

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## NCA Summer Update

*by: Martin Paris, Executive Director, Nevada Cattlemen's Association*

Happy summer Nevada Cattlemen and Women. Can you believe it is already June? This year seems to be flying by and hopefully everyone is getting things back in order after the near apocalypse that was the winter of 2023.

This month marks the end of the 2023 Nevada Legislative Session and the Nevada Cattlemen's Association wrapped things up with a bang. NCA, partner organizations, and members of the public were effectively able to stop SB 90, a bill intending to make the mustang the State Horse of Nevada. The bill was proposed by wild horse advocates and had a lot of support from advocates around the country. NCA and others laid out the facts surrounding wild horse mismanagement to the Assembly Government Affairs Committee with an emphasis that further promotion of wild horses would send a conflicting message to Congress that the current management of wild horses in our state is acceptable.

While SB 90's defeat does nothing in the immediate to help address wild horse overpopulations, it served as a great opportunity to educate state lawmakers on the challenges associated with the overpopulation of horses and the impacts that overpopulation causes on our rangelands. An education that was apparently well received as the committee chose not to advance the bill any further. I'd like to thank all those folks who took time out of their busy days to drive to Carson City and provide their input. I believe the discussion that the bill created can hopefully be used as a springboard to bring people together to find real implementable solutions to the issue.

All in all, I'm happy to report that the Legislative Session went well, and the livestock industry came out the other side in one piece. It is clear however that through persistent drought conditions, continued development, and the fact that half of Nevada's water basins are over appropriated that Nevada's water law will continue to be the subject of some heated debate. I'd like to thank NCA Legislative Affairs Committee Chair Davy Stix, NCA's lobbyist Neena Laxalt and NCA's leadership for all of their hard work this Session. It takes an army to keep up with the fast-paced environment that is Nevada's Legislature, and it couldn't be done

without a lot of support.

On to some federal management issues, this month marks the deadline for several important comment periods in response to federal agency rule makings. The first being the U.S. Fish and Wildlife Service's reopening of the 2013 proposed rule to list the Bi-State distinct population segment of Greater Sage-Grouse as threatened with a critical habitat designation. The Service is taking this action after the United States District Court of Northern California's 2022 ruling reinstated the Service's 2013 proposed rule to list the species as threatened.

This go round the Service intends to "...review the current status of bi-state sage grouse, the impacts caused by the threats it faces, and the potential benefits accrued by ongoing and planned conservation." Notably ranchers, agencies, conservation groups, private citizens, and universities in the Bi-State Local Area Working Group and on their own have spent countless hours and money on habitat conservation efforts that are still ongoing today, in what is a shining example of what successful collaborative and voluntary conservation looks like.

It's also worth noting that this year we are "celebrating" the 50th anniversary of the Endangered Species Act (ESA). Before you pop those champagne corks, it's important to know the facts. Since its passage in 1973, the Endangered Species Act has seen thousands of species listed under its authority. Out of those thousands of species listed, a whopping 54 have recovered to the point where they no longer need protection. Almost half of that number were removed from the ESA in 2021 due to extinction. With a track record of that nature, I think it's time the Endangered Species Act be given a second look. NCA will be submitting comments on the Bi-State Sage Grouse threatened listing proposal in support of the numerous collaborative and voluntary conservation efforts that are still ongoing. The comment period is currently set to close June 26th.

The comment period for the now infamous BLM conservation leasing rule also comes to a close in June with a deadline of June 20th. I'd encourage everyone to take a moment to share your comments with BLM prior to the deadline. You can do so by visiting the following link- <https://www.federalregister.gov/documents/2023/04/03/2023-06310/conservation-and-landscape-health>.

