

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLVI, #4 | February 2023

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Nevada Cattlemen's Association Awarding Two Scholarship Opportunities



The Nevada Cattlemen's Association (NCA) is pleased to announce our 2023 scholarship opportunities. NCA will again be offering two scholarships. The NCA Scholarship will be awarded to a first-year college student beginning to pursue an education within the agricultural industry. This scholarship is open to all Nevada High School graduating seniors planning to attend a community college or four-year university and majoring in an agriculture related field. The amount of this scholarship for 2023 will be \$1,500!

NCA Scholarship

Eligibility & application requirements for the NCA Scholarship include:

- Applicant must be a senior graduating from a Nevada High School.

- Applicant must plan to attend a Community College or a 4-year College or University.
- Applicant must be seeking a degree in an agricultural related field.
- Applicant must have at least a 2.5 GPA. A copy of the student's official transcripts is required.
- Applicant must submit a cover letter describing themselves and how your future plans tie into the future of the cattle industry, background in the beef industry, and how this scholarship may benefit you, etc...

NCA is also pleased to announce the continuation of the Marvel/Andrae Scholarship, which is available to

— Continued on page 3 —

Nevada Cattlemen's Association Seeking 2023 Teacher of the Year Nominations

The Nevada Cattlemen's Association has started their annual quest for Teacher of the Year candidates and are asking for your help in soliciting nominations. The deadline for submitting nominations is **June 16th, 2023**.

Nominees must be an elementary, junior high, or high school teacher who

incorporates agriculture into their regular curriculum. For example, a teacher who teaches a one-week segment on agriculture and its importance to Nevada. Current Agricultural Education teachers are not eligible. Nominees may also include teachers considered in previous years but were not selected for the award.

Nominations must include a completed NCA Teacher of the Year Application Form and an attached essay describing why the teacher is being nominated.

The winner of this award will receive a \$1000 school supply stipend donated by Nevada Agriculture Foundation. The award recipient will also be recognized during the Nevada Cattlemen's Association's annual awards banquet on November 18th, 2023, in Winnemucca, NV at the Winnemucca Convention Center.

Anyone may submit a nomination form which is available at www.nevadacattlemen.org. For any questions, please contact the NCA office at 775-738-9214. Nominations may be submitted by email to nca@nevadabeef.org with "2023 Teacher of the Year Nomination" in the subject line; forms may be faxed to 775-738-5208; or sent by mail to, "Teacher of the Year Nomination", C/O Nevada Cattlemen's Association, P.O. Box 310, Elko, NV 89803.

WVM western video market

UPCOMING SALES

**THURSDAY,
MARCH 2, 2023**

WVM Headquarters
Cottonwood, California

**Consignment Deadline:
Wednesday, February 22**

**THURSDAY,
APRIL 13, 2023**

Wyndham Visalia
Visalia, California

**Consignment Deadline:
Monday, March 27**

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



For more information call (530) 347-3793
or email wvm@wvmcattle.com

Look for the catalog and videos on our website: www.wvmcattle.com

Market your cattle with the professionals!

Follow us on Facebook and Instagram





PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

There's no manual or training to learn how to be president of this Association. Much like we do in ranching, we presidents learn from those that go before us.

Around the turn of the century when I started becoming active in the Association, the president was John Falen. I found John to be a bit of a conundrum, with his consummate cowboy look and sometimes gruff exterior, you would think he would be a "my way or the highway" kind of guy. He was a principled man who stuck to his guns to be sure, but he had a knack for building relationships and bringing people into the fold that he had absolutely nothing in common with.

I think that John understood that we get where we are in our thought processes by our life experiences and although some of our conclusions might not be exactly smart, it doesn't mean we're stupid. We're sure lacking that notion today, aren't we.

This is the thing that I learned from John, listen respectfully to folks perspective, share experiences that may enlighten the course of action and proceed on the common ground. I can't do it with the engaging smile John had though.

I know there to be agency folks, environmentalists, wild horse advocates, politicians, and an awful lot of ranchers who would agree that we need more John Falens in our lives. Rest easy John.

NCA NEWS

Scholarship: *Continued from page 1*

graduating high school seniors or students currently enrolled in college. To be eligible, students must be pursuing a bachelor's degree in agricultural economics, agricultural business, or the animal/meat science fields. The 2023 Marvel/Andrae Scholarship award will be \$2,000!

The Nevada Cattlemen's Association would like to thank Agri Beef for their continued support of the Marvel/Andrae Scholarship. This scholarship recognizes the legacies of Tom & Rosita Marvel and Jim & Sharon Andrae and the many contributions these two Nevada ranching families have made to our industry.

Marvel/Andrae Scholarship

Eligibility & application requirements for the Marvel/Andrae Scholarship include:

- Applicant must plan to attend or be currently attending a Community College or a 4-year College or University.
- Applicant must be from Nevada and pursuing a degree in a bachelor's degree in agricultural economics, agricultural business, or the animal/meat science fields.

- Applicant must have at least a 2.8 GPA. A copy of the student's official transcripts is required.
- Students that were previous recipients of the NCA Scholarship and meet the eligibility requirements of the Marvel-Andrae Scholarship are eligible to apply.
- Applicant must submit a cover letter describing themselves, background, goals, future plans, and how this scholarship may benefit them, etc.

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

Completed applications are due **April 3, 2023**, and can be mailed to: Attn: Research & Education Committee, c/o Nevada Cattlemen's Association, P.O. Box 310, Elko, NV 89803; or submitted by email to nca@nevadabeef.org.

UPCOMING EVENTS

Great Basin Bull Sale

— February 18, 2023 —

Fallon, NV

3C Event Complex, 325 Sheckler Road

Nevada Cattlemen's Association 88th Annual Convention

— November 16-18, 2023 —

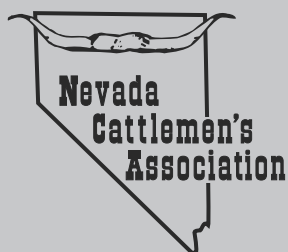
Winnemucca Conventions Center

Winnemucca, NV

MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between December 24, 2022 and January 20, 2023.
(New members are in bold.)

- All American Hay LLC, Paige Marie Poulos
- Bench Creek Ranch/Gascon Cattle, Paul Plouviez
- Robert E. Bennett
- Cross 7 Livestock LLC, J. J. Goicoechea
- Dalton Livestock LLC, Brad & Dani Dalton, Vernon & Joanne Dalton, Jay Dalton, Cameron Dalton
- Eide Bailly LLP
- Goemmer Ranches, Shawn & Mindy Goemmer
- **Hunewill Land & Livestock, Leslie Hunewill**
- Lane Johnson
- Johnson Livestock, Buck & Janet Johnson
- Kamtec Inc., Matt Torley
- Millett Ranch, George E. Manley
- Noll Cattle Company, LLC, Scott Noll
- Bob Oakden
- Pyramid Land & Cattle Mgmt. Co.
- Rafter Down A Ranch, C. Ralph Allen
- Red Dog Ranch, Jason & Angela Gault
- Rockin' T D Ranch, Anthony Stobiecki
- Sloan Ranch, Jim Sloan
- Smiley Ranch, James & Edward Smiley, Tracie Smiley Fitzgerald
- Robert & Cheryl Turner
- Travis & Jennifer Whiteley
- **Royce Patrick Wilber**
- Zoetis, Kelton Hatch



Official Publication of the

Nevada Cattlemen's Association

P.O. Box 310, Elko, NV 89803-310 | 775-738-9214

Jon Griggs, President

Hanes Holman, Pres.-Elect

Dave Baker, 1st Vice Pres.

NEVADACATTLEMEN.ORG | NCA@NEVADABEEF.ORG

Family Values.



11682 AHA P44335332 09/07/2021
Sire: JW B716 Devout 18051

CED 7.9 | BW 1.8 | WW 69 | YW 102
M 32 | REA .52 | Mrb .28 | \$CHB 122



11432 AAA 20413554 08/22/2021
Sire: *Sitz Resilient 10208

CED +12 | BW -0.9 | WW +77 | YW +132
M +44 | RE +.72 | Mrb +.73 | \$W +96 | \$B +278



11525 RAAA 4601811 8/29/2021
Sire: BB Propulsion 9096

CED 14 | BW -4.1 | WW 68 | YW 107
M 30 | REA .14 | Mrb .54 | Pros 102 | HB 60

We are beyond excited to be having our 51st Annual Sale and want to extend an invitation to you! Please join us in Caldwell, ID and see for yourself what the /S "bull business brand" is all about. We are a family built on consistent and reliable values that have lasted for over three generations on this operation. When you do business with us, you join our family.

