



SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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2024 Scholarship Recipients Announced

By: Martin Paris, NCA Executive Director

The Nevada Cattlemen's Association Research and Education Committee is pleased to announce five scholarship recipients this year. The NCA would like to congratulate Billy DeLong of Winnemucca, Nevada and Ian Livingstone of Ruby Valley, Nevada for being selected as the 2024 NCA Scholarship recipients. Cooper Hill from Winnemucca, Nevada and John Reed from Carlin, Nevada for being selected as the 2024 Marvel- Andrae Scholarship recipients. And last but not least, Amelia Lancaster of Austin, Nevada for being selected as the 2024 Walt Leberski Memorial Scholarship recipient.

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 was also the first year of the Walt Leberski Memorial Scholarship. This scholarship is made eligible 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 our ranching and farming communities.

2024 NCA SCHOLARSHIP RECIPIENTS

BILLY DELONG recently graduated from Lowry High School in Winnemucca, Nevada and will be attending New Mexico State University where he will be pursuing a degree in Animal Science. Billy is actively involved in his family's cattle ranch as well as the Nevada High School Rodeo Association and Winnemucca FFA. He hopes to continue his rodeo success in college while learning beef genetics and how to improve cattle efficiency and quality. Billy plans to continue working in the cattle industry upon graduation.



Submitted Photo

IAN LIVINGSTONE recently graduated from Wells High School and will be attending Utah State University later this fall to pursue a degree in Animal Science and Ag Business. Ian has been actively engaged in several organizations throughout his high school career including FFA and Nevada High School Rodeo Association. While earning his degree, Ian also plans to rodeo for the Utah State Collegiate Rodeo Team. After earning his degree, he hopes to implement new and innovative methods back on the family ranch in Ruby Valley, Nevada.



Submitted Photo

— Scholarship Recipients Continued on page 4 —



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PRESIDENT'S PERSPECTIVE

Hanes Homan, President, Nevada Cattlemen's Association

Inspiration, Motivation, and Discipline – Get Them a Cow

Yes, I imagine the confusion as you read the title. Where am I headed with this? Bear with me as I tour down the self-help rabbit trail.

Inspiration is the mental stimulation of thought, usually positive. Pretty easy to come by and usually fleeting. It typically manifests itself as “I wish I had”. It can be physical, mental, spiritual, material, or a plethora of other things. Inspiration is typically a good thing as it motivates us to improve ourselves.

Motivation comes next. It is typically the action associated with inspiration. Motivation is a harder step in the process of self-improvement. If you spend any time on social media platforms you will quickly get overwhelmed with motivational blurbs. From the beginning of Nike’s “just do it” campaign to Jordan Peterson’s “get some responsibility” speech, motivating reels will fill up your feeds. Being motivated is absolutely necessary for us as humans to be a positive and productive member of our society.

Discipline, yeah here we go! While inspiration and motivation come easy, discipline is very hard. Com-

mitting yourself to every day for an extended period of time to a possible outcome is hard. The long-term GRIND of staying disciplined for however long it takes is something very few people can do.

As our society gets further and further removed from agriculture we are getting less and less disciplined. Instant gratification is the expectation now. If the internet doesn’t work in two seconds, we become impatient. For most young people to commit to anything longer than two seconds is almost unheard of. Job, college major, trade, relationship, take your pick, they upgrade faster than iPhones. Lots of inspiration but very little discipline - the exception to this rule is AG kids.

The inspiration for this article comes from helping a few neighbors brand and watching the kids coming up in our industry. They give me hope for mankind. Growing up with livestock discipline is ingrained in you. The cows tore the fence up and are out again, you go put them back in.

Sunday morning blizzard, you’re sick, but the cows still have to be fed. 4:00 AM getting up to go brand, you can take motivation completely out of the equation.

The job HAS to be done whether you “feel like” it or not. Why do you think companies seek out AG kids to hire? Teaching patience, commitment and discipline to our young people is one of the most important things we can do in my opinion. So my perspective - if you want to teach your kids discipline, get them a cow.

