

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLIII, #9 | August 2020

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Nevada Cattlemen's Association August Update

By: Kaley Chapin, NCA Executive Director

Happy August Nevada Cattlemen and Women,

The end of July marked five years that I have been at the Nevada Cattlemen's Association (NCA). Time has flown by and I am still very grateful for this wonderful opportunity to work for all of you. It has been a great experience so far and I value all of the unique, challenging and gratifying tasks within the NCA.

Within this past year, we have faced many challenges and have learned to adapt to a "new normal". Some of the changes we have adapted to is how we conduct business and meetings using technology as well as abiding by the restrictions and mandates put in place by the state of Nevada. In the end of June, we held a meet and greet with the Public Lands Council (PLC) Director, Kaitlynn Glover. Due to Covid-19 restrictions, we kept this event small but it was very beneficial to both the producers that attended and Kaitlynn.

During July we have started working towards our

upcoming 85th Annual NCA Convention and Trade Show. As of now, it is still planned to be in-person and combined with the California Cattlemen's Association at the Peppermill Hotel and Casino in Reno, NV on December 2-5, 2020.

Along with planning for the convention, we have been preparing for the Annual Fallon All Breeds Bull Sale in Fallon, NV to be held on February 20, 2021. Consignment information will be posted later this month on our webpage at www.nevadacattlemen.org.

Also, during this past month, we attended meetings in-person and virtually, and submitted comments jointly with the PLC for the BLM Environmental Assessment (EA) for Targeted and Prescribed Grazing of Annual Grasses in the Great Basin Ecosystems of Nevada.

At the beginning of July, we held the summer NCA Board of Directors (BOD) Meeting where we received brief updates from the Bureau of Land Management

(BLM) and the NV Department of Wildlife (NDOW). The U.S. Forest Service (USFS) gave their update over the phone due to their offices being on lockdown because of Covid-19.

On July 27th through the 30th, the National Cattlemen's Beef Association (NCBA) held their Summer Business Meetings in Denver. The meetings were held both in-person and virtually, the NCA had representation at both. NCA Officers, Tom Barnes, Jon Griggs, and Hanes Holman joined me by attending virtually using the NCA office. We were still able to submit votes, give comments and ask questions while attending virtually.

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. I hope you have a great rest of the summer and thank you for five great years working at the Nevada Cattlemen's Association!



PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association

I was hoping that by the time I wrote this month's column there would be more certainty and direction regarding COVID-19 and its impact on our industry. It seems uncertainty has become the new norm and

we must find a way to navigate through.

Our packing plants are operating at or near capacity. We hope that will continue and that no major outbreaks of the virus will slow them down again. Meat prices at the retail level remain high and the selection is not good. We have no shortage of beef but the processing and distribution systems are still lagging behind. Beef availability to the consumer continues to be an issue but one that we should start to see improvement on.

NCA is in contact with the NDOA regarding the brand division. They submitted their business plan to the legislature and are now waiting to move forward

with industry workshops. It will be very important for all of us as an industry to participate and comment at these workshops so that we can have an effective brand program that satisfies all of our needs. NCA will be sure to keep everyone informed as to the dates, times and locations for these workshops.

As of right now, the NCA 2020 Annual Convention is still scheduled for December 2-5, 2020 in Reno at the Peppermill; it will be a joint convention with the California Cattlemen's Association. Another event worth considering is the Public Lands Council Annual meeting, also to be held in Reno September 23-25.

I've recently started watching the TV series Yellowstone.

The last episode I watched, John Dutton, the main character who is the ranch owner and political figure in the show, was talking to his grandson about all the struggles facing the ranch. When his grandson asked "Then why do we do it?" his reply was one that we all relate to "Because it's a hell of a life."

**"Because it's a
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SEPTEMBER 1, 2020

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SEPTEMBER 23–25, 2020

Public Lands Council

Annual Meeting

Reno, Nevada

For more information:

publiclandscouncil.org/

?event=2020-plc-annual-meeting

DECEMBER 2–5, 2020

Nevada Cattlemen's Association

Annual Convention

& Trade Show

Peppermill Hotel and Casino

Reno, Nevada

MEMBERS UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between June 26 and July 24, 2020.

