

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Nevada Cattlemen's Association September Update

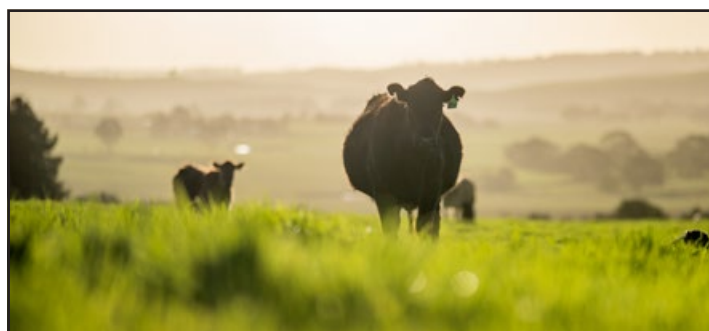
By: Martin Paris, NCA Executive Director

Happy September Nevada Cattlemen and Women. I hope you are all doing well as you get into your busy fall work schedules. I had a chance to attend National Cattlemen's Beef Association (NCBA) Cattle Industry Convention in Nashville, Tennessee last month where a major topic of discussion was sustainability. Our industry faces a wide array of challenges including drought, wildfire, taxes, market disparities, etc... but one of the emerging challenges we face is the public perception of whether beef production is "sustainable" or not.

Climate change is something we hear about nearly every day and we've seen a constant barrage of misinformation on beef production's impacts on the environment. If you get a chance, Google the words beef and environment. You'll see articles such as "The Real Problem with Beef" by the New York Times or "Got Beef? Here's What Your Hamburger is Doing to The Environment" from Forbes. Environmentalists and fake meat companies are working overtime to give beef production a black eye.

Here are a few things to think about-

- Cattle grazing improves grassland soil health and carbon storage.
- Cattle grazing helps mitigate the risk of catastrophic wildfires.
- Cattle are ruminants that recycle carbon as part of the natural carbon cycle.
- Cattle upcycle a diet that is 90% inedible to humans into nutritious protein.
- Cattle methane accounts for only 2% of all U.S. Green House Gas Emissions.



- The U.S. has had the lowest beef Green House Gas emissions intensity in the world since 1996.
- The U.S. beef industry reduced its emissions by more than 40% from 1961-2018.

The U.S. produces the most sustainable beef in the world. Ranchers protect habitat for wildlife, maintain the health of native ecosystems, and employ grazing management practices that sequester carbon. Cattle producers work hard to protect air and water quality, not only to preserve

the health of their animals, but for the health of their families and communities. We all know this, but the public is a different story. It's imperative that our industry tells our story.

Another hot topic is taxes. Buried deep within the Biden Administration's American Families Plan is a proposal to change two major tax provisions which includes raising the top end of the capital gains rate to 39.6% and nixing Section 1014 of the Internal Revenue Code which allows for "stepped up basis".

Under current law, passing down a family business to the next generation does not impose a capital gains tax burden on the business or its new owners. Rather, the decedent's tax basis in the business is "stepped-up" to fair market value, preventing a large capital gains tax bill on the growth in the business's value.

These changes, if implemented would hit family-owned businesses, farms,

— September Update continued on page 2 —

Seeking Teacher of the Year Nominations



The Nevada Cattlemen's Association has started their annual quest for "Teacher of the Year" candidates and is asking for your help in soliciting nominations. **The deadline for submitting nominations is November 1, 2021.**

Nominees must be an elementary, junior high, or high school teacher who incorporates agriculture into their regular curriculum. For example, a teacher who teaches a one-week segment on agriculture and its importance to Nevada. Current Agricultural Education teachers are not eligible.

Nominees may also include teachers considered

in previous years but were not selected for the award. Nominations must include a completed NCA Teacher of the Year Application Form and an attached short essay describing why the teacher is being nominated.

The winner of this award will receive a \$1000 school supply stipend donated by Nevada Agriculture Foundation. The award recipient will also be recognized during the Nevada Cattlemen's Association's annual awards banquet on December 11th, 2021 in Elko, NV at the Elko Convention Center.

