



# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLIII, #8 | July 2020

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## 2020 Scholarship Recipients Announced

By: Kaley Chapin, NCA Executive Director

On behalf of the Nevada Cattlemen's Association (NCA) we are pleased to announce two scholarship recipients this year.

In the past, the NCA has annually awarded a scholarship to a first-year college student beginning to pursue an education within the agricultural industry. This award is open to all Nevada high school graduating seniors planning to attend a Junior or four-year University and majoring in an Ag related field.

This year, the NCA is awarding a "second" scholarship opportunity, the Marvel/Andrae Scholarship, which is targeted toward students either going into their first year of college or are currently working towards their degree in agriculture.

Both scholarships are awarded to exceptional students who work hard, achieve high academic achievements, and work to represent agriculture in a positive way. We received a large pool of outstanding applicants; we are pleased to see many youth with so much dedication to agriculture. We thank all of the students that applied for these scholarships and are confident that they will all be strong future advocates for our ranching and farming communities.

The NCA would like to congratulate Lia McQueary of Ruby Valley, Nevada for being chosen the 2020 Nevada Cattlemen's Association Scholarship recipient



Lia McQueary, 2020 NCA Scholarship Recipient (Submitted Photo)



Mackie Griggs, 2020 Marvel/Andrae Scholarship Recipient (Submitted Photo)

**NCA Scholarship applicants are required to write an essay on any topic within the beef industry. Read Lia McQueary's winning essay, *An Imposter Among Us* on pages 6 - 7.**

and Mackie Griggs of Elko, Nevada for being chosen the 2020 Marvel/Andrae Scholarship recipient.

Lia has been very involved in different organizations including FFA, 4-H, Choir, Pep Club, Volleyball, and the National Honors Society. She plans to attend the University of Nevada, Reno and will major in Biochemistry and Molecular Biology.

According to Lia, as stated in her application, "My future goal is to continue my education at UNR in Biochemistry and use this degree to further the agriculture industry."

She plans to pursue working with plants to develop new herbicides that will work with animal genetics. She would also like to contribute to the beef industry by looking into genes that would improve efficiency of the modern beef cow and in turn the whole beef cattle business.

Mackie is currently attending the University of Idaho and is majoring in Animal and Veterinary Science Production. She is a member of the NCA, Student Idaho Cattle Association, and a member of the Block and Bridle Club. Her background is primarily in the cow/calf side of the industry, however, this summer she will be interning at the Five Rivers Feeding Company in Malta, ID.

Mackie plans to pursue a career that relates to the beef industry and eventually follow in her father's footsteps by someday managing the Maggie Creek Ranch where she grew up.

Congratulations again to Lia and Mackie and we wish them good luck on their future endeavors! We are very proud of them both 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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# WWM **western** VIDEO market

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# PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association



I hope everyone had a good Fourth of July and was able to celebrate our great country with family and friends. Even with everything that has happened over the last couple of months, we are still very lucky to live and work in such a great country.

NCA leadership has been in contact with the Department of Ag discussing the various Brand Department issues. The legislature gave the department a directive to fix their continuing budget shortfall for the brand inspection program. We have been working for the best interest of the industry. We know there will be some kind of an increase in brand fees as well as some personnel changes but we are unsure at this time what they will actually look like. Most of us agree we can support some fee increase but we

all agree we will not support a fee increase if it is coupled with less service. It is extremely important that we maintain or enhance the brand services we need to conduct commerce. There will be more discussions regarding this issue and we will continue to work on your behalf. At some point there will be public workshops for comment. We will keep everyone updated on any new developments.

We can also expect a special legislative session prior to fiscal year 20-21. There is good reason to believe additional cuts are going to be required in the state budget, the question is where those will fall. At this time, there are too many uncertainties to speculate. We will just have to keep a close watch on this situation as it develops.

Our local NCA staff will continue to provide information on the various assistance programs available to producers. If you have questions or concerns, please reach out to us.

## MEMBERS UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between May 28 and June 25, 2020. (New members are in bold.)

