

NCA April Update

Happy Spring! I hope everyone has some shiny new calves and wet weather on the way. While the Nevada Legislature is not in session this year, there is still plenty going on at the Nevada Cattlemen's Association. On the docket for April, NCA will be sending a contingent to Washington D.C. for the annual Public Lands Council/National Cattlemen's Beef Association Legislative Conference. This is a good opportunity for NCA to meet face to face with our Congressional representatives as well as leadership at the U.S. Department of Agriculture, Department of the Interior, Environmental Protection Agency, and other agency officials.

We intend to discuss a laundry list of items including, but not limited to, the overpopulation of wild horses, maintaining our state's sovereignty over its water, Endangered Species Act reform, flexible grazing practices, and how these government agencies and representatives can better support Nevada ranchers. As we head into election season, NCA intends to keep the foot on the gas to ensure

progress is made regardless of whatever election outcomes may be. The responsibility of carrying your message from the countryside to Washington DC is not something that is taken lightly and NCA greatly appreciates the opportunity to represent you on the issues that matter.

This month I wanted to highlight something that likely flies a bit under the radar, but is a big deal for those operating on BLM or Forest Service allotments. A new memorandum of understanding (MOU) regarding cooperative monitoring has been agreed to between the Public Lands Council and the Bureau of Land Management. This agreement establishes a formal framework for cooperative monitoring on BLM grazing allotments and outlines mutually approved data collection methods. It also creates a clear pathway for permittee collected data to

— NCA April Update Continued on page 3 —

USDA Promotes New, Voluntary “Product of USA” Label

New guidance supports transparency, consumer trust, and American ranchers

(Washington, D.C., March 24, 2026) – Today, on National Agriculture Day, U.S. Secretary of Agriculture Brooke L. Rollins announced the launch of a national public awareness campaign to inform meat, poultry, and egg producers of the “Product of USA” voluntary labeling standard which went into effect on January 1, 2026, and increases consumer understanding of what the label means.

“Our great patriot ranchers and producers grow, raise, and harvest the world's safest, most affordable, and abundant food supply. American consumers want to support America by buying American and this label will strengthen our food

supply chain through transparency, fairness, and trust,” said USDA Secretary Rollins. “This new standard policy ensures producers who invest in a fully Amer-

— Product of USA Continued on page 10 —





PRESIDENT'S PERSPECTIVE

Dave Baker, President, Nevada Cattlemen's Association

Staying Engaged

When times are good in the ranching business, they are very good. Calf prices are at a record high, input costs feel manageable, the grass is about to come on strong, and markets hum along without major disruption. In times like that, it can be hard to feel any urgency about protecting the ranching industry. After all, when there are no obvious fires to put out, why keep hauling water?

The National Cattlemen's Beef Association and state groups notched numerous wins in 2025. Those didn't happen by accident. They happened because ranchers like us kept the organizations funded, the relationships warm, and the voices loud—even on quiet days.

Ranching has always been cyclical. Markets rise and fall. Weather patterns shift. Policy winds change direction. A single legislative session, ballot initiative, trade dispute, or animal health issue can reshape the business landscape in a matter of months. History reminds us that industries rarely decline because of one dramatic event; more often, they erode slowly when stakeholders grow comfortable and disengaged.

When threats are immediate and visible, motivation comes naturally. If a restrictive regulation is proposed or a disease outbreak looms, producers rally. Meetings are packed. Associations grow overnight. But in quieter years, participation drops. Membership dues feel optional. Attending policy meetings competes with fencing, calving, and family time. It becomes easy to assume someone else will handle it.

The challenge is that effective industry protection is not reactive work—it is relationship work. It is the steady cultivation of trust with lawmakers, regulators, consumers, and neighboring landowners. Those relationships cannot be built overnight when a crisis appears. They are formed over years of showing up, engaging respectfully, and contributing expertise. If ranchers step back during calm periods, the industry's voice weakens precisely when strength is needed most.

Maintaining organizations — whether local grazing

boards, state cattlemen's associations, or national advocacy groups—requires sustained commitment. Staff must be retained. Legal counsel must be accessible. Agency and research partnerships must be nurtured. Public education efforts must continue. These structures are like well-built corrals: they may sit quietly for years, but when pressure comes, they must hold.

