

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLVI, #5 | March 2023

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## NCA March Roundup

*By: Martin Paris, NCA Executive Director*

Happy March everyone! There is a lot to report on over the past month, so I'll cut to the chase. The Annual NCBA Cattle Industry Tradeshow and Convention was held the first week of February in New Orleans. A lot of topics currently impacting our industry were discussed in depth during the convention including USDA's proposed rule on electronic identification for cattle moving interstate. The new rule would "require official ear tags to be visually and electronically readable for interstate movement of certain cattle and bison". Certain cattle meaning sexually intact cattle and those that are 18 months of age or older, all female dairy cattle of any age and male dairy animals born after March 11, 2013. Cattle of any age used for rodeos or recreational events fall within the definition as well.

USDA's stated goals of the proposed rule are to "advance the electronic sharing of data among federal and state animal health officials, veterinarians, and industry; including sharing basic animal disease traceability data with the federal animal health events repository (AHER). Use electronic identification tags for animals requiring individual identification in order to make the transmission of data more efficient. Enhance the ability to track animals from birth to slaughter through a system that allows tracking data points to be connected and elevate the discussion with States and industry to work toward a system where animal health certificates are electronically transmitted from private veterinarians to state animal health officials."

Public comment on the proposed rule is currently being collected. The deadline to submit comments is March 20th. NCA is currently reviewing the proposed rule in its entirety to ensure that it meets the needs of Nevada livestock producers and NCA policy.

Another large topic discussed in New Orleans is the upcoming Farm Bill. Authorized by Congress every 5 years, the Farm Bill is the most comprehensive piece of legislation impacting agriculture. The majority of the Farm Bill affects

eaters and not ranchers or farmers, however, there are several programs in the bill that are vital to cattlemen and women including voluntary conservation, risk management and disaster, and critical animal health programs. The deadline for reauthorizing the next Farm Bill is September 30, 2023. NCA is already discussing key priorities for the bill with members of the Nevada federal delegation. Stay tuned as conversations regarding the 2023 Farm Bill continue to take place.

I'd also like to take a minute to congratulate Fulstone Ranches in Smith, NV for being one of seven 2022 Environmental Stewardship Award Program regional winners announced at NCBA's convention. The Environmental Stewardship Award annually recognizes the outstanding stewardship practices and conservation achievements of U.S. cattle producers from across the nation. Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations. The common trait among all winners is the desire to leave the land in better shape for future generations while also inspiring the next generation of land stewards. One national winner will be selected later this year out of the seven regional winners, and we wish the Fulstone family the best as they continue through the process.

On another note the 82nd Session of the Nevada Legislature is underway. At the time of writing this article NCA is working to establish relationships with new legislators and reconnect with the veteran legislators. We are also working to identify and respond to pieces of legislation that could have a positive or negative impact on Nevada producers. We expect a few different bills in regard to Nevada water law and other natural resource related topics. As we move through the Legislative Session, please feel free to contact me in regard to any of legislative proposals floating around Carson City over the next few months. Until next time.



*National Cattlemen's Beef Association*

Nevada Department of Agriculture Director, J.J. Goicoechea (far left), weighs in on the Beef Business in Washington D.C. during NCBA's General Session III.

## UPCOMING EVENTS

### 82nd Session of the Nevada Legislature

— **February 6-June 5, 2023** —  
Carson City, NV  
401 S. Carson St.

### Nevada CattleWomen WIRED/Region VI Meetings

— **March 23-25, 2023** —  
Fallon, NV  
Rafter 3 C Arena

### NCA & Marvel-Andrae Scholarship Applications

— **Deadline: April 3, 2023** —  
Applications/Information at  
[nevadacattlemen.org/](http://nevadacattlemen.org/)

### Public Lands Council Legislative Conference

— **April 24-25, 2023** —  
Washington, D.C.  
<https://publiclandscouncil.org/2023-legislative-conference/>

### NCA 2023 Teacher of the Year Nominations

— **Deadline: June 16, 2023** —  
Nomination forms/information  
at [nevadacattlemen.org](http://nevadacattlemen.org)

### NCBA Summer Business Meeting

— **July 24-26, 2023** —  
San Diego, CA  
Hyatt Manchester Hotel  
1 Market Place

### Nevada Cattlemen's Association 88th Annual Convention

— **November 16-18, 2023** —  
Winnemucca, NV  
Winnemucca Conventions Center  
50 W. Winnemucca Blvd.