Anyone may submit a nomination form which is available at www.nevadacattlemen.org. For any questions, please contact the NCA office at 775-738-9214. Nominations may be submitted by email to nca@nevadabeef.org with "2021 Teacher of the Year Nomination" in the subject line; forms may be faxed to 775-738-5208; or sent by mail to, "Teacher of the Year Nomination," C/O Nevada Cattlemen's Association, P.O. Box 310, Elko, NV 89803.

Nevada Cattlemen's Association believes that the future of our industry lies in the education of the generations to come, as we explore new and innovative methods of sustainability. Please help us in our efforts to recognize and support our teachers and their vital efforts in educating our youth.

Thank you in advance for nominating a deserving teacher!

UPCOMING EVENTS

56th Annual Fallon All Breeds Bull Sale CONSIGNMENTS OPEN

— September 1, 2021 —

Consignments are due December 1, 2021

nevadacattlemen.org

Public Lands Council Annual Meeting

— September 28, 2021 —

Virtual

publiclandscouncil.org

Nevada Cattlemen's Association Annual Convention & Trade Show

— December 9–11, 2021 —

Elko Conference Center

Elko, Nevada

nevadacattlemen.org

NCBA Cattle Industry Convention & Trade Show

— February 1–3, 2022 —

George R. Brown Convention Center

Houston, Texas

<https://convention.ncba.org>

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

— February 19, 2022 —

Fallon, Nevada

Consignments are due December 1, 2021

nevadacattlemen.org



PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association

Summer is coming to an end and we are starting the planning process for our annual convention set for early December.

The Nevada Cattlemen's Association is a policy-based organization. Our policies provide the direction for our association and whenever we discuss an issue of any kind, we always ask "What is our policy on this?" or "Do we have a policy on this?". Our policies become very important when we meet with various agencies, both state and federal, while lobbying on specific issues affecting our industry or anything else that may affect our business. Our policies provide direction for our executive director when he is representing our association.

The reason I mention this is that our annual convention

is when we discuss and set these very policies. This is the opportunity for membership to discuss those issues affecting them or that they feel are important and help shape the direction in which our association is going to go.

I know I've mentioned this before but this is the most important thing we do at convention. These discussions take place during committee meetings and the membership session, not the most fun part of convention but very important.

After missing a full in-person convention last year, we look forward to being able to gather this year. I want to encourage everyone to attend because this is OUR association and we need to hear the voices of membership to maintain a strong Nevada Cattlemen's Association.

Hope to see you there.

September Update: *Continued from page 1*

and ranches hard, particularly in rural communities. As we know, our businesses consist largely of illiquid assets that will in many cases need to be sold or leveraged in order to pay the new tax burden. Making these changes could force business operators to sell property, lay off employees, or close their doors just to cover these new tax obligations.

The Nevada Cattlemen's Association is hard at work with our Congressional delegation making sure they are aware of the significant impacts these tax increases would have on Nevada agriculture. Recently, the U.S. Senate held a budget reconciliation vote where Senator John Thune from South

Dakota introduced an amendment that protects stepped up basis. The amendment, while nonbinding, passed 99 to 0 signaling that the Senate is in support of protecting the important stepped-up basis tax provision. I'd like to thank Nevada Senators Rosen and Cortez-Masto for supporting such a crucial measure. As Congress continues debating tax policy, we encourage our Federal delegation to continue to support sound policy that promotes the next generation of ranchers and farmers.

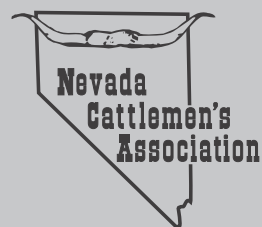
As a reminder the Nevada Cattlemen's Association Annual Convention will take place in Elko on December 9-11. I encourage those of you who want to participate to please attend the convention and committee meetings. The convention is your opportunity to voice your opinion and help set policy that will guide the Nevada Cattlemen's Association forward. For current and up to date information on things happening at the NCA, please follow us on Facebook and visit our webpage at www.nevadacattlemen.org as we are constantly updating it. If you have questions regarding any of our upcoming events, please feel free to contact the NCA office at 775-738-9214 or by email at nca@nevadabeef.org. We wish you luck on your fall work as we understand this is a busy time for all.

MEMBERSHIP UPDATE

*We would like to thank the following people for
joining or renewing their membership with
Nevada Cattlemen's Association
between July 24 and August 24, 2021.*

(New members are in bold.)

