

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

NCA June Roundup

By Martin Paris, NCA Executive Director

Happy June. I hope everyone is having a good start to summertime in Nevada. There has been quite a whirlwind of things going on in the past several months. The Nevada Cattlemen's Association (NCA) had another successful Legislative Conference in Washington D.C. hosted by the Public Lands Council and National Cattlemen's Beef Association. We heard from agency leadership at the Bureau of Land Management, U.S. Forest Service, U.S. Department of Agriculture, U.S. Fish and Wildlife Service, committee staff, and various lawmakers. We also had great meetings with Nevada's Congressional delegation on several important topics affecting producers in Nevada. The NCA contingency covered everything from wolves, tax provisions, wild horses, and water rights, to widespread public lands sales. Each year this trip is critical in connecting decision makers with the folks that are impacted either positively or negatively by the decisions they make.

To dive a little deeper into a few of the issues NCA covered; the House Natural Resources Committee recently passed H.R. 845, The Pet and Livestock Protection Act of 2025. The bill would effectively remove the grey wolf from any protection under the Endangered Species Act, leaving management responsibilities to the states. I'm sure you all have recently seen the destruction wolves are causing livestock operations in northern California and other neighboring states. As you would suspect, these wolves are big fans of beef, with recent studies out of the University of California, Davis finding that 72% of wolf scat samples tested during 2022 and 2023 contain cattle DNA. The study also showed that one wolf can cause between \$69,000 and \$162,000 in direct and indirect losses from lower pregnancy rates in cows and decreased weight gain in calves. Bottom line, wolves cannot coexist with livestock operations. When I graduated from college in California in 2014, there was only one wolf roaming between the border of California and Oregon. A little over a decade later there are upwards of 70. Thankfully

wolves do not reproduce at the rate of wild horses, but that's a staggering jump that points to a possible sustained population coming our way. NCA is working hard with our Congressional delegation to ensure we can get H.R. 845 across the finish line.

The other looming issue that NCA is beating the drum on is tax policy. The Tax Cuts and Jobs Act of 2017 provided significant tax relief for cattle producers by extending federal estate tax relief and protecting certain tools such as like-kind exchanges, 2032A special use valuation and the qualified business income deduction. However, some of these provisions are set to expire at the end of this year and without action, place family farms and ranches in a terrible situation. While the Tax Cuts and Jobs Act currently provides some relief from the estate/death tax, those that are subject to it are slapped with a 40% tax at the time of inheritance forcing families to take out loans or sell part of the ranch and/or cat-

— June Roundup Continued on page 3 —

Forest Releases Monitor-Toquima Range Vacant Allotment Project's Decision

TONOPAH, Nev. - The Humboldt-Toiyabe National Forest's Austin-Tonopah Ranger District has finalized the Monitor-Toquima Range Vacant Allotment Project with a signed Decision Notice/Finding of No Significant Impact and Environmental Assessment. Austin-Tonopah District Ranger Lance Brown has selected the proposed action, which designates one term grazing permit and five forest reserve allotments.

A term grazing permit will be issued for the Table Mountain Allotment with McKinney, Meadow Canyon, Monitor Valley East, Monitor Valley West, and Silver Creek designated as forage reserve allotments. These five forage reserve allotments will be the first established on the Humboldt-Toiyabe National Forest and will enable flexible grazing management to address emergencies involving existing permit holders on both summer and winter rangelands.

"The next steps involve developing management plans for each allotment, conducting outreach for the Table Mountain Allotment to make it available for term grazing permit applications, and issuing a term grazing permit," explained Brown. "The forage reserve allotments will be utilized in case of emergency needs from current Forest Service permit holders."

The Monitor-Toquima Range Vacant Allotment Project Decision Notice/Finding of No Significant Impact and final Environmental Assessment can be viewed at <https://nfs.fs2c.usda.gov/r04/humboldt-toiyabe/projects/59389>.

For more information on this project, please contact Lance Brown at lance.brown@usda.gov.



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PRESIDENT'S PERSPECTIVE

Hanes Holman, President, Nevada Cattlemen's Association

All Good Things?

I've had a little writer's block trying to write the article for this month. Usually, there is some hot topic or a random idea in passing that will inspire me to write—an issue in the industry that needs some attention. It has taken me a little pondering to figure out just what was stalling me out.

It's typical of our industry to always be on the lookout for the next conflict, the next issue that we have to deal with, and they are almost never positive. The list of challenges to overcome in this business is staggering. One doesn't usually have to look very hard to find something to worry about. I could start down the list of things in the past that keep Sam Mori awake at 2:30 AM, but right now it looks like, in my opinion, for a change, we might just have all good things.

