

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP



Nevada Cattlemen's Association 88th Joint Annual Convention and Trade Show

The Nevada Cattlemen's Association is eager to announce this year's convention. The 88th Annual Nevada Cattlemen's Association Convention and Trade Show will be held November 16-18, 2023, at the Winnemucca Convention Center in Winnemucca, NV. As NCA members around the state gather in Winnemucca, we will celebrate a lifetime of traditions, revise, and review policies, and take a chance to enjoy our friends and neighbors.

At convention members of the Nevada Cattlemen's Association, guest speakers, and vendors that provide services to the beef cattle industry will join together to celebrate the Nevada livestock industry. NCA staff and officers are working hard to provide you with a memorable and educational experience.

Registration for convention will be on our website and will also be sent out by mail and email here shortly. If you are interested in attending and would like more information, please call the office at 1-775-738-9214 or email nca@nevadabeef.org. The forms for exhibit booths and sponsorships have been sent out. If you did not receive of these forms and wish to, please contact us, or check out our website at nevadacattlemen.org to obtain a copy. The Nevada Cattlemen's Association would like to thank all of our convention sponsors and exhibitors; they help make our event a success.

NCA's policy committees will meet prior to convention to discuss new issues or resolutions to be proposed at convention and will also review expiring resolutions. These meetings are the initial step in setting the Association's policies that help guide staff, officers, and members in responding to the various issues that impact Nevada's cattle industry. Participation in the resolution process is a great way to get involved and have your voice heard. For more information on each committee or suggestions on any new or expiring resolutions, please contact the NCA office.

To see a tentative schedule of convention, please look online at our website. We are constantly updating it. We look forward to seeing you all at convention!

Nevada Cattlemen's Association September Update

By Martin Paris, Executive Director

I hope this writing finds you all well and enjoying what is left of what seems to be a really short, fast summer. After the last few years of a less than stellar cattle market, it's nice to see the rebound we have been experiencing so far in 2023. The 5-market average for a steer earlier this summer in July was about 27% higher than it was the same time last year. While I am by no means an economist, the data appears to tell us that beef demand is strong both domestically and globally while cattle supplies are down to their lowest levels since 2014. After the butt kicking most of us have endured the past few years, we all could use a break. All things considered; I remain optimistic that higher prices will continue on for a while at least.

Last month, NCA held our summer Board of Directors meeting and got the opportunity to hear updates and discuss issues with representatives from the U.S. Fish and Wildlife Service, Nevada Bureau of Land Management, U.S. Forest Service, Nevada Department of Agriculture, and the Nevada Department of Wildlife. Some takeaways from the meeting...

- BLM is pressing forward with review of over 200,000 comments on the proposed Conservation and Landscape Health Rule. At the same time the U.S. House of Representatives Appropriations Committee recently passed the 2023 Interior, Environment, and Related Agencies appropriations package which includes an amendment to prohibit the BLM from using any funds to implement the proposed rule. The appropriations bill still needs to be passed by the full House of Representatives as well as agreed to by the Senate. Congress has until October 1st to get all 12 of the government's appropriations packages finished.
- Several of Nevada's counties have declared a state of emergency due to the overpopulation of wild horses. The declared state of emergencies themselves do not trigger any sort of automatic solution, however, the declarations from county elected officials express the dire need to resolve the issue and are a useful tool in discussions with federal lawmakers.
- NCA is working to renew our Cooperative Monitoring Agreement with the U.S. Forest Service, Humboldt-Toiyabe National Forest. The Agreement is intended to provide a framework for how monitoring data should be collected and expresses the importance and need for a collaborative monitoring approach.

By the time you read this article, NCA will have been well represented at the Public Lands Council Annual Meeting in Pendleton, OR. These meetings present an excellent opportunity to not only set policy im-

— Continued on page 2 —

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.

Great Basin Bull Sale

— February 17, 2024 —
Fallon, Nevada
Rafter 3C Events Center
325 Sheckler Road



PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

It seems like we've been about two months behind on everything this year, but hopefully Fall has fallen on time and you've started the Fall Works. This year's work should be really enjoyable thanks to solid cattle markets, brought to you courtesy of your Nevada Cattlemen's Association (if we're to blame for down markets, we're to credit for the high side, no?). With calves weaned, cows worked and market cattle shipped, our Brand Inspectors are an integral part of the commerce we conduct in the Fall. Leonard Hopkins, Jack Rice, Carl and Lavon Hanks, Bill Maupin, Jim Andre; these were a few of the

folks that epitomized the brand inspectors we revered as an important part of the Fall Works.

