

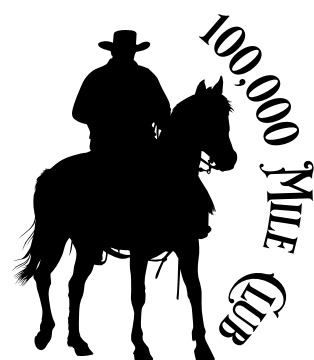
# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLVI, #10 | August 2023

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## NCA Seeking 100,000 Mile Club Nominations



The Nevada Cattlemen's Association has started their annual quest for 100,000 Mile Club Award candidates and are asking for your help in soliciting nominations. The annual 100,000 Mile Club Award is geared toward any Nevada resident who has ridden 100,000 horseback miles throughout their lifetime.

Nominations should include a narrative story to chronicle the nominees' miles through their life horseback. Nominations for the Award are open now through October 1, 2023, and can be completed by calling the NCA office at (775) 738-9214. The

100,000 Mile Club Award Nominee will be recognized at the NCA Annual Convention in Winnemucca, NV on November 17th, 2023.

At right: 2022 100,000 Mile Club Award Recipient Diana Vesco, center; with Jon Griggs, NCA President, left; and Vance Vesco at the 2022 Nevada Cattlemen's Association Convention.



## Association August Update

*By: Martin Paris, NCA Executive Director*

Happy August everyone. It's a good sight to drive throughout Nevada and see a bunch of feed everywhere. Last year at this time we were in the U.S. Drought Monitor's D4 "Exceptional Drought" category. What a difference a year can make. My fingers are crossed that this summer's wildfire season is a mild one.

As we are in the heart of fire 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. The Program has been very successful where implemented and I'd highly recommend

nudging your particular agency folks on getting one started if they don't have it in place already.

As usual July was another busy month. The comment period closed on July 5th for BLM's Conservation and Landscape Health Rule. BLM received in excess of 200,000 comments. If you are interested in reading NCA's comments on the proposed rule you can do so by visiting [bit.ly/rulecomments](https://bit.ly/rulecomments). It's unclear what the timeframe may be as far as next steps. Sorting through 200,000 plus comments will surely take some time, but if things go according to BLM's plan, the next thing we will see is a finalized rule. Hopefully the overwhelming number of comments submitted make it clear that BLM should withdraw the rule and restart the effort in a collaborative manner. For now it's a waiting game until BLM determines how they will proceed. I'll be sure to keep everyone in loop as soon as we know more.

One thing we do know is at this time last year BLM was beginning efforts to make changes to their grazing regulations, however, we have been informed that the process is now on hold until the dust settles on the aforementioned proposed Conservation and Landscape Health Rule. As always, we'll make sure to keep everyone informed if something changes on BLM's effort to update their grazing regulations, but I wouldn't expect any sort of action in the coming months.

During July we also started working towards our upcoming 2023 NCA Convention and Trade Show. Our convention will be in Winnemucca this year on November 16th-18th. Please be sure to check out our website at [www.nevadacattlemen.org](https://www.nevadacattlemen.org) for more information as things begin to take shape. We're looking forward to another productive convention this year with some great speakers and good topics.

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!



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# PRESIDENT'S PERSPECTIVE

*Jon Griggs, President, Nevada Cattlemen's Association*

**Y**ep that's me, staring at a blank page trying to come up with this month's article. To be sure there's plenty to write about with the plethora of issues we face, but I feel like my articles have been pretty heavy the first half of this year, as well they should be.

I haven't taken the opportunity to congratulate you for making it through that BS formerly known as "winter," what the heck was that!?

I haven't taken the time to bask in the glory of the Spring we deserved. It's incredible what an abundance of water can do! Important to take a moment to be grateful I reckon.

I'm also grateful that in my capacity I've been fortunate to meet a lot of people who want us in the ranching industry in Nevada to be successful. We don't hear

about that a lot, as it's not news-worthy I guess but it's true. Whether it's allied industries, agency folks, sportsmen, NGO's, elected officials, or our beef-eating consumers themselves, there's no shortage of people that want us to be successful. I'm grateful to all those folks.