## PRESIDENT'S PERSPECTIVE

*Jon Griggs, President, Nevada Cattlemen's Association*

It was actually Charles Dudley Warner who said, "Everybody complains about the weather but nobody does anything about it". Weather might have been the most impactful thing coming out of the National Cattlemen's Beef Association Convention recently. 15 below zero when I left home and I arrived to 75 degrees in New Orleans, darn right it made an impact! We were treated to a couple of different weather presentations, and—imagine this—there was some discrepancy in their long-range forecasts. One told us that La Nina is definitely on her way out and we should be in a "normal" to wetter pattern by this Spring, and the other said that while La Nina is weakening, she'll likely impact us through fall so look for a Spring and Summer much like we've had the past couple of years. Obviously, I'm going with the first prediction.

Closer to home, your Association is in the middle of the 82nd Nevada Legislature. I'm pleased to say that we've interacted with our new Governor and his staff quite a bit already and the results have been positive. A NCA past president taking over the reins at the Nevada Department of Agriculture is an added bonus. Your NCA leadership has been busy building relationships with legislators and while there's always things that seem to pop up—like a crack at Nevada water law, we feel that we've a good chance of keeping any sort of regulatory mischief to a minimum this year.

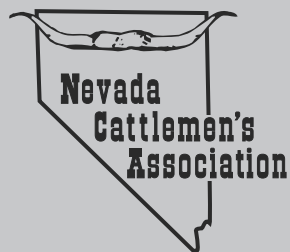
Mr. Warner surely didn't know how much snow we've all pushed around this winter when he said "nobody does anything about it". Hopefully all that makes for full ditches and plentiful grass and your calving season is filled with warm days full of exceptionally smart heifers and very restful nights.

## NCA NEWS

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between January 21 and February 24, 2023.*

*(New members are in **bold**.)*

- |   |   |  |
|---|---|--|
| • Adobe Insurance Group, Sidney Wintermote              | Darla Barkdull, Matt Swan                             | Thomas Gallagher   |
| • Andersen Ranch  | • J & M Livestock LLC, Jason & McKenzie Molsbee       | • Nine S Brangus, Connie Simkins                         |
| • Brennen & Joanna Burkhart                             | • Jackson Mountain Angus, Susan & Bob Hoenck          | • Paine Livestock, LLC, Ernest, Robin, & Russel D. Paine |
| • Corty Real Estate, Tom Corty                          | • <b>Jorgensen Land &amp; Cattle, Larry Gran</b>      | • Quinn River Crossing Ranch, Wallace Slough             |
| • Demar Dahl  | • Lames Linebaugh                                     | • Ritchie Industries, Inc.                               |
| • Joe Dahl  | • Little Valley Land Bovine B & B, Daniel Mori        | • Leroy Sestanovich Ranch LLC, Lorraine Sestanovich      |
| • Diamond M Ranch, Manny & Ramona Oros                  | • Nat & Karen Lommori                                 | • Star Hotel, Scott Ygoa                                 |
| • Edward Jones, Tim Hatch                               | • Joe & Camma Marvel                                  | • Synergy Resource Solutions, Inc., Jack Alexander       |
| • Ellison Ranching Company, Ira T. Wines                | • Susan McCartney                                     | • Jake Tibbitts  |
| • E Z Cattle, Gene, Jr. & Shirlee Buzzetti, Kathi Wines | • MWI Animal Health & Micro Technologies, Tim Harberd | • Randy Wallstrum  |
| • Susan and Mark Fowler                                 | • Nevada Department of Agriculture, Doug Farris       | • Washoe Ranch, Brett Reed                               |
| • Frost Quarter Horses, Karl S. Baker                   | • Nevada Water Solutions LLC,                         | • Western Video Market, Brad Peek                        |
| • Hussman Ranch, David Hussman                          |   | • <b>Abigail White</b>                                   |
| • Intermountain Farmers Association,                    |   |  |



Official Publication of the

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# Nevada Ranch Receives Regional Environmental Stewardship Award

NEW ORLEANS (Feb. 1, 2023) – The National Cattlemen's Beef Association (NCBA) announced today that Fulstone Ranches in Smith, Nevada, was selected as one of seven regional winners of the 2022 Environmental Stewardship Award Program (ESAP). The ranch was recognized during the 2023 Cattle Industry Convention & NCBA Trade Show in New Orleans.

"Farming and ranching families across the country continue to incorporate practices that protect and preserve land and water resources for future generations," said NCBA President Don Schiefelbein. "These regional winners represent the cattle industry's commitment to environmental stewardship."

