

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLIV, #4 | February 2021

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

55th Annual Fallon Bull Sale, February 20th

By Darci Riggins, Interim Executive Director

It's February and it's bull sale time again! The Nevada Cattlemen's Association is looking forward to the 55th Annual Fallon All Breeds Bull Sale at Fallon Livestock on February 20.

There are a little over 90 bulls consigned this year, with Angus, Red Angus, Hereford, Balancer and Charolais bulls being offered from all over Nevada, Idaho, California, Utah and Oregon. There are many return consignors

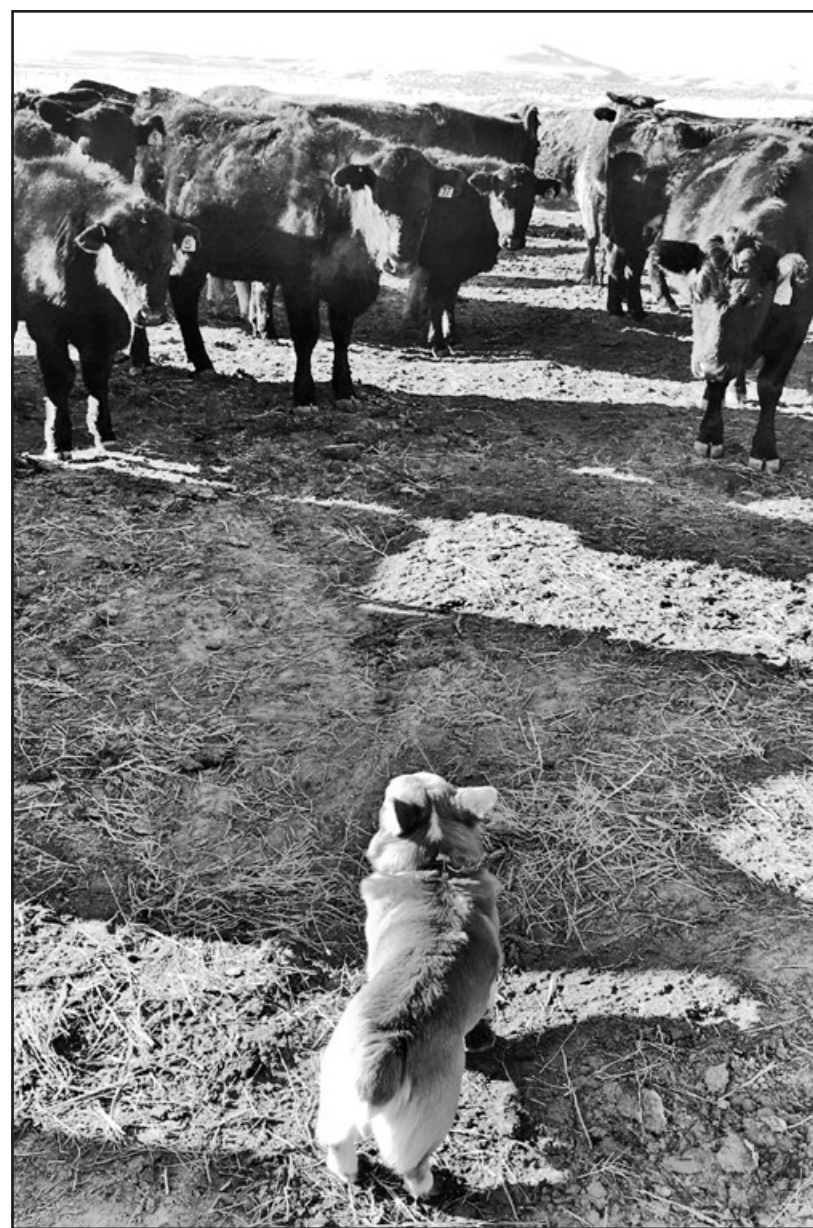
with a few new faces.

The catalog is available to view online at our website nevadacattlmens.org and as well as in print. Please contact NCA office by phone or email if you would like to request a copy at (775) 738-9214 and interimexec@nevadabeef.org.

We are sad to announce that the Churchill County Cowbelles Dinner and Dance has been cancelled due to Covid restrictions. But the Cowbelles would like to let you know that they are looking forward to seeing you in 2022!

Sifting will take place Friday morning beginning at 7:30. There will be a stock dog trial at 9:00 in the arena to watch along with our trade show exhibitors to browse through in the parking lot. The stock dog trials will have three classes: Nursery, Rancher, and Youth. Entries are due on the 12th and for more information, please contact Bea Lee at (530) 519-0384.

