

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

NCA



SCHOLARSHIP

## Jackson Dahl

Jackson Dahl recently graduated from the Northeastern Nevada Virtual Academy and will be attending Brigham Young University, Idaho where he will be pursuing a degree in Agricultural Business. Jackson is actively involved in his family's cattle ranch as well as the Ruby Valley 4-H Club and Wells FFA. He hopes to return to his family's ranch upon completion of his Agricultural Business degree with an understanding of sound business practices that will guide his family's operation for generations to come.

MARVEL-ANDRAE



SCHOLARSHIP

## Kerstyn Countryman

Kerstyn Countryman is currently attending the University of Nevada, Reno where she majors in Veterinary Science. Growing up on her family ranch sparked her passion for caring for animals. Kerstyn will be beginning the Doctor of Veterinary Medicine program later this fall at Cornell University's College of Veterinary Medicine. Upon completion of her DVM, she plans to complete a few internships and a residency to become board certified in neurology and hopes to complete her Ph.D. so she can teach while completing research. Kerstyn ultimately plans to conduct neurological research on cattle to improve cattle management practices as well as clinical neurology on equine and small animals.

## 2023 Scholarship Recipients Announced

*By: Martin Paris, NCA Executive Director*

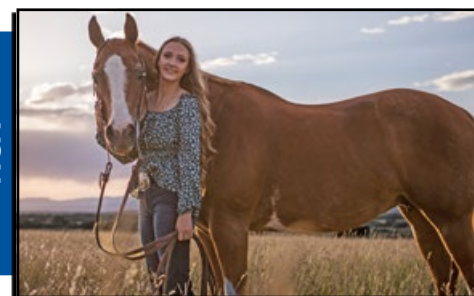
The Nevada Cattlemen's Association Research and Education Committee is pleased to announce four scholarship recipients this year. The NCA would like to congratulate Jackson Dahl of Ruby Valley, NV and Madison Wachtel of Wells, NV for being selected as the 2023 NCA Scholarship recipients. We would also like to congratulate Anthony Barnes from Jiggs, NV and Kerstyn Countryman from Washoe Valley, NV for being selected as the 2023 Marvel- Andrae Scholarship recipients.

The NCA annually awards a scholarship to a first-year college student beginning to pursue an education within the agricultural industry. This award is open to all Nevada high school graduating seniors planning to attend a junior or four-year university and majoring in an agricultural related field. The NCA also awards a second scholarship, the Marvel/Andrae Scholarship, which is targeted toward students either going into their first year of college or already enrolled in college and working towards a degree in agriculture economics, agriculture business, or the animal/meat science fields. We would also like to recognize Agri Beef for their support of the Marvel-Andrae Scholarship program. The NCA greatly appreciates our partnership with Agri Beef and thank them for their continued support of students pursuing careers in agriculture.

Both scholarships are awarded to exceptional students who work hard, excel academically, and work to represent agriculture in a positive way. We thank all the students that applied for these scholarships and are confident that they will all be strong future advocates for our ranching and farming communities.

Congratulations again to Jackson, Madison, Anthony, and Kerstyn. We wish them the best of luck on their future endeavors! We're very proud of them and are confident that they will continue to serve the industry well. We look forward to all that they will accomplish.

NCA



SCHOLARSHIP

## Madison Wachtel

Madison Wachtel recently graduated from Wells High School and will be attending the University of Minnesota, Crookston later this fall to pursue a degree in Agriculture Education. Madison has been actively engaged in several organizations throughout her high school career including FFA, 4-H, and the American Quarter Horse Youth Association. While earning her degree, Madison plans to ride for the school's Division 2 National Collegiate Equestrian Association's western team. After earning her degree, she hopes to become a teacher and FFA Advisor.

MARVEL-ANDRAE



SCHOLARSHIP

## Anthony Barnes

Anthony Barnes is currently attending Colorado State University where he is majoring in Animal Science and Agricultural Business. During his college career, Anthony has been a part of the CSU Livestock Judging Team and an active member of the Alpha Gamma Rho Fraternity where he serves as the chapter's scholarship chair. Anthony looks forward to returning to his family's ranch after graduating utilizing the tools, knowledge, and networking gained during his college career to increase awareness among producers, consumers, and political leaders about the issues the agriculture industry is facing.

