

Happy New Year

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

Happy New Year! I hope everyone had a great Christmas. Another year has come and gone in what seems like the blink of an eye. Before I turn the page on 2025, NCA was engaged in a wide range of issues throughout this past year, including our state legislative session, targeted grazing legislation, trespass and public land access issues, species management, grazing regulations, and so much more. In each case, NCA had a seat at the table, ensuring that our members' voices were heard.

NCA was successful on several measures during the Nevada Legislative Session, including stopping a proposal that would have allowed agricultural workers to collectively bargain and would have required employers to pay overtime to agricultural employees. NCA also helped stop a measure that would have doubled liability insurance minimums for trucks hauling more than 26,000 lbs. We successfully worked to introduce the Strategic Grazing to Reduce the Risk

of Wildfire Act in the United States Senate with the help of Senator Cortez-Masto, which would develop a strategy to graze vacant allotments and establish temporary permits to promote targeted fuel reduction using livestock grazing, among various other livestock grazing centric strategies.

NCA and our partners continued to engage with the current Administration on the successful revocation of the Bureau of Land Management's "Public Lands Rule," which inappropriately placed conservation as a use on par with other multiple uses. NCA also helped fend off an attempt to designate several Areas of Critical Environmental Concern within Nevada, which were also tied to more stringent sage grouse management regulations across public lands.

These aforementioned items are just a small snapshot of the work NCA engages in. As we turn the calendar to 2026, there is no doubt that a lot more work will need to be done. NCA will continue engag-

ing with the entire political spectrum to make sure livestock producers' interests, concerns, and needs are known and addressed.

NCA has our sights set on several high priority issues as the new year begins to take shape. These include getting new BLM grazing regulations out the door and in place, endangered species listings and amendments to the law itself, continued engagement on trespass on private land, and ensuring Nevada's water law remains viable and intact, just to name a few. It's important to hear from you should you feel something needs to be brought forward. Remember, NCA works for you.

Before I close, I want to thank everyone who consigned cattle to the Silver State Classic Feeder Sale last month at Fallon Livestock LLC. There were a lot of great cattle through the ring this year and prices

— *New Year Continued on page 2* —

Cattlemen's Update to Provide Nevada Ranchers with Latest Market and Production Insights

University specialists, local veterinarians and guest speakers will address key issues facing ranchers

RENO, Nev. – Nevada ranchers face constant challenges, from unpredictable markets and rising costs to drought and emerging animal health concerns. To help producers navigate these challenges, the University of Nevada, Reno will host its annual Cattlemen's Update, offering practical, research-based guidance on herd health, market trends and production strategies. The event will begin with a virtual session on Jan. 12 and then be held at four locations across the state Jan. 13-16.

Led by the University's College of Agriculture, Biotechnology & Natural Resources and its Extension and Experiment Station units, the event is supported by the U.S. Department of Agriculture, Nevada Gold Mines and other local sponsors. University researchers, local veterinarians and experts from the Nevada Department of Agriculture and the U.S. Department of Agriculture will lead discussions on key issues affecting Nevada's cattle industry.

This year's Cattlemen's Update will be offered through a combination of one virtual session and several in-person sessions across the state, giving producers multiple opportunities to participate in the format that best fits their operation and schedule.

The free virtual session, held Jan. 12, 9:30 a.m.–3 p.m., will feature topics not covered during the in-person sessions. The online forum will address wildfire preparedness, emerging animal diseases, updates to Nevada's Meat and Poultry Inspection Program, and changes resulting from the U.S. Department of Agriculture's recent reorganization. Participants can view the full agenda and register online.

In-person sessions will be held at four locations, Jan. 13–16. Topics will in-

— *Cattlemen's Update continued on page 4* —



PRESIDENT'S PERSPECTIVE

Dave Baker, President, Nevada Cattlemen's Association

Welcome to 2026!

As of this writing, it is still dry in Snake Valley. This extreme drought has forced us to sell cows and our replacement heifers. We are adapting, but continue to hope that weather patterns will change.

The Nevada Cattlemen's Association (NCA) is a policy driven organization. These policies are developed through resolutions that are considered at our annual membership meeting, after the individual proposals are introduced and reviewed by the appropriate committees. Environments, business models, and needs throughout the state vary significantly. Because of the diverse range of operations in Nevada, some issues have proven difficult to form a cohesive policy position.

