

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLIX, #8 | July 2025

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP



*Submitted Photo*

**Lauryn Marshall**  
NCA Scholarship



*Submitted Photo*

**Ian Livingstone**  
Marvel-Andre Scholarship



*Submitted Photo*

**Braden Sorensen**  
Marvel-Andre Scholarship



*Submitted Photo*

**Billy DeLong**  
Walt Leberski Memorial  
Scholarship



*Submitted Photo*

**Kerstyn Countryman**  
Walt Leberski Memorial  
Scholarship

## Nevada Cattlemen's Association Announces 2025 Scholarship Recipients

*By Martin Paris, NCA Executive Director*

The Nevada Cattlemen's Association Research and Education Committee is pleased to announce six scholarship recipients this year. The NCA would like to congratulate Courtney Hummel of Reno, NV and Lauryn Marshall of Eureka, NV for being selected as the 2025 NCA Scholarship recipients; Braden Sorensen from Fallon, NV, and Ian Livingstone from Wells, NV, for being selected as the 2025 Marvel-Andrae Scholarship recipients; and, last but not least, Billy DeLong of Winnemucca, NV, and Kerstyn Countryman of Washoe Valley, NV, for being selected as the 2025 Walt Leberski Memorial Scholarship recipients.

The Nevada Cattlemen's Association annually awards the NCA 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 Marvel/Andrae Scholarship 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 continued support of the Marvel-Andrae Scholarship program. The NCA greatly appreciates our partnership with Agri Beef and thanks them for their continued support of students pursuing careers in agriculture.

This year marks the second year of awarding the Walt Leberski Memorial Schol-

arship. This scholarship is open to graduating high school seniors, or students already enrolled in college or a trade school. Again, this scholarship is intended for students who are obtaining a degree to hone their skills for the betterment of agriculture.

All three 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 Nevada's ranching and farming communities.

### NCA Scholarship Recipients

**COURTNEY HUMMEL** recently graduated from Galena High School in Reno, NV and will be attending the University of Nevada, Reno, where she will be pursuing a degree in Agricultural Science. She was involved in 4-H during her high school career and is a distinguished member of the National Honor Society. She hopes to use her degree to study Nevada's rangelands and native plants and develop strategies that optimize land use for cattle ranchers in the state.

**LAURYN MARSHALL** is a recent graduate of Eureka County High School in Eureka, NV and will be attending Utah State University, where she will pursue a degree in Food Science. Lauryn grew up on her family's farm in Eureka and was involved in the Diamond Mountain FFA throughout her high school career. She intends to learn about food production, engineering, nutrition, and safety with

— Continued on page 5 —



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## PRESIDENT'S PERSPECTIVE

*Hanes Holman, President, Nevada Cattlemen's Association*

# Long Ropes and Outdated Laws

Recently, a young cowboy friend of mine went to a branding at the neighbor's house, where they were throwing a lot of "long loop" shots. The branding went well and finished at an efficient time, but the young man asked me why they were throwing the long shots and didn't shorten up and just catch? As we talked about the roping, we had to have a bit of a history lesson. Understanding that in the old days our grandparents didn't have panel traps. They had to brand out of a rodear, where catching calves took a little longer rope and a higher level of stockmanship to not stir up the calves and make them hard to hold. In my younger days, watching Jim Andrae, Tom Marvel, or Woody Harney slip through a rodear of crossbred cows, catch a calf, and head for the branding pot without ever stirring up dust was a work of masterful art. Jim wasn't a fancy roper, but he knew how to get it done without a set of panels to contain everything.

Make no mistake, I think panels are a great invention. The point that I am trying to articulate is understanding where our custom and culture came from in a time that it was necessary while embracing the technology of the future. Now, just because you have a panel trap to make sure the cattle can't get away doesn't mean you should be flying around the branding trap, crashing into everything. The same principles of stockmanship needed to catch calves out of a rodear should be put into roping now, even though a little smaller loop and a little shorter rope can be used. I feel when you blend the two styles, that is where magic happens!

Now, you ask, how does this pertain to laws? This is something that I have been dealing with a lot lately. Having the foresight to predict where technology was headed 150 years

ago was impossible. Laws were made at the time with the best intentions, but as we all know, technology has changed things.