- Agency grazing reform - Looks like it might be good.
- Cattle prices - Great, and climbing
- Range conditions - Awesome so far.

- Political leadership - As good as could be expected.
- Beef demand - Highest ever.
- EID tags - Hopefully we're through the hiccups somewhat.
- Government agencies reforming policies - (ESA, EA-JA, WHBA, etc....) Looks like there's opportunity.
- People understanding where their food comes from - As per my last article, this one needs work.
- Young people becoming involved in NCA - Needs work also, but it always will!

I personally have a positive outlook on the state of the industry right now. In life, sometimes it's important to sit back and look at just how blessed we are right now! I called Sam at 4:30 the other morning and he was just getting out of bed, so you know things are good if Sam can sleep in like that :). I hope when you read this article you can put a few worries away and feel like, for now, it's All Good Things.

NCA NEWS

June Roundup: *Continued from page 1*

tle to pay the tax. At a time when our industry and others that produce food are reducing in numbers, we need some commonsense tax policy that keeps farms and ranches in production and helps the next generation get their foot in the door. NCA will keep their foot on the gas to ensure these policies see the light of day.

Leaving Washington DC, there was no doubt in my mind that the usual way the federal government conducts busi-

ness is coming to an end. The view of many is that this is a once in a lifetime opportunity to make some changes across the board, many that have been long past due. As the currently vacant agency deputy secretary and director positions continue to be filled, I expect the spirit of change to continue to grow. There is without a doubt a lot of work to do in this inevitable change, but NCA and our partners are excited for the opportunity to help right some wrongs.

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between April 25 and May 23, 2025.

(New members are in bold.)

- | | | |
|--|--|--|
| • Andersen Ranch | • Maggie Creek Ranch LLP, Mackie Griggs | • Nevada Agricultural Foundation, Catharine Guild, Executive Director; Erica Freese, President |
| • James Boyer & Traci Bracco | • Courtney Hummel | • Nine S Brangus, Connie Simkins |
| • Kerstyn Countryman | • Lawson Land & Livestock, Marie Lawson | • Pete & Rama Paris |
| • Billy DeLong | • Liphatec Ag Inc., Michael Brownell | • Braden Sorensen |
| • Diamond Cattle Co. LLC, Mark & Martin Etcheverry | • Ian Livingstone | • Washoe Ranch, Brett Reed |
| • Envu Range & Pasture, Justin Hossfeld | • Lauryn Marshall | |

UPCOMING EVENTS

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

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

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Cortez Masto Pushes for Strategic Grazing to Reduce Wildfire Risk

Washington, D.C. [June 5, 2025] – Today, U.S. Senator Catherine Cortez Masto (D-Nev.) introduced the *Strategic Grazing to Reduce the Risk of Wildfire Act*, which would direct the Department of the Interior (DOI) and the U.S. Forest Service (USFS) to collaborate with grazing allotment holders, States, Tribes, and local fire departments to create a strategy to use targeted grazing to manage hazardous fuels and reduce risks from wildfires.

“As the West continues to face the threat of wildfires, it’s essential that we look for ways to protect our communities from devastation,” said Senator Cortez Masto. “This bill takes a wildfire prevention and mitigation strategy that’s been proven to work and puts it in place at the federal level. We must make sure there’s an overarching plan to combat these fires that have become all too frequent.”

Lisa Levine, Director of the Nevada Rural Electric Association said, “We applaud Senator Cortez Masto for bringing forward this common-sense approach to reducing and mitigating wildfires. Nevada has a rich history of cattle grazing that this legislation utilizes for vegetation management. Delivering affordable electricity that is reliable and resilient is the mission of NREA members. Wildfires pose significant risks to communities and the power grid, preventative tools such as this are key to combatting them. That is why we strongly support this bill.”

David Cochran, Reno Fire Department Chief said, “Managing risk associated with wildfire is a collaborative effort that requires state, local, and federal agencies to work together to ensure the safety of communities in high-risk areas and protect the livelihoods of people who depend on public lands. Senator Cortez Masto’s *Strategic Grazing to Reduce the Risk of Wildfire Act* would create a framework through which local fire departments, like the Reno Fire Department, can work with grazing allotment holders and federal land management agencies to strategically reduce hazardous fuels in areas likely to be affected by wildfire. Strategic grazing is a proven tool in the fight against wildfire and this legislation would

help to promote its use.”

