

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume L, #6 | June 2026

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## A Busy Summer Ahead: Elections, Advocacy, and Policy

*By Martin Paris, Executive Director*

I hope everyone is having a good start to summertime in Nevada. Before I get too carried away, I want to remind everyone to please make sure to get out and vote in the upcoming Nevada Primary Election. Primary Election Day this year will be June 9. Whether you're a Democrat or Republican — sorry, Independents — please make the time to participate on Election Day or during early voting. Voting is one of the most important responsibilities we have. Voting is not just about one race or one election; it is about protecting the right to be heard and ensuring that government reflects the values, needs, and concerns of the people.

Enough of that. Last month, the Nevada Cattlemen's Association (NCA) had another successful Legislative Conference in Washington, D.C., hosted by the Public Lands Council and the 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, and congressional committee staff.

We also had great meetings with members of Nevada's Congressional delegation on several important topics affecting producers in Nevada. The NCA contingent covered everything from wolves, wild horses, and water rights to major regulatory reform. Each year, this trip is critical in connecting decision-makers with the folks who are impacted, either positively or negatively, by the decisions they make.

To dive a little deeper into a few of the issues NCA covered, at the tail end of last year the House of Representatives passed H.R. 845, the Pet and Livestock Protection Act. The bill would effectively remove the gray wolf from protection under the Endangered Species Act, leaving management responsibilities to the states. Gray wolves have exceeded federal recovery goals by more than 300%. For more than a decade, administrations of both parties have attempted to delist or

downlist wolves five separate times, with each effort being blocked or overturned in court. Today, gray wolves hold four different federal statuses across the lower forty-eight states.

As you may have heard me say, we do not yet have an established pack of wolves in Nevada, and we would like to keep it that way. Bottom line: wolves cannot coexist with livestock operations. NCA is working hard in the U.S. Senate to get H.R. 845 across the finish line for our neighbors and to prevent this issue from spreading into Nevada.

On a similar note, the Appropriate Management Level for wild horses and burros in existing Herd Management Areas is 26,700 animals. As of March of this year, there are more than 85,466 animals on the range. No one reading this needs a refresher on why this is a major problem on our rangelands. NCA continues beating the drum for continued horse gathers, supporting BLM's ability to use adoption incentives, long-term fertility control, and, most importantly, unlimited sale. We are also aggressively working to oppose any efforts that would ban the use of aircraft to aid in gathers. Wild horse and burro mismanagement has been ongoing for decades; however, the tide appears to be turning, and every effort is being made to keep our foot on the gas.

Lastly, the Bureau of Land Management's updated grazing regulations rule was recently released. The proposed rule changes several things to allow BLM permittees to better manage their operations and has been something NCA has worked hard on getting across the finish line. While there are numerous changes overall, I wanted to just highlight a few.

First, the proposed rule would make land health standards and evaluations apply to all BLM lands and uses. Currently, land health assessments only consider potential impacts caused by livestock grazing, even if another land use was the causal factor in land health standards not being achieved.

It also would change language to ensure that permits are only allotted to "production-oriented operations" in line with the Taylor Grazing Act's requirement that grazing permits be issued to landowners who are engaged in the livestock business.

There are several flexibility pieces added to the proposed regulations including allowing BLM to change livestock numbers and period of use when a permittee applies for Temporary Non-Renewable Animal Unit Months (AUMs). It would allow BLM to approve changes to a permit's period of use 21 days on either side of a permit's on/off date.

The full scope of the rule's changes can be found at [tinyurl.com/5en6v626](https://tinyurl.com/5en6v626). I highly encourage BLM permittees to review and provide comment. The deadline to comment is on July 13. Comments can be submitted through the same link: [tinyurl.com/5en6v626](https://tinyurl.com/5en6v626).

Till next time.