Since 1946, we've been striving to build a cowherd that produces with consistency and reliability. We know that in these demanding times it is going to be those key points that continue to drive demand for our customers' cattle. The pressures on the national cowherd have been overwhelming and with economic pressure, we need these cattle to perform, reproduce, and grade consistently. That's what we are all about.

You can trust that when you do business with us, you will receive that consistency and reliability. Not just from our cattle, but from us as well. You can rest assure that we will deliver our promise and guarantee to you, because when you buy a Shaw animal, you buy a relationship built on consistent and reliable values, just like what's built our family.

51st Annual

SHAW CATTLE CO. SPRING BULL SALE

FEBRUARY 15, 2023

CALDWELL, ID || NOON MST

SELLING 450 BULLS

250 ANGUS || 170 HEREFORD
30 RED ANGUS
Plus 50 Ft Open Heifers



SHAW CATTLE CO.

22993 Howe Rd, Caldwell, ID 83607

greg@shawcattle.com **SHAWCATTLE.com**

Sam 208.880.9044
Greg 208.459.3029

Tucker 208.889.0455
Ron 208.431.3311

The Bull Business Brand.



2023 Elko County Cattlewomen Scholarship

The Elko County Cattlewomen will be awarding three \$500.00 scholarships. Eligibility requirements are:

1. At least a 3.10 overall G.P.A.
2. Elko, Eureka, or Lander County Graduating High School senior pursuing a degree relating to the field of agriculture directly or indirectly.
3. Emphasis will be based on student's agricultural interests and activities as well as financial need and G.P.A.

The student does not need to be involved with the cattle industry. We are looking for well-rounded individuals who will continue school in the United States. No letters of recommendation will be accepted or considered. They will not be forwarded to the selection committee. Applications are due **April 1, 2023** and can be completed at the following link- <https://forms.gle/5Fo4CesqwBQgAwCK9>. We will notify the selected students by May 1, 2023.

Scholarship funds will be awarded to the recipient upon proof of registration at their respective college. If you have any questions, please contact Julie Irish at julieirish19@gmail.com or call 702-768-9994.

NEED MORE FARM & RANCH PROPERTY TO SELL IN 2023!

We did not retire – just sold the office!

In 2022 we sold 4 Farm/Ranch Properties and have 2 more in Escrow!
We sold 40 Parcels of Land from 10 acres to 1200 acres in size.
Still need to support our Ranching habit!

Bottari & Associates Realty

Paul Bottari, Lic # B015476 • 775-752-0952

Broker, Realtor, ALC, GRI Accredited Land Consultant

2019 Land Realtor of America:

Given to only one Realtor in America each year by Realtor's Land Institute

AMADOR ANGUS

THE BULL... THE BREED... THE BRAND...

Offering 5 Bulls at the Great Basin Bull Sale

February, 18th, 2023

~1338 a grow bull with a top 2% WW,
3% YW, 4% RADG and 10% \$C

~1355 a carcass bull with top 2% marb,
5% RE, 1% \$G, 3% \$C

~1343 top 10% ww and yw

~1808 negative birth with double digit
calving ease

~1801 well balance bull with a top 5% \$M
and 10% \$C

**Bulls Also Available
Private Treaty**

Ed: (209) 595-3056

Josh: (209) 499-9182

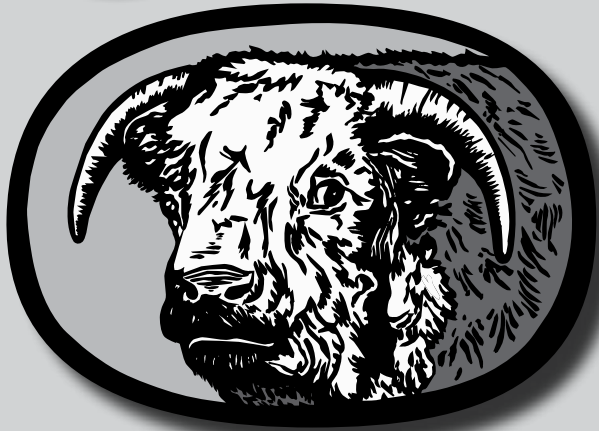
**Amadorangusfarms
@gmail.com**

Modesto, CA



BOSS

“Watering the West”



TANKS

Office: (775) 738-2677

Fax: (775) 738-2367

www.bosstanks.com

7861 E. Idaho St. • P.O. Box 70 • Elko, NV 89803



**YOUR
FUTURE
GROWS
HERE.**

COMMITTED TO SERVING YOUR NEEDS.

The change in agriculture today is just a glimpse of what lies ahead. It's why, more than ever, we are committed to being the partner you can trust, who understands your needs and delivers value to help you achieve your goals.

Wherever agriculture goes, we'll be there, alongside you, as you lead the way.



**American
AgCredit**

Your future grows here

Visit agloan.com/growyourfuture



SCAN ME

A Part of the Farm Credit System.  Equal Opportunity Lender.

Gov. Lombardo approves appointment of J.J. Goicoechea as NDA Director

(CARSON CITY, Nev.) – Governor Joe Lombardo has approved the appointment of Dr. Julian Joseph (J.J.) Goicoechea as director of the Nevada Department of Agriculture (NDA).

“I’m excited to announce J.J. Goicoechea as the new Director of the Department of Agriculture,” said Governor Joe Lombardo. “J.J. is one of the best and brightest leaders in agriculture in Nevada, and I’m grateful for his willingness to serve our state. I know that the Department of Agriculture will greatly benefit from J.J.’s thoughtful leadership, wealth of knowledge, and decades of hands-on experience.”

Director Goicoechea is well-versed in agriculture industries, previously serving the NDA as state veterinarian from 2016 to 2019 and currently serving as interim state veterinarian. Director Goicoechea received his doctorate in veterinary medicine from Colorado State University and did his undergrad studies at the University of Nevada, Reno. Director Goicoechea has practiced veterinary medicine in rural Nevada for over 20 years and assisted with the family ranching operation in addition to his experience as Eureka County Commissioner.

“I look forward to stepping into this new role and I’d like to thank Governor Lombardo and the Nevada Board of Agriculture for the opportunity to serve as NDA Director,” said Director Goicoechea.



COWBOY ARTS AND GEAR MUSEUM

Showcasing the rich history, culture and traditions of the American Cowboy, connecting the past to the present

Located in G.S. Garcia’s 1907 Saddle Shop

Saddles, Bits, and Spurs from many makers on display!

542 Commercial Street + Elko, Nevada

Guardians of the western tradition — preserving the heritage & craftsmanship of the cowboy of the American West

Open Tuesday-Saturday, 10-5 + Free Admission

Donations always accepted! + 775-389-1713



AUTHORIZED DEALERS OF:



ARROWQUIP



FURST-MCNESS COMPANY

WE ALSO CARRY

- Select Animal Feeds
- Agriculture and Reclamation Seed
- Solar Systems
- Weldless H-Brace Systems
- Some Tack
- Fencing Materials
- Continuous Fence Panels
- Steel Gates
- Livestock Panels
- Wire



123 Shelbie Way, Elko Nevada | 775-340-2258

Find us on Facebook: Cross Fence & Supply Co. LLC

Governor Joe Lombardo Appoints Alan Jenne Director of the Nevada Department of Wildlife

Reno, NV– Nevada Governor Joe Lombardo has appointed Alan Jenne as Director for the Nevada Department of Wildlife (NDOW). The appointment comes after Tony Wasley, NDOW Director of almost 10 years, retired in December ending a 25-year tenure with the agency.

“I’m pleased to announce Alan Jenne as the new Director of the Nevada Department of Wildlife,” said Governor Joe Lombardo. “Alan is a dedicated public servant and brings great insight to the department. Alan is committed to conserving Nevada’s wildlife and managing our incredible public lands, and I look forward to his leadership.”

Jenne has served as the Administrator for NDOW’s Habitat Division since 2013, leading all wildlife habitat-related programs, projects, and challenges across the state. He brings an extensive history in wildlife conservation to his new position, with experience working in all three NDOW regions and three of NDOW’s four resource divisions: Habitat, Fisheries, and Game.