UPCOMING EVENTS

NCBA Cattle Industry Summer Business Meeting

— July 8–10, 2024 —

San Diego, California

Hilton San Diego Bayfront

<https://www.ncba.org/events/summer-business-meeting>

Public Lands Council Annual Meeting

— September 17–19, 2024 —

Grand Junction, Colorado

DoubleTree by Hilton Hotel Grand Junction

Nevada Cattlemen's Association Annual Convention

— November 20–22, 2024 —

Fallon, Nevada

Rafter 3C Arena

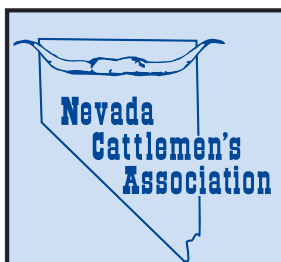
<https://www.nevadacattlemen.org/events-meetings>

NCA MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between May 26 and June 25, 2024.

(New members are in bold.)

- A V Land & Livestock, Justin M. Ely
- Bar S E Ranch, Jim & Suzy Estill
- Patti Benson
- Boies Ranches, Steve & Robin Boies
- Certified Range Mgmt. Consultant, Floyd Rathbun
- Coverley Ranch, Dan Coverley
- MWI Animal Health & Micro Technologies, Tim Harberd
- Sand Springs Ranch, Marta Agee
- UNR College of Agriculture, Biotechnology & Natural Resources, Dr. Bill Payne
- Randy Wallstrum
- Wilbur-Ellis Nutrition, Thomas L. Tankersley
- Wolf Ranches 1, LLC, Dan & Julie Wolf



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Wade Small, 2nd Vice Pres.

2024 Scholarship Recipients: *Continued from page 1*

2024 MARVEL-ANDRAE SCHOLARSHIP RECIPIENTS



Submitted Photo

COOPER HILL also recently graduated from Lowry High School in Winnemucca, Nevada and will be attending the University of Idaho in Moscow later this fall. Cooper plans on majoring in Animal Veterinary Science with an Ag Commodity Minor. He has been an active member of 4-H, FFA, the Nevada High School Rodeo Association, and Skills USA. Cooper looks forward to using his degree in a variety of agricultural practices.



Submitted Photo

JOHN REED recently graduated from Carlin High School in Carlin, Nevada and is headed to Montana State University in Bozeman, Montana. John plans on obtaining a bachelor's degree in animal science (pre-vet). John was actively involved in varsity football, Skills USA, the Weld-Fab Team, 4-H, and the Pine Valley Volunteer Fire Department throughout his high school career. After obtaining his bachelor's degree, he plans on going to veterinary school in Washington and returning to Nevada to practice veterinary medicine.

2024 WALT LEBERSKI MEMORIAL SCHOLARSHIP RECIPIENT



Submitted Photo

The inaugural Walt Leberski Memorial Scholarship recipient this year is **AMELIA LANCASTER**. Amelia recently graduated from Ignite Christian Academy and hails from Austin, Nevada where her family operates a cattle ranch. She is the current Nevada High School Rodeo Association President and will be attending Montana State University where she plans on majoring in history and/or political science. Amelia hopes to attend law school after completing her bachelor's degree and plans to focus on environmental and natural resource law with an emphasis in water rights and water quality.

Congratulations again to Billy, Ian, Cooper, John, and Amelia. 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.

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Nevada Cattlewomen Host 1st Beef and Wine Pairing at the Park Home Ranch in Minden, Nevada

By Keri Pommerening, NVCW President



Nevada Cattlewomen Photos

Nevada Cattlewomen have been busy on several projects to promote the beef industry. One of those projects was our first Beef & Wine Pairing held in Minden, Nevada at the Park Home Ranch Venue, on June 2, 2024, at 2:00 pm.

Twenty guests were present to learn about different cuts of meat, how to best prepare those cuts. Park Ranch Meats donated six different cuts of beef that were prepped by Park Ranch Meats' employees and seasoned to perfection with Park Ranch Meats' very own seasonings. Inside the beautiful old barn at the Park Home Ranch Venue was a great setting for guests to attend six different stations. Each station was hosted by a NVCW member and had deliciously cooked cuts to sample with a taste of the paired wine and a recipe card.