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# PRESIDENT'S PERSPECTIVE

*Dave Baker, President, Nevada Cattlemen's Association*

## A Different Spring

This Spring has been very different from any that we have experienced on our ranch. Due to drought conditions on our BLM Winter ranges, most of our cows didn't go to the BLM Winter allotments. We normally have five herds out in the Winter, varying from 220 to 450 head. This year, we went out in late Fall with one herd of just over 100 and two other herds of about 150 in late December and January. The herd that went out in December was brought in before they started calving around the first of March. The other two herds came in in April, as soon as the calves were old enough to trail. The rest of the cows were on the fields and other irrigated pastures and were supplementarily fed as necessary until they were close to calving and the feedlot calves were sold. We then spread most of the cows out in the feedlot for calving so that they would be off the growing grass. Two small herds were fed and calved in outlying locations. We had to haul water to those two herds. On normal years, we haul water to the cows on the BLM ranges – running three semis and chopping ice every day for most of the Winter. My BLM range conservationist in Nevada and Utah let me take out the herds that I thought the range would support, but if I had known that this Spring would be this dry, I would have brought everything in before they calved.

Calving in the feedlot is far from ideal. In March, when the cows were calving heavily, we had a heat wave and had to deal

with temperatures up to 90° and temperature breaks of up to 60°. This created significant problems for newborns trying to regulate their temperature. We tubed and doctored quite a few calves. We still have quite a few in the feedlot and they are doing well now, and we are branding and making up our summer herds. For the most part, we can manage our herds so that the same cows go to the same pastures every year. Cows trail and utilize the range much better if they have been there before.

In normal years, we start bringing the herds in during the last week of April and don't finish getting them in until the first week of June. This year, we had the few that were out in before May. Normally, we would be gathering large areas and trailing pairs as far as the calves would go. We set up portable water troughs and haul water as needed along the trails. All the herds are brought in by trailing – some requiring four days of trailing to get to their summer pastures. We often split the large herds. With the exception of a small (150 pair) mountain herd, all of our cows spend the Summer on private irrigated pastures.

Hopefully, by the time you're reading this, we will have gotten some relief from the drought, and we will be able to resume using our Winter ranges, but we haven't had enough snow or rain to help the situation yet.

Pray for rain.

## 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 26, 2026.*

*(New members are in bold.)*

- AU Ranches – Operated by Nevada Gold Mines
- Rick Barnes
- Battle Creek Ranch, Greg & Mary Ann Foster
- Corty Real Estate, Tom Corty
- Kerstyn Countryman
- Cross 7 Livestock, JJ Goicoechea
- **Matti DeLong**
- Depaoli O Lazy L Trust, Ed Depaoli
- Double Bar J Enterprises, Betsy Macfarlan and Jeff Weeks
- Ebert Fiddes and Dorsa Ruby Dome Ranch, Steve Dorsa
- **Allie Fait**
- Lantana Ranch, Mike & Powell
- Lattin Livestock, Pamela Lattin
- Little Valley Land Bovine B & B, Daniel Mori
- Nat & Karen Lommori
- Peavey & Hoots, Marti & Dan Hoots
- Quinn River Crossing Ranch, Wallace Slough
- Reed Ranch 2, Ben Reed Jr.
- **Kylee Simper**
- Julian & Joanna Smith
- **Sophia Stanton**
- **Vipham Angus Ranch, Alex Vipham**
- **Watershed Ranch, Nicholas Colonna**
- Maureen Weishaupt

## UPCOMING EVENTS

### Nevada Cattewomen Beef & Wine Pairing

— June 7, 2026 —  
Minden, Nevada

Park Home Ranch Venue  
1452 Nevada 88

Tickets Available at: [www.eventbrite.com/e/beef-wine-pairing-tickets-1986867537289](http://www.eventbrite.com/e/beef-wine-pairing-tickets-1986867537289)

### State Fair of Nevada

— June 11–13, 2026 —  
Reno, Nevada

Nevada State Fairgrounds  
[statefair.nv.gov](http://statefair.nv.gov)

### NCBA Cattle Industry Summer Business Meeting

— July 12–14, 2026 —  
Aurora, Colorado

Gaylord Rockies Resort  
& Convention Center

### Public Lands Council Annual Meeting

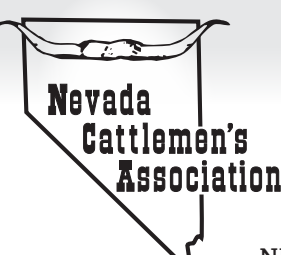
— September 15–17, 2026 —  
Copper Mountain, Colorado

Copper Mountain Resort

### NCA 91st Annual Convention & Trade Show

— November 12–14, 2026 —  
Elko, Nevada

Elko Convention "E" Center  
[www.nevadacattlemen.org/events-meetings/convention-and-trade-show](http://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.