Jenne, a Nevada native who graduated from the University of Idaho with a B.S. in Wildlife Biology, first started working for the agency in 1993 at the Overton Wildlife Management Area in Clark County. Before being appointed as Habitat Division Administrator in 2013, Jenne worked in a variety of programs and positions, including Wildlife Technician on the Water Development Program in Winnemucca, Fisheries Biologist in Winnemucca and Elko, and Supervising Hab-

itat Biologist in Elko.

During Jenne’s tenure as Division Administrator the Habitat Division has made many accomplishments including:

- Restoration and rehabilitation of more than 500,000 acres of wildlife habitat since 2016.
- Transfer of nearly 30,000 acres of lands from federal ownership to the State of Nevada to augment the Steptoe Wildlife Management Area and create the Carson Lake Wildlife Management Area.
- Partnering on the establishment of conservation easements to protect wildlife habitat in the Ruby Mountains and Independence Mountains of Elko County.
- Established a five-year \$10 million assistance agreement with the Bureau of Land Management for habitat restoration and rehabilitation in 2022.
- Technical review of more than 500 public land projects per year to minimize wildlife and habitat impacts.

“I owe Governor Lombardo a huge debt of gratitude for this opportunity to serve Nevadans, the sportsmen and women of Nevada, and the employees of NDOW,” Jenne said. “I look forward to taking advantage of my years of experience and diverse partnerships to promote and sustain the wildlife and wild places of Nevada for our future generations.”

WRAITH SCARLETT & RANDOLPH
Insurance Services, Inc.

W·S·R
ESTD 1917

DROUGHT?

WE’VE GOT YOU COVERED

Fight Back

Against Lack of Rainfall

With PRF!

CURRENT PROGRAMS

- Pasture, Rangeland & Forage (PRF)
NO RANCHER PREMIUM DUE AT SIGNING!
- Livestock Risk Protection (LRP)
- New Western States Grass Fire Insurance Program, covering BLM, Forest Service and Private Ground

WSR’s Pasture, Rangeland & Forage (PRF) Program helps pay your bills during a lack of rainfall!

ENDORSED BY

Contact us to see what programs we offer to keep you in business during good and bad times! Serving all 48 mainland states



Jim Vann
jimv@wsrins.com
(530) 218-3379



Quinn Briggs
quinnb@wsrins.com
(775) 304-3090



Bobby Alexander
bobbya@wsrins.com
(541) 419-6482

509 Bush Street, Woodland, CA 95695 • 877-920-8500 • wsrins.com
CA License #0B48084 • WSR is an equal opportunity employer.





K29 ASA 4150041



K19 ASA 4149976



K111 ASA 4150026



K1 ASA 4150049



K5 ASA 4150048

11th Annual LYMAN LIVESTOCK BULL SALE

1:00 PM MT | PRODUCERS LIVESTOCK MARKET
SALINA, UTAH

FEBRUARY 25

PAP Tested **100** Bulls Sell

SIMMENTAL • SIMANGUS • ANGUS

- PAP tested at 6,300' elevation
- Breeding Soundness Exam and Semen Tested
- "Cattlemen to Cattlemen" guarantee
- Bulls raised by BLM range-calved cows on the 6,500' Utah high desert

Please join us

**CUSTOMER
APPRECIATION DAY**

FEBRUARY 11 | 6-8 PM | SPANISH FORK, UT

Enjoy food and refreshments while you look through the bulls.
Educational talk by Rocky Forseth, Allied Genetic Resources.

Bid Live Online
DVAuction
Broadcasting Real-Time Auctions

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Jared Murnin 406-321-1542

ALLIED
GENETIC RESOURCES

alliedgeneticresources.com

LYMAN LIVESTOCK


Eric Lyman 801-310-1570 | Kevin Lyman 801-376-5774 | Mike Lyman 801-404-0587
www.LYMANLIVESTOCK.com

The Angus SmartBulls® Sale

1:00 PM ♦ February 22, 2023 ♦ Elko, NV



Jorgensen Land & Cattle

- ♦ 75 Angus SmartBulls®
- ♦ Mature & Experienced
- ♦ Ready for the Range
- ♦ Trich & Fertility Tested
- ♦ Breed Leading Genetics
- ♦ Genomic Tested EPDs
- ♦  VERIFIED™ ANGUS

Jorgensen Land & Cattle is recognized as a cornerstone of performance testing and for breeding bulls with commercial cattlemen in mind. Since 1958, our objective has been to select for high reproduction ability, fast growth and a desirable carcass, and for the past 25-years we have selected for feed efficiency.

America's #1 Source for Bulls

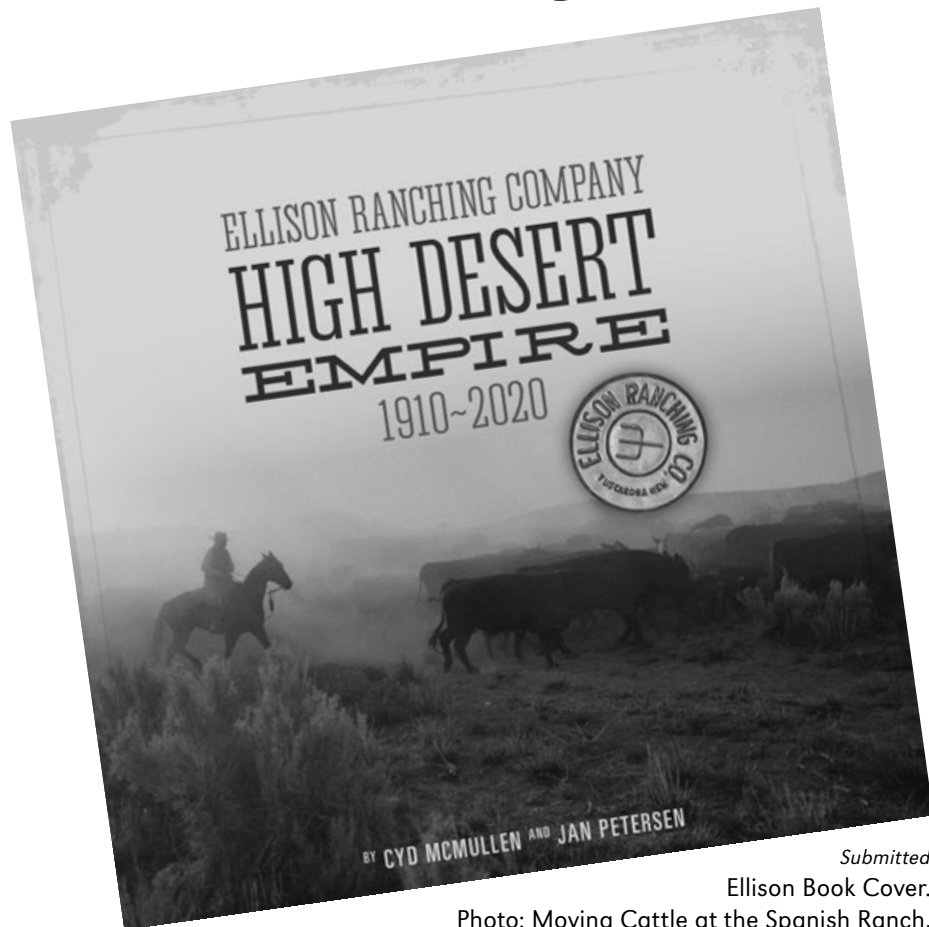


What are SmartBulls? "SmartBulls" is our name for our bulls that are 30-months old or older, have been through 2 breeding seasons, are physically & sexually mature, and have plenty of rumen & vital organ capacity so that they are ready to breed cows on the range. These bulls have passed multiple Trich- and BSE-tests.

Jorgensen Land & Cattle ♦ Ideal, SD
Larry Gran ♦ 605-641-3254
Larry.gran@jorgensenfarms.com
www.jorgensenfarms.com

1:00 PM ♦ February 22, 2023
Elko County Fairgrounds ♦ Elko, NV

Nevada Authors Publish 100-year Tribute to Elko County's Ellison Ranching Company



Submitted

Ellison Book Cover.

Photo: Moving Cattle at the Spanish Ranch,
Adam Jahiel photographer

ELKO – President of Ellison Ranching Company, Ira T. Wines, was pleased to announce the recent release of *High Desert Empire: Ellison Ranching Company 1910-2020*, an historical look at one of the few remaining family-owned ranching operations that once dominated the west. Written by Great Basin College professor emeritus Dr. Cyd McMullen in collaboration Jan Petersen, well-known Elko historian, the book chronicles the founding of what is today one of the top 7 cow-calf operations and one of the top 25 landholders in the country.