For those not familiar with BLM's proposed rulemaking, we believe the rule is the most dangerous land management policies that cattle producers have seen in quite some time. The rule would elevate "conservation" as a use on par and equal to other multiple uses as detailed in the Federal Land Management Policy Act. If approved, the rule would allow for conservation leases on public lands for periods of up to 10 years. The fact sheet associated with the rule will tell you that "the proposal does not change the BLM's multiple use mission- indeed, it will ensure the

— Continued on page 3 —

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# PRESIDENT'S PERSPECTIVE

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

“On to the next one ol’ son” in Ranching unfortunately often means on to the next disaster. Drought and the cattle markets of the last couple of years and then that BS formerly known as winter... We are often too busy dealing with the current disaster to think about what else might be coming. Wildland fire deserves our attention though. It has become more prevalent in the last 20 years or so, with fires becoming bigger and hotter, and more prevalent in drought years.

What can Ranchers do, how do we prepare for fire? We can certainly tie in with our local volunteer company, if there is one. Often the first responders to wildland fire- especially when there are multiple starts like during a lightning event- are the Ranchers in the area. Make sure your house and outbuildings are defensible. Ranchers often tell Firefighters “Don’t worry about my house, save our allotments!” They’re

thinking of the “factory” that supports them, but the liability to Firefighters to choose rangelands over structures can only be overcome if the structures appear safe.

The focus on fire for your Association has been for prevention first. There are opportunities for targeted and prescribed grazing on BLM and USFS lands for fine fuels now in place. There’s also a new program in Elko County for targeted grazing around Electrical structures such as highlines. Elko County Fire Protection District will provide you with salt or mineral to place around these structures to remove fuels. Chief Petersen is doing big things, we’re lucky to have him. Contact ECFPD for more information.

Put a good plan in place for how to deal with fire on your Ranch and you can be “on to the next one”!

Also, congratulations to NCA’s Second Vice President Pam Morrison for the honor of Elko County Cattlewomen’s Mother of the Year!

## Summer Update: *Continued from page 1*

BLM’s ability to deliver it in the future. Energy development, mining, grazing, timber, outdoor recreation, and other uses will continue.” However, a little light reading will lead you to this text, “Subject to valid existing rights and applicable law, once the BLM has issued a conservation lease, the BLM shall not authorize any other uses of the leased lands that are inconsistent with the authorized use.” What that means is up for debate. The rule also calls for the prioritization of Areas of Critical Environmental Concern to protect intact wildlife habitats. NCA has several ongoing efforts in response to the rule and will make sure to keep everyone up to date.

On an entirely separate note, NCA has already started

preparations for the 88th Annual Convention and Trade Show. I know your schedules will be filling up fast over the next few months, so I encourage you to mark your calendars for November 16th – 18th, 2023 in Winnemucca at the Convention Center. We are looking forward to a great lineup of speakers and sessions that are sure to benefit you and your operation. Exhibitors and sponsors please stay tuned for further tradeshow and sponsorship information.

If you know of anyone that is not a member of the Nevada Cattlemen’s Association, I ask you to inform them about our organization. If they would like to learn more about the association refer them to our webpage at [www.nevadacattlemen.org](http://www.nevadacattlemen.org), like us on Facebook, or please call the office at 775-738-9214.

## MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between April 26 and May 25, 2023.*  
*(New members are in bold.)*

- Congressman Mark Amodei
- Anthony Barnes
- **Kerstyn Countryman**
- **Jackson Dahl**
- **Madison Wachtel**
- James J. Wright Ranch Inc., J.J. & Glynis Wright
- Jason Wright

## UPCOMING EVENTS

### NCA 2023 Teacher of the Year Nominations

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

### Soils Workshop

— **June 21 – 23, 2023** —  
Wells, NV  
Cottonwood Ranch  
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### NCBA Summer Business Meeting

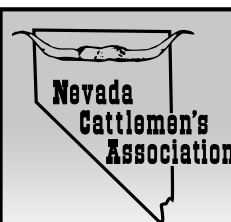
— **July 24 – 26, 2023** —  
San Diego, CA  
Hyatt Manchester Hotel  
1 Market Place

### Public Lands Council Annual Meeting

— **September 5 – 7, 2023** —  
Pendleton, OR  
Pendleton Convention Center

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

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



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# Nevada Ag Director and Livestock Industry Leader Testifies Before House Natural Resources Committee

## Highlights Issues Facing Public Lands Ranchers

WASHINGTON (May 24, 2023) – Today, Nevada Department of Agriculture Director J.J. Goicoechea, D.V.M., testified before the House Natural Resources Subcommittee on Oversight and Investigations regarding the Biden administration’s burdensome regulations on public lands, including the highly controversial proposed rule entitled “Conservation and Landscape Health” issued by the Bureau of Land Management (BLM).