As with any collaborative effort, unanimous support is not always attainable. While our members acknowledge this fact, we must recognize the importance of continued cooperation to support and protect our industry's interests. Although we may disagree on individual issues, we understand that the NCA is important because of the numerous other industry issues that we face.

We depend on our membership to bring us knowledge and experience with issues, including marketing, labor, wildlife, trespassing, and everything in between - all of which are complicated and often intertwined. We have to advocate appropriately, and can only do so with the active participation of our members.

Much akin to making difficult decisions when faced with environmental changes (for instance selling a significant number of cows during a severe drought), some of these difficult conversations regarding policy need to be revisited when political climates change as well. While we can agree to disagree for a time, it is vital that we leave these doors open to further discussion as things evolve.

The NCA has the privilege of having a voice at local, state, and federal levels. As such, we must continue to be a respectful and knowledgeable resource or representative on any of these stages.

Nevada is a Purple State – while we currently have a Republican governor, the House and Senate are Democrat controlled, as they have been for nearly a decade. We must work to maintain relationships with both parties to the best of our ability. The political pendulum will continue to swing, and we need to be able to effectively communicate as power changes hands so we can keep a seat at the table.

Additionally, the unfamiliarity of our industry and issues is abundant in our state. About 94% of Nevada's population resides in urban areas. We need to understand this and view it as an opportunity to educate reasonable people with urban backgrounds. We cannot alienate people and expect to be effective in the long run as power shifts and times change.

As President, I view myself more as a representative than anything else – not a dictator or policy creator. But with our membership actively engaged, I know we can continue to establish effective policies and, at the same time, respect other positions and perspectives within and outside of the NCA. That's my rant for this month. Thanks for listening and Happy New Year

UPCOMING EVENTS

University of Nevada, Reno Extension Cattlemen's Update

— January 12–16, 2026 —
<https://extension.unr.edu/cattlemen/default.aspx>

National Cattlemen's Beef Association Cattle Convention

— February 3–5, 2026 —
Nashville, Tennessee: Music City Center
<https://convention.ncba.org>

Great Basin Bull Sale

— February 14, 2026 —
Fallon Nevada: Rafter 3C Arena
greatbasinbullsale@gmail.com

NCA 91st Annual Convention & Trade Show

— November 12–14, 2026 —
Elko, Nevada
www.nevadacattlemen.org/events-meetings/convention-and-trade-show

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between November 25 and December 23, 2025. (New members are in bold.)

• Open Star Livestock, Zachary Law



Official Publication of the
Nevada Cattlemen's Association

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Over 275 head entered

EARLY FALL PERFORMANCE CONSIGNORS

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 Carter Cattle Company, NV
 Cope Cattle, CA
 Dixie Valley, CA
 Hamilton Angus, MT
 Hone Ranch, NV
 One Equals One Simmental and Angus, ID
 Popovits Family Ranch, CA
 Riverbend Meadow Ranch, CA
 Westwind Ranch Angus, IL
 Wright Farms, OR

LATE FALL PERFORMANCE CONSIGNORS

Bishop Cattle Company, ID
 Carter Cattle Company, NV
 Cope Cattle, CA
 Neal Cattle Company, CA
 One Equals One Simmental and Angus, ID
 Popovits Family Ranch, CA
 Riverbend Meadow Ranch, CA
 Steve Smith Angus and Gelbviehs, UT
 Westwind Ranch Angus, IL
 Wright Farms, OR

SPRING YEARLING CONSIGNORS

Bishop Cattle Company, ID
 Bullhead Ranch
 Carson Angus Ranch, UT
 Cunningham Land and Livestock, IL
 Diamond L, GA
 Dixie Valley, CA
 Gem State Angus Ranch, ID
 Hone Ranch, NV
 Jorgensen Charolais, CA
 Rafter 9, NV
 Rafter Bar B, NV
 RC Cattle, CA
 Rio Segura, NV
 Riverbend Meadow Ranch, NV
 Steve Smith Angus, UT
 Wild West, OR
 Wright Farms, OR

RANGE BULL CONSIGNORS

Brunson Cattle Company, NV
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 Hone Ranch, NV
 Steve Smith Angus & Gelbviehs, UT
 Rafter 9 Ranch, NV
 Flying RJ, CA
 Wild West Angus, OR
 Mrnak Herefords West, NV
 Amador Angus, CA
 Easterly Romanov, CA
 WC Carpenter Red Angus
 Hertlein Cattle Company, CA
 Heluva Ranch, ID
 Wooden Shoe Farms, ID
 Gudel Cattle Co., CA
 Gem State Angus Ranch, ID
 Kern Cattle, CA

Exciting announcement

We're thrilled to share that Joe Nichols will be headlining this year's event – bringing hit songs like "Tequila Makes Her Clothes Fall Off" and "The Impossible." Join us Thursday, February 12, from 7-9 PM at the Rafter 3C Arena for an unforgettable evening of live music. Tickets are \$65 per person and go on sale December 1.