# Nevada Cattlemen's Association Offers Quality Workers' Compensation Program to Nevada's Ranch and Farm Owners



The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen's Association offers an affordable workers' compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

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# PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

"Prevention of wasteful use of a resource." That definition of conservation from my Oxford dictionary is what Rancher's must practice to stay in business. It's prerequisite of ranching that we get to enjoy the wildlife that benefits from our conservation practices. The Bureau of Land Management recently proposed a rule towards conservation of our public lands. We should be all about that. We should be thrilled that conservation and all other recognized uses of public lands will be on equal footing, as livestock grazing often is not on equal footing with other uses. The proposal is concerning though. I could fill this entire publication with concerns, but to save some trees, I'll pare them down to three:

#1 Collaboration. We are to believe that the Federal Land Policy and Management Act compels the BLM to roll out this rule in the fashion they did. It's mind-boggling that a piece of policy of this scope only requires a short comment period

of input.

#2 Unintended consequences. Also mind-boggling is the number of collaborative groups that exist in the West now. A thing they pretty much all have in common is that they exist to try to figure out creative solutions to navigate the unintended consequences of policy. To be sure, obstructive groups that profit from litigating agencies see a lot of opportunity in this proposal and that will lead to unintended consequences that will lead to the opposite of this proposal and further tie the hands of our agency folks, and likely reduce all other access to our public lands.

#3 Capacity. The Bureau of Land Management hasn't the capacity to do the work they have in front of them right now. There are so many layers of policy they have to navigate that it's nearly impossible to get anything done.

This proposal may be the best example of why your membership in the Nevada Cattlemen's Association is so important. Rest assured; we will be putting all our resources on this one.

## NEVADA NEWS

### Dr. Mundschenk Announced as New State Veterinarian

SPARKS—The Nevada Department of Agriculture (NDA) welcomes Dr. Peter Mundschenk, DVM, as the new State Veterinarian. Dr. Mundschenk will be joining the NDA from the Pima Medical Institute, and previously served as State Veterinarian for the Arizona Department of Agriculture.

"Dr. Mundschenk has a thorough background in veterinary medicine, disease management and regulatory enforcement," said NDA Director J.J. Goicoechea. "We look forward to having someone with his skillset joining us at the NDA."

Dr. Mundschenk received his Doctorate in Veterinary Medicine from Washington State University. He has been a member of and served on various veterinary medical associations and committees. His background includes serving as a Medical Director for a veterinary hospital, Director of Regulatory Affairs for the California Veterinary Medical Association, Assistant State Veterinarian and State Veterinarian for the Arizona Department of Agriculture, and Lead DVM and Veterinary Technician Instructor for the Pima Media Institute.

## MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between May 24 and June 22, 2023.  
(New members are in bold.)

- **Cross L Ranches LLC, Lucas Leavitt**
- **Diablo Valley Angus, Dennis Lopez**

## UPCOMING EVENTS

### NCBA Summer Business Meeting

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

### NCA Summer Board Meeting

— July 28, 2023 —  
Elko, Nevada  
NCA Headquarters  
542 Commercial Street, Suite 2A

### 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.



Official Publication of the

## Nevada Cattlemen's Association

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# New Entry Requirements for Livestock to Prevent Spread of Animal Disease

## Vesicular Stomatitis Virus has been confirmed in animals in California

SPARKS—The Nevada Department of Agriculture (NDA) has issued new health certificate requirements for horses, cattle, swine, sheep and goats entering Nevada. Any livestock animal from a state where Vesicular Stomatitis Virus (VSV) has been diagnosed or visiting an infected state and then returning to Nevada, must be accompanied by a Certificate of Veterinary Inspection (CVI) noting them to be free of signs of VSV.

