

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume L, #3 | February 2026

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Nevada Cattlemen's Association Awarding Three Scholarship Opportunities



The Nevada Cattlemen's Association (NCA) is eager to announce three scholarship opportunities this year; the NCA, Marvel/Andrae, and Walt Leberski Memorial Scholarships.

NCA Scholarship

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 college/university and majoring in an agriculture-related field. The amount of this scholarship for 2026 will be \$1,500!

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/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 them.

Marvel/Andrae Scholarship

NCA is also pleased to announce the Marvel/Andrae Scholarship, which is available to graduating high school seniors or students currently enrolled in college. To be eligible, students must be pursuing a degree in agricultural economics, agricultural business, or the animal/meat science fields. The 2026 Marvel/Andrae

— Scholarship Continued on page 6 —

Nevada Cattlemen's Association Seeking 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 May 6th, 2026. Teachers may also nominate themselves for the Teacher of the Year award.

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 short essay describing why you/the teacher is being nominated.

The winner of this award will receive a \$1,000 school supply stipend

— Teacher of the Year Continued on page 6 —



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

Fallon, Nevada

325 Sheckler Road, Fallon, Nevada 89406

Over 275 head entered

EARLY FALL PERFORMANCE CONSIGNORS

Cardey Ranches, CA
Carter Cattle Company, NV
Cope Cattle, CA
Dixie Valley, CA

Hamilton Angus, MT
Hone Ranch, NV
One Equals One Simmental &
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
Cardey Ranches, CA
Carter Cattle Company, NV
Cope Cattle, CA

Neal Cattle Company, CA
One Equals One Simmental &
Angus, ID
Popovits Family Ranch, CA

Riverbend Meadow Ranch, CA
Steve Smith Angus & Gelbviehs, UT
Westwind Ranch Angus, IL
Wright Farms, OR

SPRING YEARLING CONSIGNORS

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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
Romans Angus and Brangus, OR
Steve Smith Angus, UT
Wild West, OR
Wright Farms, OR

RANGE BULL CONSIGNORS

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One Equals One, ID
Romans Angus and Brangus, OR
Dixie Valley, CA
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.

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

SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 12

5 - 9 PM - 3C Ranch Rodeo and Team Branding
7 - 9 PM Joe Nichols Concert

FRIDAY, FEBRUARY 13

9 AM - 3 PM - Ranch Rodeo
4:30 PM - Doors Open
5 PM - Bull Sale Mixer
6 PM - Bulls and Broncs Buck

SATURDAY, FEBRUARY 14

11 AM - Bull Sale Lunch
12 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
gudeltcattleco@gmail.com

WESTWIND RANCH
ANGUS
David Holden
530-736-0727
wstwind@hotmail.com

SALE MANAGEMENT:

Matt Macfarlane
916-803-3113
www.m3cattlemarketing.com
M3cattlemarketing@gmail.com

AUCTIONEER:

Jake Parnell 916-662-1298



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PRESIDENT'S PERSPECTIVE

Dave Baker, President, Nevada Cattlemen's Association

sub·sidy: a sum of money granted by the state or a public body to help an industry or business keep the price of a commodity or service low

I recently read an article that described public lands grazing as one of the federal government's bedrock subsidy programs. It reminded of the "Cattle Free by 93" effort of the early '90s. It was the same old comparison of federal grazing fees verses the fees charged for renting private pasture. I think that most readers of this article are well aware of the differences in expenses between running cattle on public land versus private pasture, so I won't go back to 1992 and list them. Instead, I want to discuss subsidies in general.

Consider roads. According to a U.S. Government Accountability Office study, a single 18-wheeler causes road damage equivalent to almost 10,000 cars (GAO, 1980). Collectively, trucks account for 91-99% of vehicular-caused road damage. The American Trucking Associations say that the claim is greatly exaggerated, but assuming that it is correct, and that fuel taxes pay for road maintenance and repair, cars are greatly subsidizing the trucking industry. If my pickup burns half as much fuel per mile as an 18-wheeler, it could be claimed that the subsidy is **\$5,000 to \$1**. Fuel taxes actually only cover about half of costs, but it is claimed that taxpayers are subsidizing the trucking industry by \$87.6 billion every year. So, if anyone is concluding that owning a truck must be the way to get rich – well, I'll sell you a truck. We all know that the trucking industry is highly competitive and none of us care whether our calves are loaded on a blue truck from Idaho

or a red truck from Nebraska. So who ends up with the subsidy? That's hard to pin down, but it's obviously some combination of businesses that are shipping/receiving and the consumers. It could be argued that some of that subsidy should be spent on railroads and ports.