Wines said McMullen and Petersen did extensive and thorough research to provide accurate facts and background that detail the development of Ellison Ranching Company from 1910, when the first ERC ranches were purchased in Humboldt County, NV to present day. During the intervening years, he noted, the company has coped with the ever-fickle climate of the Great Basin, two World Wars, the Great Depression, labor shortages, price fluctuations for beef and lamb and federal regulation of agricultural lands.

The book was commissioned by past-president and chairman of the board, Peter K. Ellison, as a legacy project to document the story of a company that is the sole survivor of these difficult times, testament to the tenacity and wisdom and foresight of founder E.P. Ellison and the hard work of family, directors and employees, Wines said. Today the company operates three historic ranches in the



Submitted

Spanish Ranch horses, Kurt Markus photographer

high desert of Northeastern Nevada, the Spanish Ranch, The Seventy-One and the PX. It is known for the high quality of the cattle and sheep it produces, for its innovative practices and for honoring the traditions of the past.

“Ellison Ranching Company has built an empire on positive values - perseverance, fair dealing, pride in accomplishment – that give it a place of honor in the history of ranching and the American West,” McMullen said. “Historians of the ranching west have often used the term ‘Empire’ to refer to very large ranching operations of the past. In this sense, it conveys size and complexity, scope of operation, and geographical reach in a very large enterprise. Ellison Ranching Company belongs in this category.”

McMullen and Petersen gathered data from company minutes and conducted interviews with members of the Ellison family as well as past and present employees. Historical photographs and maps documenting much of the ranch’s rich past are highlighted by contemporary photographs from acclaimed western photographers Kurt Markus, Adam Jahiel, and John Langmore. The completed project was printed by Book Printers of Utah under the direction of Bryan Crockett and the book design was done by Maralee Nelson of M Graphic Design. This is Nelson’s second Ellison family project. In 2005 she designed a detailed history of First National Bank of Layton, one of E.P. Ellison’s earlier endeavors.

Copies of the book can be purchased in Elko at the Cowboy Arts and Gear Museum, Western Folklife Center and Northeastern Nevada Museum or by contacting the Ellison Ranching Company offices at 775-753-8826. The authors will be available for book signings during the National Cowboy Poetry Gathering in Elko, February 3, 2023 at 3:00 pm at the Elko Convention Center and Saturday, February 4, 2023, 10:00 am to 11:00 am, at the Cowboy Arts and Gear Museum.

Featured Sires



Casino Bomber N33

KM Broken Bow 002 x DPL Upward L70

CED	BW	WW	YW	MILK	MARB
12	-1.5	81	132	27	.88
RE	\$W	\$F	\$G	\$B	\$C
.94	89	104	69	173	301



Casino Constable T34

LD Capitalist 316 x Connealy Consensus

CED	BW	WW	YW	MILK	MARB
4	1.7	83	140	23	.96
RE	\$W	\$F	\$G	\$B	\$C
.88	81	104	68	172	314



Connealy Emerald

Connealy Confidence Plus x Connealy Armory

CED	BW	WW	YW	MILK	MARB
7	-.3	63	124	19	.86
RE	\$W	\$F	\$G	\$B	\$C
1.13	51	88	73	161	275

DPL Chimney Rock X122

Connealy Rock 277P x DPL Upward L70

CED	BW	WW	YW	MILK	MARB
19	-2.2	72	136	33	.93
RE	\$W	\$F	\$G	\$B	\$C
.16	78	84	54	138	250

DPL Chico U18

Sitz Powerball 696C x Baldridge Yahoo Y58

CED	BW	WW	YW	MILK	MARB
3	3.3	83	145	31	.79
RE	\$W	\$F	\$G	\$B	\$C
.76	72	112	62	174	278

DPL Function U34

Carter's Omaha x H A Image Maker 0415

CED	BW	WW	YW	MILK	MARB
9	-.1	72	134	27	.45
RE	\$W	\$F	\$G	\$B	\$C
.35	66	116	42	158	234

17TH ANNUAL

Ward

RANCHES

BULL SALE

Saturday **March 18**

Your Sierra Nevada Source

Offering 50 Angus Yearling and Long-Yearling Profit-Driven Bulls

Efficient • High-Performing • Maternally Made

Join Us at the Ranch

1155 Foothill Road • Gardnerville, NV

Lunch: 11:30 a.m. • Sale: 1 p.m.

ONLINE
BIDDING
THROUGH
WWM/DV

WWM
CATTLE.COM
IN PARTNERSHIP WITH
DVAuction

M³
MARKETING

SALE CATALOG
REQUESTS:
Matt Macfarlane
916-803-3113



Ward

RANCHES

WAS BUILT TO PROVIDE SUSTAINABLE ANGUS GENETICS IN THE GREAT BASIN AND BEYOND

Our foundation females and natural service sires hail from two of the most respected cattlemen in the West - David Medeiros and David Dal Porto. We have added some of the most proven and highly accurate multi-trait sires to our A.I. program for nearly 20 years in order to produce cattle that flourish in tough conditions. Call to setup a time to preview the bulls ahead of the sale.

Gary Ward

775-790-6148

wardranches24@gmail.com

Sale Manager

Matt Macfarlane Marketing: 916-803-3113

m3cattlemarketing@gmail.com

www.m3cattlemarketing.com

Auctioneer

Eric Duarte: 541-891-7863

MURDOCK CATTLE COMPANY RED ANGUS

Annual Bull Sale

FEBRUARY 22. 2023

DOUBLE M SALE BARN ♦ STANFIELD, OREGON ♦ 1:00 PM

RICK MACHADO, AUCTIONEER

ALL FOUR OF THESE BULLS WILL BE SELLING

MTM Oregon Franchise 251

4625425

Sired by Franchise 8942 and out of DKK Betsy 0114. This guy doesn't just look the part – he also comes with eye-popping numbers: 5% ProS, 6% gridmaster, 8% weaning weight, 4% yearling weight, 2% average daily gain, 8% CEM, 16% marbling, 3% carcass weight, and 5% REA. He has an actual birth weight of 78 pounds, an adjusted weaning weight of 832, and an adjusted yearling weight of 1339.



MCC Oregon Franchise 255

4632877

Take a look at this Franchise son out of an Oracle daughter. Those who know our program, know what an impact Oracle has had, and not just because we own a piece of this legendary sire. Franchise 8982 has proven to be an excellent investment for us. 255's Oracle dam has added calving ease and solid carcass qualities to this bull.



MTM Rambler 250

4625423

At the 2019 9-Mile Sale, Great Basin was the standout fall bull in sale and Josh Dykes was so impressed with him he made a deal with us to use him for natural service for two years. A long list of Great Basin sons were in the 2021 9-Mile sale. Rambler 250 is out of Ramblin Ruby 866 who is one of our top-producers. She has the kind of EPDs veteran cattlemen are looking for in terms of a 3% calving ease maternal and upper end scores for weaning weight, yearling weight, and average daily gain. His rib eye measured 15.96. He has an adjusted birth weight of 73, an adjusted weaning weight of 811 pound, and an adjusted yearling weight of 1317.



MCC Oracle Heritage 257

4632881

For those who are familiar with Red Angus in this area, this bull goes back to the old Echo Jane Line which came from Larry Rew and was important in our foundation. The Rew Ranch was just a stone's throw from where we are today. The sire is Oracle, a bull that has done wonders for us and produced our highest selling bull, Ukiah, who brought \$15,000 from Lee Leachman. The Echo Jane calves are stout, rugged, easy-fleshing, and hardy-doers. She produced our 2nd highest weaning bull calf.



If you can't attend in person, follow the sale on DV Auctions
We are selling with the Price Cattle Company

George Murdock
541-310-0989

PRODUCING CATTLE THAT KNOW HOW TO MAKE A LIVING
Born in the West – Raised in the West

Ian Murdock
541-561-5472

TRINITY FARMS

THE NORTHWEST'S #1 SOURCE FOR SIMANGUS™ GENETICS!