# Cortez Masto Introduces Bipartisan Legislation to Expand Access to Technology for American Farmers and Ranchers

Washington, D.C. (May 21, 2026) – Today, U.S. Senators Catherine Cortez Masto (D-Nev.), Tedd Budd (R-N.C.), Adam Schiff (D-Calif.), Jim Banks (R-Ind.), Lisa Blunt Rochester (D-Del.), and Mike Rounds (R-S.D.) introduced a bill to increase access to AI technology in agriculture. *The Fostering Agricultural Research and Modernization through Artificial Intelligence (FARM AI) Act* would increase American competitiveness in the global market.

“Nevada’s farmers and ranchers work hard every day to help American families put food on the table,” said Senator Cortez Masto. “New artificial intelligence technology could help the agriculture industry cut costs, boost productivity, and expand U.S. competitiveness. That’s why I’m proud to support bipartisan legislation to responsibly invest in this technology to help farmers and ranchers across the country.”

Specifically, the *FARM AI Act* would expand funding for and access to AI in the agriculture industry by:

- Adding AI development as a Priority Research Area under the U.S. Department of Agriculture’s (USDA) Agriculture and Food Research Initiative;
- Emphasizing AI as an Explicit Focus for Research under USDA’s Agriculture Advanced Research and Development Authority;
- Ensuring USDA Extension provides outreach and education to farmers on the adoption and responsible use of AI systems;
- Expanding agricultural workforce training, including fellowships for food

and agricultural sciences, to include AI and precision agriculture; and

- Nominating a senior USDA official to serve as the AI in Ag advisor to ensure grants and outreach programs are tailored to include AI development and implementation.

This bipartisan legislation is endorsed by the Nevada Cattlemen’s Association (NCA) and the University of Nevada, Reno’s College of Agriculture, Biotechnology, and Natural Resources.

“American farmers and ranchers shouldn’t be the last to benefit from the technologies shaping our future. The FARM AI Act modernizes USDA’s outdated programs so our producers have the resources, research, and training to put AI to work in their operations. This is a smart investment in rural America’s competitiveness and our nation’s food security,” said Martin Paris, Executive Director, NCA.

The full text of the bill can be found at: [tinyurl.com/2bu926yz](https://tinyurl.com/2bu926yz)

Senator Cortez Masto is a strong supporter of Nevada’s rural and agricultural communities. She and Senator Budd have also worked together on bipartisan legislation to combat cyberattacks targeting American agriculture. Cortez Masto is championing bipartisan legislation to protect rural water systems from natural disasters, to ban foreign adversaries from buying American farmland, and to encourage strategic grazing to reduce the risk of wildfires. She has also delivered millions in funding for Nevada’s rural counties.

## NCBA, ASI, and PLC Congratulate BLM Director Pearce’s Senate Confirmation

WASHINGTON (May 19, 2026) – Today, the National Cattlemen’s Beef Association (NCBA), American Sheep Industry Association (ASI), and Public Lands Council (PLC) congratulated former New Mexico Congressman Steve Pearce on being confirmed by the Senate to serve as the new Director of the Bureau of Land

Management (BLM). All three industry groups have supported Director Pearce’s nomination from the beginning and pushed for his confirmation because ranchers need a permanent BLM Director to be able to efficiently do their jobs.

“Director Pearce is the right person to lead the BLM and increase partnerships with the ranchers that manage millions of acres of range and pastureland land. NCBA is proud to have supported Pearce’s nomination since the beginning of the process and we are excited to continue working with him to the benefit of cattle producers across the West.” said NCBA President Gene Copenhaver.

“We are excited to welcome Steve Pearce as the new BLM Director and congratulate him on this appointment. We look forward to working with him in the months ahead.” said ASI President Ben Lehfeldt.