Let's look at National Parks as well. Millions of taxpayers who will never visit a National Park help pay the expenses for the people who do enjoy our National Parks. That is a subsidy. Great Basin National Park was created while I was in college, which prompted me to take a Parks and Recreation class. In that class, it was claimed that even if someone never visited a National Park, they derived value from knowing that it existed. It made me wonder if people derive value from knowing that food exists on grocery store shelves. Obviously, the taxpayer who subsidizes the National Park visitor is also helping support many local, private businesses. Just as the ranches that depend on public land grazing do.

Turning to farm subsidies, farms and ranches produce commodities that are interchangeable with other goods of the same type. Price is determined by the market, and individual producers are "price takers" with no control over the market price. In the long run, the commodity producer breaks even. While it is politically palatable to give subsidies to farmers, any consistent subsidy will be transferred to others in the production chain that hold more market power or leverage. Think John Deere, ADM, JBS, and the consumer. Insurance programs are a different matter; they shouldn't be consistent. Ideally, they stabilize a low-profit industry that relies heavily on personal knowledge and experience to be profitable and efficient.

I've just shared a lot of information that most of you probably already know, but it's been on my mind. Subsidies are complicated. Claiming that one thing or another is subsidized is easy if you don't chase the money around. With respect to public lands grazing, it is the best use of the resource, and it would be irresponsible to not use a renewable natural resource to produce food for people.

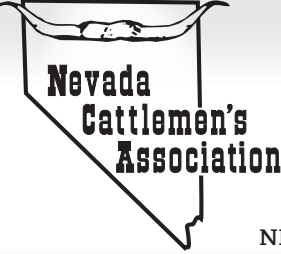
Thanks for your time,
Dave

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between December 24, 2025 and January 23, 2026.

(New members are in bold.)

- 7th Canyon Ranch, Joe DeBraga
- Brennen Burkhart
- Diamond M Ranch, Manny & Ramona Oros
- Ellison Ranching Company, Ira T. Wines
- **Howard & Howard Attorneys, PLLC, John Pictum**
- King Ranch, Jeanne King
- Neff Equipment
- Parker Family Ranch, LLC, Bart Parker
- Sharon Rhoads Ranch, Sharon Rhoads, Mr. & Mrs. Alvaro Rodriguez, Malacki & Teldon McLain, Chandra Cahill
- **Squaw Valley Ranch, Maura Braatz**
- **Squaw Valley Ranch, Jesse Braatz**
- T I Ranches LLC, Kenneth Jones, Marlow & Stephanie Dahl, Jackson Dahl
- Jake Tibbitts
- Royce Patrick Wilber



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

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Dave Baker, Pres. | Marlow Dahl, Pres.-Elect | Wade Small, 1st Vice Pres.

UPCOMING EVENTS

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 Scholarship Applications Due

— April 1, 2026 —
www.nevadacattlemen.org/scholarships

NCA Teacher of the Year Nominations Due

— May 6, 2026 —
www.nevadacattlemen.org

NCA 91st Annual Convention & Trade Show

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

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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

Hone Ranch



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RS ABOUTTIME 4115

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

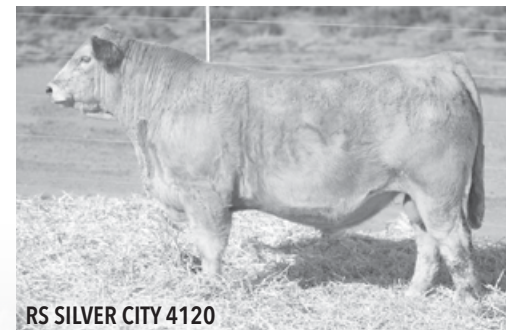
CE	BW	WW	YW	Milk	CW	REA	MARB	TSI
7	-1.1	61	109	31	22	0.68	0.22	264.0



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

Nevada Agricultural Foundation Scholarship, Grant, and Sponsorship Application Period Now Open



The Nevada Agricultural Foundation (NAF) is now accepting Scholarship Applications from Nevada students pursuing an agriculture-related college degree. Scholarship applications are accepted from Nevada high school seniors or students in progress with their college education who graduated from a Nevada high school.