- Superior Livestock Auction, Jim Davis

## CALENDAR

**JULY 27-30, 2020**

### NCBA Summer Conference

Denver, Colorado

For more information:

[www.ncba.org/cattleindustrysummerbusinessmeeting.aspx](http://www.ncba.org/cattleindustrysummerbusinessmeeting.aspx)

**SEPTEMBER 23-25, 2020**

### Public Lands Council Annual Meeting

Reno, Nevada

For more information:

[publiclandscouncil.org/?event=2020-plc-annual-meeting](http://publiclandscouncil.org/?event=2020-plc-annual-meeting)

**DECEMBER 2-4, 2020**

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

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## USDA NEWS

# USDA Adds Digital Options for Farmers and Ranchers to Apply for Coronavirus Food Assistance Program

Online portal, e-signature tool enable producers to apply from anywhere

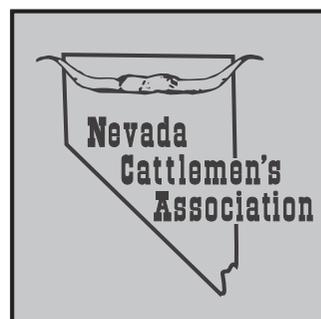
WASHINGTON, June 25, 2020 – USDA's Farm Service Agency will now accept applications for the Coronavirus Food Assistance Program (CFAP) through an online portal, expanding the options available to producers to apply for this program, which helps offset price declines and additional marketing costs because of the coronavirus pandemic. FSA is also leveraging commercial document storage and e-signature solutions to enable producers to work with local service center staff to complete their applications from home.

"We are doing everything we can to serve our customers and make sure agricultural producers impacted by the pandemic can quickly and securely apply for this relief program," said FSA Administrator Richard Fordyce. "In addition to

working with FSA staff through the phone, email and scheduled in-person appointments, we can now also take applications through the farmers.gov portal, which saves producers and our staff time."

Through the portal, producers with secure USDA login credentials—known as eAuthentication—can certify eligible commodities online, digitally sign applications and submit directly to the local USDA Service Center. Producers who do not have an eAuthentication account can learn more and begin the enrollment process at [farmers.gov/sign-in](http://farmers.gov/sign-in). Currently, the digital application is only available to sole proprietors or single-member business entities.

— Continued on page 4 —



Official Publication of the

## Nevada Cattlemen's Association

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**CFAP Digital Options:** *Continued from page 3* —

USDA Service Centers can also work with producers to complete and securely transmit digitally signed applications through two commercially available tools: Box and OneSpan. Producers who are interested in digitally signing their applications should notify their local service centers when calling to discuss the CFAP application process. You can learn more about these solutions at [farmers.gov/mydocs](https://farmers.gov/mydocs).

USDA has several other options for producers to complete and submit their CFAP applications. These include:

1. Downloading the AD-3114 application form from [farmers.gov/cfap](https://farmers.gov/cfap) and manually completing the form to submit to the local USDA Service Center by mail, electronically or by hand delivery to an office drop box. In some limited cases, the office may be open for in-person business by appointment. Visit [farmers.gov/coronavirus/service-center-status](https://farmers.gov/coronavirus/service-center-status) to check the status of your local office.
2. Completing the application form using our CFAP Application Generator and Payment Calculator found at [farmers.gov/cfap](https://farmers.gov/cfap). This Excel workbook allows customers to input information specific to their operation to determine estimated payments and populate the application form, which can be printed, and then signed and submitted to their local USDA Service Center.

**Getting Help from FSA**

New customers seeking one-on-one support with the CFAP application process

can call 877-508-8364 to speak directly with a USDA employee ready to offer general assistance. This is a recommended first step before a producer engages the team at the FSA county office at their local USDA Service Center.

All other eligibility forms, such as those related to adjusted gross income and payment information, can be downloaded from [farmers.gov/cfap](https://farmers.gov/cfap). For existing FSA customers, these documents are likely already on file.

Producers self-certify their records when applying for CFAP, and that documentation is not submitted with the application. However, producers may be asked for their documentation to support the certification of eligible commodities, so they should retain the information used to complete their application.

**More Information**

To find the latest information on CFAP, visit [farmers.gov/cfap](https://farmers.gov/cfap) or call 877-508-8364.