I'm happy to report that we're trending back to the Brand Department we can rely on, thanks to Director Goicoechea's leadership, most of the problems plaguing the Department have been ironed out and we're on a good path forward. There will be bumps in the road this Fall, as inspectors are being hired even as I write this, but the Department is once again an employer that the best stockmen among us will want to be a part of. Your Association leadership will continue to work with elected and appointed officials to ensure that our commerce runs smoothly. Now if we can just get a handle on the weather.

NEVADA NEWS

September Update: *Continued from page 1*

portant to Nevada's livestock producers, but also connect with livestock producers in other states as well as key agency personnel. We are looking forward to another productive meeting and plan to continue to make headway on several different fronts.

Lastly, the Nevada Cattlemen's Association is eager to announce this year's convention. The 88th Annual Nevada Cattlemen's Association Convention and Trade Show will be held November 16-18, 2023, at the Winnemucca Convention Center in Winnemucca, NV. As NCA members around the state gather in Winnemucca, we will celebrate a lifetime of traditions, revise and review policies, and take a chance to enjoy our friends and neighbors.

NCA staff and officers are working hard to provide you with a memorable and educational experience. We would like to thank the sponsors and exhibitors for helping make our event a success. To see a tentative schedule of conven-

tion or obtain a copy of our trade show/sponsorship packet, please look online at our website at nevadacattlemen.org. We are constantly updating it. We look forward to seeing you all at convention!

NCA MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between July 26 and August 25, 2023.

(New members are in bold.)

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- Laird Mfg., David McComb

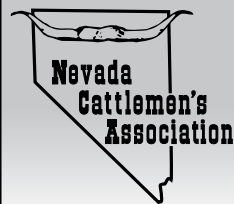


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NDA Division of Animal Industry Welcomes New Administrator

Sparks, Nevada – The Nevada Department of Agriculture (NDA) has selected Chad Sestanovich as the new Administrator for the Division of Animal Industry. Administrator Sestanovich comes to the NDA with more than 30 years of experience in different areas of animal industry.

“We are fortunate to have someone with Chad’s background, knowledge and skill to oversee the Division of Animal Industry and I look forward to the leadership he will bring to this position,” said NDA Director J.J. Goicoechea.

Administrator Sestanovich received his Associate of Applied Science in Animal Science from the College of Southern Idaho and an Associate of Science, Veterinary Technician degree from Truckee Meadows Community College. He has spent his life working in all aspects of agriculture, including everything from animal disease to livestock identification. Administrator Sestanovich was first involved in the animal industry as a ranch hand on his family’s hay and cattle ranch in Nevada. He spent eight years as a Veterinary Technician, and most recently was assistant ranch manager at Mori Ranches.

Administrator Sestanovich will be based in the Elko office and make his home in eastern Nevada with his wife and two daughters.



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NDOW Names New Deputy Director of Operations

Reno — The Nevada Department of Wildlife (NDOW) has announced Caleb McAdoo as the Department's new Deputy Director of Operations. In this position, McAdoo will oversee the Habitat and Conservation Education Divisions as well as guiding the Department's operations related to equipment, facilities, engineering, and rural community engagement.

"It is an unbelievable honor to serve the great State of Nevada and the Nevada Department of Wildlife in this capacity and I am sincerely humbled to be se-

lected," said McAdoo. "I am looking forward to working with the exceptional NDOW staff, our partners, and constituents to better Nevada and its wildlife in this new role."

McAdoo, a graduate of the University of Nevada, Reno with a degree in Wildlife Ecology and Conservation Biology, began his career as a Conservation Aid, before being promoted to Regional Habitat Supervisor. In this position he helped implement programs responsible for developing, managing, and supervising the implementation of multi-million-dollar projects to restore and protect wildlife habitat. His duties include the development and management of turnkey projects including project design, scope of work development, contract administration, budgeting, implementation, and personnel management.

"Having worked with Caleb throughout his career I am confident in his ability to lead NDOW's Habitat and Conservation Education Divisions into the future," said Director Alan Jenne. "I have always been impressed by his ability to develop relationships locally and statewide in coordinating meaningful projects across Nevada's complex landscapes. He is the ideal person for this job."