We would like to thank all of our consignors, committee members, buyers, sifters, graders, ringmen, trade show exhibitors, and sale barn staff that put in so much effort for this sale to take place. All the help and support is appreciated year after year.



Darci Riggins Photo

Time Flies

By Darci Riggins, Interim Executive Director

Hello members! Another month has gone by and we're surging forward into 2021. With no substantial moisture in the forecast, I think I'm not alone in hoping and praying for a wet spring like we had in 2019. But as much as I know we need the moisture, I can't help but enjoy the warm temperatures and open fields that cattle are grazing in. We have been busy in the Cattlemen's office with many bull sale preparations and this warm weather has sure

— Continued on page 2 —



PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association

The beginning of the New Year has started off at a fast pace.

I need to thank all of our committee chairs and co-chairs for the work they are putting in. It seems there is something going on involving each committee. These individuals are informed and engaged working on our behalf.

We continue to comment on regulation changes by the Department of Agriculture. Regulation changes relating to the brand inspection program have been workshopped and are out for comment. Anyone wishing to comment can do so by submitting written comments to the department.

We also are monitoring SB 54 and working to maintain our voice on the Board of Ag. While on this subject I need to complement our local area brand inspectors for letting those of us shipping cattle last fall have a successful shipping season. The challenges presented by COVID did not stop them helping us continue to do commerce. The communication and cooperation between the brand inspectors and the ranchers made for smooth delivery season.

Officers and Public Land committee co-chairs are meeting with local and state agencies to discuss grazing issues for the coming year. It is nice to be able to sit down and have these discussions after last year's complications.

The Fallon Bull sale is upon us and even though there won't be the dinner dance there will still be a high quality set of bulls in the offering. Hope to see you there.

NCA NEWS

Time Flies: *Continued from page 1*

helped Clint and I get a lot of projects done that would normally have had to wait until spring.

It is with this attitude that I'm trying to view all this turmoil that's unfolding around us. These conditions may not be ideal for certain things, but they are

allowing other tasks to be completed. There has to be a silver lining in every circumstance, right? And if not, I try to face it like a brave Corgi surrounded by hungry cows waiting to be fed!

In the office of Ellison Ranching Company, there is a 365-day thought

calendar from the home of Grace Evans, the mother of our fearless leader, Aulene Ratliff. To the best of Aulene's knowledge it was compiled in the 1970's. It is one of my favorite chores to turn the page and see the new thought for the day. While there are many humorous ones, a recent thought felt fitting to share with you all: "The flowers of all our tomorrows are in the seeds of today." Many of these little pages have no names to attribute these quotes to, and it amazes me how so many of these thoughts and sayings are still wholly applicable to the happenings of today, 50 years later.

Before I get accused of rambling, I'll sign off with best wishes for a wet spring, easy calving, plentiful forage, and positive seeds for all of our tomorrows!

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between December 25, 2020 and January 24, 2021.

(New members are in bold.)

- Bieroth Ranch, Casey & Carissa Bieroth
- Gary Botts
- Burkhart Livestock, Brennen Burkhart
- Jamie Frayne
- Joseph Guild
- K. L. Bar Ranch
- Lattin Livestock LLC, Pamela Lattin
- Tim Lawson
- Liphatec, Inc., Michael Brownell
- Marys River Ranch, Preston Wright, Victoria Wright Bily
- Cyd McMullen & Alan Glaser, Russell and Anne McMullen
- Millett Ranch, George E. Manley
- Modoc Co. Cattleman's
- Owl Creek Ranch, Mike & Melinda Sarman
- Pacific Intermountain Mortgage, Lisa Howarth
- Rangen
- Resource Concepts Inc., John McLain, Don Henderson
- Ritchie Industries, Robert Amundson**
- Salt Creek Industries, Kelly Peile
- Sarman Ranch, Ed Sarman
- Small Livestock, Wade & Cara Small
- T 5 Ranch, David Cassinelli, Tom Cassinelli
- Vesco Ranch LLC, Vance Vesco
- Vipham Angus Ranch LLC, John & Marjorie Vipham
- Winchell Ranch, Walter Winchell

UPCOMING EVENTS

NCA 55th Annual Fallon All Breeds Bull Sale

Fallon, Nevada

— February 19 —

Sifting, 7:30 a.m.

Stock Dog Trial, 9:00 a.m.