Vinson Guthreau, Executive Director of the Nevada Association of Counties said, “The threat of wildfire in Nevada is ever present, and our Counties are on the front lines of responding to those disasters. NACO’s statewide, 17 county membership appreciates this innovative wildfire mitigation approach to prevent fires before they start while also providing grazing opportunities to the agriculture industry which plays a significant role in our state’s economy. We commend Senator Cortez Masto for bringing this beneficial and important legislation forward.”

Martin Paris, Executive Director of the Nevada Cattlemen’s Association said, “Livestock grazing is a proven and cost-effective tool to reduce both the occurrence and severity of wildfires. It helps decrease hazardous fuel loads and prevent the spread of invasive annual grasses. The Nevada Cattlemen’s Association greatly appreciates Senator Cortez Masto for addressing the needs of livestock producers while helping to prevent the devastating impacts of wildfire on rangelands, wildlife, and urban areas alike.”

Kaitlynn Glover, Executive Director of the Public Lands Council and National Cattlemen’s Beef Association Natural Resources said, “Ranchers and researchers alike know that grazing prevents wildfires. Not only is livestock grazing proven to reduce the risk of catastrophic wildfire, but grazing also reduces the intensity and speed of fire if one breaks out. Western ranchers stand ready to be partners with the federal government in reducing catastrophic wildfire, and Senator Cortez Masto’s strategic grazing legislation is welcomed by rural communities across the West that know all too well the threat that wildfire poses.”

Historic drought conditions across the West have led to devastating fires that grow in scale and intensity every year. According to the National Interagency Fire Center, since 2015, wildfires have burned over 75 million acres across the West. In Nevada specifically, 8.8 million acres have burned in the past two decades, threatening people’s safety, homes, and livelihoods. They also pose tremendous risk to wildlife and the landscapes that serve as their habitats.

Pilot programs across the United States, including some in Nevada, have shown that the use of strategic grazing can reduce hazardous fuels and slow the spread of a wildfire. The *Strategic Grazing to Reduce the Risk of Wildfire Act* directs federal agencies to consider the following in the development of the strategic grazing framework:

- Targeting specific high-risk areas for grazing – especially those near populated areas.
- Using temporary grazing permits to reduce risks caused by annual grasses or invasive grasses like cheatgrass that burn easily and help fires spread more quickly.
- Recommending the use of strategic grazing when providing technical assistance to communities and Tribes undertaking their own wildfire risk management projects.
- Reimbursing States, local governments, Tribes, and local firefighting agencies who use strategic grazing on federal lands in coordination with federal land management agencies.

Read the full bill here- tinyurl.com/pwpmn37s

Senator Cortez Masto has led efforts to support Nevada firefighters and combat the wildfire crisis in the West, securing billions in the Bipartisan Infrastructure Law and the Inflation Reduction Act to support wildfire risk reduction and new firefighting equipment. In November, she visited the burn scar of the Davis Fire and discussed key resources she’s delivered for wildfires fuels reduction in Northern Nevada. She also ensured all federal wildland firefighters – including many working in Nevada – got a significant pay raise in 2023 and helped designate the Sierra and Elko Fronts as Wildfire Crisis Strategy Landscapes for wildfire prevention efforts.

U.S. Fish and Wildlife Service Invites Public Input on Proposal to List Fish Lake Valley Tui Chub as Endangered

(May 20, 2025) Due to the loss of aquatic habitat, the U.S. Fish and Wildlife Service is proposing to list the Fish Lake Valley tui chub — an olive-brass colored fish native to Nevada — as an endangered species under the Endangered Species Act. The Service finds designating critical habitat is not determinable at this time.

Fish Lake Valley tui chub, a subspecies of the tui chub, is only found in Esmeralda County. Ongoing and historical groundwater pumping in Fish Lake Valley has resulted in the loss of known tui chub habitat. Fish Lake Valley tui chub now only exists in one of six locations within its historical range and one location outside of the species’ historical range. Threats include loss of aquatic habitat from groundwater extraction and invasive species.

The Service is collaborating with the Bureau of Land Management, the Nevada Department of Wildlife, and other interested partners to support priority federal, state, and private resource management projects while conserving the Fish Lake Valley tui chub and their habitat.

A 60-day comment period on the proposed rule opens May 21, 2025, and closes July 21, 2025. Information on how to submit comments can be found at www.federalregister.gov or www.regulations.gov by searching under docket number FWS-R8-ES-2024-0207.