I'm grateful for you friend, staring at this no longer blank page. I'm a part of this Association because I want you to be successful as well. Let me say this though, if after all we've been through—even this incredible spring has brought its own challenges—and you're not feeling it anymore, get ahold of me. Some of the great people I've met that want us to be successful are really good at hearing our doubts and reminding us that it's important that we're here, doing what we do. For that I'm grateful.

## UPCOMING EVENTS

### **Public Lands Council Annual Meeting**

— **September 5 – 7, 2023** —  
Pendleton, OR  
Pendleton Convention Center  
1601 Westgate

### **Nevada Cattlemen's Association 88th Annual Convention**

— **November 16 – 18, 2023** —  
Winnemucca, NV  
Winnemucca Conventions Center  
50 W. Winnemucca Blvd.

### **National Cattlemen's Beef Association Cattle Convention**

— **January 31 – February 2, 2024** —  
Orlando, Florida  
Orange County Convention  
Center South Concourse  
9899 International Dr.

## NEVADA NEWS

# Humboldt-Toiyabe National Forest Releases Final Decision on the Santa Rosa Rangeland Management Project

Winnemucca, Nev. – The Humboldt-Toiyabe National Forest's Santa Rosa Ranger District has issued the Santa Rosa Rangeland Management Project's Decision Notice/Finding of No Significant Impact and final Environmental Assessment. The Santa Rosa District Ranger Boyd Hatch selected a combination of actions, which authorize livestock grazing and incorporate flexibility into how livestock are managed.

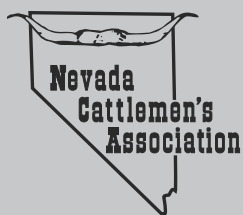
"I want to express my gratitude to all the people involved, especially the members of the public that provided comments," said Santa Rosa District Ranger Boyd Hatch. "This decision has been a long time coming and I know it is better because of their engagement."

Under the selected action, livestock grazing would be managed to achieve healthy and productive rangelands that support a diversity of native plant and wildlife species while also providing increased flexibility to livestock grazing per-

mittees. It also provides growing season rest after a grazing period to allow for vegetation recovery and set consistent utilization standards for the District's grazing allotments across riparian areas, uplands, and meadows.

In addition, the selected alternative allows for flexible on/off dates that let the Forest approve access to forage on the range earlier or later in the season, dependent on range readiness and seasonal conditions (winter events, seasonal weather, and drought). The flexibility would not influence the number of livestock but may allow for an additional permitted number of days if there is excess forage and permit terms and conditions are met.

The Santa Rosa Rangeland Management Project's Decision Notice/Finding of No Significant Impact and final Environmental Assessment can be viewed at: <https://www.fs.usda.gov/project/htnf/?project=52282>.



Official Publication of the **Nevada Cattlemen's Association**

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Jon Griggs, President | Hanes Holman, Pres.-Elect | Dave Baker, 1st Vice Pres. | Pam Morrison, 2nd Vice Pres.

## BLM Nevada Announces New State Fire Management Officer

RENO, Nev. — The Bureau of Land Management is pleased to announce the selection of Brock Uhlig as the new State Fire Management Officer (FMO) for BLM Nevada. Uhlig has previously served as the Deputy State Fire Management Officer since 2022.

Uhlig started his firefighting career in 1997, when he got a summer job with the Elko BLM to help pay for college. This summer job quickly became a career as he developed a love for fire suppression working the fast-paced initial attack of the Great Basin.

In his career with the BLM, he has worked across Northern Nevada working on Engines and crews with the Elko District, serving as a Fire Operations Supervisor

with the Winnemucca District, as the Assistant Fire Management Officer (AFMO) and FMO for the Battle Mountain District, until recently the Deputy State FMO.

“Brock brings over 25 years of fire experience to the position, and has demonstrated leadership through workforce development, firefighter mental health, interagency partnerships, and efficient fire suppression across Nevada,” said BLM Nevada State Director Jon Raby.

Brock is a native Nevadan who developed his love for public lands and wide-open spaces growing up on a small ranch near Wells, NV. When he is not at work, Brock enjoys spending his free time woodworking, golfing, and enjoying public lands with his wife and two teenage daughters.