All USDA Service Centers are open for business, including some that are open to visitors to conduct business in person by appointment only. All Service Center visitors wishing to conduct business with FSA, Natural Resources Conservation Service or any other Service Center agency should call ahead and schedule an appointment. Service Centers that are open for appointments will pre-screen visitors based on health concerns or recent travel and visitors must adhere to social distancing guidelines. Visitors may also be required to wear a face covering during their appointment. Field work will continue with appropriate social distancing. Our program delivery staff will be in the office, and they will be working with our producers in office, by phone and using online tools. More information can be found at [farmers.gov/coronavirus](https://farmers.gov/coronavirus).

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# The BLM Asks Public for Help in Preventing Human-Caused Wildfires

Visitors can enjoy public lands safely and reduce wildfire risk

BOISE, ID – The arrival of vacation season and increasing wildfire activity with hot, dry summer weather in the West is prompting the Bureau of Land Management (BLM) to ask the public to help prevent wildland fires, the majority of which are caused by people.

The Southwest and Alaska are currently experiencing fire activity, with numerous large wildfires occurring, and other states may experience significant wildfire activity over the next few months.

“Every year, human-caused wildfires comprise approximately 87 percent of all wildfire ignitions across the country, posing considerable threat to public and firefighter safety,” says William Perry Pendley, BLM Deputy Director for Policy and Programs. “These wildfires are preventable and this year, more than ever, our wildland firefighters need the public’s help in reducing human-caused wildfire risk.”

The National Interagency Fire Center’s (NIFC) Predictive Services unit, which assesses wildfire potential throughout the country, predicts above-normal wildfire potential this year in areas of Oregon, Washington, California, Nevada, Utah, Idaho, Montana, Colorado, Arizona, New Mexico, and Hawaii due to expected high temperatures, dry vegetation, and other weather factors including high winds. Because of these conditions, human-caused wildfire ignitions have the potential to quickly grow out of control and threaten lives,

property, and precious natural resources. People accidentally start wildfires during numerous activities, so the public is asked to help reduce ignitions from causes such as campfires, debris burning, equipment use, or even from an automobile’s hot tailpipe scorching dry grass.

“We always encourage visitors to enjoy public lands,” adds Pendley. “We just ask them to enjoy their public lands responsibly; with a few simple precautions, they can reduce human-caused wildfires throughout the country. Fewer human-caused wildfires will allow our wildland firefighters to focus more on lightning-caused wildfires, which we cannot prevent.”

The BLM, US Forest Service, and Nevada Division of Forestry currently have wildfire prevention orders and fire restrictions in place across Nevada due to high wildfire risk. Visit [www.nevadafireinfo.org/restrictions-and-closures](http://www.nevadafireinfo.org/restrictions-and-closures) to find more information about fire prevention orders and fire restrictions in your area.

Additionally, people who live near wildlands should prepare their homes and communities for wildfire. A few simple landscaping techniques can greatly improve a home’s survivability during a wildfire event, so visit [livingwithfire.com](http://livingwithfire.com) for more information on how to live more safely with the threat of wildfire.



Due to the unique situation we face this year, some of the routine face-to-face ways we share information won't be practiced this fire season. It is our utmost priority to keep you informed about wildfires on our forest, as well as protect our employees and the communities that we serve from the spread of COVID-19. Please visit the following webpages using the QR codes below to stay informed this season.

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Follow us on Twitter to get fast information about wildfires across the Humboldt-Toiyabe National Forest and join in on the conversation.

**NEVADA**

nevadafireinfo.org

Visit [nevadafireinfo.org](http://nevadafireinfo.org) for all things fire related in the state of Nevada including real time fire cameras, the current wildfire map, fire restrictions and closures, fire potential outlooks, prevention tips and hiring information.

**i**

inciweb.nwcg.gov

InciWeb is an interagency, all-risk incident information management system. It provides the public a single source of incident related information across the nation.

**UAS**

[www.fs.usda.gov/htnf](http://www.fs.usda.gov/htnf)

The Humboldt-Toiyabe National Forest webpage offers information all aspects of the forest. Visit the fire management portion of the website to get further information.

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**Editor's Note:** As part of the NCA Scholarship application process, applicants are required to write an essay on any topic within the beef industry. This year's winning essay, *An Imposter Among Us*, is below.