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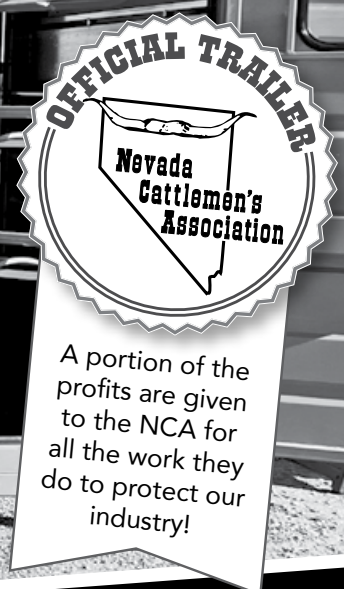
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BLM Announces Meeting of the Sierra Front-Northern Great Basin Resource Advisory Council

Carson City, Nevada — The Bureau of Land Management announced that the Sierra Front-Northern Great Basin Resource Advisory Council (RAC) will host a public meeting on September 21, and a field tour on September 22, 2023. The 15-member BLM Sierra Front-Northern Great Basin RAC serves in an advisory capacity concerning issues relating to land use planning and the management of the public land resources located within the BLM's Winnemucca, Elko, and Carson City Districts. The meeting and the field tour are open to the public.

"Resource Advisory Council meetings are very important opportunities for us to hear public input," said Elko District Manager Gerald Dixon. "We look forward to a productive meeting about current issues on public lands in northern Nevada."

The September 21 meeting will be held in-person at the Winnemucca BLM District Office, 5100 East Winnemucca Blvd., Winnemucca, Nevada 89445, from 8 a.m. to 5 p.m. PT. A virtual participation option will also be available. Agenda items include district updates, wild horse & burro updates, Assessment Inventory & Monitoring Survey, proposed new lands bill/rules, and Inflation Reduction Act funding. A half hour public comment period will be held near the end of the meeting. The amount of time for individual oral comments may be limited depending on the number of people wishing to comment. The meeting agenda and meeting access information for individuals that prefer to participate virtually will be posted two weeks in advance of the meeting at <https://www.blm.gov/get-involved/resource-advisory-council/near-me/nevada>.

Individuals participating in the September 22 field tour will meet at 8 a.m. PT

at the Winnemucca District Office (5100 East Winnemucca Blvd) and travel to Orovada for a viewing of the land conveyance for a new public school and the site of a new fire station. Included in the tour is an opportunity to see the new infrastructure of the Winnemucca Sand Dunes Recreation Area (which includes shade structures, interpretive signage, and vault toilets) located north of Winnemucca. Another stop will be the land conveyance expansion for the Humboldt County Shooting Range Facility.

The field tour will conclude at 1 p.m. PT. Members of the public are welcome on field tours but must provide their own transportation and meals. Individuals who plan to attend or need special assistance, such as sign language interpretation and other reasonable accommodations, must RSVP to the Carson City Public Affairs Specialist Lisa Ross at (775) 885-6107 or lross@blm.gov at least two weeks prior to the field tour.

The RAC is critical in assisting the BLM in continuing to be a good neighbor in communities served by the Bureau, providing advice and recommendations on issues including land use planning, fire management, off-highway vehicle use, recreation, oil and gas exploration, noxious weed management, grazing issues, and wild horse and burro herd management issues.

For more information on the Sierra Front-Northern Great Basin RAC, please visit the RAC's webpage at <https://www.blm.gov/get-involved/resource-advisory-council/near-me/nevada>.



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University to Expand Training Programs for Meat –and Poultry– Processing Industry

RENO, Nev. – A new grant awarded to the University of Nevada, Reno will help efforts to bring more sustainability to Nevada's meat and poultry industry, providing more training to people who want to work in this vital supply chain for the nation.

The University recently received one of seven Meat and Poultry Processing Agriculture Workforce Training awards from the United States Department of Agriculture and its National Institute of Food and Agriculture. It's part of a \$4.5 million effort from the federal government given to learning institutions around the country.

The \$650,000 grant for the University will be used by the College of Agriculture, Biotechnology & Natural Resources to enhance its current harvesting and processing training programs for the meat and poultry industry.

The program is a partnership with Western Nevada College. Through the college, students will be able to earn a certificate for the program and apply credits

toward an associate degree. University of Nevada, Reno students may be able to earn a transcript endorsement for credits earned toward the bachelor's degree they are pursuing.