“Protecting our animal industry is our top priority,” said NDA Director J.J. Goicoechea, DVM. “It’s important that we monitor for these animal diseases and take action, including issuing new entry requirements, to prevent impacts to animals and our agriculture industry.”

VSV is a viral disease that can cause blisters on horses, cattle, swine, sheep and goats. While it can be spread to humans and it’s important to use personal protective equipment and practice good sanitation when handling infected animals, there are currently no active cases in Nevada.

Animal owners should work with their CVI-issuing veterinarian to ensure

these new entry requirements are being met. The full requirements are available on the NDA website and read:

### NEW ENTRY REQUIREMENTS FOR STATES WITH VSV DIAGNOSIS 5/19/2023

Currently, all horses, cattle, swine, sheep, and goats from a state where Vesicular Stomatitis Virus (VSV) has been diagnosed, or visiting an infected state and then returning to Nevada, except those moving directly to slaughter, must be accompanied by a CVI that includes the statement:

“I have examined all the animals identified on this certificate within seven (7) days of shipment date and have found them to be free from signs of Vesicular Stomatitis Virus (VSV). During the last fourteen (14) days, these animals have not been exposed to VSV nor located on a VSV confirmed or a VSV suspected premises.”

Learn more at [agri.nv.gov](http://agri.nv.gov).

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# USDA Designates 13 Nevada Counties as Primary Natural Disaster Areas

This Secretarial natural disaster designation allows the United States Department of Agriculture (USDA) Farm Service Agency (FSA) to extend much-needed emergency credit to producers recovering from natural disasters through emergency loans. Emergency loans can be used to meet various recovery needs including the replacement of essential items such as equipment or livestock, reorganization of a farming operation, or to refinance certain debts. FSA will review the loans based on the extent of losses, security available, and repayment ability.

According to the U.S. Drought Monitor, these counties suffered from a drought intensity value during the growing season of 1) D2 Drought-Severe for 8 or more consecutive weeks or 2) D3 Drought-Extreme or D4 Drought-Exceptional.

**Impacted Area:** Nevada

**Triggering Disaster:** Drought (fast Track)

**Application Deadline:** November 17, 2023

**Primary Counties Eligible:** Churchill, Clark, Elko, Es-

meralda, Eureka, Humboldt, Lander, Lincoln, Lyon, Nye, Pershing, Washoe, White Pine

## Contiguous Counties Also Eligible:

**Nevada:** Douglas, Mineral, Storey, Carson City

## Additional States:

Arizona: Mohave

California: Inyo, Lassen, Modoc, Mono, Nevada, Placer, San Bernardino, Sierra

Idaho: Cassia, Owyhee, Twin Falls

Oregon: Harney Lake, Malheur

Utah: Beaver, Box Elder, Iron, Juab, Millard, Tooele, Washington

## More Resources

On farmers.gov, the Disaster Assistance Discovery Tool, Disaster Assistance-at-a-Glance fact sheet, and Loan Assistance Tool can help you determine program or loan options. To file a Notice of Loss or to ask questions about available programs, contact your local USDA Service Center

# From the High Desert to The Hill

## Join Good Grazing Makes Cent\$ for Discussion on Public Grazing Regulatory Changes

RENO, NEVADA – Public lands ranchers will have the opportunity to communicate face to face with federal agency administrators in Reno, Nevada on Tuesday, July 11, 2023, during an event hosted by Good Grazing Makes Cent\$.

Slated for conversation are important issues like the Bureau of Land Management's (BLM) proposed Public Lands Rule, potential grazing regulation changes, and how public lands grazers can benefit from the U.S. Department of Agriculture's (USDA) risk management and disaster aid programs.

Attendees will be able to ask questions and share concerns with top agency leaders including BLM Senior Policy Advisor Errol Rice and USDA Farm Service Agency (FSA) Administrator Zach Ducheneaux.

BLM's Rice, a Montana native, helps guide the BLM's outreach and policy on grazing and investments in restoration. Rice has significant experience in agriculture, ranching and renewable energy and works with clients in the agribusiness, agriculture technology and renewable sector to navigate the supply chain, government, climate, profit, risk, and strategy.