## An Imposter Among Us

By Lia McQueary of Ruby Valley, Nevada — 2020 Nevada Cattlemen's Association Scholarship Recipient

The United States beef industry is under fire. PETA ads, vegetarian/vegan social media accounts, and now the fake meat industry are all anti-beef. Fake meat claims to be a superior, ethical product. Lab-grown meat, cultured meat, clean meat, in-vitro meat. What comes to mind when you imagine a plate of this? In contrast to meat taken whole from an animal, lab-grown meat is muscle protein that has been cultured in a petri dish. Scientists take a sample of animal muscle, such as beef, bluefin tuna, chicken, shrimp, or salmon, and culture the sample with a mixture of sugars, salts, and amino acids. This produces a product with a texture similar to ground beef. Millions of stem cells are produced to create muscle strips as the base of the meat (BBC, 2018). There are roughly a dozen companies working on producing lab-grown meat throughout the US, and even Harvard University is developing its own methods for lab-grown meat. Based on this process, should this cultured meat product be treated as traditional beef?

Research by the Good Food Institute (2011) found that lab-grown meat could lower greenhouse gas emissions by 78 to 96 percent, use 99 percent less land and between 82 and 92 percent less water. Claims of greenhouse gas reduction, water savings, and time have all been main points for expanding lab-grown meat labs. However, the University of California, Davis (2019) doesn't think live animals are the problem. Animal agriculture is responsible for slightly less than 4 percent

of greenhouse gases. Eliminating all animals from U.S. agricultural production would decrease emissions by only 2.6 percent. Factories for lab-grown meat would still need power for the lights and heat; building huge new labs would not be as environmentally friendly as a field grass that only needs sunlight and water. The University of Oxford's (2019) research concluded that long-term, negative climate impacts could result if cultured meat replaces livestock prior to electrical generation becoming carbon-free.

Beef, on the other hand, is more important to energy conversion than one would think.

According to Frank Mitloenher, a professor at UC-Davis, "cows, sheep, and other ruminant animals can break cellulose down and release the solar energy contained in this vast resource." Cattle not only convert cellulose into a usable product but can help the environment while doing so. Which is more damaging: cow burps or wildfires? Fires ripped through California last year and could have been alleviated by cattle grazing. Cattle can be used for fire control and beef. Can lab-grown meat prevent fires? Convert cellulose into a usable?

Lab-grown meat might not pose a problem to traditional growers or their operations. The reason? Cost. The first lab-grown hamburger patty cost \$330,000 to produce. Ginkgo Bioworks (2018) concluded that lab-grown meat isn't cost-effective enough to compete with traditional meat because of how laborious it is to make. If lab-cultured protein becomes cost-competitive with traditional beef, where does this leave the meat industry?

Lab-grown meat is naturally a clear substance with the texture of ground beef. Scientists have worked to grow both fat and muscular tissues to create a product more similar to the real thing. The Impossible Burger company is known for adding soy heme proteins to make their burger "bleed". Lab-grown meat scientists are working on this process to add heme or myoglobin (naturally found in muscles) to lab-grown meat to improve cell growth and overall taste. Lab-grown meat has been described as tasting "bland". The first lab-grown hamburger patty was dyed red with beet juice but was not juicy thanks to the lack of blood. The largest struggle for the lab-grown meat companies is to perfectly replicate an already perfect product: beef.

The Food and Drug Administration of the United States is unsure of how to regulate lab-grown meat. It was decided that the FDA and USDA will split the reg-



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# NCA NEWS: SCHOLARSHIP ESSAY

ulation: the FDA will cover the growth within cell banks and the USDA will oversee the cell harvesting stage (USDA, 2019). Ranchers want to stop labs from using terms such as “clean meat” or “safe meat” to avoid giving consumers the wrong idea. Ranchers aren’t alone in this pursuit. Missouri was the first state to strike before the federal agencies. Missouri law excludes any plant-based or lab-grown meat substitute from being labeled as “meat”. Farmers and ranchers are depending on this denial for labeling lab-grown meat products to save the integrity of their products. Is this any different than the margarine versus butter debate? Missouri was the first, but not the last. Around a dozen states are also attempting to pass legislation defining the word “meat”. The REAL Meat Act of 2019 is a bill in Congress that would define meat and enhance the government’s ability to enforce mislabeling infractions.