CALF VIGOR
POUNDS AT WEANING
FEED EFFICIENCY
OVERALL HEALTH
HIGHER YIELD
MORE PROFIT
BETTER FEET
MATERNAL TRAITS
KINDER DISPOSITION

MORE IS MORE

CUSTOMER SERVICE
GENETIC TESTING
UNBEATABLE GUARANTEE



250 Bulls Available 3.4.2023
Ellensburg, WA 509.201.0775 www.trinityfarms.info

USDA Expands Eligibility, Enhances Benefits for Key Disaster Programs

Policy changes will help more producers recover from natural disasters

WASHINGTON, Jan. 10, 2023 – The U.S. Department of Agriculture (USDA) made updates to several conservation, livestock and crop disaster assistance programs to give more farmers, ranchers, and tribes the opportunity to apply for and access programs that support recovery following natural disasters. Specifically, USDA's Farm Service Agency (FSA) expanded eligibility and enhanced available benefits for a suite of its programs. These updates will provide critical assistance to producers who need to rebuild and recover after suffering catastrophic losses of production and infrastructure due to natural disasters.

FSA has updated the following programs: The Emergency Conservation Program (ECP), the Emergency Forest Restoration Program (EFRP), the Emergency Assistance for Livestock, Honeybees, and Farm-raised Fish (ELAP), the Livestock Forage Disaster Program (LFP), the Livestock Indemnity Program (LIP) and the Noninsured Crop Disaster Assistance Program (NAP).

"As I meet with producers across the country, I have gained a better understanding of the ways in which our programs work—and the ways in which they can be improved to better support all producers, especially those who are working to rebuild their operations after a disaster," said FSA Administrator Zach Ducheneaux. "This set of updates to our disaster assistance programs reflects FSA's commitment to listening to producers and responding to their needs wherever we have the authorities to do so. We are confident that these changes will increase the both the accessibility and efficacy of our disaster assistance programs, consistent with our goal to build equity into the fabric of our work at the FSA."

Conservation Disaster Assistance Updates

FSA updated ECP to:

- Allow producers who lease Federally owned or managed lands, including tribal trust land, as well as State land the opportunity to participate.
- Provide advance payments, up to 25% of the cost, for all ECP practices before the restoration is carried out, an option that was previously only available for fence repair or replacement. The cost-share payment must be spent within 60 days.

Additionally, Congress also authorized the Federal government to pay 100% of the ECP and EFRP cost for damage associated with the Hermit's Peak/Calf Canyon Fire in New Mexico. This fire burned over 340,000 acres from April 2022 to June 2022 and was the largest wildfire in recorded history in New Mexico. ECP and EFRP cost-share assistance is typically capped at 75%. This policy change for 100% cost-share applies only to those locations impacted by the Hermit's Peak/Calf Canyon Fire.

ECP and EFRP provide financial and technical assistance to restore conservation practices like fencing, damaged farmland or forests.

Livestock Disaster Assistance Updates

FSA also expanded eligible livestock under ELAP, LFP and LIP. Specifically, horses maintained on eligible grazing land are eligible for ELAP, LFP and LIP. Many family farms and ranches use their forage to raise horses to augment their other agriculture endeavors. FSA recognizes that animals maintained in a commercial agriculture operation, add value to the operation and could be available

for marketing from the farm. FSA regulations have been updated to include these animals as eligible livestock

Horses and other animals that are used or intended to be used for racing and wagering remain ineligible.

Ostriches are also now eligible for LFP and ELAP. FSA is making this change because ostriches satisfy more than 50% of their net energy requirement through the consumption of growing forage grasses and legumes and are therefore considered "grazing animals".

This change for ostriches is effective for the 2022 program year for both LFP and ELAP. ELAP requires a notice of loss to be filed with FSA within 30 days of when the loss is first apparent. Because this deadline may have passed for 2022, FSA is extending the deadline for filing notices of loss through March 31, 2023.

LIP and ELAP reimburses producers for a portion of the value of livestock, poultry and other animals that died as a result of a qualifying natural disaster event or for loss of grazing acres, feed and forage. LFP provides benefits for grazing losses due to drought and eligible wildfires on federally managed lands.

Noninsured Crop Disaster Assistance

NAP provides financial assistance to producers of non-insurable crops when low yields, loss of inventory or prevented planting occur due to natural disasters. Basic NAP coverage is equivalent to the catastrophic level risk protection plan of insurance coverage, which is based on the amount of loss that exceeds 50% of expected production at 55% of the average market price for the crop.

Previously, to be eligible for NAP coverage, a producer had to submit an application (Form CCC-471) for NAP coverage on or before the application closing date. For 2022, if a producer has a *Socially Disadvantaged, Limited Resource, Beginning and Veteran Farmer or Rancher Certification* (Form CCC-860) on file with FSA, it will serve as an application for basic coverage for all eligible crops having a 2022 application closing date and all NAP-related service fees for basic coverage will be waived for these producers.

FSA will notify all eligible producers who already have the CCC-860 certification form on file of their eligibility for NAP basic coverage for 2022. To potentially receive NAP assistance, producers who suffered losses due to natural disasters in 2022 should file an acreage report as well as a notice of loss with the FSA at their local Service Center.

Producers who are interested in obtaining NAP coverage for 2023 and subsequent years should also contact their local FSA county office for information on eligibility, coverage options and applying for coverage.

Reporting Losses

Producers impacted by a natural disaster should report losses and damages and file an application with their FSA county office. Timelines for reporting losses and applying for payments differ by program.

For LIP and ELAP, producers will need to file a Notice of Loss for livestock and grazing or feed losses within 30 days and honeybee losses within 15 days. For

— Continued on page 17 —



Crossbreeding, the only **FREE** Lunch in the Cattle Business

The Benefits of Hybrid Vigor without the Hassle: Crossbreeding made easy with Lim-Flex®

Crossbreeding for the right blend of muscle, maternal ability and profit is easier with Lim-Flex. Registered Lim-Flex seedstock, the pedigreed blend of 25-75% Limousin with Angus (black or red), features the muscle and cutability of Limousin with the marbling and fleshing ability of Angus.

Lim-Flex takes the hassle out of crossbreeding. Lim-Flex provides the right amount of Limousin and Angus to excel in any market, without the extra management of rotational crossbreeding. Whether you're breeding calves to sell through Strauss Brands, CAB or the local livestock market, Lim-Flex not only fit, but can top the market.

Progressive producers recognize the advantages of hybrid vigor:

- ...20% more pounds of calf per cow exposed (due to hybrid advantages in age at puberty, conception rate, survival to weaning, milk production and weaning weight)
- ...1.3 years of additional cow longevity
- ...30% greater lifetime production
- ...Increased fertility and decreased gestation length with hybrid bulls

LIM-FLEX ADVANTAGES

- ...Flexible seedstock for simple, easily managed crossbreeding
- ...Flexible marketing options to maximize profit
- ...Flexible market progeny that consistently hit dressing percent, along with yield and quality grade targets for mainstream markets
- ...Flexible females adapted for efficiency across a wide range of environments

Selling Lim-Flex Bulls with proven pedigrees and tested performance.

February 18, 2023 • Fallon, Nevada
at the Great Basin Bull Sale

"Not only do Lim-Flex females offer unprecedented longevity, they are extremely fertile and maternally inclined."

Andy Riley
Star Valley Ranch,
Hiko, NV

"Our cattle have to be stout, easy-fleshing, maternal, and able to fend for themselves. Lim-Flex do this better than any other type of cattle we've run."

Casey Deuter
Deuter Ranches,
Rec Heights, SD

LIM-FLEX
LIMOUSIN-ANGUS HYBRID
North American Limousin Foundation
360.730.3853 • www.nalf.us

 **Easterly
Romanov
RANCH**

TOM & GRACE EASTERLY (530) 633-0622
SHERIDAN, CA errl@skyhibroadband.net

Key Disaster Programs: *Continued from page 15*

LFP, producers must provide a completed application for payment and required supporting documentation to their FSA office within 30 calendar days after the end of the calendar year in which the grazing loss occurred.

For NAP, producers should contact their local FSA office for guidelines on submitting a notice of loss and filing an acreage certification.

More Information

The updates to these programs build on other Biden-Harris administration efforts to improve disaster assistance programs, including additional flexibility in obtaining Noninsured Crop Disaster Assistance Program (NAP) basic coverage for socially disadvantaged, beginning, limited resource and veteran farmers and ranchers.

Previous enhancement to the ELAP provide program benefits to producers of fish raised for food and other aquaculture species as well as cover above normal expenses for transporting livestock to forage and grazing acres and transport feed to livestock impacted by qualifying drought. And earlier updates to the LIP payment rates better reflect the true market value of non-adult beef, beefalo, bison and dairy animals.