After all tasting was complete, Park Ranch Meats sold various cuts of meat and seasonings. A great time was had by all. Melt-in-your-mouth beef was shared with a complimentary taste of wine. It was good to see so many people excited about using the beef recipes and purchasing products. It was planned to continue this event in the



coming years in Minden. We also plan to host pairings in Elko this summer and Southern Nevada in the late fall or winter.

Until next month, whether you are irrigating, branding calves, or moving cattle to summer pastures, enjoy the sunshine.

Cattlewomen – a voice from the past with a vision for the future.

NEVADA NEWS

Public Comment Extended on Grazing Flexibilities, Range Improvements on LCT Habitat in Nevada

RENO, Nev. — The Bureau of Land Management (BLM) will extend the public comment period for the Grazing Flexibilities, Range Improvements, and Restoration to Improve Lahontan Cutthroat Trout Habitat in Nevada. The new deadline for submitting formal public comments is July 15, 2024. The Bureau of Land Management (BLM) continues to invite you to provide substantive comments related to the Grazing Flexibilities, Range Improvements, and Restoration to Improve Lahontan Cutthroat Trout Habitat in Nevada Environmental Assessment (EA).

The BLM proposes to approve and implement a "protocol", for identification of management tools or processes by which flexibility in livestock grazing authorizations would be enabled—as well as the use of certain range improvements, water developments, and restoration activities—to accomplish resource

objectives on grazing allotments in Lahontan cutthroat trout (LCT, *Oncorhynchus clarkii henshawi*) habitat in Nevada. The project area includes 38 allotments administered through 38 permits, containing approximately 367 miles of occupied LCT stream habitat and approximately 583 acres of occupied LCT lake habitat.

Project information and documents are posted on the BLM ePlanning project website [DOI-BLM-NV-0000-2024-0002-EA] at <https://eplanning.blm.gov/eplanning-ui/project/2032486/510>.

Any individuals, groups, or organizations wishing to comment on this process can submit electronic comments including attachments by email in word (.doc), rich text format (.rtf), or text (.txt) to BLM_NV_GrazingforLCT@blm.gov with the subject line "BLM NV Grazing for LCT".

Hypertext markup language (.html), online submissions, can be submitted to the BLM ePlanning project website: <https://eplanning.blm.gov/eplanning-ui/project/2032486/510>.

Written comments can be submitted to:

Nevada State Office
Attention: BLM NV Grazing for LCT
1340 Financial Boulevard
Reno, NV 89502-7147

Please provide your comments by July 15, 2024, with any concerns that you might have regarding this EA. Comments should be as specific as possible and should identify issues or concerns relating to types of grazing permit modifications on BLM Nevada-administered grazing allotments containing occupied LCT habitat, or range improvements and restoration activities.

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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University of Nevada, Reno Team Develops New Vegetation Mapping Tools

Improved management of rangeland, better recovery from wildfires, among likely benefits

RENO, Nev. – Powerful new digital mapping tools developed by University of Nevada, Reno researchers hold promise to improve management of rangeland, particularly public lands in the far-flung Western United States.

The significant improvements in mapping of vegetation enabled by the University's research provide managers of rangeland, ranchers as well as federal managers of public lands, with better information to make large-scale decisions to mitigate effects of grazing, wildfire and other potential disruptions.

The research was conducted by Lucas Phipps, a rangeland ecologist, and Professor Tamzen Stringham, both in the Department of Agriculture, Veterinary & Rangeland Sciences in the University's College of Agriculture, Biotechnology & Natural Resources. The results were published this month in the journal *Rangeland Ecology and Management*.

Putting big data to work

Phipps explained that the new mapping process employs robust machine learning that crunches massive amounts of information gathered by satellite imagery as well as data gathered painstakingly by generations of scientists working on the ground. The result: Map grids that show vegetation patterns more accurately than previous methods.

Accurate information about vegetation is particularly important in Nevada, where the federal government owns more than 80% of the land. Many ranchers in the state want more flexibility in the management of the rangeland they lease from federal agencies. In fact, four ranches in the state have joined with the Bureau of Land Management to test management practices that provide ranchers with more ability to respond themselves to changing conditions.