“Director Pearce has always been a strong advocate in upholding the multiple use mandate that guides federal land use policy and working closely with ranchers during his decades of public service. As BLM Director, he will be able to utilize his expertise to ensure ranchers are able to carry out the voluntary conservation work that is vital to maintaining America’s treasured natural resources. PLC and western livestock producers congratulate Director Pearce and stand ready to work with him to make much-needed changes to the BLM.” said PLC President and Colorado permittee Tim Canturbury.

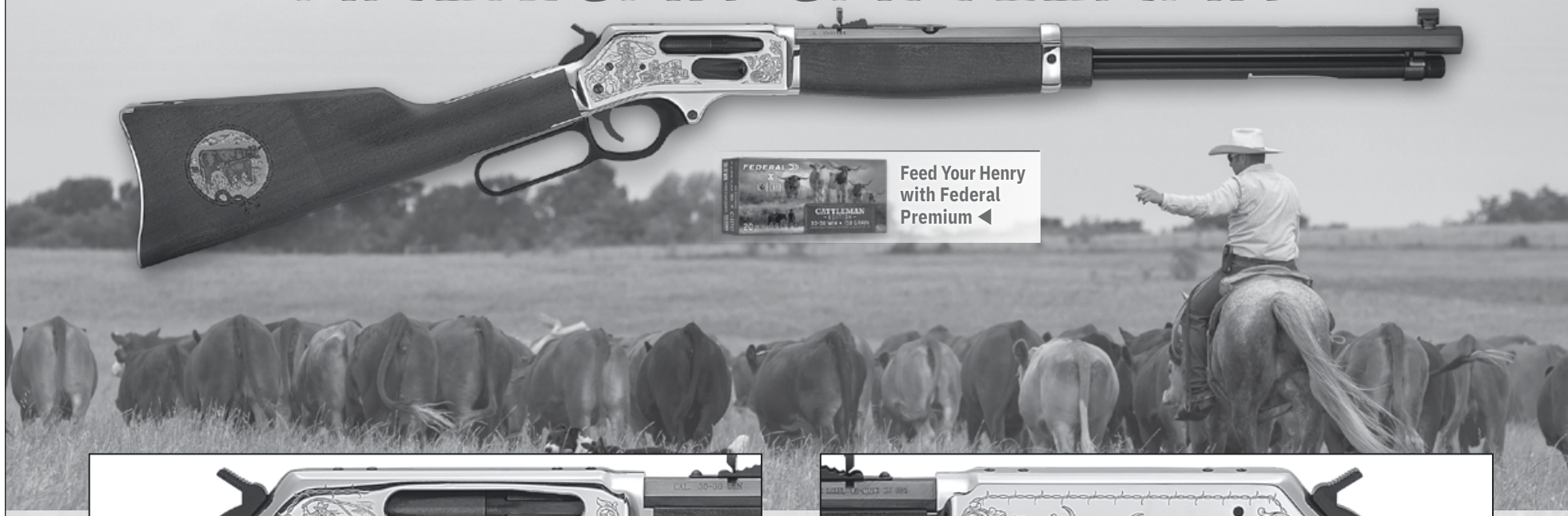
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# USDA Announces the Appointment of Colton L. Buckley as Chief of the Natural Resources Conservation Service

WASHINGTON, D.C. – The U.S. Department of Agriculture today announced the appointment of Colton L. Buckley as Chief of the Natural Resources Conservation Service (NRCS), the nation’s primary private lands conservation agency. Buckley, who currently serves as Associate Chief of NRCS, brings extensive leadership experience in conservation and agriculture policy to the role.

As Associate Chief, he has overseen the agency’s financial and technical assistance programs, management and strategy, science and technology, soil science and resource assessment deputy areas, and partnerships division. Previously, he served as Chief of Staff for NRCS and as Chief Executive Officer of the National Association of Resource Conservation and Development Councils.