### NEVADA NEWS

## Vesicular Stomatitis Virus (VSV) detected in Nevada NDA issued quarantine on premises

(WHITE PINE COUNTY, Nev.) – July 28, 2023— The APHIS’ National Veterinary Services Laboratories in Ames, Iowa confirmed a finding of vesicular stomatitis New Jersey virus (VSNJV) on an equine premises in White Pine County on July 27, 2023. All four horses on the premises have met the confirmed VSV index case definition with compatible clinical signs (oral lesions) and either positive complement fixation test (CFT) on serum samples (two horses) or real-time RT-PCR detected results for VSNJV on swabs from oral lesions (two horses). Oral lesions in the horses were first noticed on July 23, 2023. There is no other livestock on the grazing pasture premises. This is the first 2023 VSV index case for Nevada.

“We are working closely with local veterinarians and the owners of the equine premises to address the situation and prevent potential spread of disease,” said NDA State Veterinarian Dr. Peter Mundschenk.

The index case premises is currently under state quarantine. There have been no movements on or off the premises in the previous two months and preliminary epidemiological investigation indicates the infection was likely due to incursion of VSV-infected vectors. The premises will remain under state quarantine until at least 14 days from the date of lesion onset.

The current ongoing outbreak of VSV in the U.S. was first detected on May 17 in San Diego County, Calif. Texas was subsequently confirmed as VSV-affected on June 15 (Maverick County, Texas). To date, 135 VSV-affected premises have been detected in

eight counties in California (Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara and Ventura) and one VSV-affected premise was identified in Maverick County, Texas, in addition to this index case of VSV in Nevada. Of these 137 affected premises, 134 have only equine species clinically affected, two premises have only affected cattle and one wildlife park premises had clinically affected rhinoceros.

Vesicular stomatitis virus mainly affects equine and to a lesser extent cattle and swine. Investigation of the situation is on-going to detect and prevent further spread. Livestock infected with VSV usually show clinical signs two to eight days after exposure to the virus. The first sign is usually excessive salivation due to vesicles, blister-like lesions in the mouth. Vesicles may also be found on the nostrils, teats and around the hooves. Vesicles swell and break, exposing raw tissue and causing pain and discomfort. Animals may refuse to eat or drink and may show signs of lameness. Death is rare and affected animals usually recover within two weeks.

If cattle are infected, often the hooves and teats are involved leading to severe economic impact in dairy cattle. This also generates worries because the disease is basically indistinguishable from Foot and Mouth Disease in cattle.

Though very unusual, people can be infected with the virus. In these situations, it is usually among those who handle infected animals (for example, while inspecting a horse’s mouth and the horse

coughs in the person’s face, thereby delivering a large dose of virus onto the person’s eyes and lips). Vesicular stomatitis virus can cause flu-like symptoms and only rarely includes lesions or blisters in people. It is not a public health risk, therefore details about the facility cannot be released, per Nevada Revised Statute (NRS) 571.160.

Known competent vectors for transmission of VSV include black flies (Simuliidae), sand flies (Lutzomyia) and biting midges (Culicoides spp.). Biosecurity measures and vector mitigation should be instituted to reduce the spread of the virus. Enhanced and effective fly control measures are critical to disease prevention, as well as ongoing disease mitigation in areas where the virus and insect vectors are actively present.

Only active lesions are contagious, as these have live virus present, and viral transmission can occur via direct contact with the active lesions, sharing of water troughs or direct inoculation of the virus by biting flies. Livestock with clinical signs of vesicular stomatitis are isolated until they are healed and determined to be of no further threat for disease spread. There are no USDA approved vaccines for vesicular stomatitis.

Veterinarians and livestock owners who suspect an animal may have vesicular stomatitis or any other vesicular disease should immediately contact the State Veterinarian’s Office at [diseasereporting@agri.nv.gov](mailto:diseasereporting@agri.nv.gov).

## USDA Releases Version 3.0 of Market News Mobile App; Offers Easier Access to Organic, Retail, and International Reports

The U.S. Department of Agriculture (USDA) today released Version 3.0 of its free USDA Market News Mobile Application (app) with new functionality that includes new tabs so that users can easily access price data for organic commodities, find consumer retail marketing reports and review international market reports.