There is also the matter of public perception. Many consumers today are generations removed from agriculture. Their understanding of land stewardship, animal care, and food production often comes from media narratives rather than lived experience. In the absence of consistent outreach from ranchers themselves, misconceptions can take root. When ranchers participate in industry organizations, they help shape messaging that reflects the realities of responsible production and environmental care.

Perhaps the hardest part is that this kind of engagement rarely delivers immediate, tangible returns. You do not see a direct line from attending a policy meeting to a higher weaning weight. You cannot measure relationship-building on a scale ticket. But over time, those efforts help preserve grazing rights, protect water access, sustain fair market structures, and defend the freedom to operate.

The ranching industry is built on generational thinking. Fences are built to last decades. Herd genetics are improved over years. Land stewardship plans span lifetimes. Protecting the industry itself deserves that same mindset. We need to ensure that the next generation inherits not just land and cattle, but the voice that protects them.

The absence of immediate threats should not lull us into complacency. Instead, it should be viewed as an opportunity—a season to strengthen organizations, deepen relationships, and prepare for whatever comes next. By staying engaged when times are quiet, ranchers ensure that when challenges inevitably arise, the industry stands ready, unified, and resilient.

UPCOMING EVENTS

NCA Scholarship Applications Due

— April 1, 2026 —

www.nevadacattlemen.org/scholarships

NCBA/PLC Legislative Conference

— April 20–24, 2026 —

Washington DC

Washington Marriott
at Metro Center

NCA Teacher of the Year Nominations Due

— May 6, 2026 —

www.nevadacattlemen.org

State Fair of Nevada

— June 11–13, 2026 —

Reno, Nevada

Nevada State Fairgrounds
statefair.nv.gov

NCBA Cattle Industry Summer Business Meeting

— July 12–14, 2026 —

Aurora, Colorado

Gaylord Rockies Resort
& Convention Center

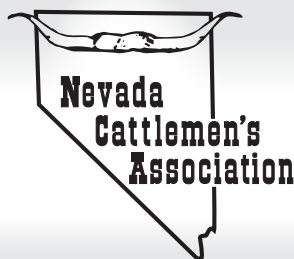
NCA 91st Annual Convention & Trade Show

— November 12–14, 2026 —

Elko, Nevada

Elko Convention Center

www.nevadacattlemen.org/events-meetings/convention-and-trade-show



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

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be incorporated into agency decision making with the same weight as agency collected information.

Much the same as a similar agreement with the U.S. Forest Service in 2022, this new MOU reinforces the shared commitment to recognizing permittee expertise and expanding rangeland monitoring capacity at a time when federal agencies face significant resource constraints. I would highly recommend that BLM permittees take advantage. For those interested in learning more, please check out the MOU at tinyurl.com/2suv6dd4.

For those interested in learning more about the U.S. Forest Service Cooperative Monitoring MOU, it can be found here: tinyurl.com/2yxpvxhk.

As a bit of housekeeping, NCA recently sent out member dues renewal notices. A big thanks to all those that have renewed their membership and your continued support. If you have not done so, please contact our office, or dues can be easily completed on

our website at www.nevadacattlemen.org/membership. If you have neighbors, friends, or young folks that should be getting involved, please give them a nudge. NCA is your voice, and we want to hear from you. We strongly encourage participation in helping guide Nevada's livestock industry forward. I cannot stress enough the importance of being engaged in the many issues that affect your livelihood- it matters. Till next time.

Celebrate Ag Day and Support Nevada Agriculture with the New Ag Plate

Proceeds from the newly designed specialty license plate go toward Nevada FFA and promoting agriculture

SPARKS, Nev. - March 24, 2026— The Nevada Department of Agriculture (NDA) and Nevada FFA have released a newly redesigned specialty agriculture license plate (Ag Plate) with the Department of Motor Vehicles (DMV). The specialty Ag Plate features depictions of Nevada's mountain ranges, field crops, and ranching, proudly representing the Silver State's agricultural heritage.

"We hope this refreshed Ag Plate design inspires nostalgia of Nevada's agricultural roots," said NDA Director J.J. Goicoechea. "We want those with an Ag Plate to feel proud displaying it and know that they have contributed to vital agriculture education and workforce development through FFA while supporting Nevada's agriculture industries."