Performance-Tested and Range-Ready Bulls



RAFTER 3C ARENA || 12:00 PM
FEBRUARY 14, 2026
Fallon, Nevada

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- **CHAROLAIS**
- **BALANCER**
- **SIMANGUS**
- **SIMMENTAL**
- **HEREFORD**
- **ULTRABLACK**

SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 12	FRIDAY, FEBRUARY 13
5 - 9 PM - 3C Ranch Rodeo and Team Branding	9 AM - 3 PM - Ranch Rodeo 4:30 PM - Doors Open
7 - 9 PM Joe Nichols Concert	5 PM - Bull Sale Social 6 PM - Bulls and Broncs Buck

SATURDAY, FEBRUARY 14
 NOON - Bull Sale Lunch
 1 PM - Great Basin Bull Sale

THURSDAY - SUNDAY VENDOR TRADE SHOW
OPEN TO THE PUBLIC.

SALE HOSTS		
HONE RANCH Charlie Hone 775-691-1838 honeranch@gmail.com	GUDEL CATTLE CO. Kris Gudel 916-208-7258 gudelcattleco@gmail.com	WESTWIND RANCH ANGUS David Holden 530-736-0727 wstwind@hotmail.com

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AUCTIONEER
 Jake Parnell
 916-662-1298



Cattlemen's Update:

Continued from page 1 —

clude the potential reemergence of the New World screwworm, grazing management for soil and ecosystem health, biosecurity planning, genetic tools to improve herd performance, and an outlook on Nevada's cattle market, including heifer retention decisions. On-site registration will be available at all locations. A requested \$20 donation per ranch, per location, will be directed to the University of Nevada, Reno Foundation. Lunch or dinner will be provided at in-person sessions.

Paul Meiman, Extension rangeland and wildlife state specialist and associate professor in the College's Department of Agriculture, Veterinary & Rangeland Sciences, will serve as master of ceremonies. Speakers include Luis Schütz, animal scientist and assistant professor in the same department; Tracy Shane, Extension livestock specialist; Peter Rolfe, state veterinarian; and Shannon Neibergs, Washington



University of Nevada, Reno's College of Agriculture, Biotechnology & Natural Resources will be hosting the annual Cattlemen's Update for livestock producers, Jan. 12-16. *Photo by Robert Moore.*

State University livestock economist. Local veterinarians will also address key cattle health concerns in Nevada.

This year's keynote speaker is Tipton D. Hudson, a professor with Washington State University Extension. Hudson is the creator of the Stocksmart app, a grazing aid that provides users with near-real-time data on vegetation conditions, and host of the "Art of the

Range" podcast, which discusses rangeland management issues. His presentation is titled, "Place-based intelligence trumps artificial intelligence in ecologically driven grazing enterprises."

New this year

The 2026 Cattlemen's Update will introduce two special in-person sessions prior to the main events Jan. 13-16, designed to help producers prepare for wildfire and to give youth practical tools for success in animal care.

2026 Fire Outlook & Rancher Liaison Program

Ranchers will have the opportunity to learn strategies for wildfire preparedness, response and post-fire recovery to protect their operations. Organized and coordinated by Extension's Living With Fire Program, along with state fire personnel and agency partners, this session will also cover the Rancher Liaison Program and other resources to strengthen wildfire resilience. A 30-minute networking session will follow.

Youth for the Quality Care of Animals Program

This year's event will also feature a free, 60-minute training for youth ages 8-21 who are members of the Youth for the Quality Care of Animals Program, an educational program that promotes animal stewardship, character development and food safety. The training will include hands-on activities to teach animal husbandry practices and build confidence in caring for livestock.

For more information about the Cattlemen's Update, contact Kaley Chapin at kaleys@unr.edu or 702-467-2668, or Staci Emm at emms@unr.edu or 775-312-0424.