Churchill Co. Cowbells Dinner & Dance
Cancelled for 2021

— February 20 —

Sale, 11:00 a.m.

NCBA Cattle Industry Winter Reboot

Virtual Event

— February 23 & 24 —

<https://convention.ncba.org/winter-reboot>

NCBA Cattle Industry Convention & Trade Show

— August 10-12, 2021 —

Gaylord Opryland Resort &

Convention Center

Nashville, Tennessee

<https://convention.ncba.org>



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Official Publication of the

Nevada Cattlemen's Association

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Fallon All Breeds Bull Sale

STOCK DOG TRIAL

Friday, February 19, 2021

9:00 AM

FALLON LIVESTOCK, LLC ARENA

Four Classes

Open * Nursery
Rancher * Youth

For entries and information Contact:
Bea Lee (530)-519-0384



Entries Due: Friday, February 12



Selling all classes of livestock:

CATTLE



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GOATS



PIGS

Every Tuesday at 11:00 a.m.

Fallon Livestock, LLC is the key market for Nevada livestock producers, and the
Home of the Fallon All Breeds Bull Sale every February, and
the Silver State Classic Special Calf and Yearling Sale held every December
sponsored by the Nevada Cattlemen's Association

Fallon Livestock, LLC

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Tommy Lee, Owner

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NCBA CEO Update

January 22, 2021

By Colin Woodall, NCBA Chief Executive Officer



President Biden and his team are off to fast start, and as expected, climate change is a top priority. Rather than be fearful of additional regulations, I view this as a tremendous opportunity to showcase the work our industry has achieved in natural resource stewardship and increased efficiency in cattle production. We can produce the same amount of beef today as we did in 1977 with one-third fewer cattle. We did that without the EPA telling us to. Our track record, coupled with a commitment to continued improvement, gives us a powerful seat at the table. One of the first staffing decisions at USDA was the appointment

of Robert Bonnie as Deputy Chief of Staff and Senior Advisor on Climate. Robert led the Biden Transition Team's work at USDA and crafted the Climate 21 Project transition memo for the President's consideration.

This memo clearly states that "Agriculture and forestry are central to climate mitigation and adaptation." Furthermore, it recognizes that "Given climate skepticism by many in rural America, it is critical that agriculture, forestry, and other rural stakeholders view themselves as USDA's partners to achieve climate goals." The memo makes it clear that the Biden Administration has opened the door to our input and is willing to work with us. We are taking advantage of this opportunity and will keep you posted as it progresses.

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Churchill County Cowbells

Annual Bull Sale Dinner & Dance



See You

February 18, 2022

Next Year

The Churchill County Cowbells
will continue supporting their many
community activities throughout 2021

Providing Three Scholarships for graduating Seniors
Junior Cattleman's Award during the Jr. Livestock Show in Fallon
Sponsoring a Carcass Contest during the Jr. Livestock Show in Fallon

Sponsoring a Teacher of the Year Award
Sponsoring educational activities that support &
promote our areas beef and agriculture industry

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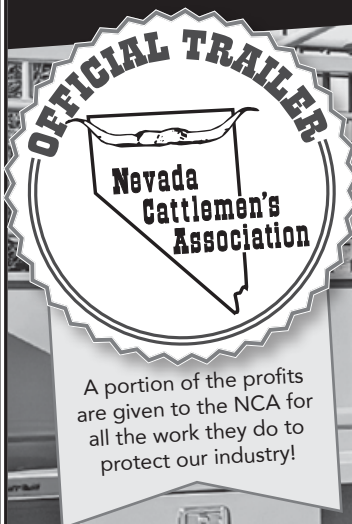
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FALLON, NEVADA

DAVY STIX: 775-741-7849

TOMMY LEE: 775-741-4523



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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

"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,
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NCBA Cattle Industry Winter Reboot

Brand new and reimaged for 2021, this two-day virtual experience featuring education, industry updates, market outlook and a robust virtual market place with some of the top companies in the industry.

Sessions include an update out of Washington DC, including what to expect with the new administration. And TEN educational programs covering topics like sustainability, as well as a tech tool preview and a preview of what to expect from the 2021 Cattlemen's College in Nashville, Tennessee August 9-10."

Registration for the Winter Reboot opened January 6. The virtual events take place all day February 23rd and 24th. You can find more information and register at <https://convention.ncba.org/winter-reboot>.