(New members are in bold.)

- **Byrne Livestock, Brannon Byrne**
- Mori Ranches, LLC, Nelo & Ida May Sam Mori, Pete Mori, Anthony Mori, Quinn Mori, Michael Mori, Andrea Sestanovich
- **Rod Murphy**
- Neff Equipment
- **Kristin Peek**
- **Ross Creek Ranch, Angela Murray**
- Salmon River Cattlemen's Association
- **Daniel Williams**

Innovative GPS Technology being used on Nevada Rangeland

University conducts research on virtual fencing for cattle and range management



Paul Meiman and local ranchers have started researching GPS-capable collars for cattle. Photo by Paul Meiman

(Submitted Photo)

RENO, Nev. – Paul Meiman, associate professor and Extension specialist in the University of Nevada, Reno College of Agriculture, Biotechnology & Natural Resources, is leading research on virtual fencing for ranches in Nevada.

When Meiman started working in Elko last fall as a specialist in rangeland livestock and wildlife interactions, he learned that local ranchers were interested in implementing virtual fencing for managing livestock. Meiman was aware of the benefits and advancements with these technologies, and he saw the opportunity to conduct valuable research on this new tool.

So, he and graduate student Nathan Jero worked with the Maggie Creek Ranch, Cottonwood Ranch and virtual fencing company Vence to install towers to communicate with GPS collars worn by the cattle. When the cattle are near the boundary dictated by the computer system, they're signaled warnings through the collars, such as sounds and small electrical stimulation cues to keep them where they are supposed to be. The virtual fence boundaries can be placed almost anywhere and moved easily, unlike conventional fences. The cattle, about 130 at each ranch, received their collars earlier this month.

Meiman's research is unique in the realm of virtual fencing

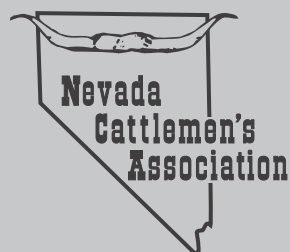
due to both the scale and method. So far, virtual fencing has been studied using small numbers of animals (six to 30) on small areas of land (less than 30 acres). Meiman, however, is planning on using this technology on hundreds of animals and thousands of acres. His overall goal is to find the various ways this technology can help meet the needs of ranchers and sustain our rangelands for future ranching, wildlife and other purposes.

Many challenges faced by ranchers who are managing livestock grazing in order to maintain or improve natural resource conditions relate to animal distribution. This involves making sure that animals are where they are supposed to be for the appropriate amount of time. Virtual fencing has the potential to be one more tool to help managers achieve this, and, like herding, provides much more flexibility than static, conventional fences.

"We couldn't dream of doing this kind of work without the support and help of the ranchers," Meiman said. "With their help, we're hoping these virtual fencing technologies develop into a new and valuable tool for rangeland management, helping to sustain this valuable resource for the future."

The project, a partnership of the College's Extension and Experiment Station units, the ranches, the Bureau of Land Management, and the U.S. Fish and Wildlife Service, is entering its second year of a three-year timeline.

While the potential benefits of this new technology are exciting, Meiman and the ranchers are firm that this tool will only add to a myriad of others and cannot replace the human aspect of ranching, such as the knowledge of both the landscape and animal behaviors and their complex interactions.



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Ken Collum begins 120-day detail as BLM Carson City District Manager



Carson City, Nev – On August 3, Ken Collum began a 120-day detail as the BLM Carson City District Manager.

“By working closely with the existing professional land management staff, agency partners, and public land users, I believe we can continue to foster mutual respect while working to provide opportunities and balance for sustainable resource use,” says Collum.