The app, which was first launched in February 2022 and expanded in June 2022, provides agricultural producers and others in the supply chain with instant access to current market information. In addition, newly released reports will be identified within the app and will be visible as the first items in searches, commodity and report lists will be grouped and identified more clearly, and user subscription and favorite lists will be paired together to allow them to be managed more easily.

“The USDA Market News Mobile App allows producers and others in the ag supply chain to access market data effectively, efficiently and on demand when and where they need the information. USDA is focused on building new, fairer, and more resilient markets for our farmers, ranchers, and producers and this updated version of the app expands USDA’s tools and resources to ensure producers benefit from the vast amount of market information available,” said USDA Under Secretary for Marketing and Regulatory Programs Jenny Lester Moffitt.

The app allows users to search for current and historical reports by location, state, or commodity. Users can also add reports to their favorites for easier access, share reports via text or email, subscribe to reports, and share the aggregated data behind reports via email for additional analysis. The app provides real-time notifications when a new report is published without any delays.

Since its launch in February 2022, the USDA Market News app has been downloaded by over 14,500 users with over 320,000 unique report views to date at an average view rate of 1,400 unique views per weekday.

Both iOS and Android versions of the app are available to download through the Apple and Google Play stores. Search for “USDA Market News Mobile Application” to download the app and begin exploring its potential.

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# Society for Range Management to Recognize Ranchers for Stewardship Efforts

Award Established by Generous Montana Rancher Chuck Jarecki

July 2023 — The Society for Range Management (SRM) recently established the Chuck Jarecki Rancher Land Stewardship Award thanks to a generous donation by its namesake, Montana rancher Chuck Jarecki. The award was created to recognize ranch operators who demonstrate outstanding rangeland stewardship and contribute to the ranching profession through local, state, and national service. Since SRM's formation in 1948, ranchers have played a critical role in the organization and those who exemplify the founding principles of SRM will now have the opportunity to be recognized for their dedication to the land.

"If you are like most ranchers, you are a livestock manager plus a steward of the land," Jarecki said. "I believe each is of equal importance."

As a SRM life member, joining in 1967, Jarecki found much benefit in his membership including learning opportunities, research promotion, and connection with other like-minded range enthusiasts. He led the International Mountain Section of SRM, served on the Society's Board of Directors, and was instrumental

in creating an Endowment Development Fund. His recent gift to SRM was just one more example of his devotion to not only the Society but the stewardship of rangelands based on sound ecological principles – a pillar of SRM's mission.

"For more than 50 years Chuck Jarecki has been a leader in SRM and it is with much appreciation that we accept the generous endowment that he has donated to develop this new Rancher Land Stewardship Award in his name," SRM 1st Vice President Karen Hickman said. "While working with Chuck through the development of this award it became very clear to me that

his drive to recognize excellence in land stewardship is only one aspect of his contribution to rangeland management and the SRM. We are so fortunate to have members like Chuck who want to provide more opportunities for excellent range management to be recognized."

The Chuck Jarecki Rancher Land Stewardship Award will be a cash award whose recipient is an active ranch owner or operator with a lengthy record of successful ranch management. Evaluation of award candidates will be generally based on evidence of rangeland stewardship practices, including effective grazing, soil, vegetation, noxious weed, and fish/wildlife habitat management, for example. Special consideration will be given to those who participate in community activities, especially those in service and/or leadership roles to benefit natural resources. Membership in SRM is not a requirement for award eligibility.

Nominations for the Award will open in March of 2024 and the first recipient will be honored at the 2025 SRM Annual Meeting in Spokane, Washington.

About SRM: The International Society for Range Management is the professional scientific society and conservation organization whose members study, conserve, manage and sustain the varied resources of the rangelands which include prairie, shrublands, woodlands, and savannas which cover nearly half the land on earth. SRM's members are land managers, scientists, educators, students, ranchers and conservationists – a diverse membership guided by a professional code of ethics and unified by a strong land ethic. Learn more at [rangelands.org](http://rangelands.org).

Nominations will open in March 2024–  
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## PLC Leads Coalition Comments on BLM Public Lands Rule

WASHINGTON (July 6, 2023) – Last night, the Public Lands Council (PLC) submitted grazing coalition comments raising concerns with the Bureau of Land Management's (BLM) proposed rule titled "Conservation and Landscape Health." Together with PLC affiliate members the National Cattlemen's Beef Association and the American Sheep Industry Association (ASI), as well as partners from the American Farm Bureau Federation, the comments garnered signatures from 55 state organizations and several additional national partners.

