

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLIX, #5 | April 2025

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## NCA April Roundup

*By Martin Paris, Executive Director*

**HAPPY SPRING!** I hope everyone is getting through calving season without too much difficulty. We probably couldn't have asked for a much better winter than the one we received. There seems to be plenty of moisture throughout the state and we avoided those bone chilling temperatures for the most part.

As always, it's been a busy spring at the Nevada Cattlemen's Association. The Nevada Legislature is in full swing. At this point in time NCA is keeping tabs on 26 different pieces of legislation that have do with everything from changes to Nevada water law and trucking insurance, to mandatory overtime pay for agricultural workers. One of the most consequential pieces of legislation thus far has been SB172, dubbed the "Ag Workers Bill of Rights". If passed, the proposal would require all agricultural employers to pay workers overtime for anything over 8 hours per day or 40 hours per week. It also includes provisions that would allow agriculture workers to unionize, sets periods for meals and rest, and would require ag employers to provide unfettered access to "key service providers", amongst other things.

As the price of doing business continues to skyrocket, our industry cannot afford to be saddled with increased labor costs. As we know, ranchers and farmers are price takers and do not have the ability to pass on increased costs, labor or otherwise, to our consumers. The legislation also sets standards for employment that do not apply to any other classification of employee. Unlike many other situations, we do have the unique ability to know how similar legislation is playing out in other states. A quick dive into things leads you to research out of UC Berkeley that suggests that similar policy in California has actually led to a decrease in pay for agricultural workers. Or you'll find an article from NPR titled "These farmworkers thought a new overtime law would help them. Now, they want it gone", which paints an eerily similar picture of how a similar law is playing out in Washin-

ton state. As a result, NCA was quick to voice strong opposition to the bill.

The "First House Passage" deadline for legislation is quickly approaching on April 22nd. Any bills not passed out of either the Assembly or Senate (whichever one they originated in) die after that date. NCA is continuing to work with stakeholders and legislators on SB172 and many others as we hit the midway point of the Legislative Session.

On the federal side of the equation, things continue to unfold at a rapid pace. The level of fluidity makes it pretty difficult to capture where things stand at any given point in time. Since last month's article we have seen tariffs come and go and come again, efforts to streamline the National Environmental Policy Act, the formal ending of BLM's Public Lands Rule Advisory Board and some pretty sizeable changes to the federal workforce with litigation involved all along the way.

NCA has been engaged with our partners, agencies, and Congressional

— April Roundup Continued on page 2 —

## Treasury Department Announces Suspension of Enforcement of Corporate Transparency Act Against U.S. Citizens and Domestic Reporting Companies

March 2, 2025—The Treasury Department is announcing today that, with respect to the Corporate Transparency Act, not only will it not enforce any penalties or fines associated with the beneficial ownership information reporting rule under the existing regulatory deadlines, but it will further not enforce any penalties or fines against U.S. citizens or domestic reporting companies or their beneficial owners after the forthcoming rule changes take effect either. The Treasury Department will further be issuing a proposed rulemaking that will narrow the scope of the rule to foreign reporting companies only. Treasury takes this step in the interest of supporting hard-working American taxpayers and small businesses and ensuring that the rule is appropriately tailored to advance the public interest.

"This is a victory for common sense," said U.S. Secretary of the Treasury Scott Bessent. "Today's action is part of President Trump's bold agenda to unleash American prosperity by reining in burdensome regulations, in particular for small businesses that are the backbone of the American economy."

## UPCOMING EVENTS

### National Cattlemen's Beef Association/ Public Lands Council Region V & VI Legislative Conference

— April 7–9, 2025 —  
Washington, DC

<https://web.cvent.com/event/22525213-27bc-4dde-a1b5-36c65b376e0e/summary>

### NCA Teacher of the Year Nominations Due

— May 1, 2025 —

[www.nevadacattlemen.org](http://www.nevadacattlemen.org)

### National Cattlemen's Beef Association Summer Business Meeting

— July 7–9, 2025 —  
San Diego, California

Hilton San Diego Bayfront  
[www.ncba.org/events/summer-business-meeting](http://www.ncba.org/events/summer-business-meeting)

### Public Lands Council Annual Meeting

— September 16–18, 2025 —  
Flagstaff, Arizona

DoubleTree Hotel  
<https://publiclandscouncil.org/events/annual-meeting>

### Nevada Cattlemen's Association 90th Annual Convention & Trade Show

— November 13–15, 2025 —  
Elko, Nevada

Elko Conference Center

## NCA NEWS

### April Roundup: *Continued from page 1* —

delegation to ensure we continue to maintain the ability to do business at the speed of commerce and begin efforts to start chopping away at layers of regulatory burdens that NV ranchers face day in and out.