As a bonus, those who register for the Winter Reboot will receive \$50 off of a full registration for the 2021 Cattle Industry Convention & NCBA Trade Show taking place August 10-12 in Nashville, Tennessee.

Spring Legislative Conference (NCBA & PLC)

— Washington D.C. —

Legislative Conference is a three-day program dedicated to raising awareness about the public policy issues facing the beef industry and connecting cattlemen and women with policy makers in Washington, D.C. Each year, producers from across the country come together to:

Learn the issues. Participate in briefings and information sessions from NCBA's issue experts. Topics include tax, trade, Farm Bill, nutrition, food safety, environment, federal lands, and more!

Meet with policy makers. NCBA staff arrange customized meetings where members can meet with their elected officials in Congress and hear directly from agency staff.

Advocate for the industry. Policy makers need to hear directly from the constituents they represent. Your direct, face-to-face advocacy in Washington is vital to the association and to the beef industry as a whole. NCBA staff regularly engage with policy makers, but the most influential meetings are with producers that travel to D.C., bringing local perspective to the beltway.

Who should attend?

If you're eager to learn more about the national policy decisions impacting your operation and ready to play your part in the political process, Legislative Conference is for you! We encourage every cattle producer to come to D.C., learn about the issues, and help advocate on Capitol Hill! No previous policy experience is required and NCBA staff will be on-hand to guide you every step of the way.

Watch for this year's dates and more information at www.ncba.org/legislative-conference.aspx,

Young Cattle Producers Can Get More Out of 2021 Cattle Industry Convention in Nashville

Students can interact, gain experience through internships

CENTENNIAL, Colo. (January 4, 2021) – A fun, rewarding and engaging opportunity is available for college students wanting to attend the 2021 Cattle Industry Convention and NCBA Trade Show in Nashville, Tennessee, Aug. 10-13, 2021. A team of interns – vital to the success of the largest annual meeting in the U.S. beef cattle industry – will gain first-hand experience and be able to interact with leaders of every segment of the cattle and beef industry.

Up to 18 interns will be selected for this opportunity.

They will be assigned to help many different staff members and attendees with meetings and events and should be prepared to handle a wide range of responsibilities, from setting up the indoor arena, assisting at committee meetings and Cattlemen's College to posting on social media and contributing in the NCBA booth. NCBA will strive to provide students time to maximize industry networking.

Students must be able to work Aug. 8 – 13, 2021, in Nashville. They must be at least a junior-level college

student at an accredited university at the time of the industry meeting. Preferably they will have a background in, or working knowledge of, the cattle and/or beef industry, and must have a minimum 3.0 GPA. Students should be well-versed in all areas of social media.

Interested students must complete a Student Internship Application and send college transcripts, two letters of recommendation and a resume. Deadline for applying is April 15, 2021.

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owned with JC Simmental/Salinas Farms

Call and visit with some of your fellow seedstock providers that have sourced bulls here in the past – it will be well worth your time and we can guarantee it will be worth the trip to Washington to see some of the most up to date and valuable SimAngus™ genetics available anywhere in North America



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TFS Black Powder owned with C&C Farm



TFS Samurai owned with Werning Cattle Co.



TFS Golden Aura – daughter of 1424
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USDA Rural Development Names Jim Park Acting State Director In Nevada

(CARSON CITY, NEV. Jan. 21, 2021) The U.S. Department of Agriculture (USDA) Rural Development is pleased to announce Jim Park has been selected to serve as the Acting State Director in Nevada.

Park is filling the position after the departure of Philip Cowee. As an appointed official in the Trump Administration, Cowee resigned on January 20, 2021.

As Acting State Director, Park oversees the delivery in Nevada of more than 50 programs administered by the Rural Housing Service, Rural Business and Cooperative Service, and Rural Utilities Service. Under the umbrella of USDA Rural Development, these programs provide financial and technical assistance to support infrastructure improvements; business development; housing; community facilities such as schools, public safety, and health care facilities; and high-speed internet access in rural areas. Last year alone, these programs invested \$151 million in rural Nevada communities.

To learn more about how these programs can assist your rural community, contact a staff member from this contact list on the agency website. <https://www.rd.usda.gov/contactpage/nevada-contacts>



Prior to this appointment Park served as the Associate Enterprise Director for USDA Rural Development in Nevada, providing a wide variety of mission and administrative operations support for all Nevada offices, staff, and leadership.