“The proposed rule would give conservation – and these leases – the ability to prevent other users from accessing and using public lands if the use is ‘incompatible’ with the conservation lease. This is a power no other multiple use has,” Goicoechea testified. “Hikers, bikers, grazers, hunters, fishermen, energy development – including wind and solar – would all be at risk the way this rule is written. That means that the \$29 billion derived from BLM lands each year in Nevada would also be at risk.”

Major concerns with the proposed rule include the BLM’s claims that the rule would not have a major economic effect, and the agency’s attempt to implement it without Congressional direction or oversight.

“[The Nevada Department of Agriculture] interprets this as BLM circumventing Congress’ ability to represent the best interests of their constituencies and denying other federal agencies the opportunity to ensure BLM is adequately considering the full breadth of stakeholder impacts,” Goicoechea testified.

Goicoechea, a regional policy vice chair for the National Cattlemen’s Beef Association (NCBA) and a board member for the Public Lands Council (PLC), also highlighted concerns with the utilization of the Antiquities Act to designate large national monuments. The last three presidents have each used the Antiquities Act to change the management of at least 1,507,751 acres in the State of Nevada alone,

occurring without local consultation and creating challenges for agriculture and land management.

“Western ranchers and rural communities face a unique set of challenges that bureaucrats in Washington simply do not understand,” said PLC and NCBA Natural Resources Executive Director Kaitlynn Glover. “The BLM should hear the concerns voiced by Director Goicoechea and reverse course on their extremely overreaching proposed rule that clearly targets public lands ranchers.”

Prior to his current position, Goicoechea served as Nevada’s State Veterinarian. He is a past president of the Nevada Cattlemen’s Association and has also served on the board of the Nevada Association of Counties, chaired the Nevada Sagebrush Ecosystem Council, and operated a veterinary practice for over 20 years. Goicoechea is a fourth-generation cattle producer stewarding both his family’s private land and public lands managed by the BLM and U.S. Forest Service.

View the hearing here- <https://naturalresources.house.gov/calendar/eventsingle.aspx?EventID=413283>

### Background

The Federal Land Policy and Management Act of 1976 (FLPMA) governs the BLM’s administration of public lands and tasks the agency with managing landscapes under “multiple use” meaning that public lands are used in combination to provide the best range of benefits to the American people. This includes recreation, agriculture, hunting and fishing, and energy development, all of which provide an important societal benefit when balanced. NCBA and PLC will continue advocating for the important role of public lands ranchers who steward the environment, reduce wildfire risk, and strengthen our nation’s food security.

# William Striejewski Named as NDA Division of Measurement Standards Administrator

(SPARKS, Nev.) – The Nevada Department of Agriculture (NDA) has announced William Striejewski, Ph.D. as the new Division of Measurement Standards Administrator. Administrator Striejewski has been with the NDA Division of Measurement Standards for more than 20 years as a lab chemist and supervising the Petroleum Technology program.

“I am very pleased to welcome Bill into his new role as Division Administrator,” said NDA Director J.J. Goicoechea. “His background within the Division of Measurement Standards brings the experience and leadership to succeed in this role.”

Administrator Striejewski received his Bachelor of Science in

chemistry from State University of New York at Fredonia and his Doctor of Philosophy in Inorganic Chemistry from the University of Buffalo. He’s served as the Senior Petroleum Chemist in the NDA Petroleum Laboratory for the last 15 years and represented the State and the Department in national organizations including ASTM International, International and National Conference on Weights and Measures, and the Nevada Advisory Committee on Control of Emissions from Motor Vehicles.

“Administrator Striejewski is an incredible asset to the Department, and we are happy to see him in this new capacity,” said NDA Director Goicoechea.