Finally, NCA will be sending a contingent to Washington D.C. in mid-April. During the trip we intend to discuss the laundry list of detrimental regulatory mechanisms our in-

dustry is burdened with, the overpopulation of wild horses, federal land designations, federal programs, and much more. This trip serves as a great opportunity for NCA to meet face to face with our Congressional representatives to discuss priority issues and for them to see and hear from producers who are impacted every day by the decisions they make.

*Till next time.*

## INDUSTRY NEWS

# Secretary Rollins Announces Aggressive International Travel Agenda to Expand Market Access for American Agricultural Exports

U.S. Secretary of Agriculture Brooke Rollins will visit six international markets in her first six months as Secretary to expand markets and boost American agricultural exports. At a time when the agricultural trade deficit is at nearly \$50 billion following the previous administration's little to no action in the international marketplace, the United States Department of Agriculture (USDA) is working to diversify global markets, strengthen existing markets, and hold existing trading partners accountable for their end of the deal.

"President Trump has the backs of our farmers and ranchers," said Secretary Rollins. "USDA remains committed to expanding market access around the world. I am going abroad to sell the bounty of American agriculture and to ensure the prosperity of our hard-working agricultural producers. Everything is on the table to get more markets for our products."

### Background:

This year, Secretary Rollins will visit Vietnam, Japan, India, Peru, Brazil, and the United Kingdom. Other USDA Trade Missions include Hong Kong, the Dominican Republic, Taiwan, Côte d'Ivoire, and Mexico.

**India:** The United States is India's sixth largest supplier of agricultural products. The U.S. has a \$1.3 billion trade deficit with India.

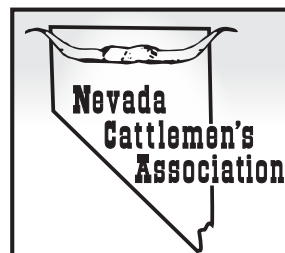
**Brazil:** The United States has a \$7 billion trade deficit with Brazil.

**United Kingdom:** The UK is the United States' fourteenth largest agricultural export market. U.S. producers face disproportionately high tariffs and small tariff rate quota volumes when exporting to the UK.

**Japan:** Japan is a top five market for many key U.S. commodities, including corn, beef, pork, wheat, rice, and soybeans. The U.S., however, faces competition from other countries in many of these markets.

**Vietnam:** Vietnam is the United States' tenth largest agricultural export market. The U.S. has no trade agreement with Vietnam while major competitors like China do.

**Peru:** Peru is the United States' third largest market for agricultural exports in South America, and the U.S. remains Peru's second largest agricultural supplier. Key prospects for U.S. agricultural exports to Peru include ethanol, dairy products, meat, tree nuts, and pulses.



## Official Publication of the Nevada Cattlemen's Association

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Hanes Holman, President | Dave Baker, Pres.-Elect | Marlow Dahl, 1st Vice Pres. | Wade Small, 2nd Vice Pres.



# PRESIDENT'S PERSPECTIVE

*Hanes Holman, President, Nevada Cattlemen's Association*

## Trade Tariffs & Green Grass on the Horizon!

I just removed about three inches of wet snow off of the hood of my pickup to go feed this morning and even though I usually do it with a grumble, this morning I had a cheery demeanor. As I sit down to write this article, the heady wet snow is still coming down. Normally I'm not a huge fan of snow and cold so why the cheery demeanor during this "Ides of March" storm you ask? I maintain the theory that a warm wet spring will do more for range conditions than a long cold deep snow winter. This is a warm wet snow we are having! Even though the snow and mud bring on some challenges they also bring opportunity and promise. When you're trudging through the mud you have to have faith something better is on the other side and it always is.

I have to maintain this same attitude when I turn on the news and begin to worry that the Trade Negotiations this administration are working on may begin to affect the US Cattle Markets and the US Economy as a whole. I'm fairly certain that no one really knows just how things are going to play out and what effects

all the negotiations will have for certain. As President Trump warned there may be some "bumps in the road" but that is to be expected if you want to get some meaningful change in global policy. I personally have to have faith that as we go through the "hiccups" and trudge through a little mud it is going to get us to a better more level and fair playing field of global trade. As global trade becomes increasingly important so will our trade agreements. We just as well engage in those agreements now, even though it might be a little painful in the short term.

I feel obligated to note that foreign trade is above our pay grade at the Nevada Cattlemen's office. We engage where we can with our delegation but President Trump hasn't called us to see what we think the right move would be and frankly I wouldn't know what to tell him. I do have a level of comfort knowing that there are folks in Washington DC watching our back and engaging heavily on this issue and NCA does talk to them on a regular basis.