Established in 1991, ESAP celebrates outstanding land stewards in the cattle industry. The regional winners will compete for the national award, which will be presented during NCBA's Legislative Conference in Washington, D.C., April 24-27, 2023. The 2022 Environmental Stewardship Award Program Regional Winners are:

Region I: Lamb Farms, Inc., Oakfield, New York

Region II: Carter Cattle Company, LLC, Pintlala, Alabama

Region III: Huth Polled Herefords and S&H Livestock Enterprises, LLC, Oakfield, Wisconsin

Region IV: Parks Ranch, Goliad County, Texas

Region V: Mannix Brothers Ranch, Helmville, Montana

Region VI: Fulstone Ranches, Smith, Nevada

Region VII: Jorgensen Land & Cattle Partnership, Ideal, South Dakota

"Fulstone Ranches is committed to maintaining their operation for future generations while continually adapting to practice environmental stewardship on their private parcels, leased grounds and public land grazing allotments," said Marc Jackson, field supervisor for the Pacific Southwest Region Fish and Wildlife Service. "Over the years, each generation has successfully managed the operation



*National Cattlemen's Beef Association*

Steve and Emily Fulstone of Fulstone Ranches receive their award for being selected as the 2022 Region VI Environmental Stewardship Award Program winner.

which has allowed them to maintain and improve viable rangelands for more than 100 years."

The Fulstone family has been working the land and raising livestock in Nevada since 1856, and today the ranch is operated by the sixth and seventh generations. Fulstone Ranches works cooperatively with state and federal agencies, universities, and non-profits to bring resources and expertise to solve natural resource challenges. The family works tirelessly fine tuning their operation to improve not only forage quality for livestock, but to also sustain the habitat for wildlife species such as the Bi-State Sage-Grouse. They changed the duration and timing of grazing and removed pinyon-juniper to increase water availability and reduce competition with other desired plant species. The Fulstones are also on the forefront of soil health using worm tea, a natural liquid fertilizer made from worm castings. Water retention has increased as has the quality of feed.

"A farm essentially is an ecosystem, one that we manage to make a living off of, but still an ecosystem," said Emily Fulstone of Fulstone Ranches.

ESAP is generously sponsored by companies and federal agencies who share the cattle industry's commitment to caring for the environment and protecting natural resources. Sponsors including U.S. Department of Agriculture Natural Resources Conservation Service, Corteva Agriscience, McDonald's, and U.S. Fish and Wildlife Service partner with NCBA to promote environmental stewardship throughout the beef supply chain. For more information, visit [www.environmentalstewardship.org](http://www.environmentalstewardship.org).



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# WV western video market

## UPCOMING SALES

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APRIL 13, 2023**

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Visalia, California

Consignment Deadline: Monday, March 27

Simulcast on Dish 998

**THURSDAY,  
MAY 4, 2023**

WVM Headquarters  
Visalia, California

Consignment Deadline: Wednesday, April 19

Simulcast on Dish 998

**THURSDAY,  
MAY 25, 2023**

WVM Headquarters  
Cottonwood, California

Consignment Deadline:  
Wednesday, May 17

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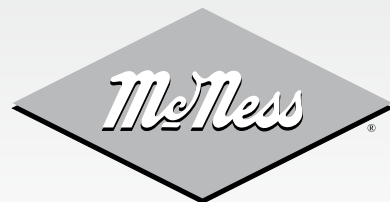




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## NEVADA NEWS

# Nevada Among Western States Requesting Support for Livestock Industries

## Winter Weather Conditions Impacting Industry In Western States

(SPARKS, Nev.) – As western states are experiencing significant winter weather conditions following extended drought, livestock producers are facing high levels of supplemental feed needed for longer periods to sustain herds. Nevada, Utah, Colorado and Wyoming are among states calling upon the U.S. Department of Agriculture Farm Service Agency (FSA) to consider relief programs.

“We have seen a significant amount of persistent snow and colder temperatures leaving many of Nevada’s livestock producers with limited options to transport animals or feed,” said Nevada Department of Agriculture (NDA) Director J.J. Goicoechea.

Nevada has experienced multiple years of sustained drought with FSA offering programs for disaster assistance to those impacted. Past drought conditions led to a lack of hay and other supplemental feed going into winter. Limited feed resources at increased costs and high fuel prices are compounding the problem and creating significant increases in operation expenses.

As the winter season has impacted western states with severe storms, producers are facing limited grazing options, flooding, snow and ice. Many herds have been trucked out of traditional winter grazing areas or liquidated completely. Access due to drifting snow is hampering efforts to reach and remove remaining livestock in some areas.

“Our livestock producers and animals are struggling right now,” said NDA Director Goicoechea. “I hope that FSA will consider our letter and continue to be flexible and supportive with programs that support the industry.”