A rural Nevada resident with more than three decades of service at both the local and federal government levels, Park has provided leadership and a “can do” attitude in helping grow rural Nevada. As a decade long Town Manager in Nevada, he worked with local governments, USDA Rural Development, and community leaders during the Great Recession to successfully stand up Nevada’s only “Main Street USA” program- now the longest running Main Street program in Nevada.

Park holds a Master of Business Administration degree, is a Nevada Certified Public Official, a Certified Professional Contracts Manager, and a Lifetime Certified Purchasing Manager. He and his wife Pam have called rural Carson Valley home since 2000.

More information about USDA Rural Development Nevada available online at <https://www.rd.usda.gov/nv>

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BLM Aerially Seeds 8,000-plus acre Brown Fire as Part of ESR Plan

— Brown Fire ESR plan one of eight in eastern Nevada —

ELY, Nev. – The Bureau of Land Management Ely District in January finished aerially seeding nearly all of the

8,268 acres of the public and private lands burned in last June's Brown Fire, south and east of Lund, Nev.

The 8,000-acre seeding, which took three days to complete, is part of the district's Emergency Stabilization and

Rehabilitation (ESR) plan. Other plan components are a 3,000-acre drill seed-

ing with fire-resistant strips along 12 miles of roadway, fence repair, temporary fence construction and a temporary grazing closure. The treatments will be monitored for three years to determine their effectiveness.

The District has developed ESR plans for eight of last season's wildfires, the Bishop, Meadow Valley, Miller, Stewart Canyon and Twin fires in Lincoln County, and Baldy, Brown and Flat fires in White Pine County.



The Brown Fire over five days in late June 2020 burned approximately 8,268 acres of public and privately-owned lands located south and east of Lund, Nev. The cause of the fire is unknown. (BLM photo)



A member of the contract crew connects a seed-filled hopper to the helicopter. The seed mixer can be partly seen in the foreground. Seed mixes vary depending on which portion of a fire is seeded. Factors that can determine a seed mix include burn severity, soil type, elevation, slope, annual precipitation, and pre-existing vegetation. (BLM photo)



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UPCOMING SALES

**FRIDAY,
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WVM Headquarters

**Consignment Deadline:
February 25, 2021**

**WEDNESDAY,
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Humboldt River Field Office issues a Record of Decision for the Thacker Pass Lithium Mine

Orovada, Nev. — The Humboldt River Field Office issued a Record of Decision approving the Thacker Pass Lithium Mine proposed by Lithium Nevada Corporation. The project would include 5,700 acres of public lands within the project area located approximately 17 miles northwest of Orovada and 53 miles north-northwest of Winnemucca in Humboldt County.

The project will employ approximately 1,000 employees during construction and 300 employees once fully operational. Lithium is identified as essential to the economic and national security of the United States. It has several uses but one of the most valuable is as a component of rechargeable lithium-ion batteries. Lithium consumption has increased significantly in recent years because rechargeable lithium batteries are used extensively in the growing market for portable electronic devices and in electric tools, electric vehicles, and grid storage applications.

“The Thacker Pass Mine will provide a long term solution for the growing need for lithium while providing economic benefits for Humboldt County, especially around Orovada, McDermitt and Winnemucca,” said Winnemucca District Manager Ester McCullough.

A Notice of Availability of the Final Environmental Impact Statement for the Thacker Pass Lithium Mine was published in the Federal Register on December 3, 2020.

The Thacker Pass Lithium Mine Record of Decision are available on our Nation-

al Environmental Policy Act (NEPA) ePlanning website and can be accessed at <https://eplanning.blm.gov/eplanningui/project/1503166/510>.

For further information, please contact Ken Loda, Project Lead, at 775-623-1500.

CURRENT MOUNTAIN FARM

520 acres located in North end of Railroad Valley

Currently 2 Pivots fed by one well and there is an additional 2 wells drilled that can service. The remainder of the water righted lands. Nice home plus another custom home framed-in needing to be finished. 5 cutting Area of the state.

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Tangy Lime Grilled Top Round Steak

One of our most popular recipes. This steak is tenderized by a tangy marinade of lime, garlic and brown sugar. Throw on the grill for dinner in minutes. This Beef. It's What's For Dinner. recipe is certified by the American Heart Association®.