- D & S Designs, Don & Shirly Bishop
- Gem State Angus Ranch, Kent & Kevin Thibault



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Tom Barnes, President

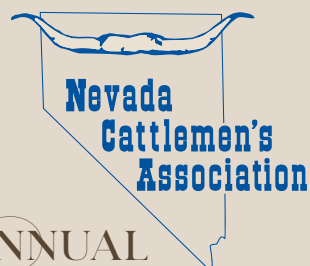
Jon Griggs, Pres.-Elect

Hanes Holman, 1st Vice Pres.

Dave Baker, 2nd Vice Pres.

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Nevada Must Unite in Opposing the STEP Act

By: Martin Paris, Nevada Cattlemen's Association Executive Director

Nevada's economic recovery hinges on a bill under consideration by Congress that has the potential to wipe out the future of family businesses, farms, and ranches across the Silver State.

Titled, the Sensible Taxation and Equity Promotion (STEP) Act, this legislation aims to close a "loophole" in the tax code that would force wealthy individuals and businesses to pay closer to their "fair share," while offsetting the cost of trillions

in new spending proposals that the Biden administration has put forward.

The only problem? The STEP Act does just the opposite.

Cattle ranchers, for example, contribute a whopping \$760 million annually in cash receipts to Nevada's economy, employing thousands of workers, providing economic stability, and offering much-needed cash revenue to augment Las Vegas tourism, which we already saw suffer through the painful cycles of COVID-19 travel and hospitality restrictions. Cycles we aren't sure are over just yet.

Like most of the country, ranches in Nevada are mostly family-run operations, with many spanning generations. And since land values naturally increase over time, as does inflation, children have relied on a tax provision called "step up in basis" in order to continue their family's legacy and continue ranching like they've always done, just without paying steep new taxes each time the business is passed down.

"Step up in basis" is a commonsense rule that acknowledges land value and farm or ranch assets do not comprise the net worth of the individual or family who owns them, but rather are the necessary assets required to conduct business and support the middle-class livelihoods of thousands of families living out the American Dream.

The STEP Act would axe "step up in basis."

Under the STEP Act, the death of a ranch owner would be classified by the IRS as a "sale" of the business, even if it had been willed to the owner's children to pick up the torch and continue operations. A retroactive capital gains tax would

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NEVADA NEWS

be assessed and charged to the new owners, just like if they had sold a winning stock, even though they didn't own the business before now.

Never mind the fact that most ranchers scrape by on lower middle-class incomes, reinvesting any excess profits into ranch upkeep, new equipment, and employing help to work the land. If Joe and Becky's dad had willed them his ranch, purchased for \$85,000 in 1977, valued at \$3 million in 2021, they would be hit with an over \$750,000 tax bill since the cost basis of the ranch could no longer be "stepped up" to account for expanded operations, increased land value, and natural inflation over time.

Sure, the STEP Act says Joe and Becky can pay this off over 15 years, but it neglects to mention that banks would view the new tax obligation as a lien, likely drying up their credit options and taking a loan to help pay it off the table.

Joe and Becky's dilemma would play out across the state of Nevada, crushing farms and ranches, destroying family businesses, and placing a hold on our post-COVID-19 economic recovery. For a window into just how bad things could get, Texas A&M's Agricultural and Food Policy Center recently estimated that roughly 98 percent of farms and ranches would face an average new tax burden of \$726,104 per farm under the STEP Act. Thousands of families will be forced into bankruptcy or face selling off their businesses.

I want to thank Nevada's Senators Cortez-Masto and Rosen for recently voting in favor of an amendment by South Dakota Senator Thune that protects this important tax provision for family-owned businesses. As Congress moves the budget legislation along, we encourage our Federal delegation to stand with Nevada's hard working families.

Simply put, the STEP Act is a step in the wrong direction for Nevada and our country.



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White Pine-Nye County Resource Advisory Committee to Accept Project Proposals

Ely, NV. – The White Pine-Nye County Resource Advisory Committee (RAC) is seeking applications for projects that benefit natural resources on the Humboldt-Toiyabe National Forest and nearby lands in White Pine, Nye, Lander, and Eureka Counties. The RAC will have over 1.3 million dollars to spend on projects made available to White Pine, Nye, Lander, and Eureka Counties through the Secure Rural Schools and Community Self-Determination Act (SRS) Title II Program.