Letter sent to USDA FSA Administrator Zack Ducheneaux. See the complete text of the letter on page 7.



# Letter from Western States Requesting Support for Livestock Industries

February 9, 2023

U.S. Department of Agriculture, Farm Service Agency  
Zach Ducheneaux- Administrator  
1400 Independence Ave., S.W. Washington, DC, 20250-0506

Dear Administrator Ducheneaux,

Thank you for the work you and your agency do for agriculture. FSA has been vital for ranchers and farmers throughout the country through many natural disasters and challenges in the agriculture sector. We are writing to you today to inform you of weather conditions which are severely impacting the livestock industry this winter in the Western States. We're hoping we can partner again to relieve an increasing problem this winter in the West.

This winter has been particularly hard for livestock producers in the Western United States. The winter season started early and we have heard reports from producers that they were forced to commence much higher levels of supplemental feed and will need to sustain these operations for a longer period than at any time in recent memory. Feed resources have been limited and expensive as well, compounding the problem and resulting in significant increases in cost. Most have had to pay much more for supplemental feed and have had to purchase more of that feed just to sustain livestock. Many herds have been trucked out of traditional winter grazing areas, but access by truck due to drifting snow is hampering efforts to reach and remove remaining livestock. Mortality has been high thus far and is expected to increase well into the spring as a result of this exceptionally harsh winter. Animal performance will be severely hampered this year at the very least.

The persistence of snow has created severe difficulties for our producers. As you may be aware, this winter has been much colder and windier than usual. We simply have not seen snow melt between events and plant resources remain buried even with high winds. Many producers have been forced to truck livestock closer to their respective home places to even maintain contact. As you are well

aware, this is not feasible for all operators and for many herds, home is the range. Snow removal has become a critical operation to keep animals alive. Access to traditional winter grazing resources has become dire as well. A large portion of grazing lands in the West are administered by BLM. To give you a sense of the complexity of the situation, there is a prohibition of supplemental feeding on BLM grazing allotments combined with an inability to utilize mechanized snow removal operations.

In short, Administrator Ducheneaux, we are asking for any flexibility and innovative ideas from the FSA perspective that could expand eligibility and use of emergency programs to provide relief. Assistance with supplemental feed/water and locations to move livestock for grazing/feeding are needed urgently. Another priority is snow removal assistance and transportation expenses, including any options for offsetting fuel costs. We have asked our producers to submit claims to their local FSA offices and to document losses and conditions as precisely as possible.

Any consideration you could provide to this unfortunate circumstance would be sincerely appreciated. The expertise that you and your staff have with the idiosyncrasies of your programs and budgeting authorities could prove to be very helpful. Please feel free to contact any of us at any time as we are committed to exploring every opportunity, as we know you are, to limit damage and manage resources during this challenging time.

Sincerely,

Craig Buttars  
Commissioner, Utah Department of Agriculture  
Dr. J.J. Goicoechea  
Director, Nevada Department of Agriculture  
Kate Greenberg  
Commissioner, Colorado Department of Agriculture  
Doug Miyamoto  
Director, Wyoming Department of Agriculture

## REMINDER:

## NCA and Marvel Andrae Scholarships Deadline Approaching

The April 3rd, 2023, application deadline for both the NCA and Marvel-Andrae Scholarship is quickly approaching. The Nevada Cattlemen's Association is seeking graduating high school seniors interested in pursuing an education in an agricultural related field to apply for the annual NCA Scholarship. NCA will be giving this year's outstanding graduating senior a \$1,500 scholarship to attend any junior college or four-year university to study in any agriculture related field.

NCA is also seeking graduating seniors or currently enrolled college students who are pursuing degrees in agriculture economics, agriculture business, or the animal/meat science fields to apply for this years Marvel-Andrae Scholarship.

The student selected for the Marve-Andrae Scholarship will receive \$2,000 towards their degree in the aforementioned fields.

For more information on both scholarship requirements and to obtain a copy of the applications, please visit [www.nevadacattlemen.org](http://www.nevadacattlemen.org). The heritage of Nevada is ranching. NCA believes the future of our industry lies in the education of the generations to come, as we explore new and innovative methods of sustainability.

Please send completed applications to: Nevada Cattlemen's Association, Research and Education Committee, PO Box 310 Elko, NV 89803; or submit by email to [nca@nevadabeef.org](mailto:nca@nevadabeef.org).



