



# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

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## Nevada Cattlemen's Association August Update

*By: Martin Paris, NCA Executive Director*

Happy August Nevada cattlemen and women. We are smack dab in the middle of some pretty terrible drought conditions. Nearly half of Nevada currently falls under the U.S. Drought Monitor's D4 "Exceptional Drought" category. While conditions out on the range are not ideal this year, NCA continues working hard to ensure that flexibility is maintained within grazing permits. Whether that be temporary water projects/hauling or other grazing permit adjustments needed

to keep things on track.

Along with drought, we are also in the heart of wildfire season. I would encourage anyone interested to inquire with your BLM or USFS office about the Rancher Liaison Program. The Program exists or is being implemented by most of the land management agencies in Northern Nevada. The Program uses local ranchers as a liaison between the Agency Administrator as well as the Incident Commander to facilitate information sharing, resolution of issues, and stakeholder input during the incident. As the person with boots on the ground on your ranch every day you know where the best access is, where the water is, where your cattle are, and other vital pieces of information that can assist wildland firefighters in getting the fire out.

To shift gears a bit, NCA held our summer Board of Directors Meeting at the end of June. We received updates from the Bureau of Land Management (BLM), NV Department of Wildlife (NDOW), U.S. Fish and Wildlife Service (USFWS), U.S. Forest Service (USFS) and Nevada Department of Agriculture (NDA). There is no doubt that the cattle industry and public lands grazing will face significant and unique challenges as we move into the future including sage grouse and the 30 x 30 initiative to name a few. However, NCA is in a great position to address these issues head on due to the cultivation of outstanding working relationships with our federal and state agency partners. These relationships and open lines of communication will serve as a huge benefit as policy decisions impacting our industry are being considered.

During July we have started working towards our upcoming 2021 NCA Convention and Trade Show. Our convention will be in Elko this year from December 9th-11th. Along with planning for the convention, we have also been preparing for the Annual Fallon All Breeds Bull Sale in Fallon, NV to be held on February 19th, 2022. Consignments for NCA members is open on August 1st and non-NCA member consignment will open on September 1st. Further consignment information and more information on the convention will be available on our webpage at [www.nevadacattlemen.org](http://www.nevadacattlemen.org).

Also, during the middle of July the joint Women in Ranching Education & Development (WIRED) and Stockmanship & Stewardship event was held in Elko. There was a great turnout for the two-day event which was filled with several great sessions and wrapped up with an in-person Beef Quality Assurance certification. I'd like to thank the Nevada Beef Council, National Cattlemen's Beef Association, American National CattleWomen's Association, Nevada CattleWomen's Association, University of Nevada Cooperative Extension and all of the sponsors for making the event possible.

If you have any questions or concerns about some of our upcoming events, please feel free to contact the NCA Office at 775-738-9214 or by email at [nca@nevadabeef.org](mailto:nca@nevadabeef.org). I hope everyone has a great rest of the summer!



Extension Living With Fire team members (left to right) Megan Kay, Christina Restaino and Jamie Roice-Gomes record the second episode of the new Living With Fire Podcast. See page 5 for more on the "Living with Fire" podcasts. Photo by Jordan Buxton.

## UPCOMING EVENTS

**56th Annual  
Fallon All Breeds Bull Sale  
CONSIGNMENTS OPEN  
for NCA Members**

— August 1, 2021 —

**NCBA Cattle Industry  
Convention & Trade Show**

— August 10–12, 2021 —

Gaylord Opryland Resort &  
Convention Center

Nashville, Tennessee

<https://convention.ncba.org>

**Public Lands Council  
Annual Meeting**

— September 8 –10, 2021 —

Seaside, Oregon

[publiclandscouncil.org](http://publiclandscouncil.org)

**Nevada Cattlemen's Association  
Annual Convention  
& Trade Show**

— December 9–11, 2021 —

Elko Convention Center

Elko, Nevada

[nevadacattlemen.org](http://nevadacattlemen.org)

**Nevada Cattlemen's Association  
56th Annual Fallon  
All Breeds Bull Sale**

— February 19, 2022 —

Fallon, Nevada

[nevadacattlemen.org](http://nevadacattlemen.org)



# PRESIDENT'S PERSPECTIVE

*Tom Barnes, President, Nevada Cattlemen's Association*

As we navigate our way through this hot dry summer, the threat of wildland fire continues to linger over our heads. I want to be optimistic and think that we will break this cycle of huge fires but the Beckwourth fire around Doyle, CA is a reminder that this cycle continues. These large fires are devastating to our ranches and wildlife, not to mention the emotional toll they take. County governments also feel the economic pressure that is associated with these fires.

Jon Griggs and I recently met with northeastern Nevada fire managers to discuss wildland fire and wildland fire management. We expressed our concerns about management prior to, during and after a fire. Much of the discussion centered on what has been learned over the last few years to improve fire suppression efforts. The Rancher Liaison program is something that has proven to be very effective and is really important to both fire mangers and ranchers during a fire event. We all appreciate Jon Griggs' efforts in getting this program off the ground but we need more rancher involvement. Jon and Glen Uhlig, BLM Elko Fire Operations Supervisor, recently wrote an article about the program. Some of you may have already seen it, but I wanted to include it as part of my monthly message.