"Public lands ranchers lead conservation across the West. Our cattle and sheep are the tools we use to feed this country and protect these landscapes. We are committed to protecting these lands and the legacies we have built on them, especially when it means working to oppose government efforts that will cause more harm than good," said PLC President Mark Roeber, a Colorado rancher. "If the BLM is serious about lasting conservation, they should have talked to us first, not forge ahead blindly with a universally controversial rule that will cause billions of dollars in harm to western states and our national economy."

Under the Federal Land Policy and Management Act of 1976, the BLM has a mandate to ensure the multiple use of our nation's public lands including recreation, energy, mining, timber, and grazing. This proposed rule upends multiple use by placing the "conservation" use above other uses of public lands, giving power to third parties to remove grazing and other productive uses of the land in the name of an undefined "conservation" effort. Activities like grazing provide numerous benefits to the ecosystem and removing grazing would harm long-term landscape health across hundreds of millions of acres.

"The BLM's proposed rule is especially concerning to cattle producers who hold federal grazing permits and utilize public lands across the West, but this rule is a threat to the national industry," said NCBA President Todd Wilkinson, a South Dakota cattle producer. "Public lands grazing provides valuable conservation and food security benefits, and this proposal opens the door to removing grazing entirely. We strongly urge the BLM to heed our calls to follow the law, withdraw their proposed rule, and work with cattle producers who have conserved these lands for generations."

"This proposed rule would serve to undo the tremendous work that has been done for generations by embracing the multiple use mandate and a working partnership between stakeholders and the BLM," said ASI President Brad Boner of Wyoming. "The proposed rule – written behind closed doors – would fundamentally change the BLM's multiple use mandate without congressional, state, county or stakeholder input."

In addition to formal comments submitted by PLC and the grazing coalition, over 700 individual livestock producers signed a grassroots letter to the BLM opposing this proposed rule.

"Livestock producers have overwhelmingly told the BLM that they are committed to conservation and that this rule is a step in the wrong direction in achieving those goals. We are extremely grateful for the hundreds of cattle producers who spoke with a unified voice," said PLC Executive Director Kaitlynn Glover. "We hope the BLM takes notice of these calls to rethink their process and their methods."

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# Runaway Federal Overreach

By Todd Wilkinson, NCBA President



It seems our year thus far in advocating for farmers and ranchers in Washington, D.C., has been fraught with attempts by this administration to end animal agriculture. When I took the helm of NCBA, I had a feeling this would be the case and have made it my mission to fight for all of us as effectively as possible. I'm proud to say we have a few wins under our belt, but we can't turn our backs for a second and must continue to stand up to regulators and activists whose main agenda is to put us out of business.

Let's start with the good news. The Supreme Court's decision on the WOTUS rule in the *Sackett v. EPA* case cemented a historic victory for cattle producers against shockingly bad federal overreach. We have been fighting against the WOTUS rule for more than nine years and on similar Clean Water Act issues for decades before that. This was a big win in a long-running fight but one of the first things we needed to do after the Supreme Court decision was file a motion in court to force EPA to rescind their now unconstitutional WOTUS rule. Yes, you read that right, we needed to fight in court just for a federal agency to listen to a ruling from the highest court in our country. What is remarkable to me is that the EPA is so committed to their "woke" agenda that when faced with a 9-0 Supreme Court decision they did not repeal their proposed rule. We are forced to spend producer dollars to protect this government overreach from impacting our property rights.

Just as soon as we set a path forward on WOTUS, the administration decided to propose onerous rules in other areas including the Bureau of Land Management's Public Lands rule which would limit grazing cattle on federal lands. It would also add multiple new Endangered Species Act rulemakings that would significantly increase regulatory burdens on producers. The BLM rule has the potential to limit access to grazing on public lands and set the doors open for radical environmentalists to advance their agendas against the ranching community. This attempt to elevate conservation to the level of grazing is contrary to established law. Once again, we are going to be back in the courtroom fighting for producers' rights.