For details on the Fire Outlook & Rancher Liaison Program, contact Megan Kay at kaym@unr.edu or 775-336-0231.

For information on Youth for the Quality Care of Animals, contact Lindsay Chichester at lchichester@unr.edu or 775-784-4779.

Persons in need of special accommodations should contact Paul Lessick, civil rights and compliance coordinator, at plessick@unr.edu or 702-257-5577 at least five days prior to the event.



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RS ABOUTTIME 4115

REG: P1519282 DOB: 10/22/24
(OW ABOUT TIME 9502 PLD ET x LT RUSHMORE 6033 PLD)

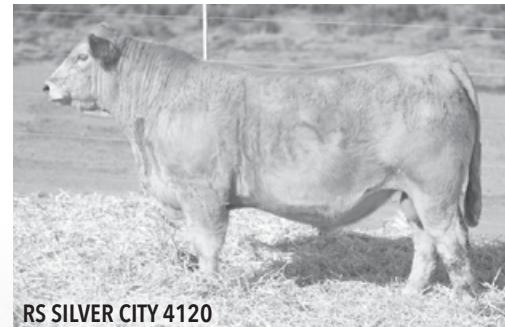
CE	BW	WW	YW	Milk	CW	REA	MARB	TSI
7	-1.1	61	109	31	22	0.68	0.22	264.0



RS ABOUTTIME 4029

REG: P1519199 DOB: 10/25/24
(OW ABOUT TIME 9502 PLD ET x HC PENDLETON 3334)

CE	BW	WW	YW	Milk	CW	REA	MARB	TSI
7.1	-0.5	68	128	31	23	0.75	0.22	268.2



RS SILVER CITY 4120

REG: P1519285 DOB: 11/22/24
(EC SILVER CITY 915 x BS COLUMBIA 645 ET)

CE	BW	WW	YW	Milk	CW	REA	MARB	TSI
8.35	-1.2	76	125	28	23	0.68	0.21	261.7



RS GLOBAL 4248M

REG: 4588826 DOB: 10/16/24
(KBHR GLOBAL J138 x BAR CK TARGET 3016A)

CE	BW	WW	YW	Milk	STAY	YG	MARB	API	TI
16.2	-3.1	78.9	124.6	23.5	21.7	-0.22	0.68	175	95



RS 1055J 4245M

REG: 4588823 DOB: 10/24/24
(BAR CK 312E 1055J x LSF TBJ TAKEBACK 4856B)

CE	BW	WW	YW	Milk	STAY	YG	MARB	API	TI
17.7	-4.1	73.2	117.4	29.4	17.2	-0.10	1.10	191	103



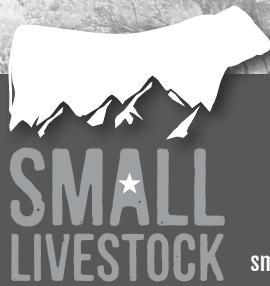
RS PATRIARCH 4333

REG: 20676131 DOB: 8/7/24
(TEHAMA PATRIARCH F028 x CONNEALY COOL 39L)