Update on USDA Efforts to Fight New World Screwworm in Mexico

(Washington, D.C., May 27, 2025) — U.S. Secretary of Agriculture Brooke L. Rollins today provided an update on the U.S. Department of Agriculture's (USDA) ongoing partnership with Mexico to combat the New World Screwworm (NWS). This afternoon, Secretary Rollins held a call with her counterpart in Mexico, Secretary Berdegue, to discuss the ongoing threat of NWS and actions being taken by both countries to contain the threat south of the U.S. border. USDA is working daily with Mexico to make sure the resources, tactics, and tools are in place to effectively eradicate NWS. Additionally, Secretary Rollins announced today the USDA is investing \$21 million to renovate an existing fruit fly production facility in Metapa, Mexico to further the long-term goal of eradicating this insect. When operational, this facility will produce 60-100 million additional sterile NWS flies weekly to push the population further south in Mexico. Given the geographic spread of NWS, this additional production capacity will be critical to our response.

"Our partnership with Mexico is crucial in making this effort a success," said Secretary Rollins. "We are continuing to work closely with Mexico to push NWS away from the United States and out of Mexico. The investment I am announcing today is one of many efforts my team is making around the clock to protect our animals, our farm economy, and the security of our nation's food supply."

Current restrictions on live animal imports from Mexico remain in place, and as previously announced, USDA will continue to evaluate the current suspension

every 30 days.

USDA and its partners have used sterile insect technique, or SIT, along with other strategies such as intense surveillance and import controls for decades to eradicate and effectively keep NWS at bay. Currently, U.S. supported sterile insect rearing and dispersal operations in Mexico and Central America have been operating at full production capacity, with up to 44 flights a week releasing 100 million sterile flies. All flies used today are raised in the Panama - United States Commission for the Eradication and Prevention of Screwworm (COPEG) Facility in Panama. This investment in the Metapa facility in Mexico would allow USDA to double the use of SIT.

Additionally, USDA's Animal and Plant Health Inspection Service (APHIS) and its Mexican counterparts continue to hold ongoing technical calls and meetings on NWS. They are making strong progress toward enhancing surveillance in Mexico, addressing administrative or regulatory roadblocks that could impair an effective response, and ensuring appropriate animal movement controls are in place to prevent further NWS spread. The Mexican delegation joined APHIS in DC last week to discuss these efforts, and APHIS will have a technical team visiting Mexico in the coming weeks to assess the on-the-ground situation and continue working toward key goals around surveillance and animal movement.

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Interior Department Seeks Public Input to Reduce Regulatory Burdens

Effort aims to cut red tape and promote responsible governance

WASHINGTON — The Department of the Interior today announced the launch of a public comment period to support the Administration's efforts to streamline federal regulations and reduce unnecessary red tape. A formal Request for Information will be published in the Federal Register next week.

As part of President Donald J. Trump's government-wide deregulatory agenda, Interior is inviting the public to identify outdated, overly complex or burdensome regulations. The effort aims to lower costs, boost economic growth and support energy independence—while ensuring that Interior continues to meet its legal and environmental responsibilities.

This initiative follows Executive Order 14154, issued on the President's first day in office, which directs agencies to develop and implement plans to suspend, revise or rescind regulations deemed unduly burdensome. In response, Interior Secretary Doug Burgum signed Secretary's Order No. 3418 on February 3, direct-

ing all Assistant Secretaries to begin immediate reviews and submit action plans for compliance.

To further implement these directives, Interior is taking two immediate steps:

- Interior is seeking public input on how to reduce regulatory burdens while still fulfilling its mission. The RFI broadly defines "regulations" to capture any agency action that may be considered for revision or repeal.
- A new email address (Interior.RegulatoryInfo@doi.gov) has been established for individuals, businesses and organizations to send their recommendations directly.

The public comment period will remain open for at least 30 days, and Interior will continue accepting input through the dedicated email on an ongoing basis.

These actions are part of Interior's broader commitment to improving transparency, efficiency and accountability in federal decision-making.

PLC Announces Policy Committee Leaders

WASHINGTON (May 30, 2025) – Today, the Public Lands Council (PLC) announced the appointment of public lands ranchers to new leadership positions in PLC policy committees. These individuals will guide conversations that develop grassroots policies aimed at strengthening federal lands management and multiple use policy that recognizes the important role livestock grazing continues to play in Western communities.

"Our committee leaders are tasked with being the pulse of the ranching and grazing community. From local community gatherings to meetings in the Capitol, these leaders take critical time away from their operations to work for the future of our industry," said PLC President and Colorado rancher Tim Canterbury. "I am proud to announce these new leaders that have already shown over the course of

their ranching careers that they are willing to stand up and fight for our industry. I am looking forward to working with them over the next two years and beyond."