As we "keep marching" through these uncertain times I would encourage everyone to strap on your mud boots and keep smiling because green grass is on the horizon!!

*Cheers*

## MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between February 25 and March 24, 2025.*

*(New members are in bold.)*

- Attorney at Law, O. Kent Maher
- Anthony Barnes
- Barnes Ranches, Inc. Tom & Kelly Barnes
- Bear Engineering Inc., John Langford
- Boss Tanks
- Brackett Livestock, Gus Brackett, Jake Brackett, Bert Brackett
- **Brackett Livestock, Katie Brackett**
- Brackett Livestock, Will Brackett
- Dalton Livestock LLC, Brad & Dani Dalton, Vernon & Joanne Dalton, Jay & Melissa Dalton, Cameron & Emily Dalton
- Devil's Gate Ranch, Jeffrey Knight - Ken Bowler
- Diablo Valley Angus, Dennis Lopez
- Scott & Kailen Dickson
- Edward Jones, Tim Hatch
- Jennifer Garrett
- Glaser Land & Livestock, Brent Glaser
- Grass Valley Ranch LLC, Luke Lancaster
- H Bar C Cattle Company, Dick & Linda, Ashley Huntsberger
- Hapgood Ranch, Norma Hapgood, John Erquiaga
- Key-Lix Supplements, Jed Archibald
- Lantana Ranch, Mike Powell
- Flint Lee
- Stella Lee
- Stix Lee
- James Linebaugh
- Paine Livestock, LLC, Ernest, Robin & Russell D. Paine
- Park Ranch LLC, David Park
- Petan Company of Nevada
- Marie Sherman
- Simplot Western Stockmen's, Ramona Ridley, Kyle Marino
- Snyder Livestock Company, Lucy Rechel
- Julian Tomera Ranches, Inc., Battle Mtn. Div., Pete, Lynn, Paul, Paula, Dan, Courtney Tomera
- Upper Hot Creek Ranch, Swainia & Gilbert Cochran
- Willow Creek Ranch, Russell & David Fitzwater



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## Upcoming Sales

- ▶ **Thursday, May 1**  
Consignment Deadline: April 15  
WVM Headquarters  
Cottonwood, CA
- ▶ **Friday, May 22**  
Consignment Deadline: May 14  
WVM Headquarters  
Cottonwood, CA

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# USDA Announces New FPAC Leadership to Better Serve Farmers and Ranchers

(Washington, D.C., March 21, 2025) — The U.S. Department of Agriculture (USDA) today announced key presidential appointments to the Farm Production and Conservation (FPAC) mission area. These appointees will lead efforts to advance President Trump's America First agenda and ensure that farmers, ranchers, and producers have the support they need to keep feeding, fueling, and clothing America.

"FPAC is the most farmer-facing mission area at USDA, housing the Farm Service Agency, the Risk Management Agency, and the Natural Resources Conservation Service—agencies producers rely on every day," said U.S. Secretary of Agriculture Brooke Rollins. "Following this week's \$10 billion economic assistance announcement, these appointees will help ensure that support gets to farmers and ranchers without bureaucratic delays. Strong leadership in FPAC means real results, less red tape, and a USDA that works for those who feed, fuel, and clothe America. I'm proud to welcome these new leaders who will champion our farmers and rural communities."

The FPAC mission area plays a vital role in delivering USDA programs directly to farmers and ranchers across the country, from disaster assistance and risk management to conservation efforts that protect and enhance working lands. These newly appointed leaders will be instrumental in executing these programs efficiently and effectively, reinforcing the Trump Administration's commitment to rural America.

## Brooke Appleton Appointed as Deputy Under Secretary for Farm Production and Conservation

Brooke Shupe Appleton serves as the Deputy Under Secretary for Farm Production and Conservation. Most recently, Appleton served as Vice President of Public Policy for the National Corn Growers Association. In this role, Appleton led NC-GA's Washington, D.C. office, overseeing advocacy for policy effecting corn farmers across the country. Previously, Appleton served as the Chief of Staff to the Deputy Secretary at USDA during the first Trump Administration. Prior to her time at USDA, Appleton worked at the National Association and Wheat Growers and started her career on Capitol Hill working for U.S. Representative Sam Graves of Missouri. Appleton holds a Bachelor of Science in Agribusiness Management from the University of Missouri-Columbia and was raised on her family's row crop and cattle farm in Stanberry, Missouri.