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# Humboldt-Toiyabe National Forest Welcomes New Mountain City-Ruby Mountains-Jarbridge Deputy District Ranger

Wells, Nev. – The Humboldt-Toiyabe National Forest welcomes Wendy Markham as the permanent Deputy District Ranger for the Mountain City-Ruby Mountains-Jarbridge. In her new position, Markham will assist the District Ranger in overseeing staff and resources needed to manage over 1.1 million acres of National Forest System lands in northeastern Nevada with diverse natural resources programs.

Markham has worked for the Humboldt-Toiyabe National Forest for the past seven years,” said Forest Supervisor Bill Dunkelberger. “We are fortunate to have such a highly qualified individual who is so familiar with our Forest, communities, and landscape to advance into this leadership role.”

Markham accepted her first permanent seasonal job with the USDA Forest Service in 2009 as a Recreation Technician on the Lassen National Forest’s Hat Creek Ranger District in Hat Creek, California. She continued to work for the Hat Creek Ranger District for the next six years as a Recreation Technician, Recreation Crew Leader, and Office Automation Clerk.

In 2016, Markham accepted her first job with the Humboldt-Toiyabe National Forest as the Santa Rosa Ranger District’s Visitor Services Information Assistant



Submitted Photo

in Winnemucca, Nevada. She also worked on the District as the Support Services Specialist as well as her most recent position as the Northeast and Central Zones Recreation and Lands Special Use Permit Administrator.

Throughout her career, Markham has held numerous detailed positions including Acting Lead Visitor Services Information Assistant and Acting Recreation Officer for the Hat Creek Ranger District, and Acting Deputy District Ranger for the Humboldt-Toiyabe National Forest’s Mountain City-Ruby Mountains-Jarbridge Ranger District in Elko, Nevada.

“I look forward to working with the district employees and the numerous partners and local communities to restore, enhance, and wisely use the National Forest System lands for present and future generations,” said Markham.

Markham has a college certificate in rangeland management and ecology from the University of Nevada – Reno. She also has been a plans section chief for fire incident management teams for the past seven years where she managed all aspects of incident planning, situation and resource status, and demobilization of an incident.

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# President's Investing in America Agenda to Invest \$12 Million in Restoration Work in Nevada

Reno, Nevada – As part of the President's Investing in America agenda, the Bureau of Land Management will invest \$12 million from the Inflation Reduction Act to increase fire resiliency and protect native vegetation on public lands in Nevada. This funding will be focused in two landscape areas called the Montana Mountains and the Humboldt/O'Neil Basin Restoration Landscape Areas.

This funding is part of the BLM's announcement to invest \$161 million in ecosystem restoration and resilience on the nation's public lands. The work will focus on 21 "Restoration Landscapes" across 11 western states, restoring wildlife habitat and clean water on public lands and strengthening communities and local economies.

These investments follow the release of the Department's restoration and resilience framework to leverage historic investments in climate and conservation to achieve landscape-level outcomes across the nation. The Department is implementing more than \$2 billion in investments to restore our nation's lands and waters, which in turn is helping to meet the conservation goals set through the *America the Beautiful* initiative.

"Landscape restoration serves the multiple use mission of the BLM by improving ecosystem health for all users," said Jon Raby, BLM Nevada state director. "The public lands here in Nevada provide countless benefits and these landscape restorations will ensure these lands are protected for future generations."

In the Montana Mountains Restoration Landscape Area, fire and drought exacerbated by climate change threaten the landscape. Large portions of the landscape have been severely impacted by past fires, including the 460,000-acre Holloway Fire. Public lands in the Montana Mountains surround and provide access to the Sheldon Wildlife Refuge, an oasis in this high desert. A core sagebrush habitat in Nevada, this landscape is home to antelope, mule deer, greater sage-grouse, pygmy rabbit, and other species that rely on sagebrush. Here, aquatic restoration and protection goes a long way, as life is dependent on the area's many perennial springs. Restored riparian areas – bands of green in the desert – will be key to the future of this critical ecosystem.