Western Nevada College will be exploring the best format of instruction, including online, in-person and hybrid education for some of the credits needed for the program. The other credits for the program will include hands-on internship work at Wolf Pack Meats, which is part of the University's Experiment Station unit; the University's Extension Mobile Harvest Unit; or other Nevada meat- and poultry-processing plants.

"Ensuring our food supply is safe and sustainable is incredibly important to our region," said Western Nevada College President Kyle Dalpe. "We're proud to work with UNR and play a role in developing a skilled workforce for the meat and poultry industry in Nevada."

Staci Emm, professor and Extension educator in

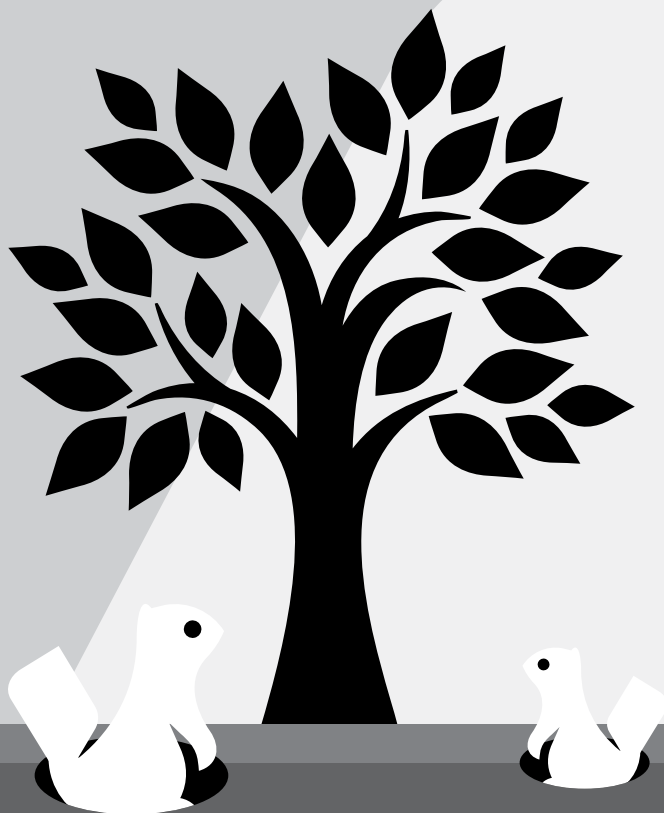
Mineral County, said a goal of the program is to offer a high school-university dual enrollment program by its third year. Emm added that several high schools are in the process of building their own meat labs, which will facilitate the dual enrollment program.

"Students in high school will eventually be able to take classes in the program, and then apply those credits toward a college degree," she said.

Program leaders are predicting 40 participants a year for the three-year program, equaling 120 graduates by 2026. It is estimated that at least 40% of these graduates would work in a Nevada meat-processing plant.

These programs tie into the USDA's National Institute of Food and Agriculture's stated goal to build a pipeline of highly skilled meat-processing workers, while also supporting fair wages and safe workplaces.

For more information on these training programs, contact Emm at emms@unr.edu or 775-945-3444, ext. 1039.



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Society for Range Management Further Defines Rangeland Ecosystem Services

[August 10, 2023] As “ecosystem services” becomes a more common term heard amongst farmers, ranchers, and range stewards of all kinds, the Society for Range Management (SRM) set out to further define this broad term and how it applies to rangelands. In a report released today titled, “Rangeland Ecosystem Services: Connecting Nature and People,” a SRM task force assessed five rangeland service areas including food and fiber, water, carbon, biodiversity, and wildlife.

“We wanted to create a resource that was informative, science-based, and would benefit not only SRM, but anyone interested in the diversity of ecosystem services produced by rangelands,” Texas A&M Center for Grazinglands and Ranch Management Director Jeff Goodwin said. “We assembled an equally diverse team of scientists, conservationists, and ranchers that all worked collectively to highlight the services and, importantly, outline considerations for their continued stewardship.

For each topic, the report describes the relevant services and benefits; current threats to the service; ways in which human management can enhance, sustain, or erode the service; and opportunities for managers to obtain material benefits from supporting the service. The report illustrates how the three “main facets” of rangeland management – avoiding conversion, restoration of degraded lands, and adaptive management – can be applied to maintain or enhance ecosystem services and their benefits.

“Active rangeland stewardship is often essential for maintaining and enhancing the ecosystem services provided by resilient rangeland social-ecological systems,” the report reads. “In other words, not only do benefits flow from nature to people, but also from people to nature.”