I want to give you a real-world example: the trespass laws. The way things stand now, the responsibility is on the private landowner to properly post his land. Even if a private landowner has gone through the rigorous posting process and has everything done to the letter of the law, a trespasser only has to claim ignorance that he didn't see the orange markers, and he can most likely get away with breaking the law. I understand why the laws were written the way they were in the past, but the technology has changed. With the invention of the cell phone and the ONX app, every lands user has the resources to know precisely where they are at. In my opinion, if you take into account the new technology, changing the law to put the responsibility of knowing where you are at onto the land user should be a no-brainer. I'm pretty sure that if our founding fathers had this technology, that is how they would have written the law. Our foresight into what the future holds is not very good, but yet we box ourselves into outdated laws that become really hard to update as our society changes.

Embracing the future, as we understand the past, seems hard for us to do. I don't know how we achieve this, but I know we have to try. Trying to change laws to keep up with the new technology seems to be a monumental chore. My hope in writing this is to encourage more young people to become involved. The laws we write today are the ones our grandchildren are going to have to live with tomorrow!

Cheers

## MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between May 24 and June 27, 2025.*

*(New members are in bold.)*

- Brough Livestock LLC, Jordan & Kari Brough
- Cannon Ranch LLC, Michael Cannon, Paul Mathews
- Ted Guazzini
- **J & M Cattle Co., Jimmy Jordan**
- Marys River Ranch, Preston Wright, Victoria Wright Biley

- Julian & Joanna Smith
- Mike Stremmler
- Sustacha Ranches, Marilyn Sustacha, Jess Sustacha Jr.
- WSR Insurance, Jim Vann, Quinn Briggs

## 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](http://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](http://www.nevadacattlemen.org/events-meetings/convention-and-trade-show)

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## Scholarship Recipients: *Continued from page 1*

the goal of guiding the food industry on farm-to-table distribution.

### Marvel-Andrae Scholarship Recipients

**IAN LIVINGSTONE** was a 2024 recipient of the NCA Scholarship and recently completed his first year at Utah State University studying Animal Science (Ruminant Nutrition). Ian will be continuing his education at Feather River College in Quincy, California. He plans to become a nutrition consultant for rangeland cattle after completing his degree, where he hopes to help Nevada ranchers with grazing management plans and increasing yield on their livestock.

**BRADEN SORENSEN** recently graduated from Churchill County High School in Fallon, NV and will be headed off to BYU- Idaho this fall to pursue a degree in Agribusiness. Braden is the fifth generation on his family's dairy in Fallon. Upon

completing his degree in Agribusiness, Braden hopes to bring his skills back to the family farm and become involved in supporting Ag in the Classroom, hosting tours and workshops, and serving on different agricultural boards.

### Walt Leberski Memorial Scholarship

**BILLY DELONG** recently completed his first year at New Mexico State University where he is studying Animal Science. He is the sixth generation on his family's cattle ranch outside of Winnemucca, Nevada. Billy has an interest in beef genetics and learning how to improve efficiency and quality. He hopes to bring his learned skills back to the family ranch after earning his degree and possibly get involved as a cattle sales representative.

**KERSTYN COUNTRYMAN** is currently attending the Cornell University College of Veterinary Medicine. Growing up on her family ranch sparked her passion for caring for animals. Kerstyn has been immersed in research surrounding equine infectious neurological disease and in partnership with her family, has also created a non-profit, "A Cowboy's Halo," which will provide financial assistance to aspiring cowboys and cowgirls entering the veterinary medicine field. Kerstyn hopes to continue her education and dive deeper into rural mixed animal practices.

Congratulations again to Courtney, Lauryn, Ian, Braden, Billy, and Kerstyn. We wish them the best of luck in 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.

## NEVADA NEWS

# BLM Seeks Input on Proposed Geothermal Leasing in Nevada

RENO, NV—The Bureau of Land Management is seeking input on proposed geothermal leasing of 112 parcels totaling approximately 377,924 acres across 11 counties. This public feedback period ends July 25, 2025. Leasing of these parcels will allow lessees to explore the potential for future geothermal development.

For each parcel leased, 25% of the bid, rental receipts, and subsequent royalties will go to the U.S. Treasury, 25% will go to the county where the lease is located, and the remaining 50% will go to the State of Nevada.