Raised on his grandparents’ cattle ranch outside Gatesville, Texas, Buckley has deep roots in produc-

tion agriculture, and advocacy for practical, producer-led conservation solutions. He holds a Bachelor of Science in Agricultural Services and Development from Tarleton State University and a Master of Arts in Communication from Liberty University. His career includes roles at national and local conservation organizations, rural economic development entities, and service on multiple advisory boards—including the Texas A&M University System Board of Regents, to which he was appointed by Governor Rick Perry.

“Colton has consistently demonstrated the ability to connect policy and field implementation in a way that delivers real outcomes,” said FPAC Under Secretary Richard Fordyce. “He understands how to cut through bureaucracy and ensure programs work for producers. I am confident he will continue to lead NRCS with clarity, accountability, and a strong commitment to service.”

Buckley stated, “I am deeply honored to step into the role of Chief of NRCS under the Farmer First leadership of President Trump, Secretary Rollins, and Under Secretary Fordyce. Our mission will be to empower America’s farmers and ranchers with the tools, flexibility, and support they need to steward our natural resources while strengthening family farming operations, rural economies, and ensuring our nation’s food security. We will focus on locally led, results-driven conservation that works hand-in-hand with producers—not against them. My top priority is keeping American working lands in American working hands.”

The Natural Resources Conservation Service provides technical and financial assistance to help farmers, ranchers, and forest landowners conserve natural resources. For more information about NRCS programs and initiatives, visit [nrcs.usda.gov](http://nrcs.usda.gov).

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**PUBLICATION NOTE**

The Nevada Cattlemen's Association (NCA) has been actively engaged in discussions surrounding RS 2477 roads and their relation to private property rights. We believe continued awareness, education, and dialogue are important to better understand the legal, practical, and community impacts associated with these roads.

NCA recognizes that RS 2477 roads and private property rights are complicated issues across multiple levels of government that can involve differing legal opinions, historical records, and site-specific facts. NCA is concerned that when these issues are misunderstood or oversimplified, they can create unnecessary conflict between private landowners, ranchers, counties, agencies, and the public. Our goal is to help raise awareness and encourage accurate, constructive discussion so these matters are handled carefully, lawfully, and with respect for both public access questions and private property rights. Nevada Senator Ira Hanson has sent many of us his opinion of RS-2477 and the corresponding Nevada Revised Statutes which can be found here: [tinyurl.com/m5w4urp8](http://tinyurl.com/m5w4urp8)

In case you missed it, the following submission is an editorial opinion piece and like Senator Hansons', reflects the views and opinions of the author. It does not reflect the official views, positions, or opinions of the Nevada Cattlemen's Association, its officers, board of directors, or membership.

# The Importance of Good Neighbors

By Mitch Goicoechea

In ranching communities, neighbors are not a convenience—they are a necessity. They can sustain you, or they can undo you. The good ones show up without being asked, in seasons of prosperity and in moments of crisis alike—whether that means branding calves in the spring or plowing out a drifted feed ground in a blizzard when your equipment fails. When emergencies arise and help from 911 may be hours away, it is your neighbors who stand as your first and most reliable line of support.

Love it or loathe it, the TV series Yellowstone captured at least one enduring truth: the most difficult battles modern ranchers face are not always with nature, but with those who live next door. The old adage holds—good fences make good neighbors—but fences alone cannot compensate for a lack of basic decency.

Bad neighbors do more than inconvenience; they corrode the very fabric of a working community. They are driven by entitlement rather than stewardship, dismissive of history, indifferent to tradition, and openly contemptuous of boundaries—both physical and social. They are what have been referred to as rootless urban parasites. They arrive untethered to the land and behave as though its legacy is theirs to reinterpret or ignore, regardless of those who have built their lives upon it for generations.

Consider, then, the archetype of such a neighbor: an individual whose record reflects a pattern of troubling conduct and dubious ethics. One who repeatedly trespasses on adjoining lands, justifying it through a self-serving and distorted personal interpretation of history. One who purchases property within a long-standing ranching community, only to isolate and restrict it in ways that undermine the cooperative spirit on which that community depends, ironically while taking extreme liberties on the property of others. One who, within a remarkably

short time, becomes embroiled in legal disputes with lifelong residents and faces formal complaints from other neighbors. One whose history includes multiple hunting and trapping violations. And one who, for years, penned a column on a public platform that repeatedly demeaned women and disparaged minorities, and in language so crude and offensive that it speaks for itself, once going so far as to refer to African American people as “simple minded darkies.”