The White Pine-Nye County RAC works closely with the USDA Forest Service to recommend projects that will benefit forest health, fish, wildlife, soils, watersheds, and other resources; maintain roads, trails, and other infrastructure; or control noxious weeds. The Humboldt-Toiyabe National Forest will accept



proposals through Friday, Sept. 17, 2021.

RAC projects must be located on National Forest System (NFS) Lands in White Pine, Nye, Lander, and Eureka Counties or on other nearby lands if the project will benefit resources on NFS lands. Projects

can be completed by USDA Forest Service personnel, through partnership agreements, or by open-bid contracting with individuals and corporations.

Projects can be submitted as followings:

- MAILED: RAC Designated Federal Officer Jose Noriega, Ely Ranger District, 825 Avenue E, Ely, Nevada 89301.
- EMAILED: jose.noriega@usda.gov

The RAC will begin reviewing projects for possible funding during their next meeting to be scheduled for some time in late September or early October. The public is welcome to attend the RAC meeting.

For more information on the RAC committee or to learn more about proposing projects, please contact RAC Designated Federal Officer Jose Noriega at 775-289-0176 or jose.noriega@usda.gov.



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Cattle Industry Commits to Climate Neutrality by 2040

NASHVILLE, Tenn. (Aug. 12, 2021) – Today, the National Cattlemen's Beef Association (NCBA) solidified U.S. cattle ranchers' commitment to environmental, economic and social sustainability with the release of U.S. cattle industry sustainability goals.

Beef producers in the United States are already the global leader in sustainable beef production. The setting of these goals will further enhance the sustainability of the U.S. system and set targets that demonstrate to the world that producers are committed to continued improvement. The goals for the U.S. cattle industry include:

- Demonstrate climate neutrality of U.S. cattle production by 2040.
- Create and enhance opportunities that result in a quantifiable increase in producer profitability and economic sustainability by 2025.
- Enhance trust in cattle producers as responsible stewards of their animals and resources by expanding educational opportunities in animal care and handling programs to further improve animal well-being.
- Continuously improve our industry's workforce



safety and well-being.

"Cattlemen and women have demonstrated their commitment to sustainability for generations. They work tirelessly to protect the land, water and air resources in their care. Through countless improvements in genetics, grazing management, manure handling and the adoption of many other technologies, this is just the next step on our industry's path," said Marty Smith, a Florida cattleman and NCBA past president. "Producers deserve recognition for their use of cutting-edge practices and technologies that minimize environmental impact. By setting goals,

we're publicly committing to continuous improvement and setting targets that allow us to measure and document those efforts."

These goals are the culmination of a grassroots, rancher-led process. The Sustainability Goals Task Force was formed in 2021 to evaluate the current state of U.S. beef cattle sustainability, determine which improvements are most critical and help share the story of progress. Members of this working group – cattle farmers and ranchers from across the U.S. – led the process and made all decisions, including setting the sustainability goals.

"Sustainability is, and will continue to be, an incredibly important part of what we do, and I'm proud that my fellow leaders across the cattle industry have taken these important steps," Smith said. "As our country and the world examine risks associated with climate change and other sustainability challenges, our commitment to sustainability positions us to play an even bigger role in mitigating these risks in the future."

To learn more about the cattle industry's sustainability goals, go to noba.org/sustainability.

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CattleFax Forecasts Record Beef Demand; Prospects for Tighter Supplies

NASHVILLE, Tenn. (Aug. 11, 2021) – The beef cattle industry is bouncing back from the pandemic, and continued progress is expected in 2022. Beef prices are near record high, and consumer and wholesale beef demand are both at 30-year highs as the U.S. and global economy recover. While drought remains a significant concern with weather threatening pasture conditions in the Northern Plains and West, strong demand, combined with higher cattle prices, signal an optimistic future for the beef industry, according to CattleFax. The popular CattleFax Outlook Seminar, held as part of the 2021 Cattle Industry Convention and NCBA Trade Show in Nashville, shared expert market and weather analysis today.