"On to the next one ol' son" in Ranching unfortunately often means on to the next disaster. Drought is the current flavor, although the cattle markets certainly qualify. We are often too busy dealing with the current disaster to think about what else might be coming. Wildland fire deserves our attention though. It has become more prevalent in the last 20 years or so, with fires becoming bigger and hotter, and more prevalent in drought years.

What can Ranchers do, how do we prepare for fire? We can certainly tie in with our local volunteer company, if there is one. Often the first responders to wildland fire- especially when there are multiple starts like during a lightning event- are the Ranchers in the area. Make sure your house and outbuildings are defensible. Ranchers often tell Firefighters "don't worry about my house, save our allotments!" They're thinking of the "factory" that supports them, but the liability to Firefighters to choose rangelands over structures can only be overcome if the structures appear safe. If we make

our ranch houses and barns fire safe now, firefighters can get straight to the rangeland. It's a win-win. Save the house and get firetrucks on the rangeland faster.

The Rancher Liaison program exists or is being implemented by most of the Land Management Agencies in Northern Nevada for wildland fire. It is a mechanism for Ranchers and Firefighters to share crucial information during a wildland fire event. Most fires are caught during initial attack, but when they aren't a Rancher Liaison is assigned to the Incident Commander (IC) or Team fighting the fire. Their role is to relate to the IC concerns- such as cattle in the area, access, water locations, hazards, value of the resource, tactics, etc. In return the Liaison gets from the IC to share to the Community their plan for suppression, firefighting resources available or en route, expected fire behavior, etc. This communication helps to avoid conflict during a time that's stressful enough as it is and helps all involved to have the best possible outcomes.

Ask your contacts at BLM or USFS how you can become involved in the Rancher Liaison program. Put a good plan in place for how to deal with fire on your Ranch and you can be "on to the next one"!

## MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between June 25 and July 23, 2021.*

*(New members are in bold.)*

- Filippini Ranching Co.
- Kennedy Ranches, Susan Kennedy
- Filippini Ranching, Angie & Shawn Mariluch
- Open Box Arrow Ranch, Joe Durant
- Star Hotel, Scott Ygoa
- Hunter Thomas
- **Van Norman Ranches, Inc., Robin & Diane Van Norman**



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Tom Barnes, President

Jon Griggs, Pres.-Elect

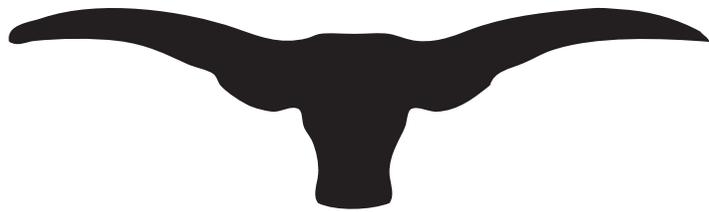
Hanes Holman, 1st Vice Pres.

Dave Baker, 2nd Vice Pres.

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# New *Living With Fire* Podcasts Dig Deeper into Today's Wildfire Challenges

University of Nevada, Reno Extension continues outreach efforts to help residents better understand and live more safely with wildfire

RENO, Nev. – With wildfires burning across the state and much of the West, many residents are shaking their heads, wondering how we got to the point where smoke-filled skies are just something we have to accept as part of living in Nevada. A new podcast from the Living With Fire Program seeks to shed some light on that, as well as share perspectives and stories from land managers, scientists, fire professionals and community members about how wildfire is currently managed, the impacts of wildfires, and the role that humans play in living more safely with wildfire.

The Living With Fire Program has been working with the firefighting community since 1997, educating Nevadans on how to live more safely with the threat of wildfire. Today, the multiagency effort led by University of Nevada, Reno Extension launched a new podcast funded by the Bureau of Land Management – Nevada State Office.

Since its inception, the program has provided educational, research-based information and opportunities to help residents reduce the threat of wildfire in their communities. In that spirit, Extension's Living With Fire team has now created the podcast to add to their library of resources. The podcast seeks to:

- dig deeper into the issues surrounding our wildfire challenges,
- share personal accounts from those who have battled the fires and those who have been impacted by them,
- and provide insight from those who research the topic and try to manage our lands and wildfires to prevent catastrophic loss of lives and property.

The Living With Fire Podcast is available on Apple Podcasts, Spotify, Stitcher and other platforms. The first two episodes were released today:

Episode 1: How did we get here? The History of Wildfire in Nevada

Episode 2: Living With Fire : Members of Extension's Living With Fire Program team give their perspectives on what it means to live with fire, and talk about some of the innovative ways the program and its partners are expanding the program, not only into the airwaves with the podcasts, but also in the schools, for example.