CE	BW	WW	YW	Milk	MARB	RE	\$M	\$B	\$C
13	-1.3	63	115	27	0.77	0.63	83	147	271

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SALE MANAGEMENT



John Dickinson 916-806-1919
Jake Parnell 916-662-1298

Hone Ranch Bulls To Great Basin Bull Sale

Rafter 3C Arena || 12:00 PM
FEBRUARY 14, 2026
 Fallon, Nevada

Tattoo	Reg.	DOB	Sire	CED	BW EPD	WW EPD	YW EPD	\$M	\$B	\$C
4107	21135031	9/15/2024	GSAR Unique 11M	18	-1.6	79	143	\$94	\$139	\$274
4101	21135030	9/12/2024	GSAR Unique 11M	10	0.1	82	138	\$96	\$154	\$296
4096	21135025	9/3/2024	GSAR Unique 11M	3	2.5	83	133	\$91	\$137	\$269
4108	21135032	9/20/2024	GSAR Unique 11M	8	1.7	68	126	\$87	\$150	\$282
5053	21260500	2/18/2025	MJB 131J of 789 522C	4	2	64	119	\$70	\$179	\$302
5060	21260476	2/21/2025	Moore Resilient 115A	9	2.2	82	141	\$66	\$125	\$228
5010	21260488	2/1/2025	GSAR Unique 11M	11	0.7	67	127	\$92	\$172	\$315
5069	21260479	2/25/2025	Moore Resilient 115A	7	1.1	76	134	\$101	\$151	\$297
5024	21260470	2/9/2025	Moore Resilient 115A	10	-1.3	66	114	\$82	\$105	\$218
5067	21260478	2/25/2025	Moore Resilient 115A	10	0.6	77	131	\$88	\$112	\$233
5048	21260498	2/17/2025	MJB 131J of 789 522C	4	1.5	71	128	\$43	\$117	\$195
5050	21260474	2/15/2025	Moore Resilient 115A	7	1.3	86	144	\$96	\$143	\$281
5031	21260492	2/10/2025	MJB 131J of 789 522C	10	0.7	71	120	\$79	\$139	\$259
5058	21260502	2/20/2025	MJB 131J of 789 522C	0	2.7	65	115	\$18	\$194	\$270
5032	21260493	2/10/2025	MJB 131J of 789 522C	6	1.2	63	112	\$60	\$158	\$265
5011	21260489	2/1/2025	MJB 131J of 789 522C	7	2.8	65	121	\$49	\$169	\$268
5046	21260497	2/16/2025	MJB 131J of 789 522C	10	-1.4	55	91	\$19	\$137	\$197
5033	21260471	2/10/2025	Moore Resilient 115A	6	0.3	84	140	\$75	\$152	\$272
5044	21260496	2/16/2025	MJB 131J of 789 522C	1	3.3	70	122	\$61	\$160	\$269



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Public Lands Council Update

— January 2026 —

by Kaitlynn Glover, Executive Director, PLC

Not too long ago, I read that by the end of January more than 80% of New Year's resolutions will have been abandoned, cast aside as idealistic notions that seemed workable in the wee hours of January 1, but look a bit bleaker by February. Each year, we commit to going to the gym, giving up a vice, or starting a new hobby, only to realize that there's no magic change that happens when the calendar turns to a new year.

Unlike my resolution to drink less coffee, PLC's work began as soon as the President and new Congress were sworn in by the end of January. PLC had already started conversations with the Trump transition team, and our "resolutions" called on the new administration to act on a long list of priorities for federal lands grazing permittees. By the end of February, we had already started seeing meaningful policy change.

PLC's early wins included working with BLM to rescind an Instructional Memorandum that would have prevented renewal of grazing permits and directed the agency to take unscientific action in sage grouse plans. At PLC's urging, BLM immediately took steps to rescind the ill-fated Public Lands Rule. USDA announced plans to rescind the 2001 Roadless Rule that has certainly exacerbated – if not been directly responsible for – some of the worst forest conditions in the West over the last 25 years. The Trump Administration stripped NEPA back to its original and most efficient form, requiring agencies to decrease NEPA delays and make environmental reviews more effective. U.S. Fish and Wildlife Service rescinded some of the most problematic changes to the Endangered Species Act from the Biden-era rules, restoring common-sense and efficient process to identification and designation of habitat and critical habitat.

As part of PLC's priorities for this administration, PLC provided a clear set of recommendations to BLM as part of our request for them to move as early as possible on reforming grazing regulations. We've been working with USFS for the last number of years to improve the directives that govern grazing program administration, and there is potential in this administration to enshrine some of the most positive changes in regulation.

Never inclined to be left out of the conversation, the first session of the 119th Congress delivered on grazing priorities in a way we haven't seen for decades. This last year was the friendliest I have ever seen for grazing priorities. From bipartisan support of bills like the *Ranching Without Red Tape Act* to enable permittees to move forward with maintenance of range improvements, to House passage and Senate progress on the *Fix Our Forests Act* to increase the use of targeted grazing across National Forest System lands to prevent wildfire, the message from Congress was clear: they heard permittees' message loud and clear, and they want to deliver lasting policy change.

Public Lands Council 2025 Annual Report available at publiclands council.org/Media/PLC/Docs/2025_plc_annual_report_final.pdf



PLC supported 7 witnesses who testified before Congress in 2025. This record-setting number is a clear recognition from Congress that they value federal lands grazing permittees' perspective on a wide range of issues. PLC President Tim Canterbury testified on the "State of the Rangeland" at the beginning of the year. Hearings included the need for ESA reform, gray wolf delisting, producer burdens resulting from inefficient federal policy, the consequences of catastrophic wildfire, and the need for meaningful reform to litigation incentives like the Equal Access to Justice Act. Witnesses came from across the West: California, South Dakota, Colorado, New Mexico, Washington, and more.