Recently, government approval of lab-grown chicken to be sold in grocery stores has received significant media attention but, thankfully, due to NCBA's work during the rulemaking process, all lab-grown protein needs to be inspected by USDA before it can be sold. These fake meat companies wanted to be inspected by the FDA because that would mean their products would not be inspected as closely or as often. This stuff being fabricated with live animal cells is subject to the same rigorous USDA inspection protocols as real beef. We won the battle for who inspects these products, but now we must continue our work to ensure these products are labeled clearly. It's vital consumers understand they are buying

something that was created in a petri dish and not on a ranch.

Regulatory overreach at the federal level is only increasing because these agencies want to widen the scope of their authority, and the bureaucrats who write these regulations have never set foot on a ranch with no clue about the negative impact these decisions will have on our industry. As we have seen again and again, the regulations they draft will almost always filter down to hurt cattle producers and rural communities the most. That is why we fight so hard against these rulemakings.

Federal overreach is made worse by radical environmental groups and animal activists who have weaponized the federal rulemaking process. They know it is their best chance to have the federal government exert more control over our operations, which will help them meet their goal of ending animal agriculture. This strategy is on full display with the listing of wildlife under the Endangered Species Act. The science has shown many species that are listed as threatened have long since recovered but due to the fact it is easier to list a species than delist one, producers are left to deal with increasing numbers of apex predators, like grey wolves, on their operations. Those radical groups celebrate this problem and fight against any attempts to delist a recovered species. Despite the goal of listing a species to help recovery, these activist groups will never admit a species is recovered. They are in the business of putting us out of business, and they see our government's broken rulemaking process as a tool to reduce the amount of cattle on working lands.

Ultimately, we find success in fighting constant overreach by the federal government because of NCBA members submitting public comments, signing onto letters, and calling their elected officials. This grassroots action is always the first point our team mentions when they meet with agency officials and members of Congress to advocate for producers. When thousands of NCBA members from across the country make their voices heard, policy makers in Washington listen. I am proud of the work we have done in pushing back against this runaway federal overreach, and I want to thank everyone who answers NCBA's calls to action when one of these rules gets introduced. It can be tiring to constantly push back against the federal government, but we can never give up. The silver lining to all this is that for each regulation we are successful in beating back, we take one step closer to ensuring the cattle industry will live on for many generations to come. That is all the motivation I need to keep moving forward in this fight against overreaching federal regulations.

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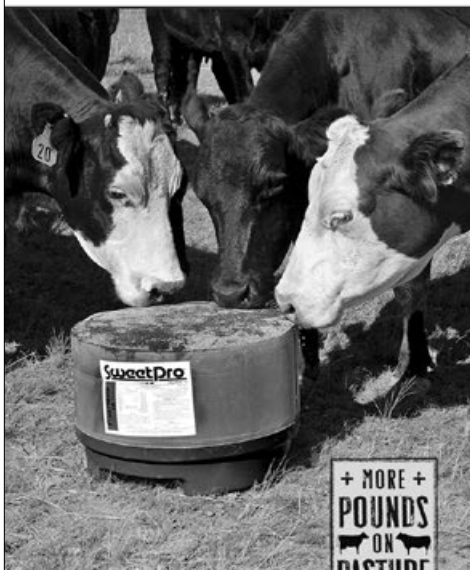
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# NCBA Champions Introduction of Preserving Family Farms Act

WASHINGTON (July 26, 2023) - The National Cattlemen's Beef Association (NCBA) announced support for the Preserving Family Farms Act of 2023 that was introduced by U.S. Representatives Jimmy Panetta (CA) and Mike Kelly (PA). This bipartisan legislation would expand IRS Code Section 2032A to allow cattle producers to take advantage of the Special Use Valuation and protect family-owned businesses from the devastating impact of the federal estate tax, commonly referred to as the Death Tax.

"America's cattle producers deserve certainty in the tax code, especially when it comes to succession planning. NCBA is committed to fighting for common sense tax solutions, including the expansion of IRS Code Section 2032A Special Use Valuation, to allow more producers to secure greater relief from the estate tax and preserve family-owned cattle operations for generations to come," said NCBA President Todd Wilkinson. "We applaud Representatives Panetta and Kelly for their leadership and dedication to protecting future generations of agricultural producers through the introduction of the Preserving Family Farms Act of 2023."