# Great Basin Bull Sale 2023 Report

by Charlie Hone, Great Basin Bull Sale Co-Organizer

The Inaugural Great Basin Bull Sale was held on February 18, 2023 at the new Rafter 3C Arena in Fallon, Nevada. With over 300 attendees, 123 all breed bulls sold in rapid fashion for an average of \$4,730. The high selling bull, consigned by Hone Ranch, was Lot 49, a son of RAF Bankroll 801 for \$11,000 to Ashley Cockrell of Cedarville, California.

The proceeds from the Lot 1 bull were donated to the Nevada Cattlemen's Association as a fundraiser for all the work they do on behalf of cattle producers in Nevada and the surrounding states. We would like to thank the Nevada Cattlemen's Association for all of their support and are humbled by the endorsement they gave the Great Basin Bull Sale by allowing us to take over management of the previous Fallon All Breeds Bull Sale to combine into this event. Lot 1, the son of RAF Arsenal 806, sold for \$6,000 to Jeff

Lommori of Wellington, Nevada.

Awards were presented for the Champion Bulls before the sale to Fred Jorgensen of Jorgensen Charolais for Champion Performance Bull-All Other Breeds for Lot 82. Charlie Hone of Hone Ranch was awarded two awards, Champion Overall Performance and Champion Calving Ease Angus for Lot 48. Tom Easterly of Easterly Romanov Ranch won the Champion Angus Performance Bull for Lot 9. Jerry Maltby of Broken Box Ranch was awarded the Champion All Other Breeds Range Bull Award for Lot 165. Hertlein Cattle Company, owned by Kurt and Sharon Hertlein were awarded the Champion Range Bull, Champion Angus Range Bull and the Overall Supreme Champion Bull, all for Lot 128.

We wish to especially thank Jim Barbee, County Manager of Churchill County, Jesse Sergura, Man-

ager of the Rafter 3C Arena and all staff for helping to bring this event to fruition and making it such a success. The combined endorsements and handing of the reins from the Nevada Cattlemen's Association and Snyder Livestock, to bring the combination of Performance and Range bulls into one venue for all discerning bull buyers to come to one location to buy high quality bulls to fit any environment, are greatly appreciated.

With consignors and buyers from Nevada and outlying states, sponsors and advertisers, this event was a huge success. The dinner and dance, dog trials and hot iron branding events rounded off this President's Day Weekend, with more planned for next year. Join us for the 2nd Annual Great Basin Bull Sale on February 17, 2024. Visit [Greatbasinbullsale.com](http://Greatbasinbullsale.com) for more information.



Photo Credits: Vicki Hone





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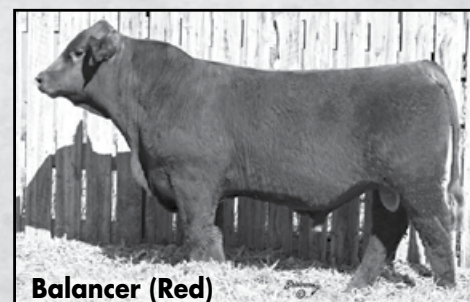
**Balancer**



**Southern Balancer**



**Southern Balancer (Red)**



**Balancer (Red)**

## SHOP AND COMPARE

Bar T Bar Bulls	vs.	Popular Industry Bulls
<ul style="list-style-type: none"> <li>Improve cow/calf profit – \$/Ranch</li> <li>Make efficient cows that survive</li> <li>Eat less feed</li> <li>Improve cow fertility</li> <li>Scored for feet &amp; udder quality</li> <li>Adapted for range &amp; high altitude</li> <li>Improve pounds weaned/cow exposed</li> </ul>		<ul style="list-style-type: none"> <li>Improve growth rate</li> <li>Make big cows that need to be pampered</li> <li>Eat too much feed</li> <li>Don't measure cow fertility</li> <li>Don't offer soundness EPDs</li> <li>Adapted to easy country and a feed bunk</li> <li>Improve weight per calf at the expense of fertility</li> </ul>

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## From the Desk of the PLC Executive Director

*By: Kaitlynn Glover, Executive Director, Public Lands Council*

A few days ago, I was searching through my email archives looking for some long-lost record from a truck I bought nearly a decade ago, and I came across the November/December 2014 edition of *Capital Issues*.

As then-Executive Director Dustin Van Liew closed out the year with PLC, he highlighted the provisions from the Grazing Improvement Act that had been included in the end-of-year passage of the National Defense Authorization Act and Congress' rejection of the \$1/AUM tax proposed by then-President Obama. That year, the end-of-year spending bill included language delaying a listing decision on the Greater Sage Grouse, funding for the growing wildfire crisis, and additional funds for producers facing extreme depredation by gray wolves.