Geothermal lease sales support domestic energy production and American energy independence, while contributing to the nation's economic and military security. Consistent with Executive Order 14154, "Unleashing American Energy," the BLM's geothermal lease sales help meet the energy needs of U.S. citizens and solidify the nation as a global energy leader.

Leasing is the first step in the process to develop federal geothermal resources. The BLM ensures geothermal development meets the requirements set forth by the National Environmental Policy Act of 1969 and other applicable legal authorities. Planning documents for this sale, including instructions on how to comment, are available on the BLM National NEPA Register for parcels in the Carson City, Winnemucca, Elko, and Battle Mountain Districts. The BLM's lease sales are held online through EnergyNet.

Geothermal is an abundant resource, especially in the West, where the BLM has authority to manage geothermal resource leasing, exploration, and development on approximately 245 million surface acres of public lands and the 700 million acres of U.S.-owned subsurface mineral estate. Please visit the [BLM Nevada Geothermal Energy website](https://www.blm.gov/programs/energy-and-minerals/renewable-energy/geothermal-energy/regional-information/nevada) for updates. ( <https://www.blm.gov/programs/energy-and-minerals/renewable-energy/geothermal-energy/regional-information/nevada> )

For more information, please contact the Nevada State Office at [nviac@blm.gov](mailto:nviac@blm.gov) or 775-861-6500.



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# Investing in Our Young Producers

By Buck Wehrbein, NCBA President

The NCBA Young Cattlemen's Conference (YCC) is one of my favorite events. I enjoyed it when I went back in the 1990s, and I had an even better time when I went last year as NCBA President-Elect. There is no shortage of stories that come out of YCC — things you learn about the industry, memories from the travel, and new people you meet—but by far the best aspect of this program is that it shows NCBA cares about investing in the future of our industry.

It's no secret farmers and ranchers are getting older, and it's a challenge across all of agriculture. Today, the average producer is 57 years old and younger producers under age 35 account for just 9% of all farmers and ranchers. Don't get me wrong, with age comes experience and wisdom, but we also need young people to get involved in the cattle business if we want our legacy to continue in the future.

The YCC program is one way NCBA has invested in our future producers. When I was starting out in the cattle business, everyone around me saw the value of associations and everyone was a member of their county cattlemen's association, state cattlemen's association and NCBA. Today, many younger producers don't rely on associations to build their network — they can meet people online and exchange information through social media. If you face a problem, you can Google the solution rather than call your neighbor.

As you can imagine, this poses a challenge for our industry. I wouldn't be where I am today without good mentors who shared their wisdom with me and helped me find my place in the cattle business. This is where I see both YCC and NCBA playing a critical role.

I have personally experienced this, and I hear stories from countless YCC alums who now do business with the fellow producers they met on the trip. Many more YCC graduates are now in leadership positions within their state cattlemen's associations, breed associations and even NCBA. Many have transitioned into taking over the farm or ranch entirely, and the knowledge they gained from YCC has shaped their vision for how to run their

operation. All of this is the goal of any leadership development program, and I think YCC has been spot on.

Still, there is more work to be done.

NCBA's priority for this year is working with the Trump administration and Congress to expand opportunities for producer profitability. One reason this is our priority is because we need strong, profitable operations for younger producers to find a home in the cattle business.

As an industry, we have faced years of rising land values, rising input costs, and more expenses on our operations. All of these financial threats could put us out of business and end our legacy. To protect our future, NCBA is fighting for tax relief, a reduced Death Tax, expanded disaster relief programs, and cattle health investments. All these policies work together to protect our businesses from government overreach, lower our expenses, and ensure we have the tools to stay in business — even if disaster should strike. We are enjoying some good cattle prices, but even so we need to remain focused on addressing these challenges, so they don't hurt our industry in the future.




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The responsibility is on us to make sure our children and grandchildren have a place in the cattle business. I encourage you to have those tough conversations with your family about the next generation's role in your operation. If you know a young person passionate about the industry, make the effort to bring them to a meeting, mentor them, and help them see the value of organizations like NCBA. If you attended YCC in the past and enjoyed that experience, tell the young people around you and help connect them with your state cattlemen's association so they can have that experience too.