According to CattleFax CEO Randy Blach, the cattle market is still dealing with a burdensome supply of market-ready fed cattle. The influence of that supply will diminish as three years of herd liquidation will reduce feedyard placements. As this occurs, the value of calves, feeder cattle and fed cattle will increase several hundred dollars per head over the next few years.

Kevin Good, vice president of industry relations and analysis at CattleFax, reported that the most recent cattle cycle saw cattle inventories peak at 94.8 million head and that those numbers are still in the system due to the COVID-19 induced slowdown in harvest over the past year.

“As drought, market volatility and processing capacity challenges unnerved

producers over the past 24 months, the industry is liquidating the beef cowherd which is expected to decline 400,000 head by Jan. 1 reaching 30.7 million head,” Good said.

The feeder cattle and calf supply will decline roughly 1 million head from its peak during this contraction phase. Fed cattle slaughter will remain larger through 2021 as carryover from pandemic disruptions works through a processing segment hindered by labor issues, he added.

“While fed cattle slaughter nearly equals 2019 highs at 26.5 million head this year, we expect a 500,000-head decline in 2022,” Good said. “This, combined with plans for new packing plants and expansions possibly adding near 25,000 head per week of slaughter capacity over the next few years, should restore leverage back to the producer.”

Good forecasted the average 2022 fed steer price at \$135/cwt., up \$14/cwt. from 2021, with a range of \$120 to \$150/cwt. throughout the year. All cattle classes are expected to trade higher, and prices are expected to improve over the next three years. The 800-lb. steer price is expected to average \$165/cwt. with a range of \$150 to \$180/cwt., and the 550-lb. steer price is expected to average \$200/cwt., with a range of \$170 to \$230/cwt. Finally, Good forecasted utility cows at an average of \$70/cwt. with a range of \$60 to \$80/cwt., and bred cows at an average of \$1,750/cwt. with a range of \$1,600 to \$1,900 for load lots of quality, running-age cows.

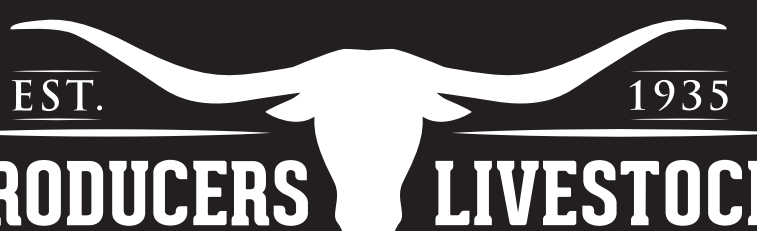
Consumer demand for beef at home and around the globe remained strong in 2021, a trend that will continue in 2022, especially as tight global protein supplies are expected to fuel U.S. export growth.

Aftershocks from the pandemic continue to keep domestic demand at elevated levels not seen since 1988. Government stimulus and unemployment benefits are fueling the economy with demand outpacing available supplies as restaurants and entertainment segments emerge from shutdowns.

According to Good, the boxed beef cutout peaked at \$336/cwt. in June, while retail beef prices pushed to annual high at \$7.11/lb. “Customer traffic remained strong at restaurants and retail – even as those segments pushed on the higher costs, proving consumers are willing to pay more for beef,” he said.

Wholesale demand will be softer in 2022, as a bigger decline in beef supplies will offset a smaller increase in beef prices with the cutout expected to increase \$5 to \$265/cwt. Retailers and restaurants continue to adjust prices higher to cover

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costs. Good added the retail beef prices are expected to average \$6.80/lb. in 2021 and increase to \$6.85/lb. in 2022.