Such a figure is not merely a difficult neighbor—they are a destabilizing force, eroding trust, respect, and the unwritten code that allows ranching communities to endure.

Allow me to introduce Nevada Senator Ira Hansen.



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# Raising More Than Cattle: Investing in the Next Generation

by Gene Copenhaver, NCBA President

Every generation of cattle producers shares two responsibilities: caring for the land and livestock entrusted to us today and preparing the people who will lead this industry tomorrow. One of the most encouraging signs for the future of cattle production is the growing number of young people stepping into roles as producers, researchers, advocates and leaders through state association leadership development programs or NCBA's Young Cattlemen's Conference, which has just completed its 43rd year.

Across the country, students and young cattlemen and women are either continuing family operations or entering the industry for the first time, bringing fresh ideas and energy while honoring the values that have sustained cattle production for generations. At NCBA, engaging the next generation is a top priority. As a grassroots organization built by producers willing to step up and lead, NCBA is committed to creating opportunities that help young people build skills, gain experience, and understand their voices matter in shaping the future of our industry.

NCBA has expanded programs designed to provide students and young producers with real-world experience, professional development and industry connections. Through educational sessions, career exploration opportunities, Beef Quality Assurance certification, networking with industry leaders, internships and scholarships, students gain exposure to careers in production, research, policy and agribusiness while learning how NCBA serves as the trusted



voice of U.S. cattle producers.

NCBA's student engagement efforts reach a wide range of participants, including 4-H and FFA members, undergraduate and graduate students, and those conducting advanced research that will shape the future of cattle production. These programs help young professionals build skills that will serve them — and the industry — for years to come.

Internships remain an important part of preparing the next generation. NCBA internships in Washington, D.C., Colorado, and at major industry events provide students with hands-on experience in government affairs, meetings and events, marketing, educational programming and association operations. These opportunities give students valuable insight into both the policy and business sides of the cattle industry.

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Through the National Cattlemen's Foundation and generous industry partners, NCBA awards scholarships annually to undergraduate and graduate students pursuing careers in agriculture. These scholarships help support future industry leaders while easing the financial burden of higher education. Producers interested in supporting these efforts can learn more on the National Cattlemen's Foundation website.

NCBA student membership is open to students under the age of 25 and provides access to scholarships, internships, educational resources, webinars, and a nationwide network of producers and industry professionals. Student membership also helps young people strengthen their resumes through involvement with the nation's largest and oldest trade association representing cattle producers.

Over the past year, NCBA has also launched new initiatives to strengthen youth engagement, including the Collegiate Partnership Program, which allows agriculture-based student organizations to partner with NCBA and offer memberships to their students. The effort has already more than doubled student membership involvement. NCBA also created an Industry Internships page on NCBA.org that connects producers and agribusinesses seeking help with students looking for hands-on experience in the cattle industry.

Nearly 95% of cattle operations are family-owned, making succession and leadership development critical to the future of our industry and our food system. By investing in students and young producers today, we are helping ensure American cattle production remains strong for generations to come. I am proud of the work already underway and confident in what lies ahead for this industry we all care so deeply about.

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# Celebrating Our Semiquincentennial

by Colin Woodall, NCBA CEO

I am using semiquincentennial as often as I can this year because you only get to celebrate the 250th birthday of the United States of America once. For those of you who are history buffs like me, you know there have been many instances in our nation's history that could have prevented us from ever getting this far. Our country is here thanks to the grit, tenacity and sheer determination of those who came before us. The U.S. cattle and beef business is deeply woven into the broader story of the United States. We have shaped, and been shaped by, 250 years of exploration, expansion, innovation and economic change. At every major point in American history, the grit, tenacity and determination of cattle producers have shown through.

These quintessential American traits are why our cattle and beef industry looks nothing like it did in 1776, and it is a far cry from the first cattle introduced to this country by the Spanish explorers. We are producing the highest quality beef we've ever produced, and our customers are rewarding us with their repeat business. This quality is a result of decades of research and continual improvement.