## Andrew Fisher Appointed as Chief of Staff for Farm Production and Conservation

Andrew Fisher serves as Chief of Staff for Farm Production and Conservation (FPAC). Most recently, Andrew served as a Legislative Assistant for U.S. Senator Mitch McConnell (R-KY) and previously held the same position for U.S. Senator Roy Blunt (R-MO). He holds a Bachelor of Science in Agriculture Economics from the University of Missouri. Andrew grew up on a farrow to wean hog operation where he also assisted his grandfather with backgrounding cattle.

## Aubrey Bettencourt Appointed as Chief of the Natural Resource Conservation Service

Aubrey Bettencourt will serve as Chief of the Natural Resource Conservation

Service (NRCS). Aubrey is a prominent leader in agriculture, water, and sustainability, most recently serving as the Global Director of Government Relations and External Affairs for Netafim, an Orbia Company. Her previous roles include serving as President and CEO of the Almond Alliance and Deputy Assistant Secretary for the U.S. Department of the Interior in the first Trump Administration. Her work reflects a strong commitment to water policy, agricultural support, and sustainable practices, supported by her family's farming roots in Kings County, California. Aubrey holds a degree in History from Westmont College.

## Bill Beam Appointed as Administrator for the Farm Service Agency

Bill Beam will serve as the Administrator for the Farm Service Agency (FSA) within Farm Production and Conservation. Bill is from Elverson, Pennsylvania where he owns and operates Beam Farms Inc. with his family. In addition to growing corn, soybeans, wheat and hay, Beam Farms has a sawdust and wood shavings business that serves the wood industry and agriculture throughout Pennsylvania and surrounding states. Bill has served on various boards and committees including the Pennsylvania Soybean Board, United Soybean Board, United States Soybean Export Council, Rural Investment to Protect Our Environment and Tel Hai Board. Bill formerly served as Deputy Administrator of Farm Programs for FSA in the first Trump Administration.

## Pat Swanson Appointed as Administrator for the Risk Management Agency

Pat Swanson will serve as the Administrator for the Risk Management Agency (RMA) within Farm Production and Conservation. Most recently, Pat has served as a director for the American Soybean Association (ASA) and completed her term on the Federal Crop Insurance Corporation Board. Along with her husband, Don, Pat has experience running a crop insurance agency, helping farmers in southeastern Iowa manage risk through crop, forage, pasture and livestock insurance. Pat and her family run a seventh-generation farm near Ottumwa, Iowa. They raise soybeans, corn, and have a cow-calf operation. Pat is an alumna of Iowa State University and is passionate about advocating for farmers through her involvement with Iowa 4-H, CommonGround Iowa and her work with ASA.

## Colton Buckley Appointed as Chief of Staff for Natural Resources Conservation Service

Colton Buckley serves as the Chief of Staff for the Natural Resources Conservation Service. Most recently, Colton served as the Chief Executive Officer of the National Association of Resource Conservation and Development Councils. Previously, Colton was appointed to the Texas A&M University System Board of Regents by Governor Rick Perry, the Texas Commissioner of Agriculture's Advisory Council, and the Workforce Solutions of West Central Texas Board of Directors, representing rural economic development. He is a proud alumnus of Turning Point USA. Colton holds a Bachelor of Science in Agricultural Services and Development from Tarleton State University, a Master of Arts in Communication from Liberty University, and was raised on his grandparents' cattle ranch in Gatesville, Texas.



# EPA Celebrates America's Farmers and Ranchers on National Agriculture Day

WASHINGTON (March 18, 2025) — Today, the U.S. Environmental Protection Agency (EPA) commemorates National Agriculture Day by celebrating America's rich agricultural history, and the critical role farmers and ranchers play as stewards of our land and natural resources, while providing Americans with a safe, abundant, and affordable food supply.

"Agriculture is the foundation of the American economy and embodies the core of our American values. Under President Trump's leadership, we are affirming our commitment to commonsense policies, to clear and consistent rules for all states, farmers, and small businesses. EPA is proud to work alongside our nation's great farmers to usher in the Golden Age of American Success," said Administrator Zeldin.

As of 2022, over 45% of all U.S. land is dedicated to producing the food that feeds the nation's families, making the agricultural sector one of the most important sectors in the U.S. economy. Under the Trump Administration, EPA is committed to working closer than ever with American farmers and ranchers, as well as the industries that support them, to provide certainty and regulatory clarity to the entire agricultural community.

Last week, EPA kicked off these efforts with Administrator Lee Zeldin announcing that the agency would review the definition of "waters of the United States." EPA will move quickly through this rule making process to ensure that a revised definition follows the law, reduces red-tape, cuts overall permitting costs, and lowers the cost of doing business in communities across the country while protecting the nation's navigable waters from pollution. Administrator Zeldin was joined by Senate Agriculture Chairman John Boozman (R-AR), Senator Kevin Cramer (R-ND), Senator Joni Ernst (R-IA), Senator Katie Britt (R-AL), Western Caucus Chairman Doug LaMalfa (R-CA-01), Representative Derrick Van Orden (R-WI-03), and Farm Bureau President Zippy Duvall for the announcement.