Proceeds from the Ag Plate go towards promoting Nevada's agriculture industries and supporting Nevada FFA. Order an Ag Plate by visiting agri.nv.gov or dmv.nv.gov/plates.

About the Nevada Department of Agriculture

The Nevada Department of Agriculture (NDA) mission is to preserve, protect and promote Nevada's agriculture. The department has 225 dedicated employees



providing services in its five divisions, Administrative Services, Animal Industry, Measurement Standards, Food and Nutrition, and Plant Health and Compliance. The department's \$288 million budget facilitates regulatory and administrative work in agriculture and food manufacturing industries, protecting public and environmental health and worker safety, and providing food distribution and oversight for the United States Department of Agriculture's school and community nutrition

programs.

About Nevada FFA Association

The Nevada FFA Association is a school-based youth leadership development organization of more than 3,000 students as part of 28 local FFA chapters in high schools throughout the state. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. For more, visit the Nevada FFA Association online at <https://nvaged.com/> and on Instagram and Facebook. The Nevada FFA Foundation supports the Nevada FFA Association through projects like the sale of the Nevada agriculture license plate.

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between February and March 25, 2026.

(New members are in bold.)

- Broken Circle Cattle Co., Travis Myers
- J & M Livestock LLC, Jason & McKenzie Molsbee
- Park Livestock Company, Inc., David Park
- Spratling Ranch, Boyd Spratling, DVM, Blake & Sarah Spratling, Ian, Gabe, Isaac, Quaid Spratling
- Linda Dufurrena
- Lance Johnson
- Park Ranch, David Park
- Upper Hot Creek Ranch, Swainia & Gilbert Cochran
- Glaser Land & Livestock, Brent Glaser
- Paul Meiman
- Salmon River Cattlemens Association
- Ward Ranches, Gary Ward
- Gottschalk Ranch, Michael Gottschalk
- Pete & Rama Paris
- Simplot Western Stockmen's, Ramona Ridley, Kyle Marino
- **Higbee Ranch, Morgan Wadsworth**

Joe Cacioppo Appointed to Lead the Nevada Division of Water Resources

Nevada Department of Conservation and Natural Resources — Nevada Field Notes Blog, dcnr.nv.gov/blogs

[March 12, 2026] – Today, the Nevada Department of Conservation and Natural Resources (DCNR) thanked Chris Thorson for his service as Acting State Engineer and announced the promotion of Joe Cacioppo from Deputy Administrator to State Engineer and Administrator of the Nevada Division of Water Resources.

Thorson stepped in to serve as Acting State Engineer during a period of transition, helping ensure continuity of operations and the administration of Nevada’s water laws. DCNR leadership expressed appreciation for his willingness to provide steady guidance during this time.

“Chris stepped up when the department needed him, and we are grateful for his leadership and commitment to public service,” said DCNR Director James Settelmeyer. “His experience and professionalism helped maintain stability for the Division and the many Nevadans who rely on its work.”

Cacioppo will assume the role of State Engineer and Administrator effective March 30, 2026. He is a veteran of the United States Army and a licensed civil engineer with nearly three decades of experience in water resources, Nevada wa-

ter law, water rights administration, civil engineering design, and resource management.

“Joe’s experience and dedication to public service make him well-suited to take on this important role,” said Governor Joe Lombardo. “Nevada’s water resources are vital to our communities, economy, and future, and I am confident Joe will continue the Division’s important work to manage and protect this critical resource.”

“Joe has demonstrated a strong commitment to the mission of the Division and a deep understanding of Nevada’s water resources,” Director Settelmeyer said. “His expertise will be invaluable as the Division continues its work to responsibly manage Nevada’s water.”



Joe Cacioppo
Nevada Department of
Conservation & Natural
Resources

Ryan S. Shane Appointed to Lead the Nevada Division of Forestry

Carson City, Nev. – James Settelmeyer, Director of the Nevada Department of Conservation and Natural Resources (DCNR), announced the appointment of Ryan S. Shane as Nevada’s State Forester Firewarden and Administrator of the Nevada Division of Forestry (NDF). Shane will be the ninth person to lead the agency since its inception in 1957.

The search for the new head of NDF attracted a diverse pool of candidates and included engagement with leaders from the Nevada Fire Chiefs Association and the Battle Born Firefighters Association.