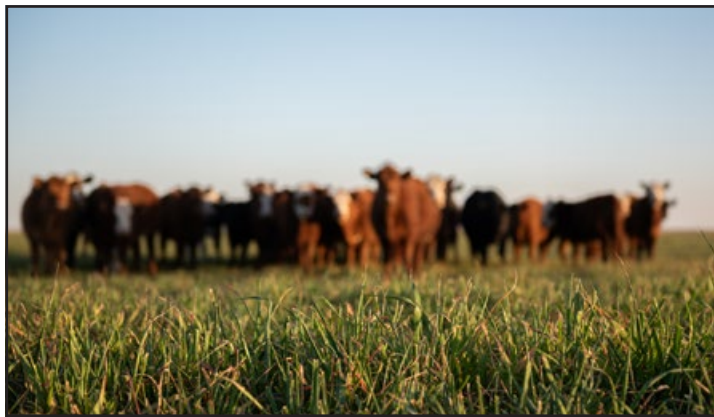
Global protein demand has increased and U.S. beef exports have posted new record highs for two consecutive months, even with high wholesale prices. The increases were led by large, year-over-year gains into China, and Japan and South Korea remaining strong trade partners for protein. “The tightening of global protein supplies will support stronger U.S. red meat exports in 2022. U.S. beef exports are expected to grow 15 percent in 2021 and another 5 percent in 2022,” Good said.

Mike Murphy, CattleFax vice president of research and risk management services, expects summer weather patterns – and their affect on corn and soybean yields – to be the focus of market participants.

“As China rebuilds its pork industry following their battle with African Swine Fever, they are looking for higher quality feed ingredients, such as corn and soybeans” Murphy said “Exceptional demand from China is leading U.S. corn exports to a new record in the current market year, and strong demand for U.S. soybeans has elevated prices in the last 12 months.”

Spot prices for soybeans are expected to be \$13 to \$16 per bushel for the remainder of the next 18 months along with spot corn futures to trade between \$4.75 to \$6.25 per bushel in the same time frame.

Murphy noted that drier weather in the Northern Plains and West will pressure hay production and quality in the 2021 season – supporting prices into the



next year. “May 1 on-farm hay stocks were down 12 percent from the previous year, at 18 million tons. The USDA estimates hay acres are down 700,000 from last year at 51.5 million acres. So, expect current year hay prices to average near \$170/ton, and 2022 average prices should be steady to \$10 higher due to tighter supplies and stronger demand,” he said.

All session panelists agreed that weather is a major factor impacting the beef industry, and agriculture as a whole in 2021 and going into 2022. A forecasted return of La Niña this fall would lead to intensifying drought for the West and Plains into early 2022, according to Dr. Art Douglas, professor emeritus at Creighton University. Douglas indicated that the precipitation outlook in the fall of 2021 going into the early part of 2022 could see drought push harder in the Pacific Northwest with above-normal precipitation across the inter-mountain West – leaving the Midwest drier, and less tropical storm activity to reduce Southeast rainfall into late fall. Also, the western half of the country will be drier into early spring with a returning La Nina.

Blach concluded the session with an overall positive outlook, expecting margins to improve as cattle supply tightens and producers gain leverage back from packers and retailers, beef demand to remain solid with expected export growth, and utilization and packing capacity to improve over the next few years. He also noted that the economy has made gains in 2021 and should stay stronger with low interest rates and government stimulus fueling consumer spending.



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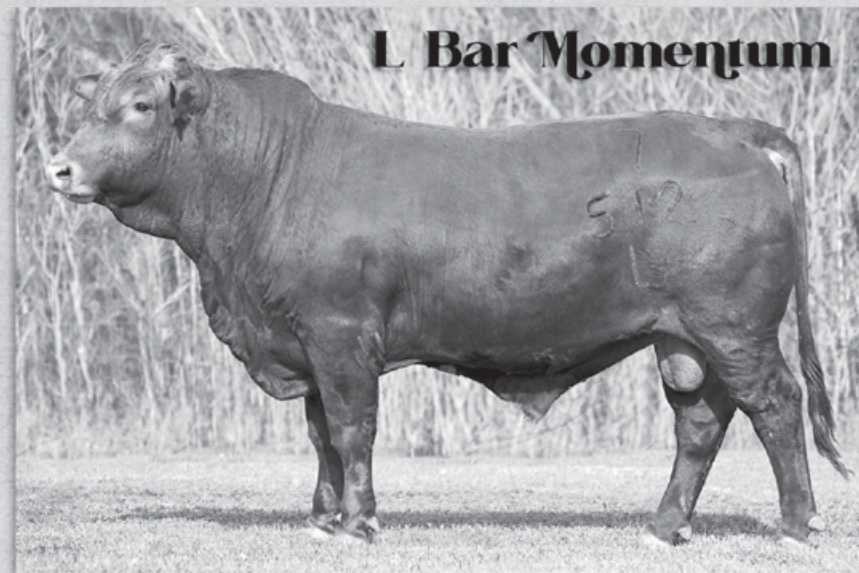
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What You Should Know About BLV