EPA's actions, including the 31 deregulatory actions the agency announced last week, support Administrator Zeldin's "Powering the Great American Comeback Initiative," upholding the agency's mission of protecting human health and the environment while energizing the greatness of the American economy. The plan

outlines the agency's priorities and consists of five pillars that will guide EPA's work over the first 100 days and beyond.

**Pillar 1: Clean Air, Land, and Water for Every American**

Farmers and ranchers are the foremost stewards of the environment, and their partnership is critical to ensuring clean air, land and water for all citizens.

**Pillar 2: Restore American Energy Dominance**

Pursuing energy independence and energy dominance will cut costs for everyday Americans including the farmers, ranchers, and businesses supporting them. American farmers power the nation's families and workforce, forming a strong connection between the agriculture and power sectors. Together, EPA is working with farmers and ranchers to help support the production and development of clean, renewable fuels, while reducing dependence on imported oil.

**Pillar 3: Permitting Reform, Cooperative Federalism, and Cross-Agency Partnership**

It is vital for EPA to work with the agriculture industry, and our partners at the state and federal levels to ensure certainty and reduce burdens so agribusiness can continue to thrive, while safeguarding our environment, supporting our economy, and creating American jobs. EPA is working to improve the speed and efficiency of our review of new pesticides while protecting human health and the environment, to help our farmers grow more food and protect crops from pest damage, diseases, and weeds.

**Pillar 4: Make the United States the Artificial Intelligence Capital of the World**

Agriculture is uniquely positioned to benefit tremendously from the advancements of AI. As we rapidly advance into the age of AI, it is important that the United States lead the world in this field which can be used to support technologies to advance agricultural production and environmental protection.

**Pillar 5: Protecting and Bringing Back American Auto Jobs**

Bringing back American auto jobs and investing in domestic manufacturing will help revitalize American industries. We will partner with industry leaders to explore ways to strengthen the connection between two powerhouses of the American economy: the auto industry and agriculture.

## U.S. Fish and Wildlife Service reopens comment period on the proposal to list the bleached sandhill skipper; Virtual public hearing scheduled for April 16

Public is invited to submit new comments in writing or verbally at the hearing

Reno, Nevada — The U.S. Fish and Wildlife Service announced that the public comment period on its January 2025 proposal to list the bleached sandhill skipper as an endangered species will reopen on March 19 to allow interested parties an additional 60 days to submit comments. In addition, this provides the Fish and Wildlife Service time to hold a public hearing, as requested by Humboldt County, Nevada, and accept new public comments. Comments submitted in the initial comment period need not be submitted again and will be fully considered.

The Service will host the virtual public hearing, preceded by an information session on April 16, 2025, from 5:00 p.m. – 7:00 p.m. PST. Registration is required to join the public hearing. Upon registration, please indicate if you'd like to submit

a comment. Those who do not submit comments in advance will have an opportunity to speak at the hearing after those that pre-submit. Once registration is complete, participants will receive a confirmation email with instructions for joining the hearing via Zoom and by phone. Please register for the public hearing here: [https://empsi.zoom.us/webinar/register/WN\\_jdJkk7FMRX2-TpPYYmGW-Bw#/registration](https://empsi.zoom.us/webinar/register/WN_jdJkk7FMRX2-TpPYYmGW-Bw#/registration)

To submit a written comment during the 60-day comment period, please visit [www.regulations.gov](http://www.regulations.gov) and search docket number: FWS-R8-ES-2024-0041. The due date for public comments is May 19, 2025, 11:59 p.m. Eastern Standard Time.

# PLC Secretary Testifies in House Natural Resources Hearing on Reducing Burdens from the Endangered Species Act

WASHINGTON (March 4, 2024) – Today, Public Lands Council (PLC) Secretary and Colorado grazing permittee Robbie LeValley testified before the House Natural Resources Subcommittee on Oversight and Investigations about the unnecessary burdens borne by livestock producers when the U.S. Fish and Wildlife Service introduces experimental populations under Section 10(j) of the Endangered Species Act (ESA).

LeValley outlined that while Section 10(j) authorizes broader use of deterrents and lethal take for these populations, these tools are rarely used in practice. Livestock producers are exposed to significant regulatory burdens that prevent their ability to protect their families and livestock from species like the gray wolf, Mexican Gray Wolf, and Grizzly Bear that have been introduced in areas they were not previously found.