#### More to Come

Some of the other episodes that will be available later in the summer include:

- Fire Management in Nevada, with Paul Peterson, fire management officer with the Bureau of Land Management, Nevada; and Gwen Sanchez, fire management officer with the USDA Forest Service – Humboldt Toiyabe National Forest
- Cultural Fire on Washoe Lands, with Helen Fillmore and Rhiana Jones, environmental specialists with the Washoe Environmental Protection Department
- Stories From Nevadans Impacted by Wildfire, with Jon Griggs, ranch manager at Maggie Creek Ranch in Elko, Nevada; and Jole Rector and Todd Ballowe, Washoe County residents
- Fire Ecology in Nevada, with Matthew Brooks, supervisory research ecologist with the U.S. Geological Survey; and from the USDA Forest Service – Rocky Mountain Research Station, Stanley Kitchen, research botanist, and Alexandra Urza, research ecologist
- Perspectives From Wildland Firefighters, numerous local wildland firefighters

To learn more, go to [www.livingwithfire.com/podcast](http://www.livingwithfire.com/podcast), or email Roice-Gomes at [jamier@unr.edu](mailto:jamier@unr.edu).



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# New Tool Helps Farmers and Ranchers Develop Custom Biosecurity Plan for Disease Prevention

By: Chase DeCoite

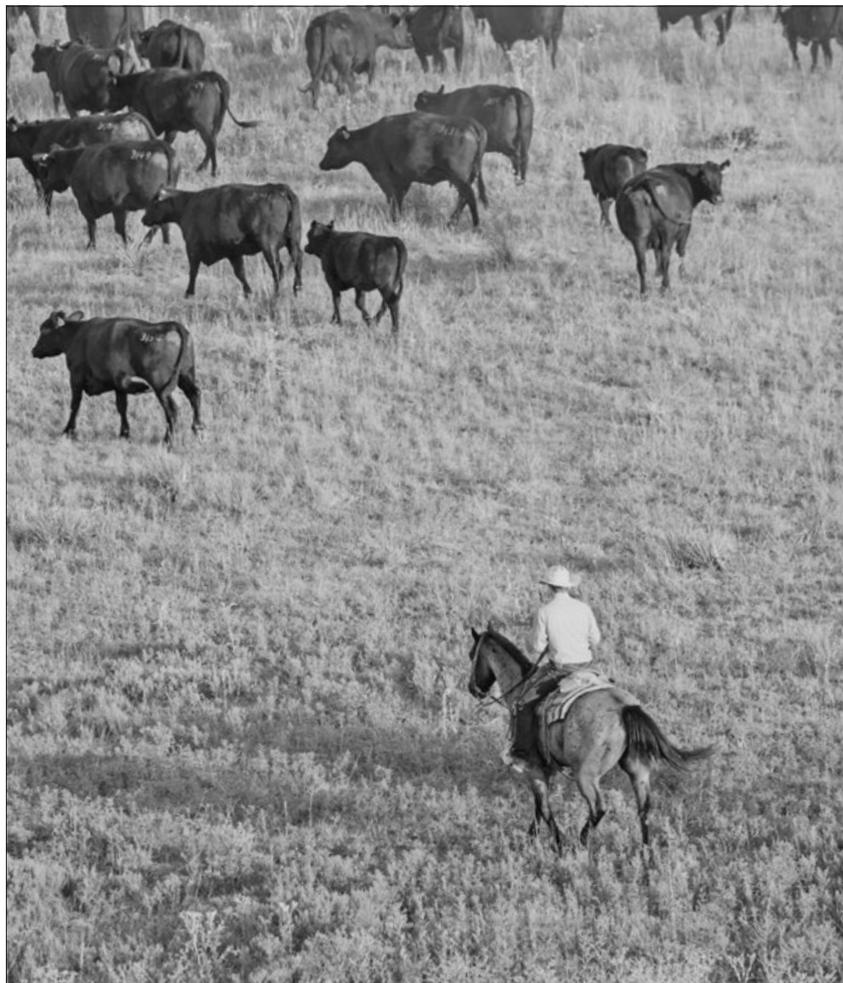
In support of cattle producers across the country dedicated to preventing disease, improving animal welfare and reducing production losses, the Beef Checkoff-funded Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template. The template, which helps cattle producers implement daily biosecurity measures on their operations, is available digitally as a PDF or can be printed for handwritten plans.

The template was specifically designed to be customizable, giving producers flexibility in determining management practices that work best for their cattle operation and covers everything from animal movement to worker training. The goal of this introductory and stepwise program is to provide beef farmers and ranchers across the country with the information needed to implement biosecurity plans. In addition to providing basic information, the tool emphasizes why biosecurity is vital on cattle operations and provides an opportunity for producers to have conversations with their herd veterinarians, extension agents, and state BQA coordinators about biosecurity preparedness.

“Biosecurity is a top priority for the beef industry,” said Kim Brackett, an Idaho cattle producer and chair of the BQA Advisory Group. “This Beef Checkoff-funded tool allows beef farmers and ranchers to develop their own biosecurity plans unique to their operations. Whether a cow-calf operation in California, a backgrounder in Mississippi or a feedyard in Kansas, being proactive and developing a written plan ahead of a crisis allows producers to implement and become familiar with biosecurity precautions. Even more importantly, producers will be prepared if a biosecurity threat were to happen.”