NCBA is going to keep fighting for the policies that help us be successful, but I'm asking you to help us invest in our young producers too. Until next time, happy trails!



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# Defending What's Right

By Colin Woodall, NCBA CEO

Animal activists continue their attacks against cattle production and our way of life. A group called Animal Partisan has committed itself to harassing everyone involved in animal agriculture because they believe "animal agriculture is without question the single largest cause of animal suffering in the United States." While we are familiar with some of the outrageous actions and claims by PETA, ASPCA and Humane World for Animals (formerly HSUS), there are other groups like Animal Partisan you rarely hear about. They keep a low profile and utilize legal and regulatory challenges to force change in animal agriculture. Like many of these groups, they have connections to the larger activist network through the tangled web they collectively weave to try and destroy what we do.

Rather than protesting and pouring fake blood on people, they are trying to use our own words and programs against us. In the most recent instance, they tried to impugn the Checkoff-funded Beef Quality Assurance Program, or BQA. Last year, I wrote an article about BQA's tremendous success in improving animal health, welfare and the resulting quality of our beef. This is a program I am proud to stand behind and be certified in.

BQA's success and effectiveness is also due to support from many of our friends and partners in the beef supply chain. Certified Angus Beef (CAB) is one of those partners constantly promoting BQA to their retail and foodservice customers while also urging producers to get certified. CAB's push for producer certifications through efforts such as their "Cut the Bull" and "Raised with Respect" campaigns have been successful in driving up the number of BQA certified producers.

Animal Partisan took exception with CAB's promotion of Beef Quality Assurance and challenged them via a case filed with the Better Business Bureau's (BBB) National Advertising Division. They claimed that CAB's website, social media and marketing materials promoting BQA as representing "best practices" and the "highest standards" were unsupported. They claimed other standards for cattle care such as Humane Farm Animal Care and Global Animal Partnership started by Whole Foods were more rigorous than BQA.

The CAB team mounted a fierce defense to the activist challenge and ensured the BBB knew everything about BQA. Decades of work by hundreds of producers, animal scientists, veterinarians, nutritionists, meat scientists and others built a program whose results are quantified by the Checkoff-funded National Beef Quality Audit. The results clearly show the improvements we have made in cattle care and the quality of our beef. These educational resources don't remain static. BQA evolves and improves each year in order to stay ahead of industry changes and challenges. Most recently, BQA has published an updated National Manual, added Spanish-language training, and introduced new continuing education modules to increase its reach and effectiveness.

BQA also has an impact on the consumer. Not only do they enjoy the high-quality

BQA also has an impact on the consumer. Not only do they enjoy the high-quality beef we are producing, but they respond positively when shown details of the program.



beef we are producing, but they respond positively when shown details of the program. We have had Checkoff-funded Beef. It's What's For Dinner. advertising built around how cattle are raised, and BQA has been foundational to those campaigns. These particular ads have been some of the most popular among our audience and confirm they really are interested in how we care for our cattle. As our team works to create these ads, they utilize focus groups of consumers to gauge how our message resonates with them. We polled them about their confidence in what we do on cattle operations before showing them the ads. Once we showed them the ads, we found that their confidence in cattle producers and beef production increased by double digits. That positive change in confidence was due to informing them about BQA and the great results this program has achieved. BQA is a tool we must all use, support and defend.

My thanks to the entire CAB team for their willingness to jump into the fight, correct the misinformation, and give BBB the information they needed to rule in support of BQA. That's right, the cattle industry prevailed over the activists because we were able to substantiate everything that built BQA. In their decision summary, BBB's National Advertising Division found the "best practices" and "highest standards" claims for the Beef Quality Assurance program were supported. They went on to state that "best practices generally refer to techniques developed through a structured process to represent a trusted standard" and "the advertising conveys that BQA is a high standard recognized by the industry."

The activists will continue their attacks on us, but it is nice to know we can continue to beat them back, especially with the help of strong and committed partners. In the meantime, we will continue to promote BQA's work to make all of us better. Do your part by getting BQA certified, and staying certified, at BQA.org.

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**TUESDAY, JULY 29**

Superior Sunrise - 7:30 a.m.