The announcement also included a restructuring of PLC policy committees to be responsive to developing needs of public lands policy. The incoming policy committee Chairs and Vice Chairs of PLC committees include:

Grazing

Chair: Brian DeGanahl (AZ)
Vice Chair: Ty Checketts (WY)

Wildlife

Chair: Jeff Dawson (WA)
Vice Chair: John O'Keeffe (OR)

Multiple Use

Chair: Perri Jacobs (MT)
Vice Chair: Bronson Corn (NM)

Industry Issues

Chair: Nate Thompson (UT)
Vice Chair: Dave Daley (CA)

"Our advocacy efforts in D.C. are guided by our policy book and the volunteer leaders who write it. Being part of this grassroots policy process is no easy job, and these committee leaders will be serving during an especially busy time for federal lands ranching policymaking," said PLC Executive Director Kaitlynn Glover. "We have a lot to get done during their term. From reforming the Endangered Species Act, to increasing wildfire prevention efforts, our policy leaders will continue to ensure permittees' perspectives are front and center in these policy debates."

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USDA to Provide \$1 Billion to Livestock Producers Impacted by Drought or Wildfire in 2023 and 2024

Assistance for Flood-Impacted Producers Coming Summer 2025

(Washington, D.C., May 29, 2025) – U.S. Secretary of Agriculture Brooke L. Rollins today announced the release of Congressionally mandated Emergency Livestock Relief Program (ELRP) payments to cover grazing losses due to eligible drought or wildfire events in 2023 and/or 2024. Secretary Rollins committed on May 7 to release these emergency payments by May 30, and today she is delivering on that commitment ahead of schedule.

The U.S. Department of Agriculture's (USDA) Farm Service Agency (FSA) is leveraging existing Livestock Forage Disaster Program (LFP) data to streamline payment calculations and expedite relief. Emergency relief payments are automatically issued for producers who have an approved LFP application on file for 2023 and/or 2024, and do not have to contact USDA to receive payments.

"The Department of Agriculture is stepping up to support livestock producers by expediting disaster payments when drought and wildfires strike. Under President Trump's leadership, USDA has the backs of ranchers, and that's why we are delivering much-needed emergency relief ahead of schedule," said Secretary Rollins.

The American Relief Act, 2025, provided funds for emergency relief payments.

This program is the first of two programs authorized to assist with eligible losses suffered by livestock producers. FSA will announce additional ELRP assistance for other losses authorized by the Act, including flooding, later this summer. FSA expects demand for this first program to be great so the ELRP payments will be factored at 35%. If additional funds remain, FSA may issue a second payment.

Supplemental Disaster Assistance Timeline

USDA is fully committed to expediting remaining disaster assistance provided by the American Relief Act, 2025. On May 7, we launched our 2023/2024 Supplemental Disaster Assistance public landing page where the status of USDA disaster assistance and block grant rollout timeline can be tracked. The page is updated regularly and accessible through fsa.usda.gov.

The Act also authorized \$10 billion in economic loss assistance to producers of covered commodities based on 2024 planted and prevented planted acres. To date, USDA has delivered more than \$7.7 billion to producers through the Emergency Commodity Assistance Program (ECAP). The ECAP deadline is Aug. 15, 2025. Contact your local FSA county office for information.

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Video Auction - 8:00 a.m. (PDT)

WEDNESDAY, JULY 30

Superior Sunrise - 7:30 a.m.

Video Auction - 8:00 a.m. (PDT)

27th Annual Superior
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Tournament - 5:00 p.m.

THURSDAY, JULY 31

Superior Sunrise - 7:30 a.m.

Video Auction - 8:00 a.m. (PDT)

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FRIDAY, AUGUST 1

Superior Sunrise - 7:30 a.m.

Video Auction - 8:00 a.m. (PDT)

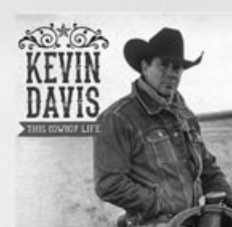
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Working With Our Neighbors to the South

By Buck Wehrbein, NCBA President

Recently, I had the chance to travel to Mexico for the annual conference of the Confederación Nacional de Organizaciones Ganaderas (National Confederation of Livestock Organizations or CNOG). CNOG is the cattle industry organization for Mexican cattlemen and, for many years, NCBA has maintained a strong relationship with this group because many of the issues we face occur beyond our borders. The growing threat of New World screwworm is a serious issue for Mexican cattle producers in the same way it is to American producers.

In the 1960s, state and national cattle industry groups including NCBA, banded together to eradicate the screwworm, pushing it all the way back to Central America. That action had the added benefit of helping Mexican producers as well.