“Ryan Shane is a proven leader who understands the importance of protecting Nevada’s communities, forests and rangelands from the threat of wildfire,” said Governor Joe Lombardo. “Under his leadership, Nevada will continue setting the standard for wildfire preparedness and resilient land management.”

“Ryan has spent nearly two decades serving Nevada and protecting our land-

scapes at the Division,” said Director Settelmeyer. “His experience in forestry, wildfire operations, and partnership-driven land management makes him well-suited to lead the Nevada Division of Forestry.”

A lifelong Nevadan and Carson City native, Shane earned both a bachelor’s degree in forestry and rangeland management and a master’s degree in natural resource and environmental science from the University of Nevada, Reno. He joined NDF as a forester in 2008 after working as an environmental consultant in the private sector. During his time with the agency, he has led projects focused on improving wildfire resilience and forest health across Nevada.

Shane also gained valuable experience in wildfire suppression and prescribed fire operations, earning multiple qualifications and serving on Complex Incident Management Teams.

In 2014, Shane joined NDF’s State Office in Carson City and later served in several leadership roles before being promoted to Deputy Administrator of Operations in 2021. In that role, he helped implement major legislative and federal investments in wildfire risk reduction and landscape restoration, while advancing science-based regulatory modernization.

“I’m honored to serve as Nevada’s State Forester Firewarden,” said Shane. “Building on the strong partnerships already in place, we will continue working across the state to reduce wildfire risk, improve forest and rangeland resilience, and protect Nevada’s communities by strengthening our statewide wildfire preparedness.”



Ryan S. Shane
Nevada Department of
Conservation & Natural
Resources

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MAY 20

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The Official State Fair of Nevada Coming June 11 – 13

The first official State Fair since 2010 will return to the Nevada State Fairgrounds



[March 20, 2026] – The first official State Fair of Nevada will return to the Nevada State Fairgrounds in Reno on June 11 - 13, 2026. The fair will feature the Nevada Junior Livestock Show, University of Nevada, Reno Extension’s 4-H State Expo, Nevada Governor’s Sale of Champions, a farmers’ market pavilion, and Next Generation Junior Bull Riding.

“We are ecstatic to welcome everyone to the Nevada State Fairgrounds this June as the Nevada Department of Agriculture (NDA) reestablishes the official State Fair of Nevada,” said NDA Director J.J. Goicoechea.

During the last Legislative Session, Assembly Bill (AB) 333 was signed, restoring the Nevada State Fairgrounds (including the Reno-Sparks Livestock Events Center and the Reno Rodeo Arena) to the NDA, as it was originally endowed in 1867. The passage of AB 333 paved the way for the return of

the official state fair, which Nevada Revised Statute 551.030 states must be determined by the Director of the NDA. The State Fair originally ran from 1874 until 2010, when the Fair Board voted to dissolve the State Fair.

“This is a big task for our Department, and we want to ensure we are creating something that feels nostalgic for those who remember the State Fair and welcomes those who didn’t get to experience it by highlighting Nevada’s diverse communities, rich heritage and agricultural roots,” added NDA Director Goicoechea. “We look forward to welcoming our fellow Nevadans and neighbors June 11-13 and celebrating our communities together.”

More information about the official State Fair of Nevada, including sponsorship and vending opportunities, is available at statefair.nv.gov. Tickets will be available April 15.

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Nevada Agricultural Foundation Receives Over \$500,000 Donation Creating the James R. Morgan Memorial Fund

The late James Morgan endowed the Nevada Agricultural Foundation (NAF) with a gift of over \$500,000. James' son, Steven Morgan, facilitated this very generous gift.

This gift will provide significant ongoing support to Nevada students pursuing an agriculture-related degree as well as support agricultural research and development grants awarded by the NAF.

James Morgan lived and farmed in south Mason Valley. He was very involved in Northern Nevada agriculture and was an active member of the NAF. He was a board member and member of the NAF Scholarship Committee for over a decade.

The NAF's mission is to "Promote and Strengthen Agriculture in Nevada by Providing Financial Assistance to Deserving Groups or Individuals Involved in Research or Education." This very generous endowment will significantly enhance the Foundation's ability to achieve its mission and goals. The Nevada Agricultural Foundation awarded over \$100,000 in scholarships and grants in 2025.