For my family, trading cows for Petri dishes and lush fields for a gigantic white lab is unrealistic. My multi-generational ranch would become irrelevant and we would all be without jobs. We would lose our lifestyle. NCBA firmly believes that “the term “beef” should only apply to products derived from livestock raised by farmers and ranchers. Producers in the beef industry have worked hard to build our brand and differentiate our products.” Farmers and ranchers are depending on this denial for labeling lab-grown meat products to save the integrity of their products. Is this any different than the margarine versus butter debate? Or perhaps the nutty alternatives to milk? Should I be concerned about this new product taking over the beef industry? I don’t believe there will ever be a substitute for real beef.

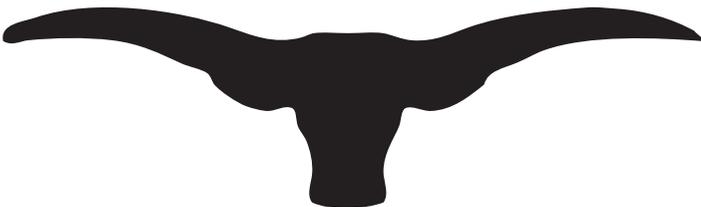
Lab-grown meat is a breakthrough in science, yet highly problematic. Between the labeling, regulations, and long-term costs and benefits surrounding it, we must ask if the benefits outweigh the risks. It encroaches on the traditional beef industry and claims to provide an answer to feeding 9.8 billion people as the world

population grows exponentially. But is their claim realistic? No. All aspects of lab-grown meat should be considered before claiming it is a superior product.

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JUNE 2020

## A Collection of Monthly Updates from Public Lands Council Leadership and Staff

### THE PRESIDENT'S PUBLICATION

Friends,

For many of us, it's that time of year where we turn our cattle out to pasture. This change in 'season' is essential to the ranches we run and the products we produce. Similarly, our country is entering a new season as we slowly reopen our economies and begin a 'new normal' phase of life. In D.C., Congress is ramping back up to full speed.

Our staff has been hard at work to advocate against the Great American Outdoors (GAO) Act. This legislation would permanently fund the Land and Water Conservation Fund (LWCF), providing federal agencies the funds necessary to purchase more land. The problem is they can't maintain the land they already own, so why should they be allowed to purchase more? Unfortunately, on Wednesday the Senate passed the GAO Act.

However, we will continue to stand up for the rights of public lands ranchers and against this misguided legislation. I assure you; the fight is not over.

I wish you all the best of luck as we continue to navigate these challenging times.

Best wishes,  
PLC President, Bob Skinner

### FROM THE DESK OF THE EXECUTIVE DIRECTOR

As we turned the calendar page to June, Congress and the American people turned their attention to issues we'd set aside earlier in the year as a result of COVID-19. The Administration began implementing provisions from coronavirus aid packages provided to them by Congress, and producer payments provided by the Coronavirus Food Assistance Program (CFAP) began to be disbursed. As Congress resumed some semblance of "normal" legislating, they began to act on some of the items we all had hoped they'd forgotten. Despite adding several trillion dollars to the national debt through COVID-19 response and repeatedly emphasizing the need to be fiscally prudent, the Senate passed the Great American Outdoors (GAO) Act last week.

The GAO Act sounds great – love for the great American outdoors, our national parks, and the lands on which our livestock graze is universal. What we don't love is \$17 billion in new, mandatory spending – that means adding \$17 billion more to the national debt – without a plan for the future. The GAO Act promises a bailout for land management agencies (to the tune of \$9.5 billion over 5 years), because these agencies have demonstrated they can't afford to maintain what they already

— *Continued on page 10* —

# BOSS

## *“Watering the West”*



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## PLC Leadership and Staff Updates: *Continued from page 9*

own. What's worse, the bill fully funds the Land and Water Conservation Fund (LWCF) and makes the funding mandatory. In one fell swoop, the Senate voted to remove themselves from the deliberative process for the use of LWCF while giving the fund \$900 million per year, forever. Let's not forget that at least 40%, or \$360 million per year, is available solely for federal agencies to buy land. Giving agencies a slush fund to buy more land without planning how to maintain that land (or how to pay for it), is astounding.