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  
Livestock Cowboy Golf  
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**THURSDAY, JULY 31**

Superior Sunrise - 7:30 a.m.

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

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The Bellamy Brothers, Kevin Davis and  
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**FRIDAY, AUGUST 1**

Superior Sunrise - 7:30 a.m.

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

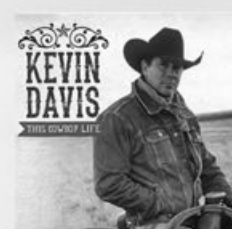
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# Finalized 10-Year Sage Grouse Study Confirms Benefits of Grazing

WASHINGTON (June 13, 2025) – Today, the University of Idaho released the finalized results of their 10-year study looking into the impacts of grazing on greater sage grouse populations. The study concluded that cattle grazing does not negatively impact greater sage grouse and can only benefit the species through building robust habitat, increasing forage, and reducing invasive grasses that lead to catastrophic wildfires.

The National Cattlemen's Beef Association (NCBA), the Idaho Cattle Association (ICA), the Public Lands Council (PLC) and the Idaho Public Lands Council (IPLC) have all highlighted the benefits of grazing and pushed back against anti-grazing myths for decades, making this landmark study a must point of reference moving forward for anyone questioning the benefits of grazing on wildlife.

"America's public lands ranchers knew that livestock production has supported sage grouse populations since our ancestors started ranching in the 1800s but we never had the comprehensive, long-term data to back up what we all took as common knowledge. This study finally proves what ranchers have been saying all along – livestock grazing benefits wildlife, native grasses and the overall landscape. This study also shows that the work and expertise of local stakeholders, including University researchers and federal grazing permittees, is crucial for conserving wildlife populations. Ranchers appreciate the decade of research conducted by the University of Idaho to reiterate the benefits of public lands ranching," said PLC President Tim Canterbury.

"For years, those with ulterior motives have perpetuated the myth that cattle production negatively impacted sage grouse populations. Nothing could be further from the truth and anyone that has worked on a cattle operation with or without grouse nesting knows that grazing improves rangeland health and with it the wildlife that live on working lands. This study is another example of how cattle producers are the original conservationists and grazing cattle is a key component to maintaining the health of America's treasured natural resources. Thank you to the University of Idaho for spending so much time debunking the unscientific myth that cattle grazing harms native wildlife," said NCBA President Buck Wehrbein.

"When University of Idaho approached us about the idea of this project, we were supportive. As ranchers in grouse

country, we have been seeing firsthand the healthy relationship between grouse and cattle for years, and were intrigued by the idea of having scientific data to validate what we have witnessed. Knowing the importance of the study, Idaho Public Land Council approached the National Public Lands Council (PLC) with a grant application to support the project. With PLC and Idaho Cattle Association (ICA) support, as well as many other partners, the 10 year study was completed. We are not surprised by the results, and believe the results in this important research will be a critical component in future grouse management moving forward. We commend the University of Idaho and US Geological service for pushing this across the finish line!" said Idaho Public Lands (IPLC) Board member and research partner Darcy Helmick.

"Idaho beef producers are deeply committed stewards of the land and wildlife, managing rangelands with care, knowledge, and generational experience. Their responsible grazing practices not only support thriving ecosystems and native species but also enhance soil health, promote biodiversity, and reduce wildfire risk—making beef cattle an essential part of a balanced, resilient Western landscape. We are pleased that this research reinforces that lifelong work and that producers now have this data to substantiate the practice of grazing," said ICA President Spencer Black.

## Background

Last year, preliminary results of this 10-year study, led by University of Idaho Professor Courtney Conway, were released confirming that grazing benefits sage grouse populations and has no negative effects on nesting success. The finalized study reiterates the preliminary data that supports the benefits of grazing including:

- Increasing the biomass and diversity of insect species for food.
- Reducing the risk of wildfire that can kill sage grouse and destroy habitat.
- Reducing the volume of cheatgrass and other invasive grasses that degrade the sagebrush biome.