Investment in partnerships has revealed the value and potential of the Humboldt/O'Neil Basin Restoration Landscape Area to support people and nature. The presence of perennial water favors the threatened Lahontan cutthroat trout and supports critical habitat and movement corridors for big game. Upland sage-steppe hosts the highest densities of breeding sage-grouse, which share habitat with pygmy rabbits and other sagebrush-obligate species. Restoration investment will build on and continue the success of collabora-

tive efforts that have taken root in this landscape.

Efforts in these restoration landscapes will improve the health of public lands that are being significantly degraded by invasive species, unprecedented wildfire events, unregulated use, and climate change. With these investments, landscapes will be better able to provide clean water, habitat for fish and wildlife, opportunities for recreation, and will be more resilient to wildfire and drought.

Resilient public lands are critical to the BLM's ability to manage for multiple use and sustained yield. Once-in-a-generation funding from the Inflation Reduction Act will be directed to landscapes where concentrated, strategic investment through partnership can make the most difference for communities and public resources under the BLM's management.

President Biden's Investing in America agenda is growing the American economy from the bottom up and middle out – from rebuilding our nation's infrastructure, investing in nature-based solutions, and driving over \$470 billion in private sector manufacturing and clean energy investments in the United States, to creating good paying jobs and building a clean energy economy that will combat climate change and make our communities more resilient. The funding announced today complements the \$2.12 million of funding these areas have received from the Bipartisan Infrastructure Law.

Learn more about the BLM's restoration landscapes at BLM's StoryMap (<https://storymaps.arcgis.com/stories/6966af5d6f584f8b80f102d391671a3f>).

## — REMINDER — NCA Teacher of the Year Nominations are Due



Deadline: June 16, 2023

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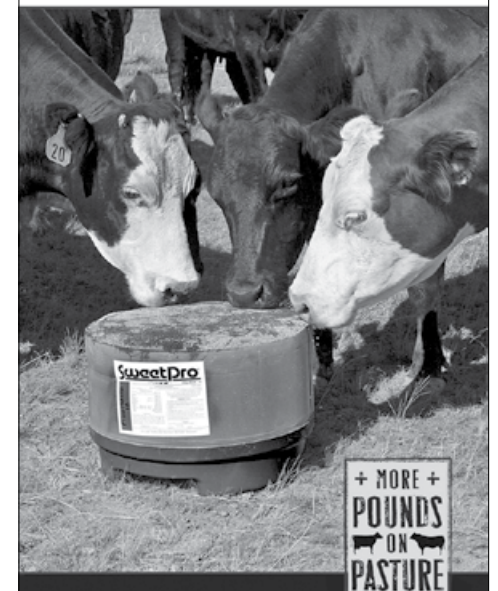
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# When Does Your State's Rights Violate My State's Rights?

By: Conner Nicklas, Budd-Falen Law Offices

"A house divided cannot stand." The Founding Fathers were wise. They understood that there were circumstances where the states could inflict economic warfare on each other. The Founding Fathers also understood that this nation could not survive economic warfare among the states. The Founding Fathers were also worried about large and wealthy states abusing smaller states and imposing their agenda on nonresidents. It was because of these concerns that the Founding Fathers created the Dormant Commerce Clause.

The Dormant Commerce Clause essentially prohibits states from making laws that would economically discriminate against the citizens of one state in order to benefit the citizens of another state. It has also been used to protect the industries of one state from being abused by another state. The nation was an agricultural country at its founding, and it was important to the Founders that commerce could be freely traded between the states.

Unfortunately, the Supreme Court appeared to have forgotten those principles and just gave California the right to control agricultural practices for the rest of the country. In a 5-4 decision, the Supreme Court upheld Proposition 12. Proposition 12 was a law made in California prohibiting pork from being sold in the state that is not being raised following very strict and economically unrealistic stan-

dards. California's requirements would cost pork producers nationally hundreds of millions, if not billions of dollars to conform to, which will in turn increase the costs of pork for everyone (whether they live in California or not). The case ultimately turned in California's favor because the Court ruled that California has a right to regulate industries within its jurisdiction and it is Congress's role to regulate commerce and prevent abusive state laws.