Ingredients:

- | | |
|--|-----------------------------------|
| 1 beef Top Round Steak, cut 3/4 inch thick (about 1 pound) | 2 tablespoons vegetable oil |
| 1/4 cup fresh lime juice | 1 tablespoon Worcestershire sauce |
| 2 tablespoons brown sugar | 3 large cloves garlic, crushed |
| | Salt and pepper |

Cooking:

1. Combine juice, sugar, oil, Worcestershire and garlic in small bowl. Place beef steak and lime mixture in food-safe plastic bag; turn steak to coat. Close bag securely and marinate in refrigerator 6 hours or overnight; turning occasionally.
2. Remove steak from marinade; discard marinade. Place steak on grid over medium, ash-covered coals. Grill, covered, 10 to 11 minutes (over medium heat on preheated gas grill, times remain the same) for medium rare (145°F) doneness, turning occasionally. (Do not overcook.)
Cook's Tip: To broil, place steak on rack in broiler pan so surface of beef is 2 to 3 inches from heat. Broil 12 to 13 minutes for medium rare (145°F) doneness, turning once. (Do not overcook.)
3. Carve steak into thin slices. Season with salt and pepper, as desired.

Nutrition information per serving: 205 Calories; 72 Calories from fat; 8g Total Fat (2 g Saturated Fat; 3 g Monounsaturated Fat); 61 mg Cholesterol; 58 mg Sodium; 5 g Total Carbohydrate; 0.1 g Dietary Fiber; 27 g Protein; 2.5 mg Iron; 4.9 mg NE Niacin; 0.4 mg Vitamin B6; 1.5 mcg Vitamin B12; 4.7 mg Zinc; 31.2 mcg Selenium.

This recipe is an excellent source of Protein, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Iron.

Slow-Cooked Mediterranean Braised Beef

Looking for a new flavorful roast recipe? Try this triple-tested Mediterranean-style beef roast with onions, shallots and dates.



Ingredients:

- | | |
|--|--------------------------------|
| 1 beef Arm Chuck Roast, 2-1/2 to 3 pounds) | 2 small onions, halved, sliced |
| 1/4 cup all-purpose flour | 4 medium shallots, sliced |
| 1 cup water | 1/4 cup chopped pitted dates |
| 1/4 cup balsamic vinegar | 1/2 teaspoon salt |
| | 1/4 to 1/2 teaspoon pepper |

Cooking:

1. Place beef Arm Chuck Roast in 4-1/2 to 5-1/2-quart slow cooker and lightly cover with flour. Combine water, vinegar, onions, shallots, dates, salt and pepper in medium bowl; pour over beef. Cook on HIGH 4 hours and on LOW 8 hours. (No stirring is necessary during cooking.) Remove pot roast; keep warm.
2. In a medium sauce pan, cook liquid and vegetables over medium-high heat to desired consistency. Carve pot roast. Serve with sauce.

Cook's Tip: If you have questions about starting solid foods, consult your physician or health care provider.

Alternate Cooking Method

1. This recipe can be made in a 6-quart electric pressure cooker. Whisk flour and 1/2 cup water in medium bowl; stir in vinegar, dates, salt and pepper. Place beef Chuck Roast, onions and shallots in pressure cooker; add flour mixture. Close and lock pressure cooker lid. Use meat or high-pressure setting on pressure cooker; program 90 minutes on pressure cooker timer. Use quick-release feature to release pressure; carefully remove lid. Continue as directed in step 2. (This recipe variation was tested in an electric pressure cooker at high altitude. Cooking at an altitude of less than 3000 feet may require slightly less cooking time. Refer to the manufacturer's instructions.)

Nutrition information per serving: 234 Calories; 69.3 Calories from fat; 7.7g Total Fat (2.7 g Saturated Fat; 0.3 g Trans Fat; 0.5 g Polyunsaturated Fat; 3.3 g Monounsaturated Fat); 84 mg Cholesterol; 251 mg Sodium; 14 g Total Carbohydrate; 1.3 g Dietary Fiber; 28 g Protein; 3.5 mg Iron; 416 mg Potassium; 4.4 mg NE Niacin; 0.5 mg Vitamin B6; 2.9 mcg Vitamin B12; 8 mg Zinc; 34.2 mcg Selenium; 88.1 mg Choline.

This recipe is an excellent source of Protein, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Iron, and Choline.