Ducheneaux was appointed FSA Administrator in 2021 and has since provided leadership and direction on agricultural policy, administering loan programs, and managing conservation, commodity, disaster, and farm marketing pro-

grams through a national network of offices. Originally from South Dakota, his family still operates a multi-generation ranch on the Cheyenne River Sioux Reservation.

Rounding out the morning, David Hillis, Principal Engineer at Turnipseed Engineering, LTD, will share important information on water right analysis and management. Turnipseed Engineering specializes in Nevada Water Rights Engineering and water resources, assisting ranchers in the region with water rights management, mapping services and more.

The event will take place at the Silver Legacy Resort Casino beginning at 8:30 a.m. (PDT). More information, including registration, online streaming links, and a detailed schedule can be found at [goodgrazing.org/high-desert-to-the-hill](http://goodgrazing.org/high-desert-to-the-hill). The event is hosted in conjunction with GGMC affiliated partner, the U.S. Cattlemen's Association, at their Summer Business Meeting.

**ABOUT GOOD GRAZING MAKES CENT\$:** Good Grazing Makes Cent\$, a program of the Society for Range Management, aims to provide practical, applicable, and economically feasible range management solutions which can ultimately improve productivity of the land and the bottom dollar of the ranch through conversation and collaboration between range scientists and ranchers. Learn more at [goodgrazing.org](http://goodgrazing.org).

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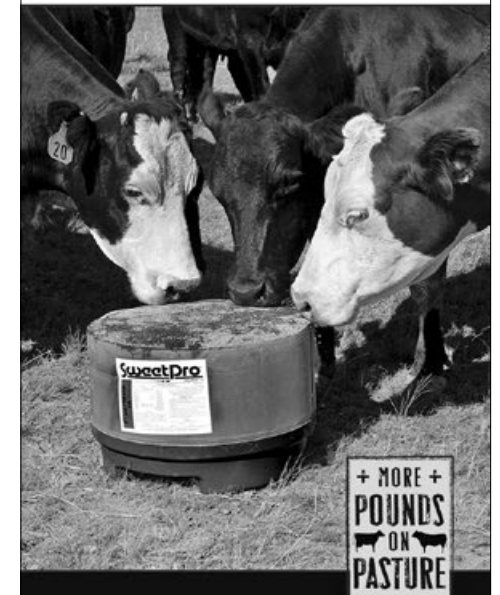
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# Reports Detailing 2022 National Beef Quality Audit Results Now Available

CENTENNIAL, Colo. (June 22, 2023) – Approximately every five years, the beef cattle industry undergoes a National Beef Quality Audit (NBQA), funded by the Beef Checkoff, to help determine quality conformance of the U.S. beef supply. Reports detailing 2022 NBQA results are now available at [www.bqa.org](http://www.bqa.org). The Market Cows and Bulls and Fed Cattle reports outline where the beef supply chain is making positive changes as well as areas for improvement.

“The NBQA gives us an idea of what we need to be focusing on as an industry,” said Dr. Trey Patterson, CEO of Padlock Ranch and chair of the Beef Quality Assurance Advisory Group. “We can celebrate successes in safety,



quality and efficiency and we can challenge ourselves on what we can do better.”

Since 1991, the NBQA provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products.

The findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. The 2022 NBQA provides valuable information about the production of live cattle into beef carcasses and serves as a benchmark for the beef industry.

The NBQA remains an important measure for the U.S. beef industry as it strives to improve quality and consumer demand. Results from the 2022 NBQA can be utilized by all segments of beef production to improve upon current management practices and implement innovative techniques ultimately enhancing consistency and quality of cattle and beef products across the U.S. beef supply chain.

For more information about the 2022 National Beef Quality Audit and to read the reports, visit the Beef Quality Assurance website at [www.bqa.org](http://www.bqa.org). A special episode of Cattlemen to Cattlemen highlighting 2022 NBQA results is available at <https://www.youtube.com/watch?v=M8N9FvdDa4k>.