The report will serve as a guiding outline for SRM’s role in the greater conversation regarding ecosystem services. It is also a useful tool for educating stakeholders, policymakers,

and others about the critical function of resilient rangelands in the beneficial connection between people and nature.

“I hope this report will serve as a useful jumping off point not only for SRM members, but also many others interested in this topic,” Agricultural Research Service scientist Lauren Porensky said. “Although our report only scratches the surface for many of these complex topics, we hope to provide a synthetic perspective that emphasizes the active role of rangeland stewards and rural communities in the rangeland ecosystem service story.”

The full report can be viewed on the SRM website at rangelands.org/rangelands-provide-five-ecosystems-services/. Additionally, in a special episode on The Art of Range Podcast, Washington State University Extension rangeland specialist Tip Hudson discusses the report in detail with Task Force Co-Chairs Goodwin and Porensky. Listen to Art of the Range Episode 111 at tinyurl.com/r93a2yx4. Follow Society for Range Management on social media to learn and share facts from the report during the upcoming ecosystem services campaign as well.



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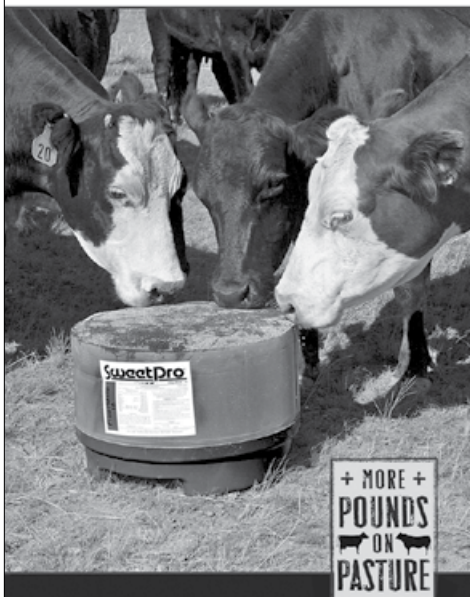
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USDA Updates Livestock Disaster Payment Rate to Assist Producers Hard-Hit by Heat and Humidity

WASHINGTON, Aug. 25, 2023 – The USDA's Farm Service Agency (FSA) announced today it is updating the Livestock Indemnity Program (LIP) payment rate to support livestock producers in the Midwest who have lost cattle to the extreme heat and humidity experienced this summer. To help indemnify ranchers to reflect a trend towards higher cattle weights in feedlots, the 2023 LIP payment rate for beef calves over 800 pounds will increase from \$1244 per head to \$1618, an increase of \$374.

"The recent heat domes plaguing many parts of the country have proven to be unsurvivable for some animals and temperatures are not expected to let up any time soon. This is one of the latest, many examples of how a changing climate is creating immediate challenges for farmers and ranchers, and we're finding that our emergency relief programs need to adapt accordingly," said FSA Administrator Zach Ducheneaux. "Given these circumstances and the trend towards higher weights in feedlots, it became clear that USDA's Livestock Indemnity Payment rates were not reflective of the true market value for cattle. This change will better indemnify the investments producers have in the livestock they raise, and we will continue to find flexibilities where possible to help our farmers and ranchers in the wake of climate-related impacts."

LIP provides benefits to livestock owners and some contract growers for livestock deaths exceeding normal mortality from eligible adverse weather events,

certain predation losses and reduced sales prices due to injury from an eligible loss. Indemnity payments are made at a rate of 75% of the prior year's average fair market value of the livestock.

The updated LIP payment rate is effective immediately and will be applied retroactively starting Jan.1, 2023, for all eligible causes of loss including excessive heat, tornado, winter storms, and other qualifying adverse weather. Producers who have already received LIP payments for 2023 losses will receive an additional payment, if applicable, commensurate with this updated rate. For details on eligibility and payment rates, review the LIP fact sheet.

FSA recognizes that an annual update of LIP payment rates does not account for the volatile nature of livestock markets and is further exploring flexibilities to establish more current payment rates.

More Information

On Farmers.gov, Disaster Assistance Discovery Tool, Disaster Assistance-at-a-Glance fact sheet, and Loan Assistance Tool can help producers and landowners determine program or loan options. For FSA and NRCS programs, they should contact their local USDA Service Center.