Frank Bishop, President of NAF said, "We are thrilled and so appreciative of this gift provided by James Morgan. We look forward to helping Nevada students and providing funding for agricultural research long into the future."

INDUSTRY NEWS

Lummis, Luján Declare 2026 as 'International Year of Rangelands and Pastoralists'

March 17, 2026, Washington, D.C.—Senate Western Caucus Chair Cynthia Lummis (R-WY) today joined Senator Ben Ray Luján (D-NM) in introducing a bipartisan resolution declaring 2026 as the "International Year of Rangelands and Pastoralists," to celebrate our nation's stewards of land.

"America's pastoralists manage, conserve, and protect more than 700 million acres of land across our nation," said Lummis. "These ranchers keep our domestic food supply secure and rural communities strong, raising the beef, lamb, and livestock that feed America. The quiet work of our nation's pastoralists deserves to be commended, and I am proud to lead this recognition alongside Senator Luján."

"I'm proud to partner with Senator Lummis to recognize the International Year of Rangelands and Pastoralists. Rangelands make up a vast majority of New Mexico and are critical to our economy, culture, and way of life," said Luján. "Our ranchers and pastoralists care for these lands with generations of knowledge and practices that strengthen food security, support rural communities, and reduce wildfire risk. This resolution recognizes their essential role and encourages continued research and education to sustain our rangelands for future generations."

"The International Year of Rangelands and Pastoralists honors the unsung work of those who manage, study, cultivate, and protect millions of acres of America's treasured landscapes. Pastoral management of livestock is alive and well across the country, as grazing animals are carefully managed to provide food and fiber from resilient ecosystems. From rancher to researcher, rangeland conservationist to shepherd, everyone does their part and PLC thanks all of those who are part of this special culture on grasslands and rangelands around the globe," said Kaitlynn Glover, NCBA Executive Director of Natural Resources and PLC Executive Director.

"The Society for Range Management (SRM) applauds the bipartisan introduction of the Senate resolution recognizing 2026 as the "International Year of Rangelands and Pastoralists." Rangelands cover nearly one-third of the United States, providing food and fiber, wildlife habitat, water resources, carbon storage, recreation, and energy, while anchoring rural economies and cultures. Pastoralists and ranchers play a critical role as land stewards, applying generational knowledge and science-based grazing to sustain healthy, resilient rangeland ecosystems. By formally recognizing 2026, the Senate resolution underscores the economic, social, and ecological importance of these lands and the people who manage them, and encourages expanded education, research, and outreach on sustainable rangeland management. From the early stages, SRM is proud to have helped champion this effort, working with partners, agencies, and congressional offices to support both the United Nations designation and complementary recognition in the United States. We thank Senators Lummis and Luján for their leadership and look forward to collaborating with Congress, agencies, land managers, producers, scientists, and local communities to make 2026 a catalyst for long-term investment in resilient rangelands and thriving pastoral communities." — Society for Range Management

U.S. Senators Marsha Blackburn (R-TN), Catherine Cortez-Masto (D-NV), Mike Crapo (R-ID), John Curtis (R-UT), Steve Daines (R-MT), John Hickenlooper (D-CO), Cindy Hyde-Smith (R-MS), Jerry Moran (R-KS), Pete Ricketts (R-NE), Jacky Rosen (D-NV), and Mike Rounds (R-SD) are co-sponsors of the resolution.

Background:

- This resolution highlights the importance of U.S. rangelands, which cover about 770 million acres, roughly 36% of U.S. land, supporting biodiversity, wildlife habitat, water resources, carbon storage, recreation, and energy production.
- Rangelands are essential for domestic production of beef, lamb, wool, hides, and other livestock products, with significant use of federal grazing land.
- Pastoralists and ranchers are key land stewards who use generational knowledge, science-based management, and adaptive grazing practices to promote ecological resilience and reduce wildlife risks.
- The United Nations designated 2026 as "International Year of Rangelands and Pastoralists."