### Background

In the Tax Reform Act of 1976, Congress recognized the disproportionate burden of the Death Tax on agricultural producers and created Section 2032A as a way to help farmers keep their farms. However, the benefits of Special Use Valuations have been stymied over the years as the cap on deductions has failed to keep pace with the rising value of farmland.

While the current 2032A reduction is 55 percent higher than the value established two decades ago, USDA estimates that cropland values have increased by 223 percent. Agricultural land values – including on-farm buildings – have also risen dramatically, increasing by 241 percent during this same period. Due to the rapid inflation of farmland values, the 2032A deduction is no longer aligned with the needs of modern agriculture – nor does it accomplish Congress' intended goal of providing meaningful protection to those producers who are most vulnerable to the estate tax.



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# Nevada Beef Council Update — August 2023

## Your Checkoff Dollars at Work

By Allie Herring

## Beef Checkoff: Fact or Myth?

Have you ever wondered if what you've heard about the Beef Checkoff is true? A lot goes into understanding what the Beef Checkoff does. The checkoff does not own cattle, packing plants or retail outlets. It cannot single handedly turn around a bad market. What beef producers wanted when they created the checkoff was a way to create more demand for beef. This can be done through initiatives such as advertising, cooperative marketing, public relations efforts, education programs and new product development assistance. However, by law, checkoff funds cannot be used to influence government policy or action, including lobbying.

In 1985, a National Beef Checkoff Program was established as part of the 1985 Farm Bill, which assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. Nevada Beef Council retains up to 50 cents on the dollar and forwards the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board (CBB), which oversees the national checkoff program. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef. The CBB's 101 members are appointed by and held accountable to the Secretary of Agriculture. Board members represent all segments of the beef industry including beef, veal and dairy producers and importers.

The following common Beef Checkoff statements are meant to help separate the truth from myths, straight from the source.

### A SILVER LINING THAT DOESN'T LINE POCKETS

**Myth:** Cattlemen's Beef Board (CBB) members are paid a lot to manage the Checkoff.

**Fact:** Nope. The CBB's 101 members are 100% volunteer. While they may be reimbursed for actual expenses associated with board business, not a single one gets paid for their service. The same is true for producers who serve on their state beef council's board of directors...*and that's the truth of the matter.*

### ONE, THE OTHER, OR BOTH?

**Myth:** In states that have their own checkoff assessment, producers don't

have to pay the national Beef Checkoff.

**Fact:** Producers and importers in all 50 states are required by law to pay the dollar-a-head national Beef Checkoff. Some states (currently, 18) have their own checkoff assessment, which is in addition to the national dollar and ranges from 50 cents to a dollar a head, depending on the state. All state checkoff money (plus, up to 50 cents of each national dollar collected) remains with the state for locally determined beef programming...*and that's the truth of the matter.*

### MILK AND MEAT?

**Myth:** It's not fair that dairy producers also have to pay the Beef Checkoff.

**Fact:** In today's evolving dairy climate, more and more dairy stock is becoming part of the U.S. beef supply. Because Beef Checkoff founders wanted to ensure nobody got a free ride, dairy producers do pay the Beef Checkoff. In return, they benefit from its promotion, research, and education efforts, and currently hold about 12% of the seats on the Cattlemen's Beef Board...*and that's the truth of the matter.*

### HANDS OFF THE MONEY

**Myth:** The Cattlemen's Beef Board staff control where and how the money is allocated.

**Fact:** The Cattlemen's Beef Board staff has no say in where or how the Beef Checkoff funds are allocated. All funding decisions are made by the producer and importer led Beef Promotion Operating Committee. The CBB's staff of ten serves a purely administrative role throughout the entire funding process. From the point at which the Authorization Requests are received, to the actual allocation of money, the CBB staff operates to support ALL contractors, Board members, and the Beef Promotion Operating Committee members...*and that's the truth of the matter.*

For more Beef Checkoff information please visit [www.BeefBoard.org](http://www.BeefBoard.org) and [www.NevadaBeef.org](http://www.NevadaBeef.org).

## NEVADA BEEF COUNCIL

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