But that sort of flexible management requires the best-possible information about vegetation and changes in vegetation patterns to ensure that rangeland is grazed appropriately, Phipps said.



The far-flung Winecup-Gamble Ranch in northeast Nevada hosted research into mapping tools to improve rangeland management. (Photo by David Packer)

Two of the Nevada ranches participating in the BLM's Outcome-based Grazing Program — the Winecup-Gamble Ranch northeast of Wells and the Smith Creek Ranch west of Austin — became test sites for the mapping technology developed by University researchers.

The sprawling Winecup-Gamble Ranch would be particularly challenging for traditional vegetation-mapping techniques, Phipps said. The ranch encompasses about a million acres, an area larger than Rhode Island, along the Nevada-Utah state line. Many of the remote stretches of the ranch would be difficult for on-the-ground monitoring of vegetation.

High-quality mapping

In the past, vegetation maps were created from studies of soil types, along with data about factors such as rainfall, average temperatures and elevation. The advent of remote data from NASA's Landsat satellite allowed researchers to create large-scale maps beginning in the mid-1980s, and researchers began to use satellite imagery to track large-scale changes from one year to the next.

The process developed by Phipps and Stringham uses machine-learning analysis of more than 40 environmental variables, to develop vegetation maps that have more information, and better-quality information, than existing mapping products. Maps generated by the new process were validated by on-the-ground observations at 450 sites.

Despite the accuracy and wide vision of the vegetation maps generated by machine learning and remote imaging, Phipps said the new technology still can't replace the observations of skilled scientists working in the field.

"Boots-on-the-ground remains the gold standard," he said. "But to create maps of large areas, or remote areas, it becomes a manpower problem."

Impacting the West, the world

The mapping project, Phipps said, fits well with the University's mission as a land-grant university, where much of the work focuses on improving the daily lives of people across Nevada and beyond. Efforts to help wildlands recover from the disruptions of fire, mining exploration and off-highway vehicles all will be strengthened by better understanding of vegetation patterns.

While the new vegetation mapping was developed on the two Nevada ranches, Phipps said a clear next step would involve its rollout across the remainder of Nevada and neighboring states.

And it's not just Nevada and other Western states that will stand to benefit. Phipps said other countries that haven't undertaken extensive soil surveys could use the new technology to develop high-quality vegetation maps that will allow them to make better decisions.

"The scientific community, ranchers and federal land managers all share an interest in good stewardship of rangelands," Phipps said. "They've been really complimentary of the University's work, as they have seen the possibilities of this important new tool for vegetation mapping."

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Lab-Grown Protein Stumbles But Our Vigilance Remains

By Mark Eisele, NCBA President

Last summer, NCBA passed a policy on lab-grown protein for the first time. Unlike the plant-based Impossible and Beyond fake meat that we are familiar with, lab-grown protein is a new technology that takes animal cells and grows them in a bioreactor. If that sounds a bit unappetizing, you're not alone.

It turns out consumers would rather have beef raised by farmers and ranchers, not burgers grown in test tubes. These lab-grown protein companies, backed by millions of dollars from celebrities and hedge funds, were once predicting the end of traditional agriculture and a new era of "manufactured" meat. Today, they are singing a different tune.

Recently, a company called SCiFi Foods shut down operations after running out of money to commercialize lab-grown protein. In 2023, SCiFi Foods built a manufacturing facility in San Leandro, California, and had big plans to sell a burger made from a mix of lab-grown protein and plant-based imitations. In a note from the co-founders, they blamed consumer choice and politics as the reasons their idea never got off the ground. They stated:

"Unfortunately, in our case, great technical execution just wasn't enough. In the last few years, the zeitgeist around meat alternatives went from boom to bust, calling into question the viability of blended products. At the same time, the regulatory progress on cultivated meat in the U.S. has seemingly stalled despite last



year's historic approvals, and cultivated meat got dragged into the U.S. political culture wars with Florida and Alabama proactively banning the sale of products yet to be on the market. With all this risk, combined with today's capital markets, it became effectively impossible for us to raise the tens of millions SCiFi needed for a small commercial launch; much less the hundreds of millions needed for full commercialization."