“Experimental populations carry the burden of regulatory systems built on hope that a 10(j) population can thrive, and one day be part of the numbers that can lead to a “recovered” population. For wolves and bears, and other species that are undoubtedly recovered, additional 10(j) populations unnecessarily expand the regulatory burdens over a wider area since their success little bearing on the species’ ultimate listing status,” said PLC Secretary Robbie LeValley.

“Across the country, the ESA has become a barrier to sound management of land and wildlife resources. Populations introduced under Section 10(j) have all

of the burdens of the Act, without any of the regulatory certainty. In a time where Congress is considering how best to reduce ESA burdens and make recovery more effective, there is huge opportunity to address landowner concerns and make the existing tools provided by the Act work for both wildlife and the ranchers that interact with these animals the most,” LeValley added.



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# It's Time to Reform the Endangered Species Act

WASHINGTON, D.C., March 6, 2025—Today, House Committee on Natural Resources Chairman Bruce Westerman (R-Ark.) introduced the Endangered Species Act (ESA) Amendments Act of 2025 to make critical reforms to the ESA. Westerman issued the following statement in response:

*“The Endangered Species Act has consistently failed to achieve its intended goals and has been warped by decades of radical environmental litigation into a weapon instead of a tool. With the reforms we are introducing today, we can look forward to a future where the ESA works to support the continued abundance of America’s rich and diverse wildlife.”*

## Background

Since Congress enacted the ESA in 1973, approximately 1,700 species have been listed as threatened or endangered, not counting experimental populations. Only 3 percent of listed species have ever been classified as recovered and subsequently delisted.

The ESA Amendments Act of 2025 makes critical reforms to the ESA by establishing clear statutory definitions, focusing on species recovery and streamlining the ESA permitting process. The legislation also provides incentives for the recovery of listed species, promotes accountability for agency actions, and creates a backstop against frivolous litigation.

- Codifies the listing work plan structure to establish flexible deadlines, which will allow the U.S. Fish and Wildlife Service and the National Marine Fisheries Service (Services) to make better-informed listing decisions.
- Streamlines the approval of voluntary conservation agreements and inci-

dental take permits by removing duplicative permitting processes.

- Gives regulatory certainty that critical habitat will not be designated if a private landowner is working to implement a plan that conserves the listed species in question.
- Allows states to develop and submit recovery strategies for species that are candidates for listing or listed as threatened.
- Requires federal agencies to establish objective, incremental recovery goals for threatened species and provide regulatory relief as recovery goals are met. Once all recovery goals are met, the Services shall provide for state management of the species in preparation for delisting.
- Requires agencies to act on five-year review determinations of listed species.
- Prohibits judicial review within the five-year monitoring period after a species is delisted.
- Requires agencies to disclose to Congress all costs associated with ESA-related lawsuits.
- Streamlines the ESA Section 7 permitting process by clarifying the meaning of jeopardy, eliminating agency bias towards the species during the permitting process, requiring retrospective review of agency-recommended modifications to federal projects, and prohibiting mandatory mitigation.
- Removes duplicative permitting processes related to non-native species.
- Clarifies that the Services lack the authority to prohibit lawful activities through regulations aimed at reducing the mere potential impact on a species.

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# Why We Need Grassroots Advocacy

By Buck Wehrbein, NCBA President

I recently had the honor of representing the cattle business and members of NCBA, testifying before Congress, about the many critical issues impacting us as producers. It was an honor to represent each of our members in this capacity, but also a reminder of something far more important, the need to be involved. Being involved, as a member of the cattle industry and in the policy process isn't an option, it is a necessity for the survival and future of our family farms and ranches.

NCBA is leading the charge to fight the threats we face as cattle producers. Whether it's burdensome regulations, unworkable environmental rules, animal rights activists or countless other threats, NCBA is working tirelessly to protect our interests. However, securing the future so we can pass our farms and ranches onto future generations falls to each of us as individuals to be engaged members of our local, state and national industry organizations. Our collective strength — our willingness to be leaders in grassroots advocacy — is the only thing that consistently stands in the way of the people and policies that could devastate our future.

It's no surprise that lawmakers are often disconnected from the everyday struggles cattle producers face. The distance between Washington, D.C., and the heart of rural America is a Grand Canyon-wide rift that results in misunderstanding and mistrust. The only way to combat this is through real, authentic engagement.

Advocacy goes beyond letters and petitions; it involves personal connection through conversations and sharing stories. Lawmakers are influenced by real-world impacts and need to hear directly from cattle producers. That's why the opportunity to testify was such a life-changing opportunity for me and for anyone else who has been willing to stand with us in Washington, D.C. While NCBA advocates nationally and testifying is a big part of that, grassroots efforts from individual members are crucial. Active participation in policy discussions, attending town halls or contacting officials is essential for effective advocacy.