When screwworms advanced out of Panama and into Mexico last year, NCBA began working with USDA to strengthen our defenses against this deadly pest. To protect U.S. cattle producers, while still allowing trade, we worked to put in place a robust series of protocols on both sides of the border. At the same time, NCBA also supported USDA's efforts as they coordinated flights between Panama and southern Mexico to transport sterile screwworm flies to be released near the location of screwworm cases in Mexico, keeping the pests contained behind critical phytosanitary borders far from the U.S. Unfortunately, the Mexican government created countless unnecessary barriers to these flights, resulting in the spread of screwworm flies north toward the U.S. and forcing USDA to enact a border closure because the interlocking safeguards that protected U.S. producers failed.

When I had the opportunity to speak during my recent trip, I hammered home how aggravating it was to hear that planes carrying sterile screwworm flies were ordered not to land, or that the Mexican government was giving the plane company paperwork grief when every passing day only increased the threat of screwworm infestation. Looking around the room, there were nodding heads, not shaking heads, and that speaks to producers' appreciation for our work that has the side benefit of supporting their industry too.

As I have traveled through the United States and abroad, I found that cattle people are similar regardless of where you go. We might use different words or turns of phrase, we might wear different clothing, but we all have a shared sense of values that come from the hard work that is necessary to succeed in the cattle business.

Mexican cattlemen are no different. I do not envy the position they are in, but I am exceedingly grateful for NCBA and the relationship we have with our U.S. officials.

Still, it's important that NCBA continues to engage, and by working with CNOG on key issues, we can help protect the American cattle industry. Without the intervention of NCBA and USDA, New World screwworm would have ripped through Mexico at an even faster pace, posing much more of a threat to the American cattle herd.

Although NCBA supports the temporary border closure, it will have significant impacts for cattle producers in both Mexico and in the U.S. It's crucial that we quickly implement both effective animal health protocols and lasting fly countermeasures to contain and ultimately push New World screwworms back into South America. It's equally important to recognize that these flies don't understand international boundaries, so we must also be looking at how we can use effective inspection protocols to continue our cross-border trade. Simultaneous consideration of economic and animal health impacts is not an easy task, but one we must push for. The sooner both these steps are completed, the sooner we'll be able to restore normal trading patterns.

I lived in Texas for 20 years, and I always knew the relationship between American and Mexican producers was significant, but this trip really solidified for me the important aspects of this relationship. Every Mexican producer in the room also understood the importance of our partnership.

Thank you for being a member of NCBA and putting your trust in us to represent you and protect your interests, both here at home and abroad. Until next time, happy trails!




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NATIONAL CATTLEMEN'S BEEF ASSOCIATION

Promoting and Protecting "The Crown Jewel"

By Colin Woodall, NCBA CEO

During last month's announcement of the framework for a trade deal between the United States and the United Kingdom, Secretary of Agriculture Brooke Rollins stood next to President Trump in the Oval Office and pronounced American beef was "the crown jewel of American agriculture." I should stop writing this article right here because that's about as good as it gets. It is reassuring to have a Secretary of Agriculture who believes in us and understands that the role of the Secretary is to promote American agriculture and the farmers and ranchers who make it all happen. In just a few short months, Secretary Rollins has demonstrated she has the skills and fortitude to be a strong and effective leader.

Her advocacy was critical to the inclusion of beef in the U.S./U.K. deal. This bilateral deal has been one of our priorities for many years, but too often progress was thwarted by political hurdles and a lack of trying. The NCBA team has maintained our focus in demonstrating the quality of our product and our production systems to British producers, consumers and government officials, so when the opportunity finally presented itself, we would be ready to pounce. When President Trump announced his plans to use tariffs as a tool to get new or better deals, getting this kind of deal was exactly what he was talking about. Once this deal is done, we will have exponentially more access for U.S. beef in Britain than we've had in the past. Our patience and preparation have resulted in a solid trade win for NCBA.

I believe there will be more lucrative trade deals, especially since news broke as I was writing this article that we have started trade talks with China and the tariffs are going down. Secretary Rollins is doing a great job of being our advocate. In the first meeting I had with her, we focused on the importance of trade to cattle producers. I was thoroughly impressed that she took her own notes. I have never had a meeting with a Cabinet-level official who took their own notes. It was even more impressive when, just two days after our meeting, she participated in a Cabinet meeting that resulted in the president announcing tariffs would not apply to products, such as cattle and beef, included in the U.S.-Mexico-Canada trade agreement. She listens and she acts.