As he looked ahead to 2015, Dustin shared PLC's priorities: "PLC will be focused on ESA reform, NEPA reform, EAJA reform, Antiquities Act reform, wild horse and burro program reform, and litigation/appeals reform along with many other issues over the coming year."

Does any of this sound familiar? I'm not sure whether Punxsutawney Phil saw his shadow this year (although the cold front moving across the West seems to point to "yes"), but so much of PLC's policy engagement seems to be cyclical. When speaking to attendees of NCBA's recent convention in New Orleans, I joked that this year feels a lot like 2015, with sage grouse, WOTUS, NEPA, permitting reform, attacks on grazing, and ESA reform on the agenda. But that's the whole point, isn't it? The things that have been important to us all along haven't

changed, it's just the people who are in positions of power who rotate through. Our priorities remain constant: high quality protein, high quality wool, resource management that is flexible enough to be responsive to on-the-ground needs - and to be able to do all of this with as little interference from the federal government as possible.

Over the last few months, I've answered a lot of questions from new members and new partners about what PLC does for them. This Groundhog Day loop where Washington, DC finds itself considering the same issues over and over (and over) is precisely the reason to get involved and stay involved in PLC.

Over the years, we've been able to beat back increases to the grazing fee that would have made operating on federal lands far more expensive than on private land (have you seen our non-fee cost grazing research?)

We've ensured that permittees can continue to demonstrate the value of their operation to the global environment. Because we've held the line, the world has come full circle from demonizing the work permittees do every day to a general understanding that grazing keeps rangelands and grasslands healthy, open, and development free for clean water, clean air, recreation, and carbon storage.

We've funded research to demonstrate the importance of maintaining the grazing footprint on federal lands and the economic value of this portion of the industry.

Whether it's reopening vacant allotments, shaping critical habitat designations

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to prevent grazing impacts, informing Congressional perspective and action on any number of issues, or facilitating conflict resolution in states or regions where there seems to be no end in sight, PLC's presence in the 14 western states with public lands grazing has been crucial over the last 55 years.

Over the last 55 years, PLC has been a driving force in highlighting, elevating, advancing, and defending the unique rights and interests of grazing permittees.

2023 brings a set of opportunities not often presented in our 55-year history, and I am proud of how PLC leadership and affiliates have positioned themselves to lead.

Join us in April at our Legislative Conference to help us kickstart Congressional engagement in appropriations, the upcoming Farm Bill, and our ESA improvement campaign.

## PLC Policy Spotlight

*By: Sigrid Johannes, Association Director, Public Lands Council*

We've received a lot of questions this month on the Farm Bill, what the process will look like, and what PLC is advocating for given our somewhat unique position outside of the crop realm and straddling conversation, forestry, and livestock concerns.

### What is PLC advocating for in this Farm Bill?

Generally speaking, we want to see a Farm Bill passed on time and without a livestock title. The addition of a livestock title opens the door for all kinds of government interventions that cattle and sheep producers in the West have historically – and rightfully – viewed with a lot of skepticism. Since our main issues can be addressed through the conservation title or forestry title, we do not want to open that door.

More specifically, we want to see grazing prioritized as a management tool to prevent wildfire and rehabilitate landscapes after a fire. That includes:

- Directing agencies to more aggressively use grazing as a fuels management tool, including using categorical exclusions and programmatic NEPA assessments were appropriate.
- Reopening post-fire areas for grazing immediately after a fire, so invasive species can be grazed down and prevent regrowth that sparks future fires.
- Authorizing agencies to use post-fire recovery funds to quickly rebuild fences, water lines, and other operational infrastructure needed for grazing.

We are also advocating for the use of grazing as a climate-smart conservation practice. That includes, among other things, including grazing projects in the scope of cross-agency conservation programs and explicitly authorizing grazing in emergency scenarios and for targeted management.

Finally, PLC is working with our affiliates and partners in agriculture to advocate for the Farm Bill provisions that are critical for the entire livestock industry. This includes fully funding the FMD vaccine bank and strengthening risk management tools like LIP and LFP.

### Will the Farm Bill be done on time?

Short answer: no.

Long answer: It would take some herculean efforts to negotiate a bill that can pass by the time the 2018 Farm Bill expires on September 30 of this year. Cost is a pervasive concern among members of both the House and Senate. The Congressional Budget Office (CBO) recently released an estimate that the baseline cost of mandatory Farm Bill programs will exceed \$1.4 trillion over ten years. This is a stunning price tag, the highest for any Farm Bill. Democrats do not want to economize on nutrition programs, but many lawmakers from both parties are also adamant that cost-cutting measures should not fall on crop insurance and other programs intended to help producers. Another complicating factor is the question of what to do with all the money from the Inflation Reduction Act that

was authorized for voluntary conservation programs; can those funds be applied instead of authorizing additional money in the Farm Bill?