## Registration Opens for 55th PLC Annual Meeting



WASHINGTON (June 20, 2023) — Registration is now open for the Public Lands Council’s (PLC) 55th Annual Meeting to be held September 5-7, 2023, in Pendleton, Oregon. “PLC Annual Meeting is where federal lands ranchers reflect on the past year and formulate policy for the year ahead. As an industry, we make the commitment to come together to build a strong policy outlook for federal land ranching, and make sure we’re all coordinated

when facing attacks to our families and livelihoods,” said PLC President Mark Roeber. “I am excited to have our 55th Annual Meeting against the backdrop of the Pendleton Round-Up Rodeo. I can think of no better way to highlight the commitment to tradition, stewardship, and enduring history than to combine the 55 years of the Public Lands Council’s leadership and the century of culture and entertainment at the Round-Up.”

PLC is the only national organization dedicated solely to representing the interests and perspectives of cattle and sheep producers who utilize federal lands and grazing permits as part of their operations. Each year, the PLC Annual Meeting brings these producers together, and provides a forum for them to discuss current issues and emerging opportunities with federal agencies, industry partners, and Congressional leadership. This year’s conference combines policy priorities with the fun and excitement of the rodeo, as attendees craft policy solutions that will shape the future of the industry.

PLC Annual Meeting is back to being a fully an in-person event. Registration for the full, three-day event is \$400, with discounted rates available for family members, students, and media. PLC has secured hotel blocks for attendees at the Holiday Inn Express and the Best Western Inn in Pendleton. These hotel blocks will close August 4, 2023.

Join PLC as we “Post Up in Pendleton” for another year of protecting public lands ranching.

Please visit [https://publiclandscouncil.org/?event=2023-annual-meeting&event\\_date=2023-09-05](https://publiclandscouncil.org/?event=2023-annual-meeting&event_date=2023-09-05) for more details and to register.



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# For Just \$19 a Month

By Colin Woodall, NCBA CEO

You have all seen the commercials on television where images of abused and neglected animals tug at the heart strings. After illustrating the plight of these mistreated dogs and cats, a calm voice implores you to help them by simply donating \$19 a month. While several activist groups utilize this fund-raising method, the American Society for the Prevention of Cruelty to Animals (ASPCA) seems to

saturate the airwaves. According to the Center for the Environment and Welfare, ASPCA's dirty little secret is they only spend 3% of their annual budget supporting local pet shelters. So, where does the rest of it go?

According to CharityWatch, almost half of ASPCA's annual budget actually goes to the overhead required to run the organization. They have more than \$500 million in total assets, including \$11 million offshore in the Caribbean. If you are trying to help animals, why do you need to keep some of your money in offshore accounts? Well, since they settled a racketeering lawsuit filed against them alleging they paid a witness who lied in court proceedings, it becomes clear their actions are not as noble as they advertise. ASPCA is using their money to advance their political agenda, and that is why you find them supporting legislation such as Senator Cory Booker's Industrial Agriculture Accountability Act that attacks feedlots.

Last month I wrote about the Opportunities for Fairness in Farming Act, better known as the OFF Act, which is also sponsored by Senator Booker. This is a piece of legislation attacking the Beef Checkoff and is being supported by many animal activist groups, including ASPCA. It is also a fitting example of the activist community's strategy to find new ways to attack cattle producers. These groups have realized extreme methods and messaging, like the kind you see employed by PETA, do not resonate with the majority of Congress. They also know efforts to ban meat production or consumption are never going to make it into law. So, they

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went back and developed a better plan to come after us and achieve their goals of reducing, and ultimately eliminating, meat consumption.

The activist strategy is now focused on supporting legislation, rules and regulations that make it harder on us as producers to raise cattle and run our operations. For example, coalitions of these groups support EPA's WOTUS proposal. WOTUS has nothing to do with animal welfare, but it definitely would make it harder on us to operate as we always have. They support the OFF Act because they know it will hurt beef research and promotion to a point where the Beef Checkoff is no longer effective at building beef demand. Over the years, we have seen them support many proposals that would only result in weakening our industry. It is by design, and they have been successful in getting groups like R-CALF to help support their efforts as a way to claim they are really taking these actions to protect producers. We know better than that.