Certainly, 2025 had its share of challenges, but we begin 2026 with strong relationships with Congress, federal agencies and the White House. When faced with challenges, PLC meets them head-on, advocating for producer confidence, security, and profitability. We see the light at the end of some decades-long tunnels like restoring grazing to vacant allotments, improving grazing regulations, and resolving regional inconsistencies in management flexibility. This year also provides a once-in-a-generation opportunity to highlight the history, culture, and value of federal lands grazing as part of the International Year of Rangelands and Pastoralists. This global effort makes connections between ranchers in Oregon, herders in Mongolia, and producers in Ethiopia – and everywhere in between.

This year, PLC will celebrate our 58th anniversary. This year, like all the others before it, we don't need New Year's "resolutions" because we have a policy book full of strong directives. Last year showed us what working with the federal government can look like when stakeholders provide clear priorities and are met with agencies willing to listen.

I hope you all had a restful holiday season and are ready to get back at it – there's work to do!

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BLM Sage Grouse Plans Utilize Latest Science and Stakeholder Input

WASHINGTON (December 23, 2025) – Yesterday, the Bureau of Land Management (BLM) released their updated greater sage grouse management plans, amending 77 separate land use plans across the West. The National Cattlemen's Beef Association (NCBA) and Public Lands Council (PLC) originally submitted comments on these plans after each phase of revisions in 2015, 2019, and 2024, advising BLM leadership to leverage livestock grazing as a tool for strengthening sagebrush habitat and preventing wildfires that kill countless birds every year. These amended plans will accomplish these goals and will greatly increase conservation efforts.

"The revised sage grouse management plans recognize the role of cattle producers, as the original conservationists and follows the best available science. Without ranchers actively managing millions of acres of western rangeland, there would be less habitat and forage, and grouse populations would be substantially smaller," said NCBA President and Nebraska cattleman Buck Wehrbein. "This is the blueprint for how management plans should be revised in the future, with a bottom-up approach focusing on input from land managers and rural communities that live alongside wildlife including grouse. NCBA thanks the BLM and Trump administration for releasing these plans that greatly utilize stakeholder input."



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Due to the diverse habitat for sage grouse that varies from state to state, a single conservation strategy would have been ineffective for this species, and the Biden administration was moving forward with a one-size-fits-all plan at the end of 2024 with little time for stakeholder input. The Trump administration tailored their revisions to meet the local needs to achieve the best results for all grouse populations. This includes their work gathering input from western Governors, federal grazing permittees and other local stakeholders to ensure they are hearing from the experts and boots on the ground that manage this species every day.

"The revised sage grouse management plans will support the work of ranchers across the West, as we work to create optimal habitat for sage grouse. These plans unleash the conservation prowess of federal lands ranchers and allow critical conservation work that supports grouse habitat to continue without burdensome government red tape," said PLC President and Colorado rancher Tim Canterbury. "Previous administrations have wanted to use these management plans to tie up millions of acres of land and let them further degrade. That would not have helped boost sage grouse numbers and it is flat out unscientific. Ranchers throughout the West are thankful for the Trump administration and BLM leadership for releasing these detailed plans to the benefit of sage grouse and ranchers alike."



DILLE RED ANGUS

Annual Production Sale

Tuesday, March 3, 1 p.m. | At the Ranch in Buhl, ID

70 Red Angus Bulls
20 Replacement Heifers

6 Registered Ranch Broke Horses

Monday, March 2

Cattle available for viewing, all day

Tuesday, March 3

11 a.m. Complimentary Lunch



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Planning For Our Future

By Colin Woodall, NCBA CEO

In just a few weeks, we will be hosting CattleCon in Nashville. While CattleCon is known for great entertainment and the NCBA Trade Show, it is also where NCBA conducts its business. This year, the NCBA Board of Directors will be considering a new strategic plan for the association. The plan the board will be reviewing is the result of more than a year and a half of work.

Strategic planning is the process by which the producer leadership identifies where they want to take the association and then develops a roadmap to get us there. It is meant to look at the "big picture" of the industry and NCBA's role in serving it. Through this process, NCBA leadership has looked at industry issues, association resourcing, and the structure needed to achieve our vision of being "the trusted leader and definitive voice of the U.S. cattle and beef industry."