The deadline for scholarship applications is March 15, 2026. Scholarships are for the 2026-2027 academic year. Over \$50,000 in scholarships will be awarded this year.

Research and Development (R&D) grant applications are also being accepted until March 1, 2026. The NAF will be awarding up to \$50,000 in total grants for 2026.

Along with R&D grants, the NAF is accepting sponsorship applications for this year. If interested in receiving a sponsorship from NAF in 2026, now is the time to apply.

For more information and application forms, visit NAF's website: info@nevadaagriculturalfoundation.org

Scholarship: *Continued from page 1*

Scholarship award will be \$2,500! 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.

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/University.
- Applicant must be from Nevada and pursuing a 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.

Walt Leberski Memorial Scholarship

In its third year, the NCA will also be offering the Walt Leberski Memorial Scholarship. The Walt Leberski Memorial Scholarship will be awarded to a graduating high school senior or currently enrolled college/trade school student. Applicants must be pursuing a degree/certificate in an agriculture related field at a community college, 4-year university, or trade school. The amount of this scholarship for 2026 will be \$5,000!

Eligibility & application requirements for the Walt Leberski Memorial Scholarship include:

- Applicants must be born in Nevada and have or will be graduating from a Nevada High School.
- Applicant must plan to attend or be currently attending a Community College, University, or Trade School.
- Applicant must be pursuing a degree or certificate in agriculture related field.
- Applicant must have at least a 2.8 GPA. A copy of the student's transcripts is required.
- Students that were previous recipients of the NCA Scholarship or Marvel-Andrae Scholarship will be eligible to apply for the Walt Leberski Memorial Scholarship.
- Applicant must submit a cover letter describing themselves, background, goals, future plans, and how this scholarship may benefit them.

Scholarship application forms can be downloaded from the Nevada Cattlemen's website at www.nevadacattlemen.org. Applicants can call the NCA office at 775-738-9214 or send a request to nca@nevadabeef.org for a copy as well. Completed applications need to be postmarked by April 1st, 2026, 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.

Teacher: *Continued from page 1*

courtesy of the Nevada Agriculture Foundation. The award recipient will also be recognized during the 2026 Nevada Cattlemen's Association Annual Awards Banquet in Elko, Nevada on November 12-14, 2026.

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 "2026 Teacher of the Year Nomination" in the subject line or sent by mail to Attn: Research & Education Committee, c/o Nevada Cattlemen's Association, P.O. Box 310, Elko, NV 89803.

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Tuesday, February 24, 2026



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He sells.

BSR BARKER LEOPOLD NK601
5/8 SM 3/8 AN ASA 4584560 TERS LEOPOLD 316L son



He sells.

BSR BARKER GALILEO NL714
5/8 SM 3/8 AN ASA 4584504 HOOK'S GALILEO 210G son



He sells.

BSR BARKER LEOPOLD NL423
5/8 SM 3/8 AN ASA 4584503 TERS LEOPOLD 316L son



He sells.

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1/2 SM 1/2 AN ASA 4584525 CLRS KING JAMES 616K son



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Trump Administration Appoints Philip Cowee to Serve as State Executive Director for USDA's Farm Service Agency in Nevada

WASHINGTON, January 21, 2025— The Trump Administration recently appointed Philip Cowee as the new State Executive Director (SED) for the USDA Farm Service Agency (FSA) in Nevada. Cowee joined the Nevada FSA team on Jan. 5, 2026.

"When America's farming communities prosper, the entire nation thrives. This new group of USDA appointees will ensure President Trump's America First agenda is a reality in rural areas across the country. I am grateful for the leadership of these new state directors and look forward to their work reorienting the agency to put Farmers First again," said Agriculture Secretary Brooke Rollins.

"FSA State Executive Directors serve in a critical role carrying out USDA's mission at the state level — ensuring that our focus is on meeting the needs of local agricultural producers by putting farmers and ranchers first," said FSA Administrator Bill Beam. "Rural communities need our support now more than ever. Our newly appointed state leaders bring a wealth of knowledge and expertise to their position as SED, and they will play an integral role in shaping the future of agriculture in their state."

Cowee is a sixth-generation Nevadan and businessman with over 25 years of experience developing properties and operating businesses in Lyon County. He

previously served as state director for Rural Development (RD) in Nevada during President Trump's first term, where he championed rural communities and economic growth. Philip and his wife Casandra come from a long line of ranching and farming families. He is passionate about preserving Nevada's agricultural heritage and advocating for the farmers, ranchers, and rural families who make the Silver State strong.