In an attempt to appeal to the mainstream public, we now find these activists trying to hijack legitimate groups to get more support. Earlier this spring, we discovered the traditionally conservative group Freedom Works had hired known animal activist Marty Irby as their Chief Operating Officer. Instead of fighting big government, they were now supporting legislation like the OFF Act. My thanks to all of you who attended our Legislative Conference in April and went to the Hill to expose Irby's masquerade. Due to your efforts, I am pleased to announce he is no longer employed by Freedom Works.

The animal activists also have strong Political Action Committees (PACs) and are supporting Democrats and Republicans in an effort to gain support for their agenda. We have been disturbed to see some of the Members of Congress who

have taken activist PAC checks. These activists are well-funded, coordinated, smart, dangerous, and they are not going away. We will continue to fight back, but we need your help. Call your representative and two senators and tell them to stay away from the OFF Act. We also need to make it harder for these groups to keep raising the money they do. As I write this article, the top petition on the website [change.org](http://change.org) is one to tell ASPCA to "stop hoarding money instead of helping local shelters." Go to [change.org](http://change.org) and sign the petition so we can make them scramble and think twice before they take us on again.



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# Cutting Through the Carbon Clutter

*By the National Cattlemen's Beef Association*

Cattle producers know the importance of managing land and water resources and how their practices affect efficiency, the environment and their bottom line. Carbon markets may offer an opportunity to capture additional income through climate-smart practices. A recent Cattlemen's Webinar Series event cut through the carbon clutter to provide insights on how to enter the wild, wild west of carbon markets.

Nicole Buckley Biggs, PhD, director of sustainability for AgriWebb, says that practices such as genetics and breeding, animal health, optimized feed, feed additives, grazing management, tree planting, and compost application, among others, can help sequester and drawdown carbon, opening the door to be paid for adopting these climate-smart practices. According to Biggs, there are four approaches to sustainability revenue including government programs such as subsidies and technical assistance; credit markets for biodiversity and carbon credits; price premiums for certifications and carbon insetting; and financial lender support through project loans and improved financing.

USDA's new Partnerships for Climate-Smart Commodities grant is a recent example of government programs. According to its website, USDA is investing \$3.1 billion in 141 projects that will "provide technical and financial assistance to producers to implement climate-smart production practices on a voluntary basis on working lands; pilot innovative and cost-effective methods for quantification, monitoring, reporting and verification of greenhouse gas benefits; and develop markets and promote the resulting climate-smart commodities."

Kevin Kester, past NCBA president and California rancher, would like to see more grant dollars dedicated to rangeland research to determine profitable propositions for the climate, society and ranchers. Pilot projects could help clarify carbon questions and lead to a better understanding of how production practices affect soil carbon. If a rancher changes practices, what impact do they have and how can potential changes in soil carbon be predicted? Additional research would also give third parties the information needed to conduct audits and validate claims.

Biggs points out that producers have choices when it comes to selecting carbon projects, however, there are differences to be aware of as well as restrictions. For example, producers can either sell offsets or low-carbon beef, but not both.

"The reason for this is that when you sell a carbon offset, you are selling the right to claim that carbon benefit to another entity," said Biggs. "The other party receives the credit, and it can no longer be attached to the producer's land or livestock."

Carbon offsets technically permit businesses to pollute. Cattle producers implement climate-smart practices on their operation then companies buy and use the credit. Many carbon offsets are sold to companies outside the cattle industry.

One option to keep carbon credits flowing through the beef supply chain is carbon insetting. Through insetting, companies invest in their own source farms to reduce their carbon footprint instead of buying offsets from a different industry. According to Biggs, while insetting can build public trust, the premium price to be paid is yet to be determined.

A barrier for producers is that many markets only incentivize new practices, but Kester wants to ensure that producers are rewarded for positive practices already in place.