Strategic planning can be tricky because it challenges us to look at the future knowing we don't have all the facts and can't envision every potential scenario. That is why a successful plan requires flexibility. The need for flexibility is captured in Mike Tyson's quote about everybody having a plan until they get punched in the mouth. We have too many examples we can point to where this industry has been punched in the mouth. When done correctly, the strategic planning process breaks through all the noise and clutter and allows us to focus on the things that really matter and will have the biggest impact on our effectiveness. It instills confidence and empowers NCBA to make bold decisions. The strategic objectives this plan identifies will help continue the legacy built by this association since our founding in 1898.

Our process began during the Richard McDonald Leadership Institute held during the 2024 Cattle Industry Summer Business Meeting. During that session, NCBA members, state partners, and stakeholders conducted a SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This is an easy, but effective, exercise to evaluate what we are getting right, where we are falling short, and what more we can do to serve our industry. The SWOT exercise gave us hundreds of data points that we compiled for NCBA's Executive Committee to review.

In October of 2024, NCBA's Executive Committee began the process of building the new strategic plan. They discussed the SWOT results and began to formulate the strategic objectives which serve as the basis of the plan. NCBA's policy process



influenced this plan through a directive passed that instructed the strategic plan to prioritize, sustain, and enhance beginning and multi-generational family-owned livestock production operations. This aims to ensure agricultural land stays in production, protecting the sustainability of the U.S. livestock industry and U.S. national food security by leading the effort to unify the livestock industry to secure the future of U.S. producers.

During their 2024 meeting, the Executive Committee made the decision to put a hold on the planning process until the Beef Industry Long Range Plan was completed. Just as a quick reminder, the Beef Industry Long Range Plan is a joint effort by NCBA and the Cattlemen's Beef Board to identify the cattle and beef industry issues and challenges we must collectively address. It is specifically used in the formulation of the annual Authorization Requests, or ARs, which direct Checkoff-funded work. The NCBA Strategic Plan,

however, is specific to the work of NCBA, but the Executive Committee

felt it was important to look at the final Beef Industry Long Range Plan to see how it could help build our plan. After the Beef Industry Long Range Plan was adopted during the 2025 Summer Business Meeting back in July, the NCBA officers appointed a task force to build us a draft strategic plan.

The task force was made up of NCBA officers, Executive Committee members, and a few NCBA staff. Throughout August, September and early October, this task force talked to representatives from all segments of the cattle and beef supply chain to get their thoughts on the state of the industry and what NCBA should focus on moving forward. After their interviews, the task force spent two days in person drafting a plan to present to the Executive Committee. After reviewing the draft during their in-person fall meeting, the Executive Committee voted to approve it and send it to our state affiliate partners, State Beef Council partners, and breed partners for review.

It's now been sent out to the board who will have the chance to discuss it and ultimately vote on its adoption while we are at CattleCon in Nashville. Once that's done, it will be up to us, as your staff, to execute the plan and report back on our progress. This is an exciting time and shows the thought and planning that our volunteer leaders put into protecting and growing NCBA. Our process has been inclusive, thorough and well-vetted. The 2026-2031 NCBA Strategic Plan will keep us focused and sharp as we build off our legacy while laying a solid foundation for a strong future.

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# NCBA's Landmark Victories in 2025

By Buck Wehrlein, NCBA President

It seems every year, we say we are living in "unprecedented times," but this past year has been especially unique for us in the cattle business. As I think about how many issues our industry has faced in 2025, I am extremely grateful that we have representation through NCBA.

We began last year with a new presidential administration coming into office, already a busy time, coupled with an emerging animal health threat from the New World Screwworm moving up from South America. NCBA hit the ground running by educating all the new officials at the U.S. Department of Agriculture (USDA) and the White House so they could begin working to stop the Screwworm's march north. While the threat still remains, USDA has designated a location to start building a NWS sterile fly facility and the Food and Drug Administration has rolled out new products to treat NWS, both top priorities for NCBA. This year, we will continue encouraging USDA to expedite production of sterile flies so we can firmly push this pest away from our border.