The Daily Biosecurity Plan for Disease Prevention template was created in collaboration with the United States Department of Agriculture and its Secure Beef Supply plan. By intersecting these resources, producers that already have biosecurity steps in place for day-to-day operations are able to easily move to an enhanced biosecurity plan to prepare for a potential foreign animal disease outbreak.

The template and other resources can be found by going to <https://www.bqa.org/resources/templates-assessments>



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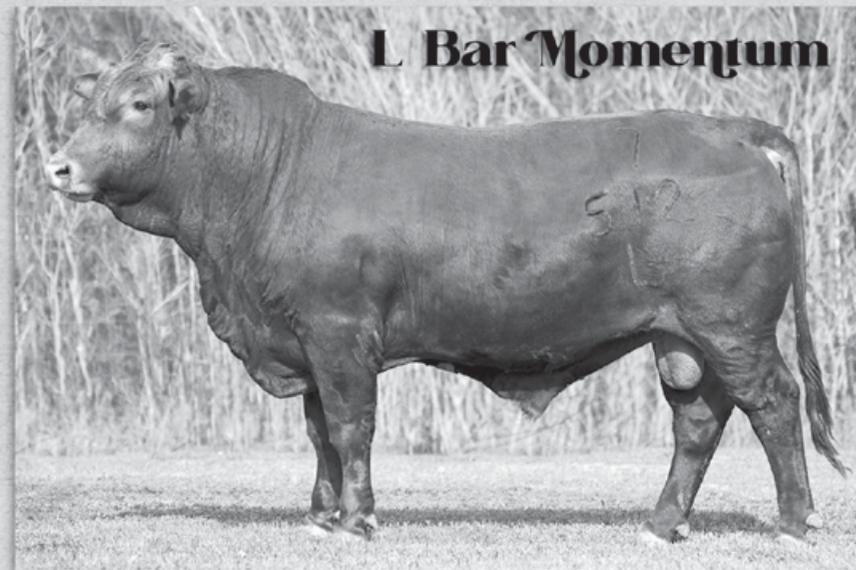
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# Feeder Cattle Market Update

by Stephen S. Foster, Extension Educator, UNCE, Pershing County

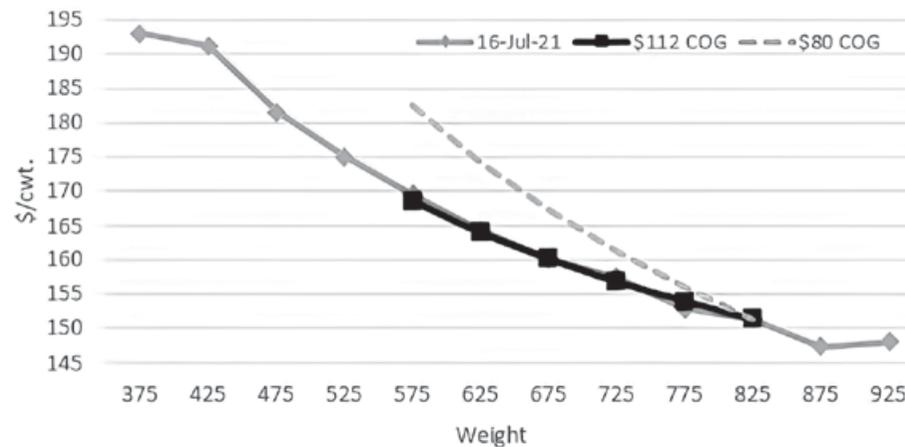
The National Weekly Feeder and Stocker Cattle summary, provided by the USDA Livestock Market News for July 19, 2021 showed an increase in recent feeder calf prices;

*“Compared to last week, steers and heifers sold steady to 2.00 higher in the South-Central region and steady to 2.00 lower in the Southeast region. Demand was reported from moderate to very good depending on the quality and weighing conditions at auctions in the nation this week. Typical southwest summer weather continues to beat down on the earth in the upper third of the country. North Dakota is coming off one of the hottest and driest Junes on record and the hay stockpile situation in that area as ranchers buy feedstuffs to hold their herds in drought. Beef cow slaughter persists as over 55 % of the country has some sort of drought designation. Preliminary data covering the first half of 2021, Year-to-Date heifer and beef cow slaughter is 8 % above a year ago, while total cattle slaughter is 6 % above a year ago. For the same period, beef cow slaughter is over 19 % more than the previous five-year average as well as the largest number slaughtered (approx. 1.713 mil head) in the last 11 years. Contraction of the beef cow herd is indicated with that type of increase in the mature cow and fed heifer slaughter. The Boxed beef value slide has sounded like a broken record for five weeks now and Choice has lost over 65.00 since the first of June. The dog-days of summer are upon us with demand shifting to hamburgers and hot dogs. Choice boxed beef closed the week 10.65 lower at 267.94, while Select was 5.62 lower at 251.79 for the same period.”*

According to Derrell Peel, Oklahoma State University, rising feed prices continue to be reflected in feeder cattle markets. Market prices for feed grains increase in order to ration feed demand to balance with a limited supply. High feed prices are a market signal to all feed users to use less grain.