Much of the success we have seen in beef quality and consumer demand is thanks to work funded by the Beef Checkoff. Just as we have seen throughout American history, the Checkoff was born out of necessity. Our need was to stem the trend of consumers replacing beef with chicken. Knowing we could only count on ourselves to get the job done, the Checkoff was included in the 1985 Farm Bill and has been one of the best self-help programs that's ever been created I think.

Checkoff-funded research has been the foundation of our progress. Nutrition research has answered many questions and debunked the myths surrounding beef consumption. This base of knowledge is why the Dietary Guidelines for Americans is now beef friendly. Safety research has led to numerous practices and procedures that make beef safer



than it's ever been. Product quality research has found ways to maximize the value of each carcass through muscle profiling and the development of new cuts. Our sustainability research has demonstrated that there is no better steward of the land than cattle producers.

Our work on issues management and public relations has helped the industry navigate many challenging issues like BSE, highly pathogenic avian influenza, the Hallmark/Westland recalls, and more. We've also evolved with the times and are effectively using social media to get beef in front of the consumer on the platforms they use

daily. *Beef. It's What's For Dinner.* remains one of the most effective advertising campaigns, and this summer it is celebrating another American milestone.

It has been 100 years since the Mother Road, Route 66, began transporting people from Chicago to Los Angeles. Now that summer road trip season is upon us, we are teaming up with our state beef council partners in Illinois, Missouri, Kansas,

Oklahoma, Texas, New Mexico, Arizona and California to promote the Route 66 Beef Trail. The Beef Trail a digital passport travelers can download to point them to the best steakhouses, barbecue joints and diners along this legendary route. To find out more, go to [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) and search "Route 66."

The Fourth of July is only a few weeks away, and I know the air will permeate with the aroma of beef cooking in backyards. Why would you want to celebrate any other way? Beef is one of the iconic symbols of our great country, and the American cattle producer has long been the embodiment of American independence. For 250 years, the cattle industry has grown alongside our nation while feeding its people, shaping its culture, and driving its economy. So, here's to Independence Day and celebrating all that is great about America with a heaping serving of beef! Happy Semiquincentennial!



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## Nevada Beef Council Update — June 2026

### Your Checkoff Dollars at Work

By Annette Kassis—Director, Consumer & Brand Marketing



Steaks, while more expensive, tend to be purchased intentionally for special occasions when consumers are willing to spend a bit more. Photo courtesy of *BeefItsWhatsForDinner.com*. (Source: Beef's Summer Grilling Outlook)



Beef Burgers are the top choice for what's on the grill this summer. Photo courtesy of *BeefItsWhatsForDinner.com*. (Source: Grilling Season! Fast Facts infographic from *Beef. It's What's For Dinner.*®)

# Summer Grilling by the Numbers: Beef Continues to Bring the Heat

If Meat + Fire = Yum, then Summer + Grilling = BEEF. Hands down, no question. As we dive into summer, grilling takes center stage with Beef still holding its summer position as the protein many families reach for first. According to *BeefResearch.org*, while higher food prices are shaping decisions at the grocery store, grilling continues to be a go-to for many households, just with a more budget-aware mindset.<sup>1</sup>

According to the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, 96% of consumers say they plan to grill this summer, with 75% of them planning to maintain their frequency of grilling over previous years. This makes sense, when you consider that consumers report the three most important things

when grilling—Taste, Ease of Preparation, and If the Meal is Family Friendly—are all hallmarks of preparing food on the grill.