It's no surprise that as consumers learned more about lab-grown protein, they wanted nothing to do with it. At the same time, numerous states have introduced or passed legislation on lab-grown meat — instituting labeling requirements or banning it outright. In Washington, NCBA has worked with members of Congress to introduce the bipartisan FAIR Labels Act that would require clear labeling of lab-grown products, so consumers know exactly what is in their shopping cart. As the U.S. Department of Agriculture is expected to finalize a rule

later this year about what to call lab-grown protein, NCBA will continue working to make sure an accurate name like "lab-grown" or "lab-cultured" is used rather than a name that would slander traditional cattle production.

Despite beef's popularity and wins in the marketplace, we can't rest on our victories. Just this past month, the U.S. Department of Defense (DOD) released a plan to pour \$500 million of taxpayer money into lab-grown protein research by a company called BioMADE. I firmly believe our nation's military heroes should not be fed untested food like lab rats, they should be enjoying the highest quality, real protein like beef. Immediately, NCBA called out this funding and we even got Congressman Don Bacon, a retired Air Force Brigadier General, to introduce an amendment blocking the DOD from funding lab-grown protein. NCBA is keeping the pressure up to ensure only real food goes into our service members' rations.

Your daily hard work on the farm or ranch contributes to the highest quality beef in the world. Beef is the king of summer barbecues and celebratory dinners; we continue to see strong demand, and we are driving lab-grown imitators out of business. Still, we must always remain vigilant and continue sharing the environmental, economic and social benefits raising cattle has on our communities and the world.

Thank you for trusting us to be your partner in fighting for real beef, and thank you for your membership in NCBA.



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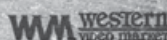
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Superior Sunrise - 7:30 a.m.
Video Auction - 8:00 a.m. (PDT)

TUESDAY, JULY 30

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

WEDNESDAY, JULY 31

Superior Sunrise - 7:30 a.m.
Video Auction - 8:00 a.m. (PDT)
26th Annual Superior
Livestock Cowboy Golf
Tournament - 5:00 p.m.

THURSDAY, AUGUST 1

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

FRIDAY, AUGUST 2

Superior Sunrise - 7:30 a.m.
Video Auction - 8:00 a.m. (PDT)
Social at The Martin House
Live music from Waylon
Thibodeaux



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Where Was NCBA?

By Colin Woodall, NCBA CEO



NCBA's ability to manage crisis situations is known far and wide. We spend an incredible amount of time identifying potential threats, researching those threats, and putting a plan together on how we will respond if faced with that particular event. We then run internal staff drills to get everybody prepared for their role in the response. We have spent years preparing for the eventual return of foot and mouth disease (FMD). That preparation includes ongoing internal drills, sharing our information with other livestock groups, and participating in drills conducted by state and federal agencies to ensure our partners are equally as prepared. We are ready to spring into action and protect our industry.

We are prepared for FMD because we know the disease and understand what will happen when an outbreak occurs. However, what happens when we are faced with an unknown disease? Back in mid-March, I received a phone call from our Checkoff-funded Issues Management Team informing me of an emerging animal health issue where an unknown disease was making dairy cows sick in Texas. Our issues response training and preparation kicked in, and we began by working with our partners in Texas, other livestock groups and state agencies to learn as much as we could, as fast as we could. Once we had the basics of the situation, we conducted a call with our officers, executive committee and the executive staff officers from state beef councils, policy affiliated organizations and breed affiliates. We knew we needed to inform the beef team before the story started to garner press attention. The first rule of an issues response is to ask, "Who else needs to know?"

After informing our partners, we immediately began to monitor for media pickup. For those of you who have been to our headquarters office in Denver, you have seen the Checkoff-funded Digital Command Center where we have tools to see what is being said in mainstream media and social media to determine how widely a story spreads. It was clear when the story began to gain traction that the focus was on milk. Now, we had to decide how to proceed. Since beef was not the focus, we decided it was best to provide support to our friends in the dairy industry rather than leading the response and drawing attention to ourselves. Internally, we call this the "not breaking into jail" approach which simply means we do not want to do anything that may make us the star of a story by drawing the

"There are issues where we will be the lead and will dominate the messaging. Responding to FMD will be an example of that."

media's attention. We were going to help our partners respond without drawing undue attention on us since beef cattle had not been identified with the same health conditions.