"If somebody has been doing good for the environment by sequestering carbon, they should get credit for that whenever they enter a contract," said Kester. "From

a policy standpoint, I'm going to try to change that mindset as we go forward because if you want to get ranchers engaged, they should get credit for the good they are doing for the environment and society."

Most cattle producers are waiting for more information before making decisions about carbon markets, however, participating in any carbon project requires data collection and recordkeeping to monitor improvements. Basic records such as livestock numbers, sales and purchases of animals, feed and forage amounts, grazing movements and feed additives are generally required to participate in carbon projects. "Even if you decide to wait, it's not too early to collect data and be ready for a market when it is right for you," said Chad Ellis, CEO of Texas Ag Land and Trust.

When entering into a carbon market agreement, Ellis suggests, as with any contract, have an attorney review it and understand what is required. He also says it is important to make sure the producer maintains ownership of the data collected.

"It is good practice to keep records and track information," says Ellis. "I really believe there's value in that data, especially on grazing lands, and that you can get paid for that data in the future."

Webinar presenters agree that producers need to take the time to do the research before entering carbon market agreements, and decisions on which carbon projects to undertake need to be based on what makes the most sense for the operation and family members.

"Patience and playing the waiting game are good things and it doesn't mean that you're behind," said Biggs. "It means you are evaluating risk and looking at the long-term view to determine what makes sense for you and your family."

Biggs encourages producers to select projects that improve productivity, efficiency and resilience to climate events.

"Don't join a carbon market just for the money," she says. "The project should fit your goals and improve the long-term outlook for the next generation taking over your operation."

Ultimately, everyone should benefit from carbon markets, because "Conservation without compensation is only a conversation," concluded Ellis.

For more information about carbon markets and to watch the webinar, visit [www.ncba.org/producers](http://www.ncba.org/producers).

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# Nevada Beef Council Update — July 2023

## Your Checkoff Dollars at Work

By Allie Herring

### Western States Campaign

**W**hen it comes to beef promotion in Nevada, the Nevada Beef Council (NBC) understands how important it is to maximize the impact of Beef Checkoff dollars within the state. They also understand how hard Nevada producers work to produce quality beef. Because of this, the NBC strives to stretch beef checkoff dollars as far as possible, providing its producers with the most bang for their buck. Since half of every dollar collected is sent to the National Beef Checkoff at the Cattlemen's Beef Board (CBB), one way they can help stretch state dollars is to partner with the CBB and its contractors.

On behalf of the National Beef Checkoff, the National Cattlemen's Beef Association (NCBA) has kicked off a Western States Regional Campaign, which runs from June to August. The campaign capitalizes on the peak summer grilling season, when cooking outdoors is a mainstay for many consumers. It aims to inspire consumers in the Western U.S. to choose beef for their outdoor grilling meals and prioritize beef as their top protein choice over other meats and plant-based proteins. The campaign mirrors the national Beef. It's What's For Dinner. (BIWFD) Summer Grilling Anthem Campaign, which is taking

place at the same time.

The Western States Regional Campaign includes audio streaming ads on platforms such as iHeart, Spotify, and Pandora; connected TV ads on popular channels such as ESPN, HGTV, Discovery, and Food Network; and native advertising, which involves placing existing BIWFD content and article links on popular and reputable news, environment, health and fitness, and food-related websites. The audio, video, and digital ads are targeted at highly populated urban areas in California, Arizona, Nevada, Oregon, Washington, Idaho, and Montana. However, the campaign is funded by state beef councils from Iowa, North Dakota, Oklahoma, and Montana. In Nevada, the campaign plans to mainly target the Las Vegas population.

Funding for this campaign aims to keep beef top-of-mind for Nevada consumers during the summer grilling months, while enabling the Nevada Beef Council to utilize state-level producer checkoff dollars in other areas. So, get ready to fire up the grill, Nevada. This sizzling campaign is set to make beef the star of summer, keeping Nevada consumers hungry for beef all season long!



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