As SED, Cowee is responsible for overseeing the delivery of FSA programs to agricultural producers in Nevada. These commodity, conservation, credit, and disaster assistance programs ensure a safe, affordable, abundant and nutritious food, fiber, and fuel supply for all Americans. See USDA news release for full list of recent FSA and Rural Development appointees.

FSA helps America's farmers, ranchers and forest landowners invest in, improve, protect and expand their agricultural operations through the delivery of agricultural programs for all Americans. FSA implements agricultural policy, administers credit and loan programs, and manages conservation, commodity, disaster recovery and marketing programs through a national network of state and county offices and locally elected county committees. For more information, visit fsa.usda.gov.

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3 STRING

Cattle Company

ANNUAL BULL SALE **FEBRUARY 26 1 PM**

At the ranch in Shoshone, ID

3-String Cattle Company, is an established, REPUTATION commercial and purebred cow/calf ranch in the high desert region of southern Idaho. We operate a substantial sized commercial cow-calf operation. Angus-based cow herd; focused on an accountable breeding philosophy. First and foremost, our cowherd is fundamentally BUILT TO THRIVE and hold up in our range environment. Yet, we understand we are the backbone of the beef industry, so we stay as grounded as possible on maximizing genetic output for growth, carcass merit and yield, all while keeping the maternal traits the FOUNDATION of our success.

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New Dietary Guidelines Emphasize Beef's Place in a Healthy Diet

WASHINGTON (January 7, 2026) – Today, the National Cattlemen's Beef Association (NCBA) welcomed the release of the 2025-2030 Dietary Guidelines for Americans (DGAs). The updated DGAs nearly double the recommended daily amount for protein intake, increasing it to 1.2-1.6 grams per kilogram body weight, depending on your age group and individual caloric needs. The document focuses on building a healthy diet around whole foods, limiting highly processed foods and added sugars, and prioritizing protein at every meal like nutrient-dense beef. Red meat is specifically mentioned as a healthy source of protein in a varied, balanced diet.

"As a mom, I understand the importance of eating nutritious wholesome protein and as a rancher, I see the hard work that goes into providing the best possible food for our communities. The updated and simplified Dietary Guidelines will help more families like mine learn the facts about beef's nutritional value and make the best decisions when they're shopping for a nutrient-rich, whole, and delicious protein," said Kim Brackett, an Idaho rancher and NCBA vice president. "Beef provides high amounts of protein plus nine other essential nutrients like iron and B vitamins, and gold-standard clinical studies have consistently shown that it is easy to incorporate beef into a balanced, heart-healthy diet. We appreciate Secretary Rollins and Secretary Kennedy underlining the role of beef as an important part of a healthy diet."

The Dietary Guidelines released today are simplified and more consumer-friendly than previous cycles. The streamlined approach taken by Secretary of Agriculture Brooke Rollins and Secretary of Health and Human Services Robert F. Kennedy, Jr. keeps science-backed recommendations at the heart of the DGAs,

but makes them far more practical for the families, caregivers, school administrators, and medical professionals who are making decisions every day about what to feed our children, seniors and Americans of all ages. Other recommendations in the DGAs include:

- Incorporate beef tallow and other healthy fats into the cooking process.
- Use healthier cooking methods like baking, broiling, roasting, stir-frying, or grilling, all of which can be used with the wide variety of retail beef cuts available to American families.
- Introducing nutrient-dense foods like meat during infancy and early childhood to support growing children.

Although much discussed in recent months, the DGAs do not make any changes to the existing recommendation that saturated fats should not make up more than 10 percent of daily calories. The guidelines do note that healthy fats are a natural part of real foods like meat, and these fats support many important functions in the body like nutrient absorption.

"As Americans face the double burden of being overfed and undernourished, they are searching for reliable, affordable solutions to meet their nutritional needs and personal preferences. Thankfully, there are a wide range of beef options in the marketplace," said Registered Dietitian and nutrition scientist Dr. Shalene McNeill, executive director of nutrition science for NCBA. "On a per-gram basis, beef offers more nutrient value than many other animal and plant options. Incorporating beef in the diet can help support the overall health and well-being for all Americans."