Collum currently serves as the Stillwater Field Manager for the Carson City BLM District. Collum previously was in the role of the field manager for the Eagle Lake Field Office in Susanville, CA, part of the Northern California District,

overseeing more than one million acres of public lands in northeastern California and northwestern Nevada.

Collum joined the BLM in 2003 as a geologist and realty specialist for the Surprise Field Office. Throughout Collum's career he has stepped into acting roles as district manager in Winnemucca, Nevada and as field manager for several BLM field offices throughout California. Prior to joining the BLM, Collum was

an exploration manager and geologist based in Colorado and Nevada and worked throughout the western states, and through Central and South America.

Collum is a graduate of California State University Fresno with a bachelor's degree in economic geology.

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USDA Stands Up New Team to Better Serve Beginning Farmers and Ranchers in Nevada

The U.S. Department of Agriculture (USDA) is standing up a new team that will lead a department-wide effort focused on serving beginning farmers and ranchers.

To institutionalize support for beginning farmers and ranchers and to build upon prior agency work, the 2018 Farm Bill directed USDA to create a national coordinator position in the agency and state-level coordinators for four of its agencies – Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS), Risk Management Agency (RMA), and Rural Development (RD).

Carolyn Estrada was selected as the USDA Beginning Farmer Rancher state coordinator in Nevada: Carolyn is the Nevada FSA farm loan Chief and state outreach coordinator and has assisted Nevada's farmers and ranchers with the FSA for the last 27 years and is excited to have the opportunity to work more closely with Nevada's beginning farmers and ranchers.

Others on the team coordinating Nevada's beginning farmers and rancher efforts include, Teri Knight, District Conservationist with NRCS; and Ruben Saavedra, District Director with RMA. This is a collateral duty for all team members.

Each state coordinator will receive training and develop tailored beginning farmer outreach plans for their state. Coordinators will help field employees bet-

ter reach and serve beginning farmers and ranchers and will also be available to assist beginning farmers who need help navigating the variety of resources USDA has to offer.

More on Beginning Farmers

Twenty-seven percent of farmers were categorized as new and beginning producers, with 10 years or less of experience in agriculture, according to the 2017 Census of Agriculture.

USDA offers a variety of farm loan, risk management, disaster assistance, and conservation programs to support farmers, including beginning farmers and ranchers. Additionally, a number of these programs have provisions specifically for beginning farmers, including targeted funding for loans and conservation programs as well as waivers and exemptions.

More Information

Learn more about USDA's resources for beginning farmers as well as more information on the national and state-level coordinators at farmers.gov/newfarmers. For more information on available programs in your area, contact your local USDA Service Center.

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Ribeye Steaks with Fresh Tomato Tapenade

Add a burst of freshness and color to grilled Ribeye steaks with a fresh tomato and olive tapenade.



INGREDIENTS:

- 2 beef Ribeye Steaks Boneless, cut 1-inch thick (about 12 ounces each)
- 2 teaspoons course ground black pepper
- 1 teaspoon salt

Fresh Tomato Tapenade:

- 1 cup cherry or grape tomatoes, cut in half
- 1 can (2¼ ounces) sliced ripe olives, drained
- ¼ cup chopped fresh basil
- 3 tablespoons shredded Parmesan cheese

NUTRITION:

Nutrition information per serving: 390 Calories; 225 Calories from fat; 25g Total Fat (9 g Saturated Fat; 0 g Trans Fat; 0.9 g Polyunsaturated Fat; 9 g Monounsaturated Fat); 115 mg Cholesterol; 760 mg Sodium; 6 g Total Carbohydrate; 1 g Dietary Fiber; 36 g Protein; 2 mg Iron; 444.9 mg Potassium; 13.2 mg NE Niacin; 0.7 mg Vitamin B6; 2.3 mcg Vitamin B12; 6.3 mg Zinc; 38.2 mcg Selenium; 0.8 mg Choline.

This recipe is an excellent source of Protein, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Iron.

COOKING:

1. Press pepper evenly onto beef steaks.
2. Place steaks on grid over medium, ash-covered coals. Grill, covered, 10 to 14 minutes (over medium heat on preheated gas grill, 9 to 14 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.