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Setting the Standard

By Todd Wilkinson, NCBA President

I've had the opportunity to attend various cattlemen's meetings across the country this summer. The common theme is that, as cattle producers, we're doing something right. We're producing a consistent, quality product, we're promoting it effectively, and we're staying engaged with decision makers at every level. NCBA has gone toe-to-toe with multinational companies, federal regulators, Congress, and deep pocketed animal rights groups to make sure that we have freedom to operate and a business climate that presents opportunities for profitability. It's thanks to you, the members of this organization, that we're able to do that. NCBA continues to set the standard for the cattle industry because its members are willing to gather, share perspective, discuss the issues and determine a path forward.

In August, NCBA President-Elect Mark Eisele and I had the opportunity to represent NCBA at the Canadian Beef Industry Conference (CBIC) in Calgary hosted by the Canadian Cattle Association (CCA). NCBA participated in multiple CCA committee meetings as well as the U.S.-Canada Bilateral Meeting and a Trilateral Meeting with CCA and the Confederación Nacional de Organizaciones Ganaderas (CNOG) from Mexico. I also had the opportunity to participate in a general session panel discussion with the presidents of both organizations. Key topics discussed throughout the meeting included animal disease preparedness, drought recovery and wildfires, product labeling, cell-cultured protein, concerns with European Union policies, and sustainability. I was proud to see NCBA taking the lead and the U.S. setting the standard in several of these areas.

Our efforts to safeguard the industry from threats of foreign animal disease and secure funding for a Foot-and-Mouth Disease (FMD) disease vaccine bank was a major topic of conversation at this meeting. Canada has been working to set up a vaccine bank and, earlier this year, the Canadian government allocated funding for the creation of a vaccine bank and preparedness planning. This achievement is important, and we reinforced NCBA's position of prioritizing animal disease preparedness efforts in the upcoming Farm Bill. In recent years, the Mexican government withdrew its participation in the North American Foot-and-Mouth Disease vaccine bank and has not taken steps to protect the Mexican cattle sector from the growing threat of FMD. NCBA and CCA both emphasized the importance



NCBA President Todd Wilkinson. Submitted Photo

that CNOG continue to advocate for the development of a Mexican FMD vaccine bank. Likewise, all three nations must and will push for greater collaboration of bilateral and trilateral efforts in animal disease preparedness to protect our respective cattle herds.

Most everyone in the northern half of the U.S. has been blanketed by smoke at some point this summer from the Canadian wildfires. When natural disaster strikes, conversations around sustainability often follow and that topic was the focus of several discussions.

There is a growing threat in Canada that their government may require companies involved in the supply chain to monitor and report greenhouse gas emissions. NCBA was able to provide feedback on similar efforts from the Securities and Exchange Commission in the U.S., underscored the need for alignment and support of accurate emissions methodologies like GWP*, and called on CCA and

CNOG to unite in support of GWP*. We all know there is a common misperception about cattle's role in climate variability and we need to clearly define how to accurately measure emissions and adopt the GWP* methodology.

Our sustainability story and the U.S. as the model for efficient production practices is not something the European Union (EU) likes to give us credit for. The growing threat of subjective European trade policies was discussed and extends beyond animal health to include animal welfare and climate agendas. The EU is masterful at creating new trade barriers for imported products like a provision last year that prohibits the importation of food products from animals given antibiotics from an arbitrary list created by the European Commission. This creates a dangerous precedent for future compounds to be added without scientific justification. We also discussed another emerging EU trade barrier: certification of deforestation-free products like beef. Even though deforestation is not a problem in the U.S., it will result in additional compliance costs for producers who choose to raise cattle bound for the EU market. By simply substituting deforestation with another subjective term, U.S. cattle producers become subject to unfair trade barriers, setting a dangerous precedent that must be addressed.

Shifting to another topic — MCOOL. First, I'd like to make a point. MCOOL supporters argue that market momentum in past cycles was attributable to MCOOL. That's clearly not the case as the market this year has been nothing short of phenomenal and it happened without MCOOL. The mere suggestion of the U.S. restoring MCOOL triggers an immediate response from CNOG and CCA that their countries will retaliate if necessary. Concerns were also expressed with USDA's proposed rule on "Product of USA" labels. NCBA reinforced the need for a voluntary, trade compliant solution that allows for verifiable claims through existing USDA-Agricultural Marketing Service programs.