For the cattle industry, high feed prices do not mean that less cattle will be fed

Figure 1. Price-Weight Relationship  
Medium/Large No. 1 Steers, Oklahoma



and produced... certainly not for many months. The supply of feeder cattle adjusts only slowly with annual calf crops. High feed prices encourage the cattle industry to utilize the ruminant flexibility of cattle to change how cattle are fed.

Figure 1 shows the current average auction prices for Oklahoma feeder cattle ranging from 375 pounds to 925 pounds (gray line). The set of feeder cattle prices at any point in time reflects a variety of factors including the overall supply of feeder cattle, fed cattle prices, feed and forage market conditions, time of year and other factors.

The price level for big feeder cattle (right side of the graph) is mostly a function of expected fed cattle prices and the supply of big feeder cattle relative to feedlot production flows. Feedlots have flexibility to purchase and place cattle of varying weights in the feedlot. The cattle industry adjusts to high feed grain prices mostly by focusing on buying heavier feeder cattle that will require less feed to finish. Thus, high feed prices have relatively little impact on the price of big feeder cattle but a significant impact on the price of lighter weight feeder cattle relative to big feeders.

In Figure 1, the black line shows approximately how a feedlot is willing to price lighter weight feeder cattle relative to an 825-pound animal, in the current market, when feedlot cost of gain (COG) is \$112/cwt. The black line lies on top of the gray market price line, which indicates that the feeder market currently reflects roughly this level of feed costs. The light gray dashed line shows approximately how feedlots would price lighter weight feeder cattle if feedlot cost of gain was at 2020 levels, roughly \$80/cwt.

In other words, the price of lightweight feeder cattle would be significantly higher relative to heavy feeders with lower feed costs and the market line would be steeper and would be close to the light gray dashed line.

This illustrates how the cattle industry responds to high feed grain prices and how the market adjustments coordinate the industry response outside of feedlots. The feeder cattle market responds to high feed prices by reducing the premium of lightweight feeders to heavy feeders as feedlot prefer to buy more pounds from the country. This represents a reduction in the price rollback or price slide for feeder cattle as weight increases.

The result is to increase the value of gain for stocker production and thereby encourage cattle to achieve more weight prior to placement in the feedlot. The current value of gain for stocker production based on the market prices in Figure 1 is \$1.05 to \$1.10 per pound of gain for steers from 450 to 900 pounds.

High feed prices mostly impact how cattle are produced. In an environment of high feed prices, the industry incentives are to make cattle bigger before feedlot placement and to slow down the rate of cattle production somewhat. For cow-calf and stocker producers, this means more opportunities for retained stockers and stocker production to heavier weights in response to those market signals.

Sources:

- Feeder Cattle Markets Adjust to Higher Feed Prices, Derrell Peel, Oklahoma State University.
- National Weekly Feeder & Stocker Cattle Summary, USDA.

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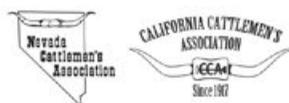
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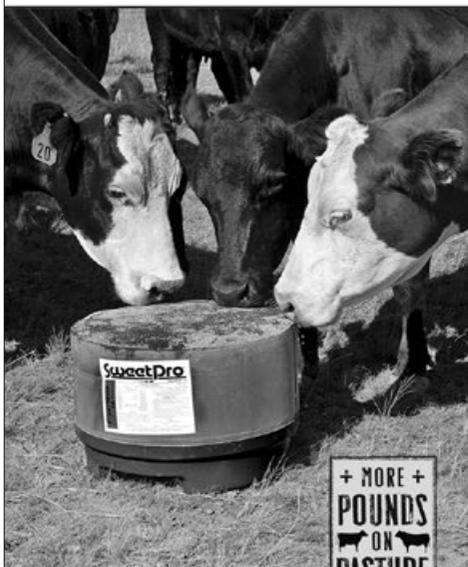
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## NCBA Commends USDA for Prompt Action on “Product of the USA” Label Concerns

WASHINGTON (July 1, 2021) — Today, the U.S. Department of Agriculture (USDA) announced a top-to-bottom review of the “Product of the USA” (POTUSA) label, which will inform a forthcoming rulemaking on this topic. NCBA has long-advocated for voluntary labels that meet consumer demand and allow producers to distinguish their products in the marketplace, and recently filed a petition with USDA’s Food Safety and Inspection Service (USDA-FSIS) to eliminate the use of POTUSA and other broad U.S. origin labeling claims for beef products. NCBA commends USDA for the prompt action to address industry concerns regarding the misleading nature of this generic label.

“The ‘Product of the USA’ label is not subject to source verification, is not tied to any kind of food safety standard, and is applied by packers and retailers in a manner that does not deliver value back to the cattle producer. This label not only misleads consumers, it is yet another barrier to producers gaining leverage and distinguishing their product in the marketplace,” said NCBA President Jerry Bohn. “NCBA members have voiced concerns about the potentially misleading use of the label and we thank USDA for responding to those concerns and recognizing that non-source verified labels are a disservice to producers and consumers alike. We look forward to working with USDA to find labeling solutions that represent investments made by producers

to continually improve their product and meet consumer demand.”