Interior to Launch U.S. Wildland Fire Service

Department takes coordinated steps to unify wildland fire programs and strengthen wildfire response nationwide

WASHINGTON — The Department of the Interior today announced it is taking the next step to establish the U.S. Wildland Fire Service. Interior appointed a new leader to oversee the implementation of the new service with the vision of unifying the wildland fire management programs across the Department's bureaus and offices.

Wildfires are increasing in size, intensity and cost, resulting in significant impacts to communities, infrastructure, tribal trust assets, agriculture and local economies nationwide. In addition to threatening lives and property, wildfires pose risks to public health, energy systems, water supplies and national security.

"Wildfire does not discriminate. It impacts rural towns and major cities, businesses and families alike," said Secretary of the Interior Doug Burgum. "Thanks to President Trump's leadership, the Department of the Interior is taking decisive steps to strengthen coordination and preparedness as we confront an escalating wildfire challenge."

Currently, wildland fire management responsibilities within the Department of the Interior are distributed across multiple bureaus and offices, including the Bureau of Indian Affairs, Bureau of Land

Management, Fish and Wildlife Service, National Park Service, Office of Aviation Services, and the Office of Wildland Fire. While these programs have long worked together, the existing structure requires coordination across separate organizations.

Establishing a unified U.S. Wildland Fire Service will streamline decision-making, improve operational efficiency and enhance the Department's ability to respond quickly and effectively to wildfire threats. The vision behind a new service is to better protect lives, communities, critical infrastructure and public and tribal lands through a more integrated wildland fire management approach.

Interior selected Brian Fennessy to oversee the creation of the U.S. Wildland Fire Service, bringing decades of experience leading large, complex wildfire response operations in California.

"Wildfire response depends on coordination, clarity and speed," Chief Brian Fennessy said. "This initial planning effort is about bringing programs together, strengthening cooperation across the Department and building a framework that better supports firefighters and the communities they serve. I want to thank Secretary Burgum for this opportunity to serve in this role and look forward to working

alongside of the brave men and women of the fire community."

Fennessy comes to Interior with extensive experience in wildland and structural fire management. He previously served as Chief of the San Diego Fire-Rescue Department and as Fire Chief of the Orange County Fire Authority, one of the largest fire departments in California. Fennessy began his career with the U.S. Forest Service and the Bureau of Land Management, and throughout his distinguished career, he has led wildfire suppression, aviation operations, and emergency response during some of the state's most challenging fire seasons, while building strong partnerships with federal, state, local, and Tribal partners.

Modernizing the nation's wildfire response mitigation, and prevention framework is a priority of the Trump Administration, as outlined in Executive Order 14308, Empowering Commonsense Wildfire Prevention and Response. The creation of the U.S. Wildland Fire Service will position the Department of the Interior to meet evolving wildfire challenges and support a more coordinated and effective approach to safeguarding people, landscapes and natural resources.

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USDA Announces New World Screwworm Grand Challenge

Driving Innovation to Combat NWS and Prevent its Northward Spread

(Washington, D.C., January 21, 2026) – Today, U.S. Secretary of Agriculture Brooke L. Rollins announced the launch of the New World Screwworm (NWS) Grand Challenge. This funding opportunity marks a pivotal step in USDA's comprehensive strategy to combat NWS and prevent its northward spread.

"This is a strategic investment in America's farmers and ranchers and is an important action to ensure the safety and future success of our food supply, which is essential to our national security," said Secretary Brooke Rollins. "These are the kinds of innovations that will help us stay ahead of this pest and protect our food supply and our economy, protecting the way of life of our ranchers and go towards rebuilding our cattle herd to lower consumer prices on grocery store shelves. We know we have tried-and-true tools and methods to defeat this pest, but we must constantly look for new and better methods and innovate our way to success. Together, through science, innovation, and collaboration, we can ensure we're utilizing the latest tools and technology to combat NWS in Mexico and Central America and keep it out of the United States."

As part of the Grand Challenge, USDA's Animal and Plant Health Inspection Service (APHIS) will make up to \$100 million available to support innovative projects that enhance sterile NWS fly production, strengthen preparedness and response strategies, and safeguard U.S. agriculture, animal health, and trade.

Priority Areas for Funding

APHIS invites proposals that support one or more of the following objectives:

- Enhance sterile NWS fly production
- Develop novel NWS traps and lures
- Develop and increase



understanding of NWS therapeutics/treatments (i.e. products that could treat, prevent, or control NWS) for animals

- Develop other tools to bolster preparedness or response to NWS

The notice of funding opportunity, including application instructions, eligibility, and program requirements, is available on the NWS Grand Challenge webpage (www.aphis.usda.gov/funding/new-world-screwworm-grand-challenge-funding-opportunity).