Read the study ([Click Here](#)) or <https://www.fws.gov/media/grouse-and-grazing-project-effects-cattle-grazing-demographic-traits-greater-sage-grouse>

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# Nominations Now Open for Farmers and Ranchers to Serve on USDA Farm Service Agency County Committees

WASHINGTON, June 16, 2025 – Nominations are now being accepted for farmers and ranchers to serve on local U.S. Department of Agriculture (USDA) Farm Service Agency (FSA) county committees. These committees make important decisions about how federal farm programs are administered locally. All nomination forms for the 2025 election must be postmarked or received in the local FSA office by Aug. 1, 2025.

“Serving on an FSA county committee provides producers with a unique opportunity to have a say in local farm program decisions, ensuring FSA policies work, as intended, for producers at the county level,” said FSA Administrator Bill Beam. “Nominations are now open; here’s your chance to support USDA’s commitment to putting Farmers First by amplifying the voices of farmers and ranchers within your community and effectively delivering the economic support they deserve.”

Elections for committee members will occur in certain Local Administrative Areas (LAA). LAAs are elective areas for FSA committees in a single county or multi-county jurisdiction and may include LAAs that are focused on an urban or suburban area.

Producers interested in serving on the FSA county committee can locate their LAA through a geographic information system locator tool available at [fsa.usda.gov/elections](https://fsa.usda.gov/elections) and determine if their LAA is up for election by contacting their local FSA office.

Agricultural producers may be nominated for candidacy for the county committee if they:

- Participate or cooperate in a USDA program.
- Reside in the LAA that is up for election this year.

A cooperating producer is someone who has provided information about their farming or ranching operation to FSA, even if they have not applied or received program benefits.

Individuals may nominate themselves or others and qualifying organizations may also nominate candidates. USDA encourages all eligible producers to nominate, vote and hold office.

Nationwide, more than 7,700 dedicated members of the agriculture commu-

nity serve on FSA county committees. The committees are made up of three to 11 members who serve three-year terms. Committee members play a key role in how FSA delivers disaster recovery, conservation, commodity and price support programs, as well as making decisions on county office employment and other agricultural issues.

## Urban and Suburban County Committees

FSA urban county committees work to promote urban, indoor and other emerging agricultural production practices. Urban committee members are nominated and elected to serve by local urban producers in the same jurisdiction. Urban county committee members provide outreach to ensure urban producers understand USDA programs, serve as the voice of other urban producers and assist in program implementation that support the needs of growing urban communities.

The 27 cities with urban county committees are listed at [fsa.usda.gov/elections](https://fsa.usda.gov/elections) and [farmers.gov/urban](https://farmers.gov/urban).

## More Information

Producers should contact their local FSA office today to register and find out how to get involved in their county’s election, including if their LAA is up for election this year. To be considered, a producer must be registered and sign an FSA-669A nomination form. This form and other information about FSA county committee elections are available at [fsa.usda.gov/elections](https://fsa.usda.gov/elections).

All nomination forms for the 2025 election must be postmarked or received in the local USDA Service Center by the Aug.1, 2025, deadline. Election ballots will be mailed to eligible voters in November 2025.

FSA helps America’s farmers, ranchers and forest landowners invest in, improve, protect and expand their agricultural operations through the delivery of agricultural programs for all Americans. FSA implements agricultural policy, administers credit and loan programs, and manages conservation, commodity, disaster recovery and marketing programs through a national network of state and county offices and locally elected county committees. For more information, visit [fsa.usda.gov](https://fsa.usda.gov).

# Public Lands Ranchers Praise Trump Administration Order on Wildfire Prevention

WASHINGTON (June 13, 2025) – Today, the Public Lands Council (PLC) thanked President Donald J. Trump, Secretary of Agriculture Brooke Rollins, and Secretary of the Interior Doug Burgum for their push to make the federal government’s wildfire prevention and response strategy more efficient. As we start wildfire season, America’s western ranchers need federal agencies to prioritize wildfire response to help protect rural communities.

“Western communities have faced years of devastation from catastrophic wildfires, and we need every tool available to protect our nation’s scenic rangelands from burning,” said PLC President and Colorado rancher Tim Canterbury. “There is no single solution for protecting the West from catastrophic wildfire but by using livestock grazing to reduce fine fuels, increasing active land management, and making our federal response more efficient, we can protect lives and livelihoods

from suffering due to wildfire.”