by Stephen S. Foster, Extension Agent, Agriculture and Natural Resources

What is “BLV”? Bovine Leukemia Virus (BLV) is an “oncogenic retrovirus” common in cattle throughout the United States. “Oncogenic” means the virus can cause the infected animal to develop cancer. A “Retrovirus” is a unique type of virus that uses an enzyme to reverse its genetic code from RNA into DNA which then gets inserted into the host cell’s DNA and remains there for life. A well-known retrovirus in humans is the human immunodeficiency virus or “HIV” that causes the disease “Acquired Immune Deficiency Syndrome” or “AIDS”. Cattle infected with bovine leukemia virus have the disease known to veterinarians as “Enzootic Bovine Leukosis” or EBL, but it is most often referred to as “Leukosis”.

How common is BLV in beef cattle?

Compared with dairy cattle, much less is known about BLV and beef cattle. A survey completed in 2019 of 28 cow-calf herds in the Midwest found at least one BLV-infected animal in 21 of those 28 herds and more than a third of the individual cows tested were positive. A similar study of bulls on 39 Midwest farms found nearly 50% of these operations had at least one positive bull and 45% of the 121 bulls tested were positive.

Why should BLV infection and leukosis be of concern when it is so common in cattle?

Up until recently, the economic loss from leukosis was thought to be only due to death from cancer (lymphoma) or carcass condemnation at slaughter. However, like HIV in humans, now we understand the most important impact from BLV is disruption of the immune system that allows more diseases to occur, resulting in suboptimal performance and early culling. Because BLV indirectly allows other disease conditions to flourish, there has been delayed recognition of its importance to overall cattle health.

How is the virus transmitted? This is one area of knowledge that is rapidly changing with improved technology. Blood-borne transmission is the most recognized route, but it can occur in many ways. Traditionally, BLV was thought to spread primarily through biting flies and poor management procedures such as injections with used needles, surgical castration/dehorning/tattooing with bloody equipment, and rectal palpation with dirty sleeves. However, other modes of transmission are possible including, for example, blood exchange during natural service when there is penile or vaginal trauma, and calves may be infected during pregnancy, or blood exchange during calving or through colostrum or milk while nursing an infected dam. Although BLV can spread through management procedures, recent studies have shown that changing management practices does not dramatically decrease prevalence. Similarly, transmission by biting insect vectors such as horseflies was found to be important in some, but not all agricultural areas.

Do all cattle with leukosis develop cancer? There are three main clinical outcomes in cattle infected with BLV. Most animals remain asymptomatic, i.e. show no outward signs of disease (approximately two-thirds of infected animals). Less than 5% of BLV-infected cattle develop lymphosarcoma. The remainder of BLV-infected cattle develop persistent lymphocytosis.

Lymphosarcoma is most commonly observed in 4 to 8-year-old animals; ani-

mals less than 2 years of age rarely show signs of disease. Clinical signs are highly variable because they depend largely on the organ system (e.g. alimentary, cutaneous, ophthalmic, neurologic, reproductive, reticuloendothelial, multicentric) invaded by these neoplastic lymphocytes. Consequently, signs of infection may include, but are not limited to, peripheral and/or internal lymph node enlargement (lymphadenopathy), labored breathing (dyspnea), bloat, jugular vein distention, increased heart rate (tachycardia), brisket edema, weight loss, decreased milk production, fever, loss of appetite, infertility, rear limb weakness or paralysis, protruding eyeball (exophthalmia), gastrointestinal obstructions and/or ulcers with digested blood (melena), and increased blood lymphocytes counts.

How is BLV diagnosed? Blood testing is the first step to identify BLV-positive (infected) animals. An inexpensive serum ELISA test is available to detect antibodies to the virus. Once an animal is infected and tests positive for antibodies, she will remain test positive for her lifetime. Testing can be done in animals over six months of age. Peripheral lymphocytosis can be diagnosed by a complete blood count (CBC) on a blood sample submitted to a veterinary practice or vet diagnostic lab. Tumors such as lymphosarcoma are usually diagnosed after death at necropsy but some are identified ante-mortem through a biopsy of an affected lymph node.