While a state certainly has a right to regulate the industries within its borders, the problem is that the effect of California's law extends well beyond its borders. California hardly produces any pork, but the state holds a 13-percent share of the consumer pork market, making it "economically infeasible for many pig farmers and pork producers to exit the California market." So, if a pig farmer in Iowa wants to continue existing, that farmer will have to either completely change its practices or lose a large share of his market. According to the Court, so long as a law does not specifically discriminate against a Californian compared to a Kansan, then the law does not violate the Constitution. Ultimately, California's law undermines our state boundaries and the sovereignty of those states by forcing individuals and businesses in one state to conduct their farming, manufacturing, and production practices in a manner required by the laws California.

So, the Court's ruling begs an avalanche of questions... do we really want to open this Pandora's Box? When does your state's rights violate my state's right? Should a state be allowed to create laws that impose its moral values on its neighboring states? Should a state be allowed to deny market access to out-of-state industries for controversial policies? Should New York be able to create a state law banning the sale of goods produced by workers paid less than \$20 per hour? Should Texas be allowed to prohibit the sale of goods produced by companies that pay for employees' birth control or abortions. If the answer is that a state's right to create its own laws trumps the right of an out of state worker to lawfully make a living in their own state, then perhaps we should do away with state borders because they will mean very little if we continue to go down this path.

Conner Nicklas is an attorney at Budd-Falen Law Offices licensed in Wyoming, Colorado, and Montana who specializes in representing local governments and landowners regarding natural resource and property right issues.



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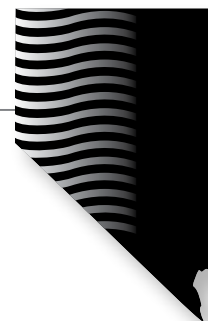
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# Cattle Producers Rejoice in Supreme Court Ruling on WOTUS Case

Unanimous Decision in Sackett v. EPA Narrows Scope  
and Regulatory Burden of the Clean Water Act

WASHINGTON (May 25, 2023) – Today, the U.S. Supreme Court ruled unanimously in favor of the Sackett family in Sackett v. EPA – the court’s most recent consideration of which features are subject to federal Clean Water Act jurisdiction. In its holding, the court soundly rejected the contentious “significant nexus” test. National Cattlemen’s Beef Association (NCBA) strongly supports this ruling and is currently engaged in a litigation against the Environmental Protection Agency (EPA) regarding the Biden Administration’s WOTUS definition.

“Cattle producers across the country can breathe a sigh of relief today. Since EPA’s adoption of the “Significant Nexus” test, cattle producers have had to retain costly legal services to determine if water features on their property are federally jurisdictional,” said Todd Wilkinson, South Dakota cattle producer and President of the National Cattlemen’s Beef Association. “Today’s Supreme Court opinion refocuses the Clean Water Act on protecting our water resource through regulatory clarity. We look forward to working with the EPA and U.S. Army Corps of Engineers as they implement the Court’s new Continuous Surface Connection standard.”

NCBA submitted an amicus brief in the Sackett case, encouraging elimination of the Significant Nexus test in exchange for a more practical standard. “In its brief to the Court, NCBA highlighted the unconstitutionality of imposing criminal penalties for violations of vague standards under the Clean Water Act. The Court recognized and reversed the Significant Nexus test, in part due to the constitutional due process risk that it created,” said Mary-Thomas Hart, Chief Counsel for the National Cattlemen’s Beef Association.

NCBA has been heavily involved in litigation surrounding the WOTUS rule since 2015. NCBA filed suit against the Obama-era WOTUS definition, defended the Trump-era definition that brought more clarity to what water features are included under WOTUS, and filed suit against the Biden administration’s WOTUS rule that did not include critical agricultural exemptions.