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See the full resolution here- tinyurl.com/29zwy3vm

Laying the Groundwork

By Gene Copenhaver, NCBA President

Over the last several years, our industry has worked tirelessly to strengthen the global reputation of U.S. beef, and today we're seeing the results of that effort in real time. Last month, I had the privilege of representing the National Cattlemen's Beef Association (NCBA) as we hosted a stop on the United Kingdom Embassy Farm Tour at Whitestone Farm in Loudoun County, Virginia. It was an opportunity not only to welcome our international guests, but also to demonstrate what sets U.S. cattle producers apart: our commitment to quality and stewardship.

The tour brought together an impressive group of leaders and stakeholders from both sides of the Atlantic. We were joined by the U.K.'s Secretary of State for Environment, Food and Rural Affairs, Rt. Hon. Emma Reynolds MP; Virginia Agriculture Secretary Katie Frazier; Deputy Secretary Ben Rowe; leadership from the U.K.'s National Farmers Union; and our partners at the Virginia Farm Bureau. These conversations reaffirmed, loud and clear, that British and American producers share many of the same values and priorities. That alignment matters, because common values build the foundation for strong, lasting trade relationships.



As I shared with our guests, U.S. beef continues to resonate with British consumers, who increasingly seek the top-quality product our producers work hard to deliver every day. Demand for American beef is growing in the U.K., and last month marked a major milestone: the first shipments of U.S. beef officially reached U.K. ports. That is an achievement worth celebrating — for our members, our trade partners, and the broader beef community.

This moment didn't happen overnight. Last May, the United States finalized a trade deal with the United Kingdom that significantly increases market access for U.S. beef. That agreement was the product of years of work including persistent engagement by NCBA with British industry, Members of Parliament, the British Embassy, the Department for Environment, Food & Rural Affairs, and countless other officials and stakeholders. We laid the groundwork one meeting at a time, strengthening relationships and building trust in the high standards of American cattle and beef production.

Trade agreements like this one are essential to fulfilling one of my key priorities as your NCBA president: sustaining the strong momentum we've built around beef demand — both at home and abroad. Growing global demand doesn't happen on its own. It requires intentional outreach, robust relationships and continued advocacy to ensure our product has access to new and expanding markets. That's why NCBA's work on international trade is so important, and why we will keep engaging with British consumers and decision makers to further build confidence in U.S. beef.

The event at Whitestone Farm showcased exactly what makes our industry successful. We are transparent. We are forward thinking. And we are united with producers around the world who share our mission to feed a growing population responsibly. The U.S.-U.K. trade agreement opens new doors for our product, and with the first shipments already delivered, we are just getting started.

Thank you for everything you do as NCBA members, leaders and advocates for U.S. beef. Together, we will continue driving demand, expanding opportunities and strengthening the future of our industry.

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Roll 'em Back

By Colin Woodall, NCBA CEO

Mid-term election primaries are yielding interesting results. Runoffs, surprise retirements, and candidates pulling out of races illustrate how competitive and crazy this election cycle is. It's not surprising given the political climate, but if you are a member of the House of Representatives or part of the one-third of the U.S. Senate up for re-election, your focus is on winning your election.

While there is plenty of legislative business Congress should tend to, I don't expect them to get much more done this year because of their desire to be on the campaign trail. Once a plan is concocted to fund the rest of the government for this fiscal year, we will hear a lot of House and Senate rhetoric but will see very little action. Now, let's keep in mind that this is not a unique situation. A Session of Congress lasts for two years. For quite some time, the first year of the session has been about legislating and the second year about running for re-election. When we have a favorable Congress, losing that second year takes away opportunities to advocate for NCBA's policy priorities. When it is a challenging Congress, however, it can help us stop a lot of bad ideas.

With this in mind, how do we continue to advocate for you? Well, campaign season allows us to put even more emphasis on rolling back overburdensome rules and regulations. Many federal rules can be changed without Congressional action, and President Trump has been a willing partner in helping ease the regulatory burden on agriculture. The Endangered Species Act, or ESA, is a great example of where we need improvement.

In late February, we delivered a delisting of the lesser prairie-chicken. This means the U.S. Fish and Wildlife Service removed the Northern and Southern Distinct Population Segments of the lesser prairie-chicken from the list of endangered species. NCBA, the Public Lands Council (PLC), and our state partners in Texas, Oklahoma, Kansas, Colorado and New Mexico have spent countless hours pointing out the legal and scientific flaws that led to the lesser prairie-chicken being listed. We were also able to clearly show that the lesser prairie-chicken thrives where cattle graze on rangeland. Delistings are rare, so this is a significant victory for us and shows we can be successful in delisting species.