Applicants can also find information on the ezFedGrants website (www.usda.gov/ocfo/ezfedgrants) or Grants.gov by searching USDA-APHIS-10025-OA000000-26-0001.

Eligible applicants are invited to submit proposals that align with and support these priorities by the deadline on February 23, 2026 at 11:59 PM ET.

Entities interested in submitting a proposal should ensure they are registered with the U.S. Government System for Award Management (SAM). Learn more about the basics of the funding process and how to get ready to apply at www.aphis.usda.gov/apply-for-funding.

For more information about NWS, visit screwworm.gov.

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Swamp Creatures

By Colin Woodall, NCBA CEO

President Trump has made “draining the swamp” a core piece of his political agenda. “The Swamp” has become a popular moniker for Washington, D.C., and is meant to describe the dark, slimy and unsavory perceptions many have of our government and those who work within it. Those perceptions are rooted in what most Americans see in the news. As one who spent 20 years living in “The Swamp,” the perceptions are not far off. However, there are some in the Trump administration who believe NCBA, and other agriculture trade associations, are swamp creatures and part of the problem. Let’s explore this.

The daily antics of those in Washington generate the onslaught of news we’re exposed to minute-by-minute, but when talking about draining the swamp, the first group that comes to mind are lobbyists. There are thousands of people who are registered lobbyists working to influence the decisions of our federal government. Hundreds of millions of dollars are exchanged in the business of setting up meetings, working to gain government contracts, passing or killing legislation, and representing everything from individuals to major corporations. While there are robust laws and regulations that apply to lobbying, you don’t have to spend much time to realize dark, slimy and unsavory actions take place.

Many lobbyists work for more than one paying client. One day they might be representing a defense contractor and the next day a car manufacturer. These individuals serve their many clients and will get paid



NCBA employs federally registered lobbyists...

they only have one client — YOU!...

working each day...to advance

your policy positions.

whether they are successful or not. I spent some time working in a Senate office on Capitol Hill, and we would see the regular rotation of familiar lobbyist faces. When they would call to set up meetings, we always had to clarify who they were representing for that particular meeting. It would definitely be a different group the next time around.

Now, it’s important to note that many lobbyists who operate this way are good people who work hard at representing their clients and do it legally. Over the years, we have worked with many lobbyists like this on policy issues we shared with other groups. Several past NCBA employees make their living like this. However, there are many more who have given lobbying the sullied reputation it has and have precipitated the need to drain the swamp.

NCBA employs federally registered lobbyists, and we must report our lobbying activities to both the U.S. Senate and House of Representatives. In addition, we are required to report all activities of our Political Action Committee or PAC. The lobbying rules are serious, and violating them can result in fines or jail time. We are diligent when it comes to compliance because we are not going to risk the reputation of this association.

Even though we employ lobbyists, they only have one client — YOU! When we arrive for a meeting, the staff don’t have to ask who we are there representing. They know we are there to speak for you and the policy you set for NCBA. They know when we show up, they will get the facts without the spin because our grassroots policy process doesn’t allow for staff opinions to influence it. It is your policy and we are known for shooting straight. This approach to lobbying is why we have the reputation and successful track record we have.

Among the general American public, the lobbying profession probably ranks between cockroach and used car salesman. Again, building the case against the swamp. At NCBA, our lobbyists are working each day with federal departments and agencies, Members of Congress, foreign embassies, and other organizations to advance your policy positions. Yes, we are there to influence outcomes, but to do so in a way that keeps the government out of your business. You don’t have the time to fly back and forth to D.C. to lobby your Representative or Senator, so it is our collective effort as a producer-led and driven association that yields the policy wins we have seen in the past year. We are your voice and your advocate.

That is why we bristle when Trump officials say we are part of the swamp. Just the contrary. We bring integrity to public policy advocacy that more people should emulate. We represent you, and only you, and do so with the backing of a grassroots policy book created by NCBA producer members, not swamp creatures.