The bill goes next to the House, where it will likely pass amidst raucous cheers and eyes sheltered from the reality of the budgetary impact. Rest assured, PLC will continue to watch agencies closely, monitoring every whisper of a thought related to a land acquisition. Like so many efforts, the devil is in the details, and a bill is only as good as its implementation.

June marks an important turning point as well, marking the end of the first half of the year. Next month, we'll be in the second half of 2020, which will undoubtedly be marked by election furor, political jockeying, and a mad dash to the finish for legislation and regulations that must be finished this calendar year. Given the recent passage of the GAO Act, I'd say the political jockeying is already well underway. This year has given us plenty of big screen-worthy political drama, and it's not yet half over. Stay tuned...

As a reminder, PLC continues to keep all of the COVID-19 related items up-to-date on our coronavirus webpage: <http://publiclandscouncil.org/coronavirus/>. There you will find documents related to PLC letters, our work with affiliates, and information from all the federal agencies involved in financial assistance programs.

Until next month,  
Kaitlynn Glover  
Executive Director  
Public Lands Council  
Office direct: 202-879-9128  
Cell phone: 202-525-0789  
Email: [kglover@beef.org](mailto:kglover@beef.org)

### COMMUNICATIONS CORNER

Throughout the past month, PLC communications focused on pushing back against public support for the Great American Outdoors Act. This included joining 48 other organizations to voice opposition for the legislation. Additionally, we

submitted an original opinion article by Mark Roeber in the Grand Junction Daily Sentinel as well as multiple letters to the editor placed across western mainstream news outlets. PLC utilized its social media platforms to echo the voices of those opposing the land grab bill and released an official statement after the Senate vote to pass the legislation.

Further, we celebrated Secretary Sonny Perdue's visit to Montana to sign a Memorandum of Understanding seeking to boost productivity of national forests and grasslands highlighting public lands rancher Bryan Mussard.

PLC also fulfilled its civic duty May 28, encouraging folks to celebrate #NationalBurgerDay! We loved the fun and upbeat reactions from our followers.

Together, these efforts resulted in 32,548 impressions across PLC social platforms and 2,871 engagements from our followers.

Thanks to all who engaged and helped amplify the voice of the public lands rancher!

Jaclyn Roberts  
Associate Director of Specialty Communications  
Office direct: 202-879-9134  
Cell phone: 806-893-4950  
Email: [jroberts@beef.org](mailto:jroberts@beef.org)

### MEMBERSHIP MESSAGE

What a whirlwind of a month!

The PLC staff cannot thank you enough for your survey responses and patience as we navigate through these uncharted waters of event planning. We are in the process of sifting through our responses on the plan for our 2020 Annual Meeting and really appreciate your input!

Please stay tuned and hold tight as our staff and Executive Committee map out the game plan for Annual Meeting - keeping our producers' health and safety at the top of our priority list.

Stay safe and healthy!

Allie Nelson  
Associate Director of Policy & Administration  
Public Lands Council  
Office direct: 202-879-9135  
Cell phone: 406-231-3328  
Email: [anelson@beef.org](mailto:anelson@beef.org)

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



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# Nevada Beef Council News & Notes

## Checking in on your Checkoff

By Nevada Beef Council Staff

### Stockmanship Event Postponed

A couple of months ago, we shared the exciting news that Elko was selected as a site for the regional Stockmanship & Stewardship program, an educational tour that brings world-renowned clinicians to five cities across the country for top-notch learning opportunities.

Unfortunately, as with so many other events and gatherings that have been affected by the far-reaching impacts of the COVID-19 pandemic, the Nevada Beef Council has decided to postpone the Elko Stockmanship & Stewardship event, which was originally slated for August 12 and 13 at the Elko County Fairgrounds. While an alternate date has not yet been determined, the NBC and other producer organizations in Nevada are still looking forward to putting together an educational, fun and worthwhile event for Nevada beef producers.

While we are all ready for a return to “normal,” our primary goal is to ensure the optimum environment for a successful event and allow as many producers as possible to attend without onerous restrictions and requirements, as well as ensure the health and safety of both attendees and the clinicians flying in from other areas of the country. Our hope is that a postponement in this event will help us assess the current situation with regard to the pandemic a little more fully.