This win bolsters the long-standing effort NCBA and PLC have put into ad-



addressing wolves and their impact on producers who are forced to deal with them thanks to federal government action and inaction. Over the years, NCBA and PLC have worked with our state partner organizations to support multiple delisting rules and engage in litigation defending the delisting decisions. We have shared the horrific stories and photos of cattle killed and maimed by wolves, in addition to describing the emotional and financial toll it takes on many of you. The Trump team has the ability to take action now, and we are providing them the support and cover they need to make the decision. Getting action on wolves leads the list of NCBA's regulatory rollback priorities.

Over at the Environmental Protection Agency (EPA), we have a friend in Administrator Lee Zeldin. He has been firm in his resolve to slash regulations. His work to redefine the Waters of the U.S. (WOTUS) led to a proposal that protects producers from worrying about whether a ditch would be regulated. The WOTUS fight has been going on for more than a decade, so we are diligently working with the EPA to finalize this pro-agriculture definition.

In what was heralded as the "single largest deregulatory action in U.S. history," President Trump and Administrator Zeldin eliminated the 2009 Greenhouse Gas (GHG) Endangerment Finding that drove so many of the U.S. government's environmental actions, especially changes to engine emission standards. This action resets climate discussion and will ease the economic burden caused by rules implemented under the finding.

I've just listed these few rules and regulations because the total list would fill my monthly article through election day. The point is that our work to implement the policy you pass as members never slows down. I don't know what exactly will happen on Election Day 2026. While time seems to fly by these days, it is a political lifetime between now and November considering a short soundbite or video can change the course of any campaign. Regardless, we know the president will continue his deregulation work right up to his last day in office. We will be there to support him and keep him focused on our deregulation priorities. This may well be the best time we've had, or will ever have, in rolling back so much of the government burden you face.



Nevada Water Solutions LLC

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Product of USA: *Continued from page 1* —

ican supply chain can compete fairly, and it gives consumers the confidence they deserve about the food they bring home.”

“When we choose to purchase from American producers, we get a superior product while supporting the hardworking family farms who put it all on the line every day to feed, clothe, and fuel our nation,” said SBA Administrator Loeffler. “Amid President Trump’s work to end years of unfair competition and eliminate the massive red tape that has crushed domestic agriculture, Made in America is finally making a comeback. Today, on National Agriculture Day, I urge all Americans to join me in support of the hardworking farmers and ranchers who anchor the U.S. food supply chain that is so vital to keeping our nation strong, safe, and healthy.”

“Our farmers and ranchers are essential to putting real food back at the center of the American plate and delivering on the Dietary Guidelines for Americans,” said HHS Secretary Kennedy. “Product of the USA’ labeling puts American producers first, gives families clear, honest information, and empowers them to choose food raised right here at home.”

“America’s farmers and ranchers are key to our national security, sustaining rural communities and keeping our food supply resilient,” said EPA Administrator Zeldin. “The ‘Product of the USA’ label rewards American farmers and ranchers who grow, raise, and process their products in the U.S., while giving consumers confidence they are supporting American agriculture. Together with USDA, the Trump Administration is streamlining processes and delivering solutions that strengthen agricultural productivity, rural prosperity, and the health of our environment.”

“U.S. producers are the best in the world, and produce the highest-quality products,” said North Dakota Senator Hoeven. “A ‘Product of USA’ label benefits our ranchers and provides transparency and confidence for consumers. We appreciate Secretary Rollins and the Trump administration for their efforts to support our farmers, ranchers and rural communities.”

Under this standard, the “Product of USA” label is reserved exclusively for meat, poultry, and egg products from animals that were born, raised, harvested, and processed in the United States. The claim is voluntary, but companies using it must meet this transparent and verifiable requirement. This ends the prior practice which allowed imported products to carry the claim after minimal processing and strengthens consumer confidence by aligning with what Americans expect and demand.

Since 2017, the United States has lost over 17% of family farms, more than 100,000 operations over the last decade. The national herd is at a 75-year low while consumer demand for beef has grown 9% over the past decade. In October 2025, Secretary Rollins released the USDA Plan to Fortify the American Beef Industry that focuses on rebuilding domestic capacity, improving transparency across the supply chain, and ensuring U.S. ranchers can compete on a level playing field.