Cook's Tip: To broil, place steaks on rack in broiler pan so surface of beef is 3 to 4 inches from heat. Broil 14 to 18 minutes for medium rare to medium doneness, turning once.

3. Meanwhile combine Fresh Tomato Tapenade ingredients in small bowl.
4. Season steaks with salt, as desired. Top each steak evenly with Fresh Tomato Tapenade.

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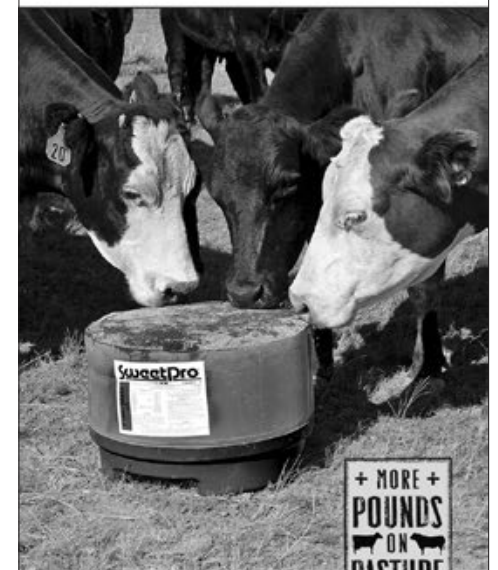
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Nevada Beef Council News & Notes

Checking in on your Checkoff

By Nevada Beef Council Staff

United We Steak Nevada!

New Campaign Encourages Nevadans to Grab Their Favorite Beef Cut and Fire Up the Grill

The Nevada Beef Council (NBC) has joined Beef. It's What's For Dinner., funded by the Beef Checkoff, and other State Beef Councils throughout the country to launch "United We Steak," a new summer grilling campaign showcasing 50 steaks and all 50 states.

"United We Steak" celebrates not only a shared tradition of grilling delicious steaks, but also what makes each state unique when it comes to this beloved pastime. The idea comes to life at UnitedWeSteak.com, with an interactive map of the United States made from

50 hand-cut state-shaped steaks. The interactive map is packed full of grilling spirit, state-specific recipes and fun facts that can help consumers nationwide "beef up" grilling season this summer.

For Nevadans, additional offers, recipes, and a sweepstakes offering a chance to win one of two Traeger grills are available at UnitedWeSteakNevada.com. Included on the site is a link to a cash-back offer of a \$2 rebate for any beef cut, one pound or larger, available through the mobile app Ibotta®.

Underpinning the campaign is a recognition that across all 50 states, there is a universal love of beef sizzling on a summer grill. According to research conducted by Beef. It's What's For Dinner., which is managed by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, nearly one-third of consumers say that they plan to grill more this summer than they have in the past.

"United We Steak" not only celebrates a love for grilling that brings families together, but also the beef farmers and ranchers who work hard every day to keep beef on grills all summer long, with information about ranchers from each state featured on the UnitedWeSteak.com website.

As part of the campaign, the state and U.S.-shaped steaks are currently being featured in national advertisements, including still images and videos that will be shared on digital and social media platforms. The advertisements are also being shared on video platforms including YouTube and Connected TV in an effort to inspire Americans to grill up their favorite beef meal no matter where they live.

The campaign follows the kickoff of summer grilling season, which Beef. It's What's For Dinner. marked with a new video released Memorial Day Weekend



showcasing the dedication of farmers and ranchers to raising safe, sustainable and nutritious beef. It concludes with the simple declaration: "Summer Grilling Season Brought To You By Beef Farmers and Ranchers."

To view that video, and for more beef grilling inspiration and information, visit UnitedWeSteak.com and UnitedWeSteakNevada.com.



Reminder: Nevada Beef Directory Coming Soon

Just in case you missed this last month, the Nevada Beef Council is creating a digital platform to directly connect consumers with those who produce beef, and 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.

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