Bruhn, and four great grandchildren Gauge Brown, Wesley Falen, Kinsley Kershner and Casey Gallagher. He was proceeded in death by his parents Les and Letha Falen, brother Roger Falen and his beloved daughter Cindy Sherburn.

Funeral services will be January 21st at 11:00 AM at the community hall in Orovada. Tri-tip will be furnished by the family and side dishes will be appreciated. In lieu of flowers, please send donations to the Nevada Cattlemen's Association; PO Box 310 Elko, NV 89803. They asked that you write in the Memo in Memory of John Falen and the donation will go to the scholarship fund.



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2022 Census of Agriculture Underway

— USDA mails forms to nation's producers —

WASHINGTON, Dec. 19, 2022 – Last week, the U.S. Department of Agriculture (USDA) mailed the 2022 Census of Agriculture paper questionnaires to all known agriculture producers across the nation and Puerto Rico. Last month, producers in the states received their survey codes with an invitation to respond online. Any producer who did not respond online now has the option to complete the ag census at accounts.usda.gov or by mail. Producers who have already responded to the 2022 Census of Agriculture online do not need to respond again. The deadline for response is Feb. 6, 2023.

"We encourage producers to respond online," said USDA National Agricultural Statistics Service (NASS) Administrator Hubert Hamer. "We know producers are busy, which is why NASS worked to make responding to the ag census more convenient than ever before. The online questionnaire is secure and user friendly with several time saving features, such as skipping questions that do not pertain to the operation, pre-filling some information with previously reported data, and automatically

Why is the Census of Agriculture Important to You?

It impacts the future of your operation,
community, and industry
SEE INFOGRAPHIC ON PAGE 13.

calculating totals."

The Census of Agriculture remains the nation's only comprehensive and impartial agriculture data for every state, county, and U.S. territory. Farm operations of all sizes, urban and rural, which produced and sold, or normally would have sold, \$1,000 or more of agricultural products in 2022, are included in the ag census. The data inform decisions about policy, programs, rural development, research, and more. The Census of Agriculture is the producer's voice in the future of American agriculture.

Responding to the Census of Agriculture is required by law under Title 7 USC 2204(g) Public Law 105-113. The same law requires NASS to keep all information confidential, to use the data only for statistical purposes, and only publish in aggregate form to prevent disclosing the identity of any individual producer or farm operation. NASS will release the results of the ag census in 2024.

To learn more about the Census of Agriculture, visit www.nass.usda.gov/ag-census.

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WHY IS THE CENSUS OF AGRICULTURE IMPORTANT TO YOU?



THE CENSUS OF AGRICULTURE IMPACTS THE FUTURE OF YOUR OPERATION, COMMUNITY, AND INDUSTRY.

USDA's National Agricultural Statistics Service (NASS) sends a census questionnaire to every known producer in the country.

Producers benefit with new and improved farm programs and services tailored to their region and needs. They also benefit by having accurate data to help make production and marketing decisions for their operations.

Producers, businesses, and many others use the data to make informed decisions such as where to locate processing or transportation facilities.