Today’s announcement on enforcement and promotion of the strengthened “Product of USA” label is a key deliverable under this initiative, advancing the Trump Administration’s priorities of fairness, competition, and consumer trust.

Learn more at productofusa.gov.

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Nevada Beef Council Update — April 2026

Your Checkoff Dollars at Work

By Christie Van Egmond— Director, Retail & Foodservice Marketing

Nevada Beef Council Attends Annual Meat Conference

Every year, meat industry leaders from throughout the country come together for the Annual Meat Conference (AMC) by the Meat Institute and FMI – The Food Industry Association. The annual conference, held March 2-4 in Maryland, brought retailers and industry partners together around the insight, strategy, and innovation needed to strengthen the meat department as a core driver of store performance, shopper loyalty, and competitive differentiation. For many years the Nevada Beef Council (NBC) staff has attended this conference to gain valuable insights on the meat industry, shopper behavior, and retail intelligence—this year was no different.

For NBC staff, AMC is a thought-provoking conference and great opportunity to network with experts within the retail meat industry space. NBC staff gain valuable insights on how consumers shop for and prepare beef, and innovative ideas on how to reach consumers as they prepare to shop and shop for beef at retail, which can be implemented in NBC's marketing and promotional efforts.

One of the most sought-after highlights of the conference was the *Power of Meat* report. The report, conducted annually by 210 Analytics, helps retailers and suppliers understand how consumers think about meat and poultry. For over 20 years, the *Power of Meat* research reveals how shoppers plan, buy, and prepare their protein, giving the meat industry the insights needed to drive strategy and spark innovation.

Beyond the *Power of Meat* presentation, the conference includes an exhibit hall that showcased the latest innovations

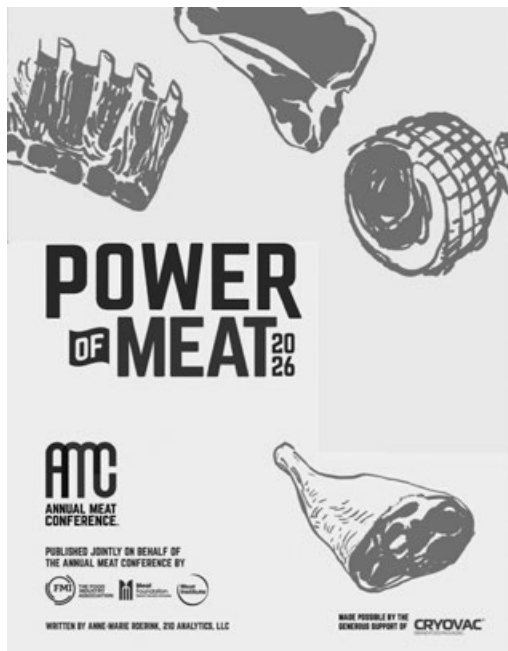
shaping meat retail, premium products, emerging brands, and technology-driven solutions amongst the 145 exhibitors; a Women's Meat Industry Network (WMIN) luncheon driving discussions on how to advance women's careers in the meat sector; and a surprise last-minute addition to the agenda of U.S. Department of Health and Human Services (HHS) Secretary Robert F. Kennedy, Jr. Additional insightful topics and sessions this year included:

- Culinary Trends: Navigating Flavor, Innovation, and Retail Education
- Meat: The Journey of the OG Protein – From Pasture to Basket
- 2026 Market Outlook for Meat and Poultry
- Be the Hero of Protein: Positioning Meat as the Original, Complete Choice

The National Cattlemen's Beef Association (NCBA), a contractor to the national Beef Checkoff, was well-represented on two different speaking panels during the conference as well.

Shalene McNeil, PhD, RDN, and the Executive Director of Nutrition Science, Health and Wellness at NCBA spoke on the *Protein Prescription: What Science Really Says about Meat and Health*. NCBA's Senior Executive Director of Scientific Affairs, Dr. Mandy Carr-Johnson provided her expertise to the panel presenting on *Communicating Value: Best Practices in Educating Consumers and Driving Beef Sales*.

Next year's Annual Meat Conference will be held March 1-3, 2027 in Grapevine, Texas.



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