Stockmanship & Stewardship is a unique two-day educational experience featuring low-stress cattle handling demonstrations, Beef Quality Assurance (BQA) educational sessions, facility design sessions to fit your operation and industry updates. The program is sponsored by the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, Merck Animal Health, and the Beef Checkoff-funded National Beef Quality Assurance program.

Stay tuned for new dates to be announced soon, or check Stockmanship and Stewardship.org for updates.

ter to actively monitor more than 200 beef-related topics ranging from dietary guidelines to sustainability claims, and from meat substitutes to animal welfare.

“Our team meets every single morning to look at the news stories of the day that could potentially impact beef and determine if there is anything we need to do in response,” says Jenn Tilliss, NCBA’s executive director for the Issues Management and Media Relations team. “We also look at trends so we can plan accordingly with issues response and try to get ahead of situations.”

The Digital Command Center is so refined in its technology that team members receive a notification when a topic hits a certain threshold, which could be the number of people it’s reached, the number of stories being circulated about a particular topic or other measures. This allows the team to react quickly, including outside of business hours.

In addition to developing targeted messaging to address consumer concerns, the team also enacts “reactive issues response.” In other words, when a new study features false or misinterpreted data that places beef in a negative light, the team works with third party and in-house experts to issue a response to media and other stakeholders with accurate fact- and science-based information. When a popular mainstream publication’s article includes incorrect data about the beef industry’s impact on greenhouse gases, the team reaches out to the reporter to clear up the misinformation and provides scientific resources to help them understand the facts. The team also offers to participate in an interview with third party or in-house experts in the fields of nutrition, sustainability, safety, product quality and culinary if the reporter would like to learn more about beef industry topics.

These reactive responses ensure that consumers are receiving correct information while also helping the team build relationships with reporters that could potentially lead to a follow-up story about beef. “The next time reporters are writing a story about beef or climate change, they know that they can come to our team for information and expert resources,” Tilliss says.

The Checkoff-funded Issues Management and Media Relations team is dedicated to protecting beef’s image and those involved in the beef industry.

### Digital Command Center Keeps an Eye on the Industry

*From the Cattlemen’s Beef Board*

Flickering cable news shows speed across multiple large television screens along one wall, while several sets of watchful eyes glance over a series of computers scrolling through traditional and social media sites. The atmosphere is a combination of Times Square, a military operations room and the TV section at Target. This is the Digital Command Center, home of the Checkoff-funded Issues Management and Media Relations team at the National Cattlemen’s Beef Association (NCBA).

This team of savvy communications professionals works every single day to protect the consumer and marketing environment for beef. Charged with actively monitoring important conversations and issues threatening consumer confidence in beef, this team is the Beef Checkoff’s minute-by-minute watch dog for the beef industry, addressing myths that make people question beef and offer immediate fact-based responses to issues and trending topics.

An extremely sophisticated monitoring operation, the Digital Command Center serves as the hub for the beef industry’s media monitoring and response needs. Twenty-four hours a day, seven days a week, the team utilizes the command cen-

### Nevada Beef Directory Coming Soon

With a growing number of people searching for local and online meat sales, especially in the midst of the pandemic, the Nevada Beef Council is creating a digital platform to directly connect consumers with those who produce it. The online Nevada beef directory will also provide information about how beef is produced.

The new portal will be available later this summer, and the NBC is hoping to have as many producers and meat markets included in the directory as possible when it is launched to the public.

For consumers who are actively searching how to purchase beef directly from producers or local markets, or consumers who are looking to purchase a quarter, side or whole beef, this portal will serve as a convenient resource that will allow for consumers to engage directly with local producers.

Being included in the directory is free, and submissions are currently being accepted to build out the portal. If you would like to be included, please e-mail Jill Scofield at [jill@calbeef.org](mailto:jill@calbeef.org).

## NEVADA BEEF COUNCIL

4231 Pacific Street, Suite 35, Rocklin, California, 95677

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

• 877-554-BEEF (2333)

• [askus@nevadabeef.org](mailto:askus@nevadabeef.org)