Yesterday, FSA announced it would begin accepting applications for the Emergency Relief Program (ERP) Phase Two and the new Pandemic Assistance Revenue Program (PARP) on Jan. 23, 2023, through June 2, 2023. ERP Phase Two is designed to fill gaps in the delivery of program benefits not covered in ERP Phase One and improves equity in program delivery to underserved producers. PARP

will help address gaps in previous pandemic assistance, which was targeted at price loss or lack of market access, rather than overall revenue losses. Learn more in the Jan. 9, 2023 news release.

Additional Resources

On farmers.gov, the Disaster Assistance Discovery Tool, Disaster Assistance-at-a-Glance fact sheet, and Farm Loan Discovery Tool can help producers and landowners determine program or loan options. For assistance with a crop insurance claim, producers and landowners should contact their crop insurance agent. For FSA and Natural Resources Conservation Service programs, contact the local USDA Service Center.

USDA touches the lives of all Americans each day in so many positive ways. In the Biden-Harris administration, USDA is transforming America's food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America. To learn more, visit usda.gov.

USDA is an equal opportunity provider, employer and lender.

NEVADA'S PREMIER WATER RIGHTS ENGINEERING COMPANY

We provide a wide range of water right and resource development services that can be customized to meet your needs. Our team works directly with you to develop the best solution for your farm, ranch, business or home.

WATER RIGHTS PROJECTS

APPLICATIONS & EXTENSIONS
WATER RIGHT IDENTIFICATION & ANALYSIS
PROOF OF BENEFICIAL USE
GROUND & SURFACE WATER MAPPING
BUYER/SELLER/OWNERSHIP ASSISTANCE
OWNERSHIP TRANSFER
WATER RIGHT LITIGATION SUPPORT

www.turnipseedengineering.com



SERVING ALL OF NEVADA

Michael Turnipseed, P.E.
David G. Hillis, Jr., P.E.

775-885-2101
Carson City, Nevada

Over 50 Years
Combined
Experience

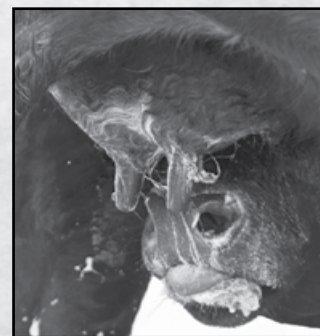
Want to wean more calves?

Buy a Bar T Bar Bull!



Bar T Bar bulls will build better cows!

It's no wonder, that despite two of the worst drought years in Arizona history, Bar T Bar is the Number 1 breeder of Dams of Merit and Distinction in the Gelbvieh breed. Bar T Bar cows run under real world conditions. Bar T Bar



bulls produce highly fertile, efficient-sized cows that breed up and wean a high percentage of their own body weight. The March bull calf pictured weaned off his four-year-old dam at 639 pounds at 200 days of age.

A four-year-old Bar T Bar cow that is weaning her third calf with a 365 day calving interval and a near perfect udder. Her Zoetis Fertility EPD ranks her predicted lifetime calf production in the Top 1% of the industry. She epitomizes what it means to be a better cow!

Bar T Bar Bulls

YOU MAKE THE COMPARISON

Popular Industry Bulls

Cow Herd Profit (\$Ranch)

Selected to improve cowherd profit with our unique \$Ranch index – under real world conditions. The 2022 Bar T Bar bulls rank in the Top 17% of the industry or \$Ranch and the top 19% for Fertility.

Selected for bigger growth and milk numbers under artificial seedstock conditions that result in cows that do not fit the environment.

Birth to Harvest Profit (\$Profit)

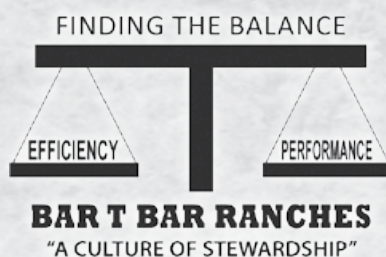
Selected to balance the maternal requirements while building heavier calves with higher marbling. The 2022 Bar T Bar bulls rank in the top 5% of the industry for \$Profit.

Industry average bulls are around \$8,000 on \$Profit. This is \$90 per calf behind the average Bar T Bar 2022 bull. Average bulls lack maternal traits, feed efficiency, and high carcass quality.

Reduced Feed Intake and Feed Efficiency

Bar T Bar has been measuring and selecting for reduced feed intake for a decade – to help you lower your feed costs!

Most of the industry does not even measure this trait. The result is selection for inefficient cattle that eat too much!



Bar T Bar Ranches Annual Bull Sale

April 8, 2023 at 1:00 p.m. (PDT)

Southern Balancers, Balancers, Gelbvieh & Angus
Crater Ranch Headquarters · Winslow, AZ



BAR T BAR RANCHES

Seedstock Marketing
Bob & Judy Prosser (928) 380-5149
Kristin Hovey (970) 485-0974
info@bartbar.comm

General Manager
Phil George (620) 255-7124
phil.george@bartbar.com



Herd Consultant
Lee Leachman
(970) 568-3983

USDA Forest Service Launches New Efforts in Nevada to Address the Wildfire Crisis

Oden, UT, —Department of Agriculture Secretary Tom Vilsack announced Jan. 19 expanded efforts to reduce wildfire risk across the western U.S., directly affecting national forests here in Nevada.

These investments, made possible through the Biden Administration's Bipartisan Infrastructure Law (BIL) and the Inflation Reduction Act (IRA), will directly benefit at-risk communities and critical infrastructure across 11 additional landscapes in Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

"It is no longer a matter of if a wildfire will threaten many western communities in these landscapes, it is a matter of when," said Secretary Vilsack. "The need to invest more and to move quickly is apparent. This is a crisis and President Biden is treating it as one. Today's announcement will bring more than \$490 million to 11 key landscapes across the western United States, and will be used to restore our national forests, including the restoration of resilient old-growth forest conditions."

In Nevada, the Sierra and Elko Fronts were selected for increased funding. The Sierra Front Landscape is approximately 2 million acres, including National Forest System and Bureau of Land Management lands. 810,000 acres of this landscape is located National Forest System lands. The Elko Front Landscape is approximately 1.4 million acres, including National Forest System and Bureau of Land Management lands. 340,000 acres of this landscape is located on National Forest System lands.

This announcement complements the agency's 10 landscape projects announced in 2022 and the agency's broader strategy to address critical infrastructure, community protection, and forest resilience at risk to catastrophic wildfire. Combined with the initial investment landscapes, these actions will span nearly 45 million acres across 137 of the 250 high-risk fireheds in the western U.S., with a total investment of \$930 million on 21 landscapes across 26.7 million acres in 2023. This work will mitigate risk to approximately 200 communities within these landscapes.

"I'm thrilled Nevada is receiving this historic investment of \$53 million in 2023 in federal funds from the U.S. Forest Service for high-impact projects in high-risk communities that will significantly reduce wildfire threats in Elko County and along the Sierra Front," said Nevada Governor Joe Lombardo. "I thank our multi-agency Shared Stewardship partners for working together to increase the pace and scale resources, and the Nevada way of life – on both public and private land."

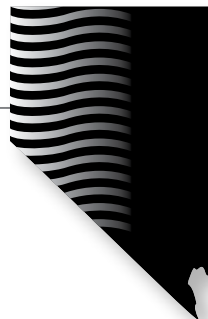
"With this announcement of priority landscapes in Nevada, we have the ability to place focus on addressing the wildfire crisis immediately," said Intermountain Regional Forester Mary Farnsworth. This investment will directly benefit at-risk communities and protect vital watersheds along the Elko and Sierra Fronts while enhancing forest conditions and creating a fire resilient forest.

"The Shared Stewardship Strategy recognizes the complexity of wildfire management in Nevada," said Nevada State Forester Kacey KC. "It takes all of us – state, federal and local government, tribal nations, private landowners, community organizations and private industry – working together to create fire-resilient landscapes and communities in our highest risk areas across Nevada."

To meet this moment, Secretary Vilsack is also authorizing the Forest Service to utilize a new emergency authority in the Bipartisan Infrastructure Law, combined with strategic implementation of existing authorities. Doing so will enable the agency to move more quickly in applying targeted treatments to high-risk fireheds identified in the agency's Wildfire Crisis Strategy, as well as post-fire recovery areas most impacted the past several years.