Finally, my favorite thing to talk about — cell-cultured crap. This goop is one of the biggest threats to our industry. No matter what they say, it is not climate friendly. We need to make sure it's properly regulated with a strong set of labeling requirements, ensuring it's clearly distinguishable from real beef. I was happy to share information about NCBA's industry-leading efforts to do just that. Canadian cattle producers were considering their policy positions on cell-cultured products at CBIC.

NCBA is committed to continuing to be at the forefront of discussions with partners in the industry and leading on issues that impact our livelihoods. A sincere thank you to our members for continuing to support the work of this organization.

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California Rancher Urges Congress to Address Wildfires Through Livestock Grazing and Effective Land Management Tools

YOSEMITE VALLEY, CALIF. (August 11, 2023) – Today, Dr. Dave Daley, a leader in the California Cattlemen’s Association, Public Lands Council, and National Cattlemen’s Beef Association testified before the House Natural Resources Committee in a field hearing titled “Conservation in a Crown Jewel: A Discussion About Wildfires and Forest Management.”

“In the wake of historic wildfire seasons in recent years, even this state has taken note of the value livestock bring to wildfire resilience,” Dr. Daley testified. “Wildfire resilience practices such as livestock grazing work, and confronted with the very real threat of worsening wildfire conditions, there ought to be bipartisan consensus endorsing these effective tools.”

Dr. Daley’s testimony focused on the need for the federal government to look holistically at land management and recognize that livestock grazing is an important tool for reducing the risk of catastrophic wildfires. He also recommended that Congress utilize federal legislation, like the forestry title of the 2023 Farm Bill, to strengthen tools like grazing, prescribed fire, timber thinning, and other effective forestry management practices. In addition, Dr. Daley acknowledged the need for federal agencies to conduct post-fire operations, the importance of federal use of fuel breaks, and historic management failures that have hampered the federal government’s ability to make meaningful improvements in landscape resiliency.

“Cattle producers are in a unique position to help reduce the threat of wildfire if the federal government only acknowledged their critical role and relied on their

land management expertise,” said NCBA Vice President of Government Affairs Ethan Lane. “NCBA appreciates the House Natural Resources Committee traveling away from Washington to see conditions on the ground and hear from local producers like Dr. Daley.”

“Decades of mismanagement have left the West ravaged by catastrophic wildfires, especially as federal agencies ignore one of the most helpful tools at their disposal—livestock grazing,” said Public Lands Council Executive Director Kaitlynn Glover. “The Public Lands Council is proud of our Ecosystem and Environment Committee Chair Dr. Daley for delivering the message to Congress that federal agencies should work with ranchers and local land managers to protect these landscapes across the West.”

“The Daley family experienced the devastating impacts of a catastrophic wildfire three years ago when their cattle herd and the forest lands they love were decimated by the Bear Fire,” CCA Vice President of Government Affairs Kirk Wilbur said. “We appreciate policy makers taking the opportunity to visit California, hear Dr. Daley’s firsthand experience with wildfire, and discuss solutions. We urge decisionmakers to include grazing and California cattle ranchers in the toolbox of solutions for mitigating extreme wildfires.”

- Read Dr. Daley’s testimony- bit.ly/fieldtestimony
- Watch the House Natural Resources Committee hearing- bit.ly/housenaturalresources

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Nevada Beef Council Update — September 2023

Your Checkoff Dollars at Work

By Allie Herring

Walmart Back-to-School E-commerce Campaign



The Nevada Beef Council (NBC), jointly with the National Cattlemen's Beef Association (NCBA) as a contractor to the Beef Checkoff and manager of the *Beef. It's What's For Dinner.*® brand, launched a back-to-school e-commerce campaign with Walmart on August 1. This is a national online advertising campaign that the NBC contributed additional funding to in order to increase the number of ads served to consumers within the state of Nevada.

The campaign includes onsite and offsite *Beef. It's What's For Dinner.*® digital ads. Onsite digital refers to those ads placed directly on the Walmart.com website where Nevada consumers can shop online at any of the 43 Walmart locations in-state. Offsite refers to those digital ads that are placed on other online websites and direct Nevada consumers to the Walmart.com website to shop for beef if they click on the “Shop Now” button on the ad.

Back-to-school is the theme of the digital ads which showcase beef to consumers as a versatile, nutritious, meal option this time of year. The e-commerce campaign will run for nearly seven-weeks, ending on September 15.

The NBC will receive state-specific metrics on how the ads performed in-state 10-12 weeks post-campaign, in addition to the nationwide campaign performance data.

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