Her skills are now proving useful in leading USDA's efforts to help us defend against New World screwworms. You've seen us talk about screwworms since they were discovered in southern Mexico right before Thanksgiving last year. At that time, USDA accelerated their efforts with the Mexican government to hold the line and keep them from coming further north. Due to a lack of cooperation, effective protocols and government bureaucracy, the Mexican government

was not able to hold the flies back. They are now headed north, and I believe it is no longer a question of whether we get screwworms, it's when. This could have been avoided had the Mexican government done their job and listened to advice given by USDA.

Secretary Rollins understood that she needed to take swift and definitive action to get the Mexican government's attention, so she decided to close the border. We are standing by the secretary on this decision because we need to do all we can to mitigate this pending pestilence. We hope the Mexican government will step up its action so we can try to slow the screwworm incursion. This will give us more time to get prepared. In the next weeks, you will be seeing

resource materials from NCBA on how to identify these pests, who to call, and how to treat your cattle. We haven't had to deal with this since the 1960s, so many of us don't have experience in what we are about to fight. We must do all we can to protect the health of our cattle, but please remember screwworms can affect wildlife, dogs, people and other warm-blooded animals.

Closing the border is not without its consequences, and it is already having an economic impact on us. Many of our members rely on feeder cattle coming out of Mexico. We are already dealing with historically low cattle numbers, so we could see packing plants scale back or possibly shut down. That will have a ripple effect across all segments of cattle and beef production. There are no easy answers to this situation, but we are approaching it by keeping all variables in mind and pushing for a quick resolution to the screwworm scourge.

The only effective way to eradicate New World screwworms is with introduction of sterile males. New World screwworm females only mate once, so the sterile males are the way to stop, control and ultimately eradicate this pest.

However, it will take hundreds of millions of sterile flies each week to get this done. We are working with several of our state partner associations to push Secretary Rollins and Congress to build a domestic sterile fly production facility to help us win this war. This will be a war, and it is our cow-calf members in south Texas who are on the initial front lines. The state and national partnership will be critical in providing the help and resources cattle producers need to be prepared.

If you wondered what the next "black swan" event was going to be for us, this is it. They are flesh-eating larvae that turn into black flies with big red eyes. What they don't realize is they are now facing a formidable foe... America's cattle producers.



Hidden Hazards: Protecting the Consumer Experience

By National Cattlemen's Beef Association

"Foreign objects in beef cause inefficiencies throughout the supply chain, ..."

Despite inflationary challenges, consumers continue to demand beef. At the grocery store, shoppers choose beef for its taste, versatility and nutritional value. The industry has worked tirelessly over the last four decades to improve quality and eating experience, however, a hidden hazard has the potential to derail those efforts. Foreign objects, such as buckshot, birdshot, needles and darts are found embedded in muscles during processing at alarming rates, and some of those items are making it all the way to the meat case in retail outlets.

According to the most recent Beef Checkoff-funded National Beef Quality Audit (NBQA), all plants surveyed reported finding foreign objects during the harvest and fabrication of market cows and bulls, and a majority of surveyed plants (53.3%) reported instances of their customers finding foreign objects in their products. While plants have installed metal detectors and x-rays to help prevent foreign object contamination, it remains a problem throughout the beef supply chain. And, the problem isn't only reserved for market cows and bulls, but for fed cattle as well. Foreign objects originate during production phases, beginning at the farm and ranch level.

In the early 80s, little focus was placed on quality and beef demand was cut in half between 1980 and 1997. Findings from the first NBQA in 1991 helped the industry shift from a supply-driven market to a demand-driven market and in 2024 beef had its strongest demand in 37 years, according to Patrick Linnell, analyst at CattleFax.

"Our industry has made improvements for generations to bring the best product to our customers," said Dr. Trey Patterson, CEO of Padlock Ranch. "We've demonstrated resilience by persevering through the pandemic and other challenges, but we can't rest on past successes."

Per the USDA's Food Safety and Inspection Service, beef containing foreign materials, regardless of size or physical characteristics, is considered adulterated and must be pulled from the human food supply chain.

"We don't want to dispose of high value product due to foreign material contamination," said Linnell.

Over 50% of U.S. beef consumption is ground beef and CattleFax estimates that a record \$58.2 billion was spent on ground beef in 2024. Foreign objects wreak havoc on grinding operations and can negatively impact the profitability of supply chain partners from pasture to plate.

To understand the breadth of the problem, if more than one BB is identified in beef trimmings, the combo bin (2,000 pounds) of trim, and those produced before and after, are considered contaminated for a total of 12,000 pounds of trim. On average, today's carcasses weigh 940 pounds, with 25% or around 235 pounds of the yield going to beef trimmings. To fill a 2,000-pound combo bin, source material is combined from typically nine or more head, meaning that a single carcass could jeopardize 12,000 pounds of beef trimmings. Thus, for every head contaminated with foreign material (like a BB), trimmings from 51 non-contaminated head are at stake of never making it to the consumer.