The Executive Order signed by President Trump directs the Secretary of Agriculture and the Secretary of the Interior to work on streamlining their wildfire programs. With public lands ranchers holding federal grazing permits on both Forest Service land (under the Department of Agriculture) and Bureau of Land Management land (under the Department of the Interior), cooperation and efficiency between these two agencies is critical for protecting federal lands.

“Secretary Rollins and Secretary Burgum both recognize the challenge that catastrophic wildfire poses to the West. We appreciate both cabinet officials being so focused on countering this threat and protecting our rural communities,” said PLC Executive Director Kaitlynn Glover.





# Nevada Beef Council Update — July 2025

## Your Checkoff Dollars at Work

## Data-Driven Nevada Beef Council Campaign Spotlights Award-Winning Ranches



Cottonwood Ranch, Wells, Nevada



Fulstone Ranches, Smith Valley, Nevada



Boies Ranch, Wells, Nevada

For 2025, the Nevada Beef Council (NBC) is bringing the consumer to the ranch, in a manner of speaking. While recipes, a summer grilling offer, and beef images that practically evoke sizzle, sear, and scent are all part of the thirty-plus-week campaign, the cornerstone that sets this year's outreach apart comes from three Nevada ranches: Cottonwood Ranch in Wells; Fulstone Ranches in Smith Valley; and Boies Ranch in Wells.

Beef Council staff developed the From the Ranch to Your Table campaign in response to a 2024 consumer attitude survey undertaken by the NBC. The survey, conducted by the Beef Checkoff-funded Research Program, looked at consumer perceptions about beef in Nevada as a whole, and included media market deep dives in Reno and Las Vegas to measure attitudes in the state's two primary urban regions.

"The goal of the survey was to give us a better sense of how consumers in different regions of the state perceive not just beef itself, but beef production as well," said Annette Kassis, the NBC's director of consumer and brand marketing. "We wanted to understand what motivates people's protein choices... what factors influence those choices."

What the NBC learned is that for the most part, Nevadans agree on beef's versatility, family appeal, great taste, protein content, and nutritional value. But people also take other factors into consideration when making protein choices, factors beyond beef on the plate. According to BeefResearch.org, when making purchasing decisions, 70% of consumers consider how an animal is raised; however, only 26% claim to know a lot about the subject.<sup>1</sup> "That gap represents an education opportunity," Kassis said.

Consumers were also asked what would encourage them to eat more beef. In addition to "knowing where my beef comes from," the top responses were "quick and easy beef meal ideas" and "healthy recipe ideas."

"Based on the information gathered from the survey, we decided to build a campaign that focuses on stories of families who raise cattle in Nevada,

while also including recipe content that reminds people of their love of beef and encourages them to choose it for their next meal," Kassis said. "We chose to focus primarily on the Las Vegas market for this campaign not only because it represents the largest population region in Nevada, but also because of the area's influential food scene and the opportunities for our content to appear adjacent to national-level sporting events."

The resulting campaign, which began in May and runs through December 2025, was created in conjunction with the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The media campaign includes YouTube, connected television (CTV), and Google display ads, with the goal of extending the national Beef. It's What's for Dinner® Anthem Campaign to consumers in Nevada, while also including Nevada-specific YouTube and CTV content focusing on the three most recent Environmental Stewardship Award (ESAP) winners in the State: Cottonwood Ranch (2024); Fulstone Ranches (2022); and Boies Ranch (2020).

"CTV and YouTube videos for this campaign have a strong focus on both Raised and Grown NCBA content, and Nevada-specific producer storytelling," Kassis said. "We'll have the full-length Nevada videos on YouTube and run :30-second spots edited down from those videos on CTV." In addition to the video content, Google display ads for this campaign include engaging recipe content featuring beef alongside motivating ads encouraging consumers to visit the campaign landing page on the Nevada Beef Council website.

"It's a chance for consumers to hear from some of our Nevada producers about what they do best—care for their animals and the land."

For more information on the NBC, visit <https://www.nevadabeef.org/>. More on the NBC's From the Ranch to Your Table campaign may be found at <https://www.nevadabeef.org/raising-beef/from-the-ranch-to-your-table/>. Final campaign report is expected in January 2026.

1. Source: Consumer Beef Tracker, 2024. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff. BeefResearch.org.

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