We've all heard the adage: "If you're not at the table, you're on the menu." This is especially true in Washington, D.C. Cattle producers are probably some of the most authentic people to step foot in political offices and have discussions about policy. That's our strength, and we must rely on the power of our collective voice to advocate for our interests. We are the boots on the ground, and only we know what works and what doesn't.



I know firsthand how busy life can be — every day is a balancing act of caring for our animals, land and family, all while trying to keep up with a mountain of business obligations, paperwork and regulations. But here's the truth — if we don't make the time to engage with our policymakers, others will make decisions for us that could endanger our way of life. The challenges facing cattle producers are immense, but we are not powerless. We are strong when we stand together, united by the common cause of defending our industry. The work ahead will be tough but I have no doubt, if we all make the effort to engage, educate and advocate, we will continue to ensure the survival and success of our farms and ranches for generations to come. Thank you for your unwavering support and dedication to our association. Your involvement is invaluable, and I truly appreciate your commitment to our shared goals. As we continue to advocate for the cattle business, I encourage you to keep engaging with NCBA and continue exploring opportunities to make a difference at the state level. Your voice and actions inspire others, and together, we can strengthen our efforts to protect and secure the future of the cattle industry for generations to come. I hope our paths cross in the future and, until then, happy trails.

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# Social Media... Good, Bad or Ugly?

By Colin Woodall, NCBA CEO

Love it, hate it or tolerate it, social media platforms such as X, Facebook, Instagram and others have the unique ability to be both an effective tool and a tremendous liability to an organization like NCBA. Believe it or not, the average person spends 145 minutes on social media every day. No, that's not a typo; it's almost two and a half hours of daily posting, sharing, reading and scrolling. To be even more effective in promoting and defending our industry, we utilize a social media strategy to be the credible beef and cattle voice on these platforms.

Social media is a very effective tool in the work we do as a contractor to the national Beef Checkoff. With most Americans accessing social media on their mobile devices, our social media platforms provide us numerous opportunities to educate and inspire. Beef. It's What's For Dinner. utilizes Facebook, Instagram and Pinterest to engage with consumers. In Fiscal Year 2024, we had almost one million followers on Facebook, and the quality of the content we posted increased the number of times users clicked on a link to [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) by more than 160%! In fact, we had more than 1.1 million click on the links we posted on social media that drove consumers to [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) where they could get more information on beef and access our treasure trove of great beef recipes.

Our team works to create content on these platforms that keeps people coming back for more. First, you have to grab their attention. That is hard to do with the short attention span most people have today. That means developing posts with graphics or messages that cause the user to pause and then click for more. A photo of a juicy hamburger is quite effective at this. Once you have their attention, then you need to pique their curiosity. Get them interested enough in what your post is about to have them click on a link to the Beef. It's What's For Dinner. website to learn more about nutrition, beef production or to find the recipe for that hamburger you are promoting. Finally, we want them to engage with us. Let's keep using the hamburger example. We want the user to like our post, click on the recipe, try the recipe and then share it on their own social media accounts. Now, that's a lot to ask for, so many times we'll settle for them liking our posts. When you get the consumer to engage with us on social media, you drive brand recognition, and you get others to help spread the

word about beef.

Successful engagement is built on being authentic. While you will find Beef. It's What's For Dinner. branded campaign posts on our social media, many times you will find some very simple content such as asking them, "How often do you use your cast iron skillet?" This simple approach is an easy way to get them to engage. It's also more than just the brand and the beef. Being authentic means posting stories about you, America's cattle producers, and the effort you put into making the beef they love.

Over the next several months, you will see our social media go on a restaurant and ranch tour where we will educate about regional beef dishes and cattle operations in those areas. A highly anticipated social media series will come during National BBQ Month in May. We are teaming up with pitmaster Erica Roby to explore regional BBQ styles across the country. Given how people feel about their regional BBQ, we expect a lot of engagement from consumers on these posts. We've had tremendous

success with Instagram Live events where we partner with local or home chefs who have built a following around their style of cooking. These live events allow you to follow along with our guest chefs and prepare a beef meal over the course of an hour-long live video event. As the chefs are cooking, they are also talking about beef and promoting the great work funded by the Beef Checkoff. In addition, social media posts on cooking beef allow

our culinary team to provide expert instruction on how to cook recipes found on [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com). Examples like these show what an incredible tool social media can be.

Social media is also a great tool to showcase the policy work we do. On the NCBA social media accounts (social handles @BeefUSA) you can find everything from the latest weather forecast to the highlights of NCBA President Buck Wehrbein's testimony in front of the Senate Committee on Agriculture, Nutrition & Forestry. The policy social media posts allow you to stay up to speed on all we are doing as your advocate on policy and industry issues. Again, another example of how social media can be a tool for good.