"Food safety is non-negotiable; it is an expectation of our customers," said Patterson. "Consumers also deeply care for how cattle are handled, and it is our responsibility as producers to continue providing the product they demand."

While the newest technology, including x-ray machines and metal detectors, is helping find foreign objects in processing facilities, they are not 100% fail-safe.

Foreign material contamination in the live animal needs to be identified and ultimately prevented in the pre-harvest sector. Recent Checkoff-funded research conducted by West Texas A&M University is looking for ways to identify foreign materials in live animals.

"Our goal is to understand the efficacy of different devices to identify foreign objects in live animals and then determine how we can implement these systems," said Dr. Trent

Schwartz, PhD, with West Texas A&M University. "We hope to create one more way to check animals for foreign objects before they enter the packing house."

Foreign objects in beef cause inefficiencies throughout the supply chain, which ultimately leads back to hurting the product's value and creates a consumer perception problem that can erode demand. Reducing foreign objects in beef ultimately comes down to producers changing handling practices.

"We are professionals and are the best in the business at what we do; we as an industry must fix this problem before animals get to the packing plant," Patterson concluded. "If you can't manage cattle without shooting them, then you have no business being in the industry."



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Nevada Beef Council Update — June 2025

Your Checkoff Dollars at Work

Beef Up the Dinner Table this Summer

Put those burgers, steaks, and roasts on the grill this summer and hear that sizzle! The Nevada Beef Council (NBC) launched a multi-faceted summer grilling campaign on May 18 that will run through September 6, covering the major grilling events of summer including Memorial Day, Father's Day, 4th of July, and Labor Day.

The summer grilling campaign includes in-store digital signage coupled with a cash-back offer on beef. The goal of this campaign is to reach

Nevada consumers in the Las Vegas metropolitan market as they shop at local grocery stores during the summer grilling season, reaching them at the point of purchase, and reminding them of their love of beef while offering them an opportunity to save on their next beef purchase.

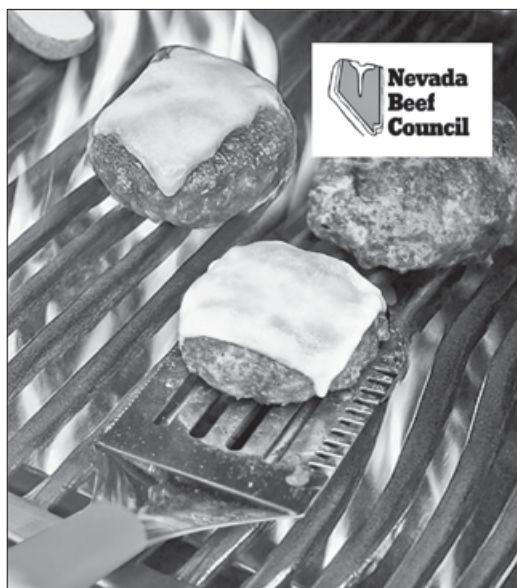
"During a time of ele-

vated retail beef prices, we want to encourage consumers to stay in the beef category and not trade out of it when shopping for protein, making it advantageous to offer them some price relief with a cash-back offer when they purchase beef," said Christie Van Egmond, the NBC's Director of Retail & Foodservice Marketing. "We know from the 2024 Consumer Beef Tracker that consumers anticipated changing their shopping habits in the next six months by looking for deals or using coupons, and this offer provides them with that solution."

The offer is \$1 cash-back on a \$10 or more purchase of fresh beef when purchased at any grocery retail location or local meat market in Nevada. The offer is available through the Checkout 51 mobile app or online.

Digital-out-of-home advertising is being deployed during the 16-week campaign, spanning the full-length of summer. The beef ads will be in rotation on digital screens at more than 650 grocery store locations throughout the greater Las Vegas market. The ads entice shoppers to purchase beef with catchy taglines and mouth-watering beef imagery, and a smart QR code that directs shoppers to the NBC's cash-back beef offer in the Checkout 51 app or online. The digital ads are anticipated to reach over 215,000 Nevada consumers.

Fire up those grills, and hear that beef sizzle this summer!



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GRILL & EARN
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Checkout 51



**Beef's
flavor is
unmatched.**

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TO SAVOR
THE FLAVOR!**

Checkout 51



How to scan a QR Code:

1. Open your phone's camera app.
2. Point your camera at the QR code.
3. Wait for the notification to pop up, displaying a link.
4. Tap the notification.

NEVADA BEEF COUNCIL

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