These actions are required to be conducted in an ecologically appropriate manner that maximizes the retention of large trees, considers historically underserved communities and tribes, and is done collaboratively with communities and partners.

"Doing this work in the right place, at the right time, and at the right scale, combined with the use of emergency authorities, will accelerate our planning, consultation, contracting, hiring and project work to reduce wildfire risk and improve forest health and resilience," said Forest Service Chief Randy Moore. "Collaboration with Tribes, communities and partners will remain a priority, and we will continue to use the best available science when carrying out this important work."



Nevada Water Solutions LLC

Water Rights / Resource Permitting Expertise

Thomas K. Gallagher, PE
775-825-1653 / FAX 775-825-1683

333 Flint Street / Reno, NV 89501
tomg@nevadawatersolutions.com

Over 31 years of experience with the Nevada State Engineer's Office

SweetPro®
PREMIUM SUPPLEMENTS

Complete Mineral Supplementation in One Package

Improved Forage
Feed Efficiency

Enzymes & Prebiotics
(Including MOS & Beta-glucan)

Organic Complexed
Trace Minerals

Macro Minerals

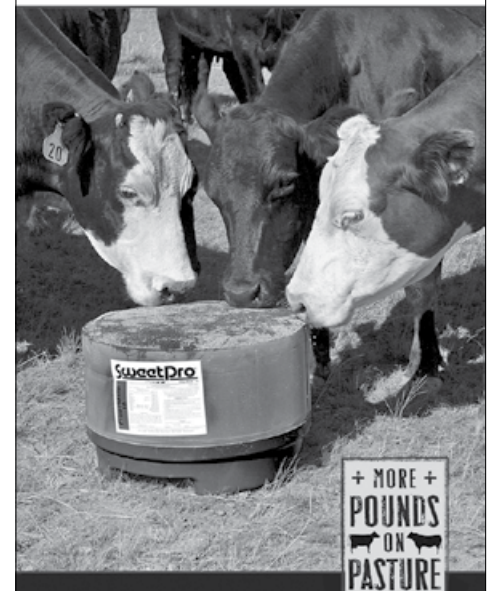
Vitamins

Yeast

Available with Garlic



PROBIOTEIN®



+ MORE +
POUNDS
ON
PASTURE

SweetPro.com
888.229.0475

Leo Baptiste
208.631.4904

lbaptiste@live.com

NCBA Statement on USDA Proposed Traceability Rule

WASHINGTON (January 18, 2023) – National Cattlemen’s Beef Association (NCBA) President-Elect Todd Wilkinson, a South Dakota cattle producer and chairman of the NCBA traceability working group, today released the following statement regarding the U.S. Department of Agriculture’s (USDA) proposed rule on electronic identification for cattle moving interstate:

“As USDA has worked toward a nationally significant animal disease traceability program, NCBA has remained engaged in the conversation with industry stakeholders and USDA to ensure the interests of cattle producers are represented and protected. It is critical that any program ultimately adopted by USDA allows for maximum flexibility and privacy. At the same time, USDA must also minimize the costs for producers and any business disruptions to the industry.

“Foot-and-mouth disease outbreaks across the globe continue to result in disruptions to commerce and depopulated livestock, the need for bold action is immediate and evident. However, NCBA is com-

mitted to working with USDA to ensure workable solutions are identified and ultimately implemented. Cattle producers can be confident that any finished product will protect our national livestock herd. We will ensure it provides maximum producer privacy and flexibility with minimal costs, exactly what our stakeholders have told us they expect from USDA.”

NCBA is reviewing the proposed rule in its entirety to determine whether it meets the criteria that NCBA’s policy has outlined below.

Background

NCBA grassroots policy, which is brought forward and voted on by individual cattle producers, states that NCBA believes an effective animal disease traceability program should:

- Be compatible with private sector animal ID and verification programs backed by the USDA.
- Be compatible with the general traceability principles of the World Organization for Animal Health (WOAH).

- Recognize existing USDA programs for beef exports.
- Be built using infrastructure that supports other potential uses of ID.
- Utilize low-cost electronic official tagging devices paid for by federal and/or state funds, when possible.
- Require that cattle ID information for disease traceability be kept confidential and strongly protected from disclosure.
- Protect ownership information from disclosure to future owners.
- Protect producers from liability for acts of others, after the cattle have left the producer’s control.
- Operate at the speed of commerce.
- Not replace or impede existing state brand inspection activities.
- Work within a framework to accommodate all classes of cattle.

Fallon Livestock, LLC

Selling all classes of livestock:

CATTLE ✧ HORSES ✧ SHEEP ✧ GOATS ✧ PIGS

Every Tuesday at 11:00 a.m.

Fallon Livestock, LLC is the key market for Nevada livestock producers!

Home of the **Silver State Classic Special Calf and Yearling Sale** held every December

sponsored by the Nevada Cattlemen’s Association

Fallon Livestock, LLC
2055 Trento Lane • 775-867-2020

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

BARKER CATTLE COMPANY BULL AND FEMALE PRODUCTION SALE

Tuesday, February 28, 2023

Burley Livestock Auction, Burley, Idaho • 1:00 PM (MT)

Complimentary lunch served at 11:00 AM.



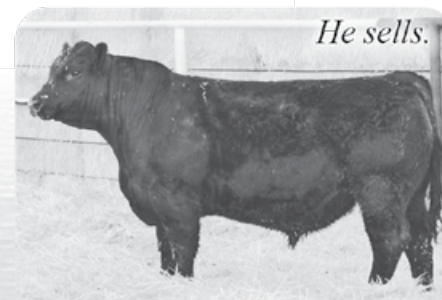
He sells.

KB15 Purebred SM ASA: 4097348
Hook's Frontline son



He sells.

KE21 Purebred AN AAA: 20539285
Freys Cowboy Logic



He sells.

KF437 SimAngus™ ASA: 4097336
BSUM Country Boy 038H son



He sells.

KF247 SimAngus™ ASA: 4097343
TJ Flat Iron 259G son



He sells.

KH018 SimAngus™ ASA: 4097344
BSUM Country Boy 038H son



He sells.

KA515 Purebred AN AAA: 20539280
Riverbend Growth Fund 9530 son

We focus on the TRAITS that PROFIT Western Cattlemen:

Calving Ease • BW • WW • YW • API

SALE MANAGED BY:
ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Jared Murnin 406-321-1542
www.alliedgeneticresources.com

Bid online dvauction.com **DVAuction**
Broadcasting Real-Time Auctions

BARKER
CATTLE • COMPANY
BULLS • SHOWCALVES • HEIFERS

www.barkercattle.com

Ruel & Tyler Barker
801-792-1036
801-372-0996

Tom & Sally Ottley
208-312-3085
208-312-5571

Braden Ottley
208-650-6295

tosalott@atcnet.net

Selling 90 Simmental, Angus and SimAngus™ Bulls 50 Simmental, Angus and SimAngus™ Yearling Heifers



Nevada Beef Council Update — February 2023

Your Checkoff Dollars at Work

By Makenzie Neves, Manager of Producer Education and Engagement

Are Consumers Still Satisfied with Steak?

— An Update from the Steak Satisfaction Survey —

Courtesy of BeefIt'sWhatsForDinner.com

The National Cattlemen's Beef Association (NCBA), on behalf of the Beef Checkoff, is continually monitoring and identifying the main drivers of beef demand. These five primary demand drivers are thought to be some of the most significant influencers of beef demand, and consist of eating experience, convenience/versatility, price, raised/grown, and nutrition. NCBA, on behalf of the Beef Checkoff, conducts regular studies to monitor beef's performance within these primary demand drivers. One such survey makes use of the Consumer Beef Tracker to continually monitor reported

Satisfaction

Eating experience satisfaction is consistently higher at home than at a restaurant for a variety of beef products, but still exceptional overall

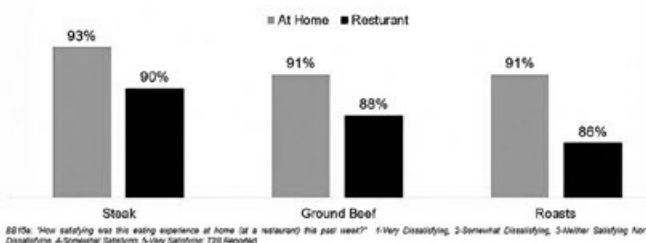


Figure 1. Satisfaction from Beef Eating Experiences¹

ularity.