Social media can also be a hotbed for hate and vitriol. I'm disappointed in what people write and say when they don't have to look the other side in the eye. Whether they identify themselves or hide behind a fake profile, there are a lot of users who want to tear down NCBA, the Checkoff and each other with their posts. With everybody having their own opinions, and in some cases their own facts, we have seen social media fights that are ridiculous and embarrassing. I had a Twitter account when I first took over as CEO, thinking it would be a great communication tool. The detractors found it quickly and used it to air all their grievances. Now, I've been called worse things by better people in person, so the attacks didn't phase me. However, I had consumers, Members of Congress and other people outside our industry who also followed me, and I had more than one of them ask what in the world was wrong with the cattle industry when they would read some of these crazy posts. That's when I knew these tools could be a liability to our future.

Good, bad or ugly, social media is a part of life today and we will continue to find ways to use it in a responsible and positive manner to promote our product, defend our work, and help people learn more about cattle and beef production in the U.S.



"Social media is a very effective tool in the work we do as a contractor to the national Beef Checkoff."

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# Cattle Con 2025

By Keri Pommerening, NVCW President

Happy Spring! Leanna Spratling represented NVCW at Cattle Con 2025 so I asked her to share.

I had the honor of representing Nevada at the American National Cattlewomen meetings during the 2025 National Cattlemen's Convention in San Antonio Texas. This year, we started the ANCW side of the convention with a tour on Saturday at The Briscoe Western Art Museum. We then went to Grafft 7A Ranch which is a ranch outside of San Antonio that has an agri-tourism business. Their main attraction is an intricate corn maze that has a different design every year. They discussed with us some of the problems that they are facing everything from extreme drought to their experience with a known terrorist visiting their property. The last stop on the tour was Primo Processing. This butcher business has implemented a barcode-like system to keep track of their meat to ensure that their customers receive the correct products. This business also has a focus on exotic game animals and has worked with everything from cattle to zebras.

Our Sunday started with an optional worship service, followed by opening remarks. Our first guest speaker of the day was NCBA president Mark Eisele, who told us about his travels and his optimism for the future of this industry. Our second guest speaker was Vice President of Government Affairs Ethan Lane. He gave us an update on what's going on in DC. Overall NCBA is very optimistic about this administration and being able to work with them. Trump's pick for Secretary of the Department of Agriculture is very open to and excited to work with NCBA. There are also a lot of opportunities for further and future tax cuts for the agriculture sector and to take back regulations from the previous administration including the Public Lands Rule.

These guest speakers were followed up with the States President's Council where each state president or representative met in groups. We discussed different problems each state is facing and how different state organizations operate to share ideas and opportunities. After these discussions, we had two more guest speakers. One of them was Hailey Parton who did a presentation on "cattle trunks". Cattle trunks are a way to organize and present various facts about the cattle industry. Everything needed for the presentation fits in a carry-on suitcase, so it can easily be exchanged and traveled with. The second presentation was working with state Beef ambassador programs training with Suzy Benny and Sara Shields. These two childhood friends have put together a renowned Beef Ambassador Program that trains students from elementary school to high school on how to be effective beef advocates. The day wrapped up with several committee



Submitted Photo

meetings (as there are 13 committees within ANCW), an executive committee meeting and closing remarks.

Monday was the final day of the ANCW portion of Cattle Con, it included a Board Directors Meeting where I represented and voted on behalf of Nevada CattleWomen, a general membership meeting and officer installation and lastly closing remarks. The New ANCW Officers include President Nikki Weston from our neighbor state Utah, President Elect Casey Matzke from Texas, and Vice President Debbie Chute from Minnesota.

We had a new fundraiser event this year called the Cowgirl Cotillion. This event took place Monday evening. It was a semi formal event that included a silent and live auction, an awards presentation, surf and turf dinner, and a live performance by Red Steagall. The event was a smashing success.

I highly recommend that anyone involved in the Cattle Industry attend Cattle Con. The learning and networking opportunities are unlike any other. Everything from classes to a HUGE trade show, live animal demonstrations, to industry meetings, and social events are offered at this convention. Not only is it an amazing opportunity to get off the ranch and have fun, but it is the best place to learn the latest and greatest happenings in the Cattle Industry.

Respectfully Submitted,  
Leanna Spratling

Thank you, Leanna, for sharing your experience. So, until we meet again, I hope this issue finds you healthy, happy, and enjoying your spring cattle care, whether that is shipping, calving, branding, or all the above. We work hard to put beef on the table so take the time to enjoy some of the good moments.

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