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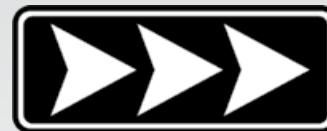
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# Success Breeds Contempt...and Attacks

By Colin Woodall, NCBA CEO



Why do animal activist groups care about reforming the Checkoff? They don't, but they do care that the Checkoff has been hugely successful over the years in building consumer demand for beef. While each day another unsuspecting American is duped into giving just "\$19 a month" to help the dogs and cats, the reality is most of these groups are focused on their anti-meat political agendas and not animal welfare. Groups like these want to slow down and eliminate meat consumption, and they have figured out the best way to do that is to make it harder to do what we do. Animal activists

support things such as EPA's WOTUS rule because it will make it harder on us as producers. Their latest effort is around promoting the Opportunities for Fairness in Farming Act, better known as the OFF Act, because it would dismantle the Checkoff as we know it and destroy the great work this program has done for decades.

More specifically, this bill would prohibit the Checkoff from contracting with any organization that lobbies on agricultural policy. Since NCBA employs federally registered lobbyists, this legislation would prevent us from being a contractor even though we have a firewall in place prohibiting Checkoff dollars from being spent on policy advocacy efforts. Our firewall is audited by the Cattlemen's Beef Board (CBB) and USDA, and we have our own internal accounting and compliance controls to ensure we comply with the Checkoff regulations. The firewall is a sacred line that we just won't cross. If NCBA was prohibited from being a contractor, the future of programs like Beef. It's What's For Dinner advertising campaigns and the work we do in nutrition research would be in jeopardy. The Checkoff works on a cost-recovery basis which means we must front all the expenses for the work we do. We then submit these expenses to CBB for review to make sure we have met all the requirements we agreed to in order to be a contractor. If we pass the review, then we can get reimbursed for the expenses we incurred. NCBA was designed by the cattle producers who developed the first Beef Industry Long Range Plan to serve the role of a Checkoff contractor. This was the will and intent of cattle producers, and we don't believe Congress has a right to trump that.

The OFF Act goes further to prevent the Checkoff from engaging in unfair or deceptive acts or from disparaging other agricultural commodities. The current Checkoff regulations already prevent that from happening. The legislation also requires the Checkoff to publish their financial information and allow for compliance audits by USDA's Office of the Inspector General. You can find the Checkoff financials on the CBB's website today, along with the authorization requests each contractor submitted outlining the scope of work and the expense required to execute the programs. Furthermore, the Office of the Inspector General can audit Checkoff contractors whenever they want. These provisions of the bill clearly illustrate that the sponsors have no idea how the Checkoff works, and more importantly, have no respect for the producers who volunteer their time to help lead and direct the Checkoff.

So, who is behind this legislation? The Senate bill is led by Senator Cory Booker who is a vegan Democrat from New Jersey. His co-sponsor is Senator Mike Lee who is a beef eating Republican from Utah. This is a great example of where you get so far out on either side of the political spectrum that you meet up again. On the House side, South Carolina Republican Nancy Mace is joined by Democrat Dina Titus from Las Vegas. The one thing tying them all together is animal activist groups. Senator Booker is a known animal activist and receives support from groups like HSUS. Representative Mace has made animal activism a hallmark of her time in Congress, and Representative Titus is part of the Congressional Animal Protection Caucus. We can now put Senator Lee in the animal activist category given his willingness to join this group and ignore the will of his constituent cattle producers in Utah. As all our mothers warned, be careful who you hang out with. These Members of Congress are nothing but puppets of these activist groups.

The Checkoff belongs to you. Cattle producers fund it, lead it, and direct its efforts. An effort was undertaken in 2020 and 2021 to gather enough producer signatures to force a referendum on whether the Checkoff should continue. After 15 months of collecting signatures, the petitioners failed to get 10% of the producers needed for the vote. However, that failure was a de facto vote and showed the vast majority of producers know the value the Checkoff brings. NCBA will continue to expose that this legislation is not really about the Checkoff, it is about the activist agendas of the groups supporting it.

## NCBA, PLC Open Application for Spring 2024 D.C. Internships

WASHINGTON (May 16, 2022) – Today, the National Cattlemen's Beef Association (NCBA) and the Public Lands Council (PLC) announced that applications are now open for spring 2024 public policy internships in Washington, D.C.