Recipes courtesy of www.beefitswhatsfordinner.com



125 HEREFORDS

99791 Reg. No. AHA 44095859 9/25/19
Sire: /S Mandate 66589 ET

CED +6.5 | BW +1.6 | WW +63 | YW +101
M +19 | REA +.61 | Mrb +.12 | \$CHB +137



50 RED ANGUS

9711 Reg. No. RAAA 4349833 9/25/19
Sire: OOO Sir Loin 5122

CED 13 | BW -3.2 | WW 71 | YW 118
M 25 | REA .09 | Mrb .62 | ProS 132 | HB 76



250 ANGUS

9607 Reg. No. AAA 19791698 8/30/19
Sire: Basin Payweight 1682

CED +5 | BW +2.9 | WW +86 | YW +146
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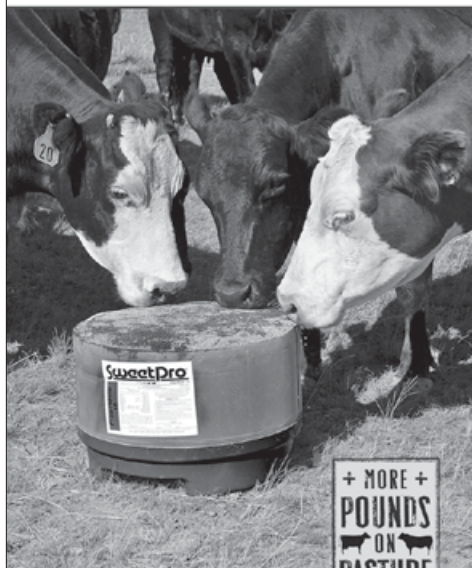
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INDUSTRY NEWS

La Nina Winter Weather Overview

Gathered from NCBA Weather News

La Nina Update - Monday, December 28, 2020

Since this past spring we have talked a lot about La Nina and its impact on the weather and climate across North America. The colder than normal sea surface temperatures in the tropical Pacific Ocean can impact temperature patterns and especially precipitation patterns across North America.

Current state of La Nina remains strong as sea surface temperatures remain colder than normal in the tropics.

The long-range forecasts continue to show a high probability that La Nina will persist through winter and into the beginning of spring.

There is a 98% chance of La Nina continuing through February and 92% chance through March. It is not until after April that La Nina begins to weaken. It is not likely that La Nina will end anytime soon, and it is also possible it could persist through all of 2021.

Is the Real Winter Cold Ever Coming? - January 11, 2021

With very few exceptions the winter of 2020/2021 has been a mild one so far. Most of the lower 48 states and most of Canada has had above average temperatures and not prolonged periods of severe cold. We are close to being halfway through January, so where is the winter cold we usually re-

ceive by this time of the year?

As we have discussed in previous posts, winters dominated by a La Nina weather pattern can many times have periods of above average temperatures. However, La Nina can only hold back the cold for so long and we are about to see a change that will prove that point.

Over the past two weeks, there has been record cold in many areas of China, most of Russia and a major snowstorm hit Spain this past weekend. All the real cold air is on the other side of the globe. However, by the weekend expect much colder temperatures across parts of the Northern Plains. The eastern parts of the Dakotas, Minnesota and Wisconsin will see much colder temperatures and some snow by late this week and weekend. This will be the first salvo of cold.

La Nina Strongest Since 2010/2012 - Wed., Jan. 20, 2021

We have been writing about La Nina quite a bit over the last several months as it has been impactful on weather patterns this winter season across the USA.

You can thank La Nina for the relatively mild winter we have experienced so far. Despite the recent return to winter weather in some parts of the USA (with more to come), most of the USA has avoided prolonged severe cold and widespread heavy snows.

While not yet as strong as the intense La Nina pattern that developed between 2010 and 2012, it is the strongest La Nina pattern since then.

Stormy Weather

- Mon., Jan. 25, 2021

The last week of January and the first week of February promise to bring stormy weather to many areas of the lower 48 states as a parade of storm systems will traverse the nation coast to coast.

From California to New England and many points in between, beef producers can expect colder, wet and sometimes snowy conditions.

The week starts with wet weather along the West Coast and a Midwest snowstorm impacting Nebraska, Iowa and other portions of the Midwest and Corn Belt. Winter weather will then spread into the Great Lakes and then into New England.

Beef producers should be prepared for harsh winter conditions at times over the next two weeks. More snow will fall across the USA and Canada in the next two weeks than we have seen so far this winter season.

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Nevada Beef Council News & Notes

Checking in on your Checkoff

By Nevada Beef Council Staff

Dalton, Jackson to Lead NBC in New Year



Jay Dalton



John Jackson



Keri Pommerening

As we shared in January, the New Year brought some changes to the Nevada Beef Council (NBC) board, with Gary Ward of Gardnerville departing the organization after several years of service, and Keri Pommerening of Smith Valley becoming the newest board member. The NBC is also kicking off 2021 with new board leadership, with Jay Dalton of Wells taking the helm as chair, and John Jackson of Tuscarora serving as vice chair.