When you combine these questions with the fact that more than half of the House Agriculture Committee – and half of all members in the House period – are working on a Farm Bill for the first time, passage is more likely to come in spring or even summer 2024. In this environment, it's more critical than ever that PLC educate and advocate on the specific needs of Western producers.

### Who is steering the ship?

Farm Bill is considered must-pass legislation and thus involves all members of Congress, but the heavy lifting will take place in House and Senate Ag:

House Agriculture Committee

Chair: GT Thompson (R-PA-15)

Ranking Member: David Scott (D-GA-13)

House Ag Subcommittee on Forestry

Chair: Doug LaMalfa (R-CA-1)

Ranking Member: Andrea Salinas (D-OR-6)

House Ag Subcommittee on Conservation

Chair: Jim Baird (R-IN-4)

Ranking Member: Abigail Spanberger (D-VA-7)

House Ag Subcommittee on Livestock

Chair: Tracey Mann (R-KS-1)

Ranking Member: Jim Costa (D-CA-21)

Senate Agriculture Committee

Chair: Debbie Stabenow (D-MI)

Ranking Member: John Boozman (R-AR)

Senate Ag Subcommittee on Conservation

Chair: Michael Bennet (D-CO)

Ranking Member: Roger Marshall (R-KS)

Senate Ag Subcommittee on Livestock

Chair: Kirsten Gillibrand (D-NY)

Ranking Member: John Hoeven (R-ND)

Stay tuned throughout the year for Farm Bill updates, and don't hesitate to reach out if you have any questions!

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# South Dakota Cattleman Becomes New NCBA President

By National Cattlemen's Beef Association

Todd Wilkinson, a South Dakota native, cow-calf producer and cattle feeder became the new NCBA president during the 2023 Cattle Industry Convention, held this week in New Orleans. Wilkinson, along with his son, operates Wilkinson Livestock in De Smet, South Dakota. He has also practiced law for almost four decades and specializes in business transactions, estate planning and probate, real estate matters and agricultural law.

"If you run into me across the country, one thing that I will say time and again is if you're going to be in the industry don't just talk the talk, you need to walk the walk. My philosophy going into this next year is that I'm going to put on boxing gloves and I'm going to be swinging for the industry," Wilkinson said. "I'm going to bring the same level of passion that I bring for my own family and business to this organization. I think it's important to fight back and protect this industry from the people who want to put us out of business. I also think this is something that will unite cattle producers in the future."

The 2023 NCBA officer team, approved by the NCBA board of directors, took office at the end of this year's convention. Mark Eisele of Wyoming was named president-elect and Buck Wehrbein of Nebraska was elected vice president. Brad Hastings of Texas was named NCBA treasurer. Virginia cattleman Gene Copenhaver was elected chair of the NCBA Policy Division. Tim Schwab of Indiana was elected policy vice chair. Clark Price of North Dakota and Dan Gattis of Texas were elected as chair and vice chair of the NCBA Federation division, respectively.

Wilkinson's focus during his time as president will be pushing back on issues that threaten the livelihoods of cattlemen and women across the country, while bringing people together to stand as a united front.



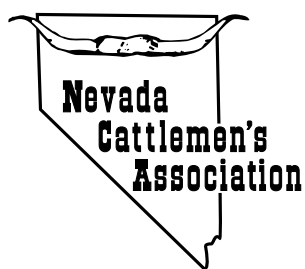
"Aside from the cost of doing business being a challenge for us right now, I'm looking down the road at the regulatory environment that could pose a real threat," he said. "We have to unite on these big issues and some common themes. If we don't, we are going to get squished."

Wilkinson will make sure NCBA works to protect its members from regulatory attacks under Waters of the United States, the Endangered Species Act and emissions reporting, to name a few. The Farm Bill will be a large focus for NCBA in the coming year as the organization works to secure reauthorization of animal health provisions, expanding the accessibility and funding of risk management and disaster relief programs while protecting voluntary conservation programs. Tax issues are also top of mind in the coming year and Wilkinson's expertise in this area was critical to backing down harmful tax proposals from the Biden administration last year.

"Part of the reason that I'm doing this is to make sure that this industry is here for my grandchildren and their grandchildren. I want them to have the opportunity to come back on this piece of ground and run cattle 100 years from now. I'm passionate about NCBA and I won't back up an inch on my commitment to this organization. As long as I am walking this earth, I want to make things a little bit better and NCBA is one of those ways that I think I can do that," Wilkinson said.