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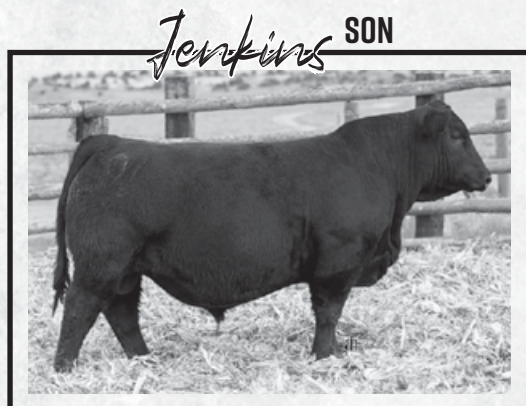
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N285 ASA 4590939



CED 13 - BW -1.3 - WW 83 - YW 128 - \$API 132 - \$TI 84

N334 ASA 4590983



CED 9 - BW 0.4 - WW 104 - YW 167 - \$API 133 - \$TI 92

N247 ASA 4590900



CED 16 - BW -4.4 - WW 79 - YW 129 - \$API 176 - \$TI 102

N208 ASA 4590861

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44251 AHA 44639825 8/26/2024
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CED 9.9 | BW 2.3 | WW 85 | YW 136 | M 29
REA 0.95 | MRB 0.50 | \$CHB 216 | \$BMI 536



44222 AAA 21277619 08/26/24
Sire: WOODHILL REALITY
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44691 AHA 44640218 9/25/2024
Sire: BAR JZ ON DEMAND
CED 11.9 | BW 1.5 | WW 76 | YW 112 | M 31
REA 0.76 | MRB 0.32 | \$CHB 165 | \$BMI 499



44480 RAAA 5100055 9/5/2024
Sire: 9 MILE FRANCHISE 6305
CED 9 | BW -1.4 | WW 74 | YW 132 | M 30
REA 0.41 | MRB 0.47 | ProS 144 | HB 69



44655 AAA 21277798 09/21/24
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What We've Accomplished Together

By Buck Wehrbein, NCBA President

I know, I know. Time goes by fast. We all say it, but still, it's hard to believe I'm sitting down to write my final column to NCBA members.

NCBA has existed for more than 125 years for one simple but vital reason: to stand up for America's cattle producers — the men and women who care for the land, raise cattle and put in long days to keep this business moving forward. None of that work happens without engaged cattlemen and women like you. Your involvement is the foundation of everything we do and, as I close my term as president, I've never been more proud to stand alongside you as members of this association.

Because of that strong grassroots presence, NCBA was able to deliver meaningful results this past year. Together, we have voiced strong opposition to increased beef imports from Argentina, secured tax relief to help producers keep more of what they earn, and defended private property rights by pushing back against regulatory overreach through WOTUS. We've fought for common-sense reforms to the Endangered Species Act, worked to create a more favorable tax and regulatory environment for future generations of cattle producers, led the effort, along with our state affiliate partners, to keep New World Screwworm out of the U.S., and advanced trade opportunities that promise long-term benefits — including Australia opening its doors to imports of U.S. fresh beef. We made some meaningful progress with Secretary Rollins as our government works with grassroots producers to understand the true needs of rural America and how our business contributes to the fabric of our communities.

This past year also reminded us that market signals matter. We're experiencing record prices for cattle and beef, reflecting both historically low cattle numbers and strong demand for our product. For generations, cattle producers have worked to deliver the safest, highest-quality beef in the world, and today we are finally seeing fair prices for our products. Even amid market turbulence and political rhetoric surrounding prices, our markets proved resilient, just as they always do. To witness this level of demand is truly remarkable. It's something I wish my dad could see. For everyone to recognize what we've always known — that our product is exceptional — is nothing short of incredible.



NCBA has existed for more than
125 years for one simple but vital reason:
to stand up for America's cattle producers...

Of course, our work as an association is never finished. There will always be more to accomplish, especially as we continue to invest in the next generation of leaders, because the future depends on them just as much as it depends on us. At the same time, NCBA continues to grow and adapt, evolving to meet the changing needs of our members and the business we serve. As the German proverb reminds us, "Food is never eaten as hot as it's cooked." In other words, things often seem more daunting in the moment than they truly are. We can get bent out of shape and scared to death, but when we arrive at the challenge, it's rarely as bad — or as good — as it first appeared. Perspective matters, and with steady leadership and collaboration, we navigate uncertainty and keep moving forward.

When I began this year, I wrote that I was truly honored to serve as your NCBA president. That hasn't changed. Your trust in me has been humbling, and I am deeply grateful for it. From day one, I said my confidence didn't come from what I could accomplish alone, but from the incredible people I stand alongside and you have proven that true at every turn.