It was several weeks before we discovered that H5N1, or Highly Pathogenic Avian Influenza, was the cause of the sickness we were seeing. We had not seen that before, so while it was good to finally know the cause, our ability to respond remained a challenge. Once it was decided by the White House and USDA to test ground beef for H5N1, we knew we had to ramp up our engagement and communication since beef was now the focus. Fortunately, the tests revealed H5N1 was not a threat to the beef supply, but those tests were done in the early part of Beef Month in May. We had to adjust our beef promotion plan to make sure the consumer knew we were taking this seriously. As soon as the negative tests came in, we were back to promoting Beef Month and the kick-off to summer grilling season. Here we are, four months into this response, and we are still engaging and monitoring the situation.

Now, I have had a lot of questions about why we were not more vocal during the response. Hopefully, what I shared with you above gives you more insight into our strategy. There are issues where we will be the lead and will dominate the messaging. Responding to FMD will be an example of that. There will still be times when we are most effective at providing behind-the-scenes support on issues where we are not targeted. Regardless, we are always engaged and looking out for the best interests of our industry.

Let me leave you with this. About five weeks into this crisis, I received a phone call letting me know the White House was considering a stop-movement order for all cattle as a way to control this outbreak. Thanks to our relationships in D.C., we were able to provide all the data to illustrate what a bad idea that would be. Our engagement and information got the White House to back off. Can you imagine the economic damage caused by stopping the movement of all cattle in this country? It probably would have been even worse than we could have imagined, but it was NCBA who stopped it. This illustrates that even a behind-the-scenes approach can lead to big wins. We are always ready to respond to a crisis, and our response to the H5N1 crisis proved it. That is NCBA looking out for you and our industry.

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Nevada Beef Council Update — July 2024

Your Checkoff Dollars at Work

Courtesy Beef. It's What's for Dinner.

Masters of Beef Advocacy Program Celebrates 25,000 Graduates

Two years ago, the Masters of Beef Advocacy (MBA) program managed by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, hit 20,000 graduates. This year, the program celebrates an additional 5,000 graduates – reaching a new milestone for advocacy in the beef industry.

“It feels like yesterday that we were celebrating 20,000 graduates,” said Paul Dybedahl, Associate Director of Communications for the Masters of Beef Advocacy Program. “Just two years later, it’s incredible to see an additional 5,000 graduates, all willing to dedicate their time to learn more about, and advocate for, the beef industry.”

Created in 2009, the MBA program is a free, self-guided online course that provides members of the beef community – from farmers and ranchers to students, supply chain members and consumers – with the tools and resources needed to become a strong advocate for the beef community.

In 2021, the MBA program launched MBA NextGen – which updated training modules, splitting the course into five online lessons:

- **The Beef Community** – Context of raising beef from pasture to plate with a focus on the community of people involved throughout the beef lifecycle.
- **Raising Cattle on Grass** – An introduction to the first step in the beef lifecycle and the many benefits of raising cattle on our country's vast grass pasture resources.
- **Life in the Feedyard** – A discussion on the role of feedyards, including animal care, nutrition and environmental stewardship, at this important step in the beef lifecycle.
- **From Cattle to Beef** – An in-depth look at the slaughter process and the humane handling and safety measures in place at today's beef processing facilities.
- **Beef. It's What's For Dinner.** – A primer on choosing and cooking the right cuts of beef and the important role of beef in a healthful diet.

After completing NextGen, MBA graduates can enroll in MBA Continuing Education where graduates can continue their education with more lessons on beef's nutrition, sustainability, and animal welfare among more. Graduates can also access monthly newsletters and join the program's Facebook community where updates are given on the latest consumer trends.

Anyone interested in learning about beef's journey from pasture to plate is invited to enroll today at <https://mba.beeflearning-center.org/>



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