This past year, NCBA secured passage of landmark tax legislation, which President Trump called the One Big Beautiful Bill. The bill was signed into law on July 4, 2025, after months of NCBA's hard work to get the bill through Congress. The One Big Beautiful Bill delivered record tax cuts to cattle producers, helping us keep more of our hard-earned income. I am especially proud of the Death Tax reductions included in the bill, which will help farmers and ranchers transfer their land to the next generation and set them up for success.

Near the end of last year, NCBA delivered a new Waters of the United States (WOTUS) rule that ends decades of overreach and uncertainty on cattle producers. Cattle producers have suffered under shifting rules that made it difficult for us to make management decisions on our land.

The new WOTUS rule limits federal authority over small, isolated water features like stock ponds, prairie potholes or dry ditches. Once the Trump administration finalizes this WOTUS rule later this year, only water features that directly connect to a large lake, river or ocean will be regulated by the Environmental Protection Agency (EPA). The rule also protects WOTUS exemptions for prior converted cropland, waste treatment systems, and groundwater, making sure the federal government does not overreach into regulating these features. This is a tremendous victory for the cattle industry, and something NCBA has led the

fight on for years.

As we enter 2026, I would be remiss if I didn't mention that we are now in the U.S. semiquincentennial or the 250th anniversary of our nation since the signing of the Declaration of Independence. Despite all the issues we face, we can remember how blessed we are to live in this country with all the freedoms we enjoy. The American cattle industry has been feeding our nation for the last 250 years, and I am confident we will continue providing the highest-quality protein for the next 250 years and beyond. NCBA has been there to support our livelihoods since 1898 and, as we reflect on America's history this year, I am also thinking about the value of having an advocate for our industry watching our backs every day.

We will have more policy updates to share at CattleCon in Nashville, Feb. 3-5. In addition to our grassroots policy process, CattleCon is a great way to get information on everything happening in Washington, D.C., network with vendors at the NCBA Trade Show, and learn about how NCBA is working for you. I hope to see you there!

Thank you for supporting NCBA and being part of the association that has fought for our rights for 128 years. We will continue proudly representing you for generations to come.



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# Nevada Beef Council Update – January 2026

## Your Checkoff Dollars at Work

By Kori Dover, RD, Nevada Beef Council

# Balanced Meal, Built Around Beef

As the new year gets underway, many meals shift back toward cooking at home and building plates that include a variety of foods. This Beef and Kale Bolognese shows how beef can anchor a meal while other ingredients round out the plate. Ground beef provides protein along with nutrients like iron and zinc, while vegetables such as onions, carrots, celery, and kale add color, texture, and nutrients that fit naturally into a familiar dish.

Kale may not be a traditional ingredient in pasta sauces, but it blends easily into recipes like this and helps contribute vitamins A and K and fiber to your

diet. The tomato-based sauce provides vitamin C, which plays a role in helping the body absorb iron from beef. When beef, vegetables, and grains are served together, each component complements the others, creating a meal that delivers both flavor and nourishment in a way that feels practical and approachable.

Source: U.S. Department of Agriculture, Agricultural Research Service.  
FoodData Central.  
<https://fdc.nal.usda.gov/>

*Recipe from BeefItsWhatsForDinner.com, funded by the Beef Checkoff.*

### Beef and Kale Bolognese

#### Ingredients:

- 1 pound Ground Beef (96% lean or leaner)
- 1 tablespoon olive oil
- 1 cup chopped onion
- 1 tablespoon minced garlic
- 1 cup chopped celery
- 1 cup chopped carrots
- 2 cups shredded kale
- 2 cans (6 ounces each) no-salt added tomato sauce
- 1/4 teaspoon salt
- 1/2 teaspoon ground black pepper
- 1/4 teaspoon crushed red pepper
- 1 package (16 ounces) uncooked Pappardelle pasta
- 2 tablespoons reduced-fat grated Parmesan cheese
- 2 tablespoons thinly sliced fresh basil



#### Cooking:

1. Heat oil in stockpot over medium heat until hot. Add Ground Beef, onion and garlic; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring occasionally.

#### Cook's Tip:

*Cooking times are for fresh or thoroughly thawed Ground Beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.*

2. Stir in celery and carrots; cook 3 to 5 minutes. Add kale, tomato sauce, salt and peppers; simmer 10 minutes to develop flavors, stirring occasionally. Meanwhile, cook pasta according to package directions.
3. Serve sauce over pasta; garnish with Parmesan cheese and basil.

## NEVADA BEEF COUNCIL

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