The true strength of this association lies in its members. You are the backbone of our industry, the driving force behind our advocacy, and the reason we continue to grow and adapt. Your engagement, insight and commitment to our shared mission — to improve the business climate, grow beef demand, and expand the world's access to U.S. beef — are

what make NCBA so effective.

This year reinforced something I said early on: leadership is about listening. I've endeavored to hear you, to respect every voice and to lead with honesty. Together, we've faced emerging threats, navigated policy shifts, and secured wins that will shape the future of our industry. As I prepare to pass the gavel, I'll leave you with this: your membership matters more than ever. Every voice and every perspective strengthens our ability to fight for your interests. Stay engaged. Share your ideas. Encourage young producers to get involved.

Thank you for allowing me the privilege of serving as your president. It has truly been the honor of a lifetime.

God bless, and happy trails.



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Nevada Beef Council Update — February 2026

Your Checkoff Dollars at Work

By Kori Dover, RD, Nevada Beef Council

Putting Balance on the Plate

Balanced meals don't have to be boring. Combining lean protein with flavorful sauces, vegetables, and layered ingredients can create meals that are both satisfying and nutritionally supportive. That might mean using familiar foods in new ways or building variety across the plate with color, texture, and bold flavor.

This Korean-inspired beef recipe does exactly that! With flank steak, sweet pota-

toes, and a kimchi slaw, it brings together key nutrients like protein, fiber, and essential vitamins and minerals. The air fryer makes the cooking process approachable, helping to make balanced meals easier to enjoy more often.

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

Air Fryer Korean Beef

INGREDIENTS:

- 1 beef Flank Steak (about 1 pound)
- Fresh cilantro and sesame seeds (optional)

Rub:

- 2 tablespoons cornstarch
- 1/4 teaspoon freshly ground black pepper
- 1/8 teaspoon salt

Sauce:

- 1/4 cup unseasoned rice vinegar
- 1/4 cup sliced sweet onion
- 1/4 cup dates, pitted
- 3 tablespoons coconut aminos
- 1 tablespoon chopped fresh ginger
- 1 tablespoon minced garlic
- 2 teaspoons sesame oil
- 1/4 teaspoon Gochugaru chili flakes (Korean red pepper flakes)

Sweet Potatoes:

- 1 pound sweet potatoes, chopped
- 2 tablespoons water
- Slaw:
 - 2 cups thinly sliced napa cabbage
 - 1/2 cup shredded carrots
 - 1/2 cup kimchi, chopped
 - 2 tablespoons lime juice



COOKING:

1. Combine rub ingredients. Spray Flank Steak with cooking spray; season with rub. Preheat air fryer to 390°F. Place steak in air fryer basket. Cook 20 minutes or for medium rare (145°F) to medium (160°F) doneness, turning occasionally.
2. Meanwhile, combine rice vinegar, onion, dates, coconut aminos, ginger, garlic, oil and chili flakes in blender container. Cover; process until smooth, scraping sides of container as needed. Set aside.
3. Let steak rest 5 to 10 minutes. (Temperature will continue to rise about 5°F to 10°F to reach 145°F for medium rare; 160°F for medium. Carve steak diagonally across the grain into thin slices.
4. Place sweet potatoes and water in microwave-safe container. Microwave, covered, on HIGH 6 minutes or until tender, stirring once.
5. Combine cabbage, carrots, kimchi and lime juice in large bowl. Toss gently to coat. Let stand or refrigerate, covered, up to 4 hours.
6. Place steak, sweet potatoes and half of sauce in large bowl. Toss gently to coat. Plate with slaw; sprinkle with cilantro and sesame seeds, as desired. Serve remaining sauce, as desired.

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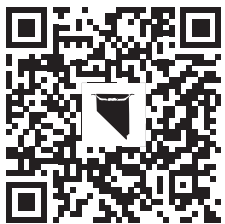
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- ◆ Direct engagement with national policymakers. Delegates meet with members of Congress, federal agencies, and national industry leadership to discuss the issues that matter most to cattle producers — from land use and water policy to trade, taxes, and regulatory reform. These conversations give Nevada's representative a meaningful voice in the national arena and help strengthen the connection between grassroots producers and the leaders who shape federal policy.



Nevada's delegate
will return home with expanded industry
knowledge, stronger leadership skills, and
a renewed commitment to serving both the state and national cattle community.

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