USDA’s announcement came after the Federal Trade Commission (FTC) held a public hearing on FTC-2020-0056, Made in USA Rulemaking, Matter No. P074204. The Commission voted 3-2 in favor of the final rule, to take effect 30 days after publication in the Federal Register. The new rule will strengthen FTC’s authority to enforce “Made in USA” labels. NCBA submitted comments on the proposed rule in 2020. NCBA’s comments reminded the FTC that USDA has primary jurisdiction over all meat food product oversight activities, including the approval and verification of geographic and origin labeling claims.

While the FTC and USDA announcements may have similarities, NCBA believes that USDA is the best-equipped agency to properly oversee beef labeling and we support USDA’s continued jurisdiction over labeling of meat food products.

NCBA’s grassroots policy supports a more appropriate generic label, such as “Processed in the USA.” In addition, NCBA stands ready to work with USDA’s Agricultural Marketing Service (AMS) to proactively educate cattle producers, processors, and retailers about the various opportunities that exist to develop voluntary, verifiable origin marketing claims that deliver tangible benefits to cattle producers without violating rules of trade.

## New USDA Grading Dashboard Expands Access to Data

WASHINGTON, July 9, 2021 – The U.S. Department of Agriculture (USDA) today announced a new Grading Dashboard, capturing current and historical quality grade and volume information for beef, lamb and veal shown in a visual format.

<https://public.tableau.com/app/profile/agricultural.marketing.service.livestock.and.poultry.program/viz/LPPublicGradingDashboard/AMSLPLandingPage>

“Today’s release of this new dashboard offers farmers, ranchers and others in the supply chain the latest grading performance information in an easy to use format,” said Mae Wu, USDA Deputy Under Secretary of Marketing and Regulatory Programs. “Up to 10 years of quality grades and volumes for beef, lamb and veal products can be viewed, analyzed and downloaded for free.”

The Dashboard includes data published through the weekly USDA National Steer & Heifer Estimated Grading Percent Report and expands the information to include veal and lamb grades and volumes. Benefits of the Dashboard include:

- Dynamic Visualizations: Filters can be manipulated to allow users to see information from different regions

over different time frames.

- Easier Analysis: Users can easily compare and analyze up to 10 years of data and download the information into a spreadsheet for further analysis.

USDA’s Agricultural Marketing Service (AMS) applies quality grades to a variety of agricultural commodities for companies on a fee for service basis. Industry stakeholders use this information in a number of ways. Meat packers utilize grading data to compare the current percentages to the livestock they buy, while producers compare these data to how well their own livestock perform. Small and traditionally underserved producers will especially benefit from this tool. This segment of the industry often lacks access to expert support or the software required to analyze grading performance data which are often used when establishing contracts for livestock purchases. Industry analysts also watch these numbers closely as a critical measurement of high quality product in the pipeline.

This interactive tool provides another level of service to the beef, lamb and veal industries that rely on these data to make informed business, marketing and production decisions.



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**Protect your investment and promote your profitability. Ask your local veterinarian if the Foothill Abortion Vaccine is right for your herd, or contact Hygieia Labs to learn more.**

Contact Jenna Chandler at Hygieia Labs for additional information.

Jenna Chandler, EBA Product Manager  
916-769-2442 | [jenna@hygieialabs.com](mailto:jenna@hygieialabs.com)

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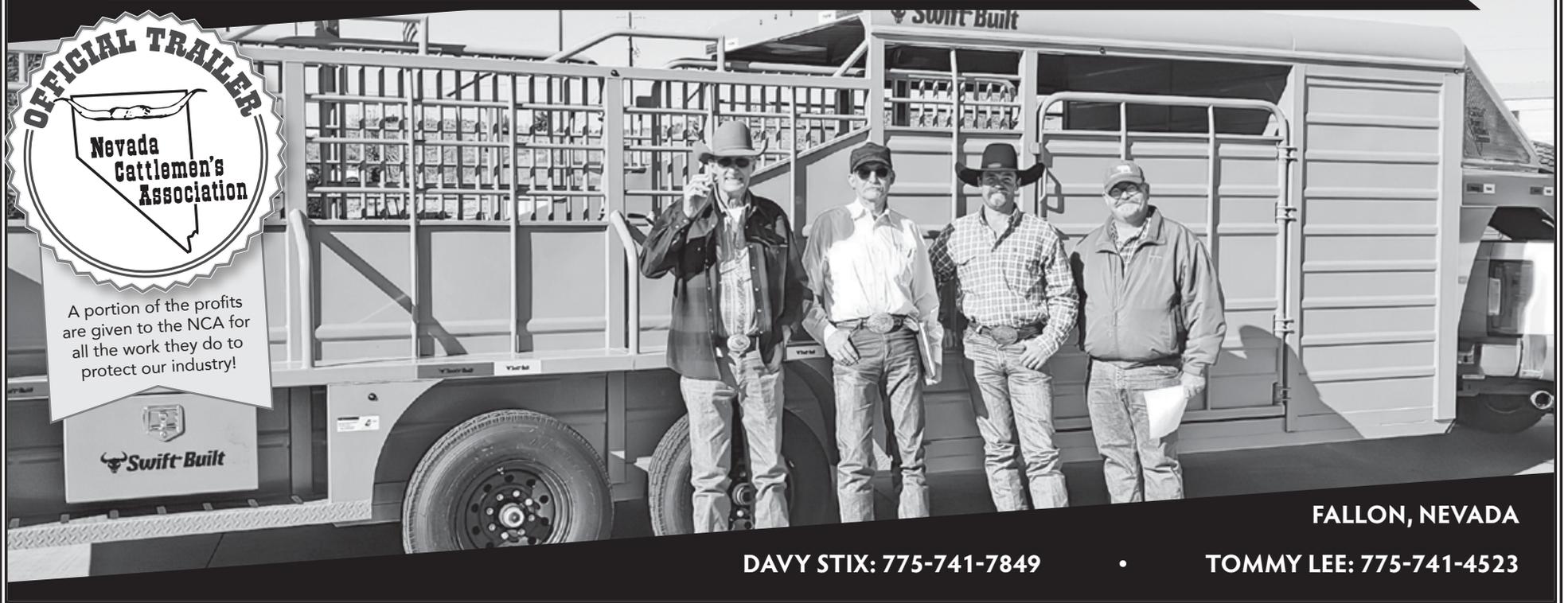
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# Conserving America the Beautiful – the ranching way