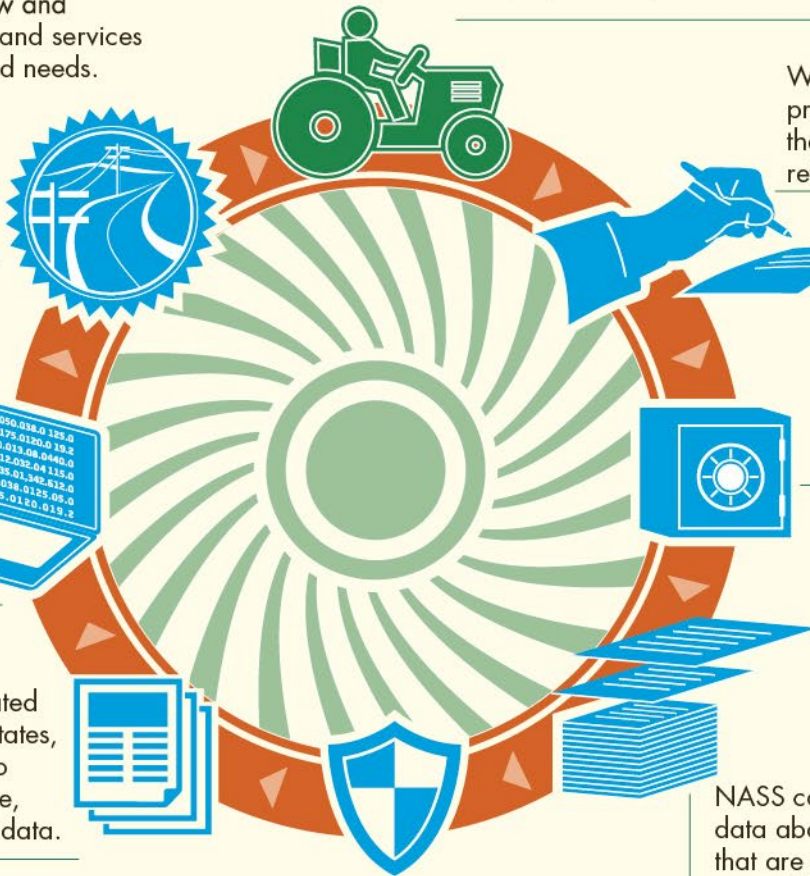
NASS publishes aggregated census data for all U.S. states, counties, and territories to everyone at the same time, ensuring equal access to data.

Data are kept secure and each NASS employee is committed to data security by following mandated procedures to ensure information is not compromised.

We encourage all producers to complete the questionnaire and return it.

As required by federal law, all responses are completely confidential. NASS safeguards the privacy of all respondents, ensuring that no individual operation or producer can be identified.

NASS compiles and analyzes data about U.S. farming that are only available as part of the census such as demographics, economics, and land use.



Census of Agriculture data work for you by improving decisions about jobs, transportation, production practices, new technologies, marketing opportunities, farm services and programs, local, state, and federal policy, and more. For these reasons, it is important to respond to the ag census.



www.nass.usda.gov/AgCensus
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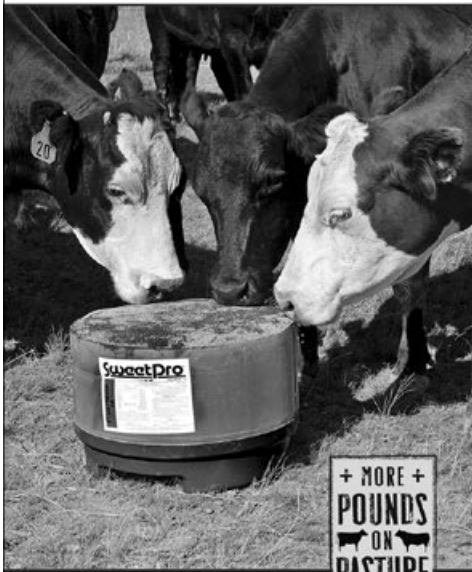
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Optimism

By Colin Woodall, NCBA CEO



One of the best parts of my job is the opportunity to participate in meetings and conventions put on by our state partners. NCBA is most effective when we have our ear to the ground listening to members, volunteer leaders and Checkoff investors. As I participate in these meetings, I have been amazed at the amount of optimism expressed by the attendees. Simply getting back to having meetings with pre-COVID attendance numbers, or higher, speaks volumes about this optimism. I believe there is plenty to support continued optimism as we start the new year.

The plague of drought remains over many portions of the United States, and its effect on the size of our domestic herd harkens back to our experience in the last big drought. Wait! Was I not just talking about optimism? Well, meteorologists are getting bolder in their forecasts that we will see a shift from a La Niña weather pattern to an El Niño one around the middle of the year. I realize it will not come soon enough for some of you, but to know that hope, and rain, is on the horizon helps with our optimism. We are already seeing snowpacks in many of the western mountain ranges that are at, or above, their normal percentages.