Both Dalton and Jackson have served on the Nevada Beef Council for a number of years, and have each served in various leadership positions. In looking ahead on the new year, Dalton says he is looking forward to continuing the work done in the wake of a challenging year.

“After this last year we’ve had, it’s even more vital that

— Continued on page 19

Recent Report Assesses Impact of COVID-19 on Consumer Behaviors

The number of consumers who say they intend to eat beef at least weekly increased from 67 percent to 72 percent compared to 2019, and consumer positive perceptions of beef reached 70 percent for the first time, according to a report released late last year that examines the impact of COVID-19 pandemic on consumer attitudes, behaviors and perceptions.

The report, released by the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, outlines what consumer behaviors have changed, what behaviors may be permanent and how the beef industry has and continues to respond. With support from the 44 state beef councils and the Beef Checkoff program, current market and consumer research provides insight into the past year and helps inform programming and response in order to keep beef as the top protein choice for consumers.

“NCBA’s checkoff-funded market research program allows us to evaluate and understand the consumer landscape, especially as its dynamics continue to shift,” NCBA Senior Director of Market Research Shawn Darcy said. “As a result, this helps all checkoff programs be more efficient, whether through promotion, education or information distribution.”

Despite not knowing how this pandemic will continue to shape the consumer landscape, the “State of the Consumer” report provides valuable information to help the beef industry better understand the quickly changing environment. Key takeaways include:

- ✓ Online ordering for both groceries and meal ordering is likely here to stay. It is expected online ordering and delivery will grow at a more

rapid pace than originally projected due to COVID-19.

- ✓ Consumers are cooking more meals at home now than prior to COVID-19. This means they are searching for information to help them cook meals at home. Though expected to continue for the short term, a long-term shift is difficult to assess.
- ✓ Consumers are spending more time at home and online than prior to COVID-19. Along with that comes the rise of more TV and moving-streaming platforms and the decline of in-person movie theater watching experience, which could signal a long-term shift in consumers using more media “inside of the home” compared to “out-of-home.”
- ✓ Currently, consumers are more focused on spending their money on essential needs, such as groceries, household supplies and personal care and cleaning products. This will likely adjust back at some point; it is just a matter of when.
- ✓ Positive consumer perceptions of beef and beef production increased during the pandemic and will likely remain higher for the next several months. Consumers may return to expressing concerns about food production when focus evolves from current concerns.
- ✓ Beef demand has remained strong to-date. Consumers increased weekly beef eatings and were willing to pay more for the product.

The full “State of the Consumer” Report, with detailed statistics and graphs can be found at www.BeefResearch.org.

NEVADA BEEF COUNCIL

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• askus@nevadabeef.org



Nevada Beef Council News & Notes

Checking in on your Checkoff

By Nevada Beef Council Staff

Continued from page 18 —

we keep beef top of mind for consumers. I am looking forward to serving as chairman of the NBC, and working with the outstanding staff to continue the important work we're doing," notes Dalton.

The newest member and secretary/treasurer of the NBC board is Keri Pommerening, a 5th generation Nevadan who grew up working cattle with her father and has long had a passion for the beef industry. She and her husband now own a family cattle operation with their two

children and their families. "Watching our grandchildren grow up in the ranching business brings me great joy," notes Pommerening. "I want people to know that the majority of cattle in the US are raised on family ranches. It isn't just a business, it's a lifestyle, one we hope to continue for many generations."

"The Nevada Beef Council gives me the opportunity to continue to educate others on the beef industry. I am eager to work with the rest of the council to promote beef for future generations," she adds.

Nevada Beef Council Board

- Jay Dalton, Wells, Chair
- John Jackson, Tuscarora, Vice Chair
- Keri Pommerening, Smith Valley, Secretary/Treasurer
- Ray Callahan, Reno
- Ted Christoph, Fallon
- Bernard Petersen, Ely
- Lucy Rechel, Yerington

Reminder: Board Seats Available

The NBC is currently accepting applications for three board seats. One represents the dairy sector, and the other two represent the cow-calf sector in both the Western and Eastern regions of Nevada. Beef producers representing these sectors who are interested in

serving as a council member must submit an application by March 31, not the previously published deadline of April 30. Current board members whose terms are expiring are also qualified to apply.

The council meets three times annually – twice in

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



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