by Kaitlynn Glover



Kaitlynn Glover

Ranchers are the original conservationists. They'd call themselves managers, stewards, or just plain-ranchers, but there's no mistaking the careful management and successful outcomes of their labors. They are conservationists in the truest sense – working with the landscape and tailoring their approach accordingly.

It's this commitment to place-based management that has prompted ranchers to engage with the Biden Administration's proposal to conserve 30 percent of the nation's lands and waters by the year 2030. Recently rebranded as the administration's campaign to "Conserve and Restore America the Beautiful",

the conservation campaign has inspired equal measures of enthusiasm and resistance – and for good reason. Historically, ranchers in the West have been skeptical of federal government programs that tend to be top-down "solutions", rather than the locally-led, locally-supported work that ranchers have been doing for generations.

While this skepticism runs deep, the 30 by 30 campaign offers a rare opportunity for ranchers to be widely recognized as the conservationists they are. From the valleys of California to the sagebrush seas of Wyoming and everywhere across America the Beautiful, ranchers and farmers carry forward generations of

hard-fought knowledge, dedication, and persistence to conservation goals. Their sheer stubbornness to continue ranching through challenges like drought and fire means that they have kept these lands open, unmarred by concrete or development through each of these trying times. They have also kept these lands healthy, even in the wake of drought, fire, and plague, by actively cultivating landscape recovery. Because of their presence on the landscape, the beautiful American legacy of wide open spaces as far as the eye can see has been preserved.

This term – *preservation* – causes a good deal of consternation among this community. Particularly in the West, the fight for the future of these vast landscapes has hinged on the distinction between preservation and conservation. Preservation evokes memories of taxidermy and shadowboxes that both seek to freeze a moment in time. While many of us would like to stop time, that's just not how natural resource management works.

In the West, "preservation" has historically been used interchangeably with *designation, acquisition, and prohibition*. Land management guided by *preservation* inspired designation of multi-million-acre national monuments that far exceeded the intent of the Antiquities Act and creation of wilderness areas that now regularly experience catastrophic wildfire. This approach is widely reviled by ranchers who know that responsible natural resource management means being nimble enough to respond to rapidly changing conditions, not expecting the resources to stay the same despite all other factors.

This nimbleness meant ranchers were ready to respond to President Biden when he first announced his "30 by 30" goal. During the 90-day period when the Departments of Agriculture and Interior were gathering public input about how to meet this 30 by 30 goal, the Public Lands Council (PLC) shared a few key recommendations from public lands ranchers.

**We told the administration they must differentiate between preservation and conservation.** If this 30 by 30 was going to be an effort to preserve 30 percent of the country's lands, ranchers would oppose for the sake of the resource. Ranchers and resource managers also know that acquisition, designation, and prohibition do not equal conservation. We urged the administration to take a wide view of conservation activities, knowing that no single practice can be successful in every scenario. Conservation, much like the ranchers who do it on a daily basis, has to be nimble.

**We told them that they needed to be clear about how the conservation would happen** – what activities would count, where the conservation would happen, and what lands would be eligible – if they were to avoid widespread panic and opposition. The public needed reassurance that the administration didn't intend this proposal to be a thin disguise for a grab of private and public land rights. This concern, of course, is well-founded in communities that time after time have had their entire realities upended by executive fiat. Furthermore, the administration needed to be clear about whether this effort would happen in the West on existing public lands, in the East on private lands, or a mix of something in between. Even in the early days of their exploratory process, Department officials were peppered with questions that they just couldn't seem to answer.

Perhaps most importantly, **we told the Department that they must recognize the good work already being done.** If they truly wanted to achieve their conservation goals, and wanted to do so on a large scale, **they needed ranchers' support, engagement, and expertise.**

It's important to remember how this process started. President Biden announced the 30 by 30 conservation goal as part of an Executive Order, which is effectively a presidential wishlist. It's an instruction to the Departments to do something, often with few instructions on how to accomplish the task. That Ex-



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Executive Order left the 30 by 30 process open to the Departments and instructed them to come up with a plan in 90 days, but offered little additional guidance. In that first three months, the Departments appeared to have no clear direction other than to listen to the public. PLC took the opportunity to share ranchers' message because if we don't tell them, who will?