Consumer satisfaction remains the highest for steak products, both at home and at a restaurant. Figure 1 shows that consumers recognize and appreciate the eating experience received from purchasing beef steak. Interestingly, claims of satisfaction are higher at home for all three products, potentially because meals at home can

levels of consumer satisfaction while eating various beef products.

Beef steak has historically been a popular cut among beef consumers, both at retail and foodservice. While beef steak may be associated with a higher average price compared to other protein products, a consistently satisfying eating experience continues to drive its popu-

be customized much easier than meals at a restaurant. This trend also comes in light of decreasing restaurant visits across the food service chain. Food-service traffic has decreased over 10% year-over-year in June 2022, with a further yearly decrease from March to May 2022. As inflationary pressures continue to rise, consum-

ers are being forced to alter their preferences and household budgets.

Steak is not exempt from these decreased restaurant visits. Figure 2 shows occurrences of eating steak in a restaurant have decreased by 27% from January 2022 – August 2022, while occur-

rences of eating steak at home have increased by 15% from January 2022 – August 2022, further indicating that consumers are shifting to dining in instead of visiting a restaurant. However, despite the decreasing occurrences of restaurant visits, spending at restaurants increased 7% in June 2022, although this could be due to elevated price levels at

restaurants². While some consumers may continue to visit restaurants despite these increased prices, other consumers may opt to dine at home in favor of affordability.

Trending satisfaction levels for eating steak at home have fluctuated throughout the first quarter of 2022, before reaching a 2022 year to date high in July. Since then, satisfaction levels have decreased from July 2022 – August 2022. Steak satisfaction levels at a restaurant exhibited more volatility through the first and second quarters of 2022, before dropping from June 2022 – August 2022. These recently decreased levels of satisfaction could be due to the increased cost of the meals. If this is the case,

Steak Satisfaction: Trends

Satisfaction mean scores at home have fluctuated throughout 2022, decreasing from July 2022 to August 2022

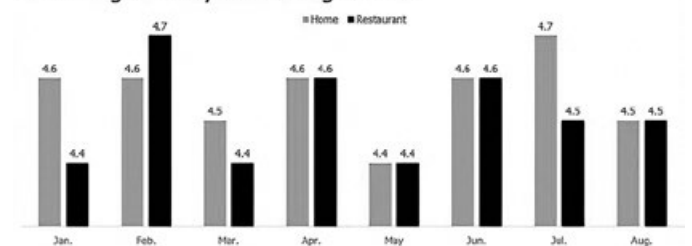


Figure 3. Average Satisfaction Levels of Eating Steak Both at Home and at a Restaurant¹

Eaten in the Past Week: Trends

Eating steak in a restaurant has been trending down recently, while eating steak at home has seen an increase

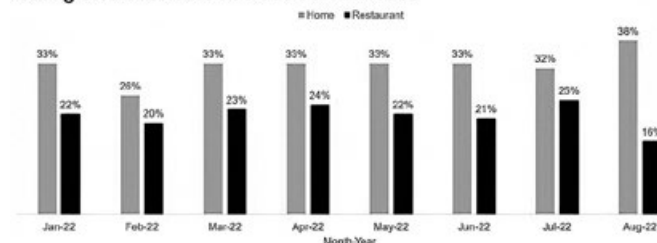


Figure 2. Occurrences of Eating Steak at Home and at Restaurants¹

Willingness to Pay vs. Average Retail Price

Willingness to pay for steak dropped slightly below the average retail price during July 2022 – August 2022

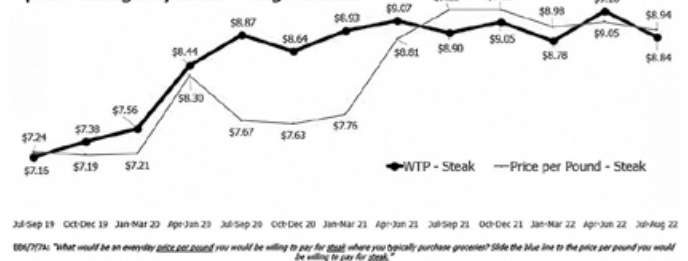


Figure 4. Steak Willingness to Pay vs. Average Retail Price^{1,3}

NEVADA BEEF COUNCIL

4231 Pacific Street, Suite 35, Rocklin, California, 95677

• www.nevadabeef.org

• 877-554-BEEF (2333)

• askus@nevadabeef.org



to the increased price volatility within protein markets over the last few months. As prices for common goods continue to climb, consumers may become less able to purchase the same goods they historically have. Despite this recent dip, the current willingness to pay for July – August 2022 remains strong in comparison to past willingness to pay reports and is currently \$1.70 higher than July – September 2019. Additionally, willingness to pay for steak has remained consistently above other proteins and other beef cuts^{1,3}.

As various economic forces continue to affect consumer preferences, beef steak continues to remain a popular protein source due to the consistently enjoyable experience this cut provides, both at home and at a restaurant. As restaurant visits remain compressed and prices continue to be a pain point for consumers, at home preparation continues to occupy a larger share of beef purchases. As consumers continue to employ caution with their purchasing decisions, a reliable and enjoyable eating experience may work in beef steaks favor. It is important that the industry continues efforts to assure consumers that eating steak will not only provide a satisfying experience but can also be purchased amidst tightening household budgets.

1. Consumer Beef Tracker, Directions Research, analyzed and summarized by NCBA, on behalf of the Beef Checkoff, September 2022.
2. Frossard, JP. "The Earnest Files: Inflation Edition." Research.rabobank.com, RaboResearch, July 2022, <https://research.rabobank.com/far/en/sectors/consumer-foods/the-earnest-files-inflation-edition.html>.
3. NielsonIQ Discover, Domestic Retail Beef Sales, July 2019 – June 2022.

UNR RANGE CLUB RAFFLE FUNDRAISER



The UNR Range Club is selling raffle tickets to raise funds for students to attend the annual Society for Range Management conference

Tickets are 1 for
\$20, or 6 for \$100

Contact us at
unrrangeclub@gmail.com
to purchase tickets!

PRIZES

3 chances to win! Drawing 2/20/23

- Yeti 35 QT cooler with hand-tooled leather top, made by a range club member
- 4 person Reno Rodeo experience; includes 4 tickets for June 19th performance and various swag for 4 people
- Basket with assorted items from local Reno businesses



**2-18-23
Fallon, NV**

RAFTER 3C ARENA
325 Sheckler Rd., Fallon, NV
Lunch: 12 p.m. • Sale 1 p.m.

LIVE SALE BROADCAST



Brought to you by **HONE RANCH
GUDEL CATTLE COMPANY
WESTWIND RANCH ANGUS**

CONSIGNORS

Performance-Tested Division

**100 BULLS ON TEST AT
SNYDER LIVESTOCK CO.**

Hone Ranch
Gudel Cattle Company
Westwind Ranch Angus
Easterly Romanov Ranch
Popovits Family Ranch
Diablo Valley Angus
Hertlein Cattle Company
Cardey Ranches
Carter Griffin Inc.
Hatchet Ranch
Daniels Herefords
Jorgensen Charolais
Rafter 9 Ranch
Romans Angus & Brangus
Steve Smith Angus & Gelbvieh

Range-Ready Division

70 BULLS SELL CONSIGNED BY:

Cope Cattle
Wild West Angus
Cardey Ranches
Feather River College
Hatchet Ranch
Univ. of Nevada Reno
MDB Polled Herefords
Broken Box Ranch
Lund Angus Ranch
Gem State Angus
Rafter 9 Ranch
Steve Smith Angus
Amador Angus
Spanish Ranch
Savage Cattle

Endorsed by

**Nevada
Cattlemen's
Association**

Sale Catalog, Videos & Test Data
www.greatbasinbullsale.com

Email
greatbasinbullsale@gmail.com

Auctioneer
Jake Parnell, 916-662-1298

SALE HOSTS

HONE RANCH
Charlie Hone
775-691-1838
honeranch@frontier.com

GUDEL CATTLE CO.
Kris Gudel
916-208-7258
gudelcattleco@gmail.com

WESTWIND RANCH ANGUS
David Holden
530-682-8594
wstwind@hotmail.com

Contact Any Breeder or the Sale Manager to Request a Sale Catalog



SALE MANAGER
Matt Macfarlane, 916-803-3113
m3cattlemarketing@gmail.com
www.m3cattlemarketing.com