Many of the challenges we face are accompanied by a silver lining. Drought-induced herd liquida-

tion means that the supply of cattle is dramatically different from a few years ago. Demand for beef, however, remains high. The consumer is with us and wants to eat beef as illustrated by our experience in restaurants and retail grocery stores this past year. Beef prices went up, but the consumer kept buying. They kept buying because the high quality of our beef delivered an eating experience they wanted to enjoy time and again. Much of that demand is thanks to the work of the Beef Checkoff. Back in October, we utilized our role as a contractor to the Checkoff by working with Uber Eats and Sonic on a six-day cheeseburger promotion. Our work increased cheeseburger sales by 218%! When it comes to pure eating pleasure, we know we are the protein of choice, and our Checkoff-funded work keeps moving beef.

That demand is key because it is resulting in higher prices being paid for cattle. Economists and market analysts are telling us that the outlook is good for cattle prices in 2023. We need it, but the prices we are paying for fuel and production supplies are taking the shine off these increased prices. Once again, here is a place for optimism as there are signals that inflation could start to wane this year. That will help us get more out of improved cattle prices while giving the consumer even more money in their pocket for beef.

There is also reason to be optimistic in Washington, D.C. A Congress that has split control is one we can take advantage of. We expect that a Republican House of Representatives and a Democrat Senate results in a log jam on Capitol Hill. A log jam means that

only legislation with support from both parties has a chance to get through. That protects us against bad legislative ideas. NCBA has friends in both parties, so we will press forward with our policy priorities, especially in the upcoming Farm Bill. Programs such as funding for the Environmental Quality Incentives Program (EQIP), the Foot and Mouth Disease (FMD) vaccine bank and USDA risk management tools have bi-partisan support. While it might be a big lift to get the Farm Bill done before it expires in September, our priorities will see a lot of support.

Optimism for the year will be on full display in just a few short weeks as we gather for the 2023 Cattle Industry Convention and NCBA Trade Show in New Orleans. It is not too late to register. In fact, unlike the price of everything else these days, the registration cost to attend convention did not go up. It has been the same price for five years. This is the premiere event for cattle producers where we get the chance to have some fun, learn a little, set the policy for the association and enjoy the cattle industry's largest indoor trade show.

Each new year brings a time for optimism and fresh starts. The outlook for 2023 will only help bolster our optimism. We are fortunate to be a part of such a great and noble profession. To care for our families, our cattle and the natural resources we steward is something we all take pride in. What we do matters. Thank you for your fortitude, persistence and commitment to producing the best tasting beef in the world.

The BLM and USFS Issue Second Call for Nominations to Fill Two Vacancies On National Wild Horse and Burro Advisory Board

WASHINGTON, D.C. — The Bureau of Land Management (BLM) and U.S. Forest Service (USFS) have released a second call for nominations to fill two vacancies on the National Wild Horse and Burro Advisory Board for the positions that represent livestock management and wildlife management.

The National Wild Horse and Burro Advisory Board is comprised of nine members representing a range of interests who advise the BLM and USFS on the protection and management of wild horses and burros under the Wild Free-Roaming Horses and Burros Act, as amended.

Individuals qualify to serve on the Advisory Board based on their education, training, or experience that enables them to give informed and objective advice regarding the interest they represent. Members are selected with the objective of providing representative counsel and advice about public land and resource planning. No person is to be denied an opportunity to serve because of race, age, sex, sexual orientation, religion, or national origin.

Board members typically serve three-year terms and meet 1-4 times annually.

Board members serve without salary, though they are reimbursed for approved travel and per diem expenses related to their activities on the Advisory Board.

Interested parties should submit an application packet that demonstrates their experience or knowledge of the area of their expertise and their commitment to collaborate in seeking solutions to resource management issues. Additional instructions can be found in the Federal Register notice published December 8.

The BLM and U.S. Forest Service first issued a call for nominations for these positions as well as a position to represent humane advocacy on August 12. Due to the limited number of nomination packets received, it was determined that a second call for nominations was warranted for the positions representing livestock management and wildlife management. If you have already submitted your nomination, you do not need to reapply. **Nominations must be received and postmarked no later than January 23, 2023.**

For more information on the National Wild Horse and Burro Advisory Board, visit the BLM website at [BLM.gov/WHB/AdvisoryBoard](https://www.blm.gov/WHB/AdvisoryBoard).