"Interning in Washington, D.C. is the best way to understand how Congress and federal agencies develop policy," said NCBA Vice President of Government Affairs Ethan Lane, the head of NCBA's Washington, D.C. office. "For students looking for a way to learn about agriculture and protect the farming and ranching way of life, there is no better opportunity than interning for NCBA."

The internship provides students with the opportunity to work jointly with NCBA and PLC to advance policies important to the beef and sheep industries.

"The Public Lands Council represents western beef and sheep producers who hold federal grazing permits and face a unique set of challenges," said PLC Executive Director Kaitlynn Glover. "This internship is a fantastic way to learn about all the different issues that western ranchers face while advocating for people whose livelihoods depend on our work in Washington."

Key responsibilities for public policy interns include participating in lobbying efforts, communicating with NCBA and PLC members, reviewing Federal Registry notices, participating in meetings with federal agencies, collaborating with Congressional and agency staff, and other duties as assigned.

Applicants must be a junior or senior undergraduate student, or a graduate student. A background in agri-

culture or the beef industry is preferred. Applicants must have a minimum GPA of 3.0 and be available for the duration of the internship (January 2024 – May 2024). Successful applicants will also have excellent research, writing, and communications skills.

NCBA and PLC are affiliate organizations working on behalf of cattle producers and ranching families across the country. NCBA represents grassroots cattle producers and advocates for federal policy while PLC specifically represents livestock producers who hold federal grazing permits. Together, NCBA and PLC represent the cattle and sheep industries and producers who operate on both public and private lands.

Interested students should apply here or visit the careers page of [ncba.org](http://ncba.org). Applications are due by August 28, 2023.





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# Nevada Beef Council Update — June 2023

## Your Checkoff Dollars at Work

By Allie Herring

# Nevada Beef Council Partners with Reno Aces to Shine a Spotlight on Cattle Ranchers and Beef Producers



What's better than beef and baseball? Beef, baseball, and beef promotion! The Nevada Beef Council (NBC) is running a promotional campaign with the Reno Aces Minor League Baseball team this season during home games at Greater Nevada Field from May through September, 2023. The five-month campaign focuses on two distinct but connected messages: the nutritional benefits of beef, and ranchers' commitment to sustainability and animal care.

"The people of Nevada have questions about how ranchers do what they do, and how they care for their cattle," said Annette Kassis, Director of Consumer and Brand Marketing at the NBC. "We're using this opportunity to introduce Nevada baseball fans to a family whose ranching practices demonstrate what it means to care for their cattle and care for the land day in and day out, 365 days a year."

The centerpiece of the campaign is a :20-second video featuring the family of Fulstone Ranch, a Nevada ranch recently named a regional winner of the 2022 Environmental Stewardship Award. The award annually recognizes outstanding stewardship practices and conservation achievements of U.S. cattle producers from across the nation. Regional and national award winners, like Fulstone Ranch, have been commended for their commitment to protecting the environment and improving fish and wildlife hab-

itats while operating profitable cattle operations. The :20-second video—played without sound but with text-on-screen—appears on twelve video screens located throughout the concourse of the ballpark.

On the nutrition side, four digital kiosks in high-traffic areas are featuring a protein benefits infographic focusing on how high-quality lean protein can be part of a heart-healthy diet, protein's role in strength, muscle-building, and recovery, and beef as a complete, high-quality protein. The infographic, which uses athletic performance to drive home the message, provides research-based beef nutrition topics in a format that is memorable and easy to understand.

Both the :20-second video on the concourse, and the infographic on the kiosks include the Nevada Beef Council logo and play on an approximate 9-minute loop throughout Reno Aces home games.

"We hope that by featuring a Nevada ranching family that has been nationally recognized for their ranching practices and stewardship, Nevadans will take a fresh look at who raises cattle in their state and what it takes to safely, carefully, and sustainably bring beef to their tables," Kassis said. "Now THAT would be a home run."

For more information about the Nevada Beef Council, visit [www.Nevadabeef.org](http://www.Nevadabeef.org).

## NEVADA BEEF COUNCIL

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