Shortly after that 90-day period ended, the Departments of Agriculture, Interior, and Commerce issued their report that renamed and reframed 30 by 30 into the first national conservation campaign to "Conserve and Restore America the Beautiful". The long-awaited report was light on details. It didn't answer *how* or *where* the conservation would happen, or *who* would do it. It didn't respond to those who questioned whether this would be a public land push, a private land effort, or somewhere in between. The report contained little about whether the Departments would seek new authorities from Congress.

So, what did the report say?

The report set a few clear priorities: create more green space for urban communities, improve landscape resiliency, increase public access to the outdoors, support locally-led efforts, and increase Tribal involvement in the conservation progress.

In a huge victory for farmers and ranchers, the report recognized the need to "incentivize and reward the voluntary conservation efforts of fishers, ranchers, farmers, and forest owners" as one of the six core areas of focus for the campaign. The importance of this inclusion cannot be understated: **this language is a first step toward the administration formally recognizing the wide array of benefits provided by livestock production in a public, visible, and enthusiastic way.** PLC keeps preaching the message that "grazing is good", and the administration listened.

The report contained a few seriously concerning points, too. A few key mentions of *preservation* and wildlife corridors, the focus on significantly expanded access to lands (for recreation, primarily), and the ongoing uncertainty about some of the key definitions was sufficient to keep many folks on the edge of their seats. Ranchers and other stakeholders are right to still be skeptical when so many details remain unanswered.

This skepticism, however, shouldn't prevent engagement in what comes next. With so many questions left to answer, the administration is putting together a group of government agencies, scientists, tribes, and other stakeholders to create a Conservation and Stewardship Atlas. The atlas will be the guide for *what* counts, *where* conservation will happen, *who* will do it, and *who* will *count* it. Being an active stakeholder now is imperative to ensure the government hears from the true American conservationists who *do* conservation, not just those who write about it.

At first glance, the America the Beautiful campaign seems overwhelming, pulling us in hundreds of directions at once. When you dig in a bit, it becomes clear that it's just a new name for all the same issues we've been dealing with for years. PLC has been working on landscape resiliency to catastrophic wildfire, invasive species, balancing multiple use, and protecting private property rights for decades – and will continue to do so regardless of this 30 by 30 goal. The quiet genius of this campaign is that it gives the federal government a neat box with a bow on top where they can put all of their natural resource management issues together in once space.

If you've read this far, you may think I chose a really bad time to don my rose-colored glasses, but I believe the world looks better in full color. When President Biden was sworn in, western states knew we'd be facing fights over new monuments, expanded wilderness, and policies supported by groups who would like nothing more than to remove all livestock from public lands. This was going to be true regardless of whether these things were included in the first "national conservation goal". These fights will come, and we will fight them with the same vigor we have always had. As a nimble, flexible ranching community, we can both

fight those fights while also actively shaping a proposal that should reflect the good work we already do. Those conversations are two sides of the same coin, and both are necessary to ensure the longevity of a strong public lands ranching industry.

A wise person once told me that if you're not at the table, you're on the menu – and we sure don't want to be on the menu for a proposal that affects 720 million acres – an area the size of Texas, Oklahoma, Kansas, Nebraska, North Dakota, South Dakota, Montana, Wyoming, Colorado, and New Mexico, with Vermont thrown in for good measure.

As conservationists, ranchers face the good, the dry, and the ugly every year, and are the best equipped to guide this ambitious proposal to ensure this country *does conservation* – the ranchers' way.

Kaitlynn Glover serves as Executive Director of the Public Lands Council and as Executive Director of Natural Resources for the National Cattlemen's Beef Association. She joined the office in January 2020 after spending five years as a policy advisor on agriculture, natural resources, and Tribal policy issues for a Western United States Senator. Originally from Wyoming, Kaitlynn has a diverse background in agriculture policy and production, and strong ties to grazers, recreationalists, and many other users of public land resources.



## Registration Now Open for 2021 Public Lands Council Annual Meeting

WASHINGTON (July 1, 2021) — Today, the Public Lands Council (PLC), opened registration for its 53rd Annual Meeting to be held September 8-10, 2021, in Seaside, Oregon.

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 fun in the sun as attendees craft policy solutions that will shape the future of the industry.

This year, attendees may select between in-person or virtual registration. In-person registration for the full, three-day event is \$275 and virtual registration is \$150. Single day in-person registrations are also available. Young producers are also eligible to receive a discounted registration rate.

Go to [http://publiclandscouncil.org/?event=2021-plc-annual-meeting&event\\_date=2021-09-08](http://publiclandscouncil.org/?event=2021-plc-annual-meeting&event_date=2021-09-08) to register.

Questions may be directed to PLC Operations Director Allie Nelson at [anelson@beef.org](mailto:anelson@beef.org).



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