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# Fake Meet Flop

By Colin Woodall, NCBA CEO

This time three years ago, we had no idea what COVID-19 was about to unleash. In fact, we had just ended a successful convention in San Antonio where the hottest topic was fake meat. Fake meat was popping up everywhere. Impossible Foods was building partnerships with many restaurants and had launched the Impossible Whopper with Burger King during the summer of 2019. Beyond Meat had a very successful IPO in 2019 that saw its stock price take off over all the hype. For us, we definitely saw fake meat as an existential threat.

Then came COVID. I could spend the next several months talking about all the havoc that COVID wreaked on our industry, but there were a few silver linings. In a time of pure chaos and uncertainty, people wanted to find something that provided a little comfort and happiness. For many, comfort and happiness were found in food, and beef ended up being a food of choice. We received photographs from across the country where the beef case was cleaned out. American freezers and refrigerators were full of beef. That, in and of itself, was a challenge to make sure our Checkoff-funded work provided the recipes and cooking tips to ensure a great beef eating experience was had. Consumer visits to beefitswhatsfordinner.com soared, but how long

would this last? Would a post-pandemic return to some semblance of normalcy impact beef demand?

Last month, we released the Checkoff-funded "Today's Beef Consumer" report that shows beef demand remaining strong, and since the fourth quarter of 2019, consumers have ranked beef as their top source of protein over chicken, pork and meat alternatives. Several of the pandemic-induced trends remain, such as eating more meals at home. About 76% of meals are cooked at home, and 38% of consumers say they will cook even more at home in the coming year. Another trend is ordering groceries or meals online. Sixty-four percent of consumers are ordering groceries online and having them delivered or ready to be picked up at the store while they wait in their car. A whopping 80% of consumers have ordered meals online through apps such as DoorDash and Uber Eats. In this meal delivery category, 70% of the meals ordered are beef burgers. What is even more exciting is, when it comes to market share, fresh beef dominates with 99.5% while beef substitutes only have 0.5% of the market. The consumer is clearly telling us they love real beef.

Earlier, I mentioned the pandemic-era photos of the empty beef case. In several instances, the neighboring display of Beyond Meat was fully stocked.

Even in a time of panic and uncertainty, our consumers still did not want to buy fake meat. I believe there are several reasons that fake meat has flopped, and leading that list is taste. I have tried Impossible and Beyond products, so you do not have to. Since we are all beef connoisseurs, you will not be surprised to hear that these fake meat products are terrible. Regardless of the taste, what has amazed me most is how these products promote themselves. We promote beef by selling the sizzle, the taste and the overall enjoyment of eating beef. Fake meat companies promote themselves by disparaging us with their accusations that cattle are killing the planet. They come to this conclusion by utilizing old and debunked data. I also find it humorous that they attack "factory farming" by building factories of their own. Their package of no taste and hollow accusations has not resonated with the consumer. After desperate attempts to reignite their brands, Beyond Meats has seen their stock price plummet and Impossible Foods recently announced more layoffs.

While fake meat companies have not had the success they projected, they are not going away. There are many companies in this space, and they will all work tirelessly to improve their product. So, while we have won this round, the fight against fake meat will continue. It is also important to remember that cell-cultured products are still being developed using bovine cells to replicate "meat" in the laboratory. There has yet to be any commercially viable use of these products, but it is just a matter of time before we will see them appear at retail or food service. We worked to ensure that USDA has a role in regulating these products, and we will maintain our position that cell-cultured products must be regulated the same as beef is currently. We have more to do to protect ourselves, but we can rest well knowing that our consumers still love beef as nature intended it to be.

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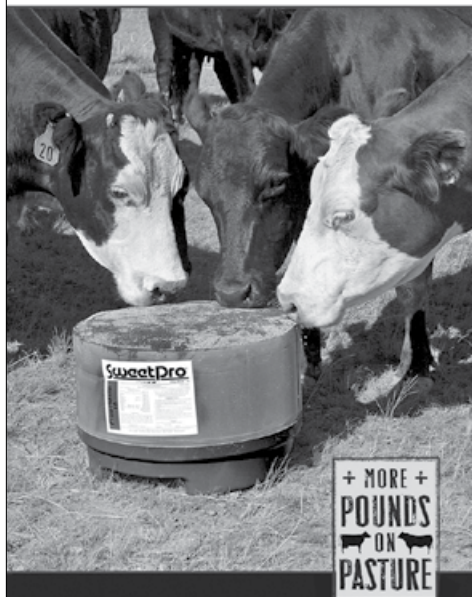
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