But while consumers love grilling during the summer months, 89% of them have concerns this grilling season, all related to inflation:

- 53% express concern over the cost of meat
- 48% report an overall concern over the cost of groceries in general
- 33% cite the cost of propane, wood pellets and chips, and other fuels as an issue

These concerns over cost are driving behavior changes among consumers including:

#### NEVADA BEEF COUNCIL

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• [www.nevadabeef.org](http://www.nevadabeef.org)

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# NEVADA BEEF COUNCIL CONTINTUED

- Use of coupons and weekly deals more often (40%)
- Less dining out (39%)
- Buying different or less expensive cuts of meat than normal (37%)

Tighter budgets are leading consumers to adapt as they keep Beef in the weekly rotation for meals. This adaptation is showing up at the meat case, as price-conscious consumers are choosing cuts that offer value and versatility. Not surprisingly, Ground Beef remains a dependable, budget-friendly option that works across countless meals, and 89% of consumers report that Beef Burgers are a key staple for grilling. In fact, Beef Burgers are the top choice for what's on the grill this summer. Recipes like Slinger Smashburgers, French Onion Open-Faced Burgers, Spicy Cheeseburger Sliders, Mushroom Swiss Burgers with Jalapeño Aioli, Zesty Barbecue Cheeseburgers and more from The Tastiest Burgers recipe collection at BeefItsWhatsForDinner.com give consumers a wide array of flavor profiles to sample all summer long.

What about other Beef cuts? Steaks, while more premium, are purchased intentionally for special occasions when consumers are willing to spend a bit more. Holding a popular spot among steaks, 64% of consumers report they'll be grilling Ribeye Steaks this summer. Beef Hot Dogs and Beef Sausages or Brats are also strong in popularity on summertime grills, with 74% (Beef Hots Dogs) and 66% (Beef Sausages/Brats) of consumers reporting that those Beef grilling staples will be on the menu this summer.

Beef Ribs also remain popular, with 62% of consumers reporting that they'll be

grilling Beef Ribs through the summer months. Recipes from BeefItsWhatsForDinner.com like Country Style Bourbon BBQ Short Ribs and Glazed Short Ribs with Johnny Cakes give grillers a chance to shake things up with regional flavors and cooking styles.

As any grilling aficionado will tell you, choice of grill and fuel is just as important as the choice of Beef Cut to put to the flame. So, what is America's preference? When it comes to grilling, 45% prefer a gas or propane grill, making it the top choice for America's backyards. Charcoal/Kettle grills are also popular, with 39% citing them as their preferred grill. Finally, 23% cite a portable grill as what they will use.

When it comes to grilling occasions by the numbers, it's not surprising that summer holidays and weekends lead the way, with people reporting they will grill on:

- July 4th (80% of households)
- Memorial Day (75%)
- Weekend Meal (73%)
- Labor Day (70%)

As reported at BeefResearch.org, consumer preferences and grilling habits keep Beef in the spotlight through the summer, and holiday weeks from late May through early September should provide a reliable lift in Beef sales at the meat case. Beef's broad range of cuts, variety of cooking methods, and versatility when it comes to recipes keeps it well-positioned as the summer grilling go-to.

Summer grilling is still a tradition, and Beef continues to dominate.

1. Beef's Summer Grilling Outlook 2026, <https://www.beefresearch.org/resources/market-research-planning/white-papers/beefs-summer-grilling-outlook-2026>
2. Grilling Season! Fast Facts infographic, <https://beef.widen.net/s/rsd2bh52lj/beefgrillingfacts-infographic-2023-arms071423-04>

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# VIDEO ROYALE



## JULY 27- 31, 2026

### **MONDAY, JULY 27**

Superior Sunrise - 7:30 a.m.  
Video Auction - 8:00 a.m. (PDT)

### **TUESDAY, JULY 28**

Superior Sunrise - 7:30 a.m.  
Video Auction - 8:00 a.m. (PDT)  
28th Annual Superior  
Livestock Cowboy Golf  
Tournament - 5:00 p.m.

### **WEDNESDAY, JULY 29**

Superior Sunrise - 7:30 a.m.  
Video Auction - 8:00 a.m. (PDT)  
Customer Appreciation Dinner  
Featuring live music from  
Ned LeDoux, Kevin Davis and  
Waylon Thibodeaux - 6:00 p.m.

### **THURSDAY, JULY 30**

Superior Sunrise - 7:30 a.m.  
Video Auction - 8:00 a.m. (PDT)  
Social at Ormachea's  
Live music from Waylon  
Thibodeaux and Kevin Davis

### **FRIDAY, JULY 31**

Superior Sunrise - 7:30 a.m.  
Video Auction - 8:00 a.m. (PDT)

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