What should a producer do to prevent

and eradicate BLV? Because no vaccine is available for BLV, virus specific antibodies found in serum or milk are a good indicator of exposure and a practical method for disease screening.

Eliminating the transfer of blood from infected animals to naive animals is the cornerstone of preventing spread of this virus between animals. To this end, cautery or other bloodless methods of dehorning should be used and equipment used for procedures such as castration, tattooing, or ear tagging should be adequately cleaned and disinfected between animals. Single use, disposable needles should always be used for blood collection and intramuscular injections. Handling facilities that become contaminated with blood should be cleaned. Control of biting flies should also help minimize spread of BLV between animals.

There is no curative treatment for viral infection or for lymphosarcoma in cattle. Consequently, producers must rely on management practices to eradicate BLV from their herd. These management practices have been used to either (1) identify BLV-infected cattle and slaughter positive reactors, or (2) detect and isolate BLV-infected cattle, then manage infected and non-infected cattle in separate herds, or (3) test animals for BLV status and then take appropriate biosafety and management measures to minimize exposure of non-infected animals to the infectious agent.

Source:

- FAQs about Bovine Leukemia Virus (BLV) and Beef Cattle, by Dr. Michelle Arnold, Ruminant Extension Veterinarian, University of Kentucky Veterinary Diagnostic Lab.
- Bovine Leukemia Virus (BLV), Animal and Plant Health Inspection Service, USDA.



Conjunctival prolapse is a sign of bovine leukosis. Photo courtesy of Wikipedia, Lucien Mahin.

Iconic Beef. It's What's For Dinner. Brand Stands the Test of Time

Celebrating 35 Years of Beef Checkoff Successes

CENTENNIAL, Colo. (Aug. 5, 2021) – As the Beef Checkoff celebrates its 35th anniversary, the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is shining a light on the successful promotion and research programs that drive the demand for beef. Nothing epitomizes the Beef Checkoff more than the iconic Beef. It's What's For Dinner.® brand.

From celebrity voices and images of sizzling steaks on the grill, to the familiar "Rodeo" music composed by Aaron Copland, the sights and sounds of the brand are recognized by generations of consumers. As a proud contractor to the Beef Checkoff, NCBA has managed the Beef. It's What's For Dinner. consumer marketing program for more than 27 years, inspiring people to purchase and enjoy beef.

"What has made the brand so successful over the years is the ability to adapt based on changing consumer demographics," said Becca McMillan, Oklahoma producer and co-chair of the Domestic Marketing Checkoff Committee. "It truly has provided producers, like me, a voice and an opportunity to connect with consumers."

When Beef. It's What's For Dinner. was born in the early '90s, the brand frequently appeared in television ads which featured familiar voices of well-known actors. At a time when there was a handful of consolidated networks, television advertising was an effective and logical choice. In today's ultra-fragmented media landscape there is an endless number of media outlets and advertising opportunities.

Over the years marketing efforts transitioned to digital and social media, reaching consumers where they find information and make purchasing decisions. Today, the vast majority of consumers use smart phones and computers, accessing popular platforms such as YouTube, Facebook and Google, where Checkoff advertising runs year-round. Digital advertising is cost-effective, and ads can be strategically targeted to specific consumers. For example, digital beef ads can be fed to consumers looking for alternative meats, reminding them that beef is the protein of choice.

Use of influencers such as chefs, food bloggers, dietitians and producers themselves also extends the social reach of the positive beef message. These third-party endorsers actively engage with their followers making an emotional connection with consumers, helping combat misinformation about the industry.

The media world was not immune to the impacts of the COVID-19 pandemic. Fewer advertisers resulted in lower advertising costs, which opened the door for Beef. It's

BEEF.
IT'S WHAT'S FOR DINNER®

What's For Dinner. to return to broadcast television. Beef. It's What's For Dinner. advertised on the Hallmark Channel in December 2020 to promote beef for the holidays, appeared on Fox Sports during the Beef. It's What's For Dinner. 300 NASCAR Xfinity Series race in February 2021 and is currently showcasing beef as the summer grilling choice on the Food Network.

No matter how beef's story has been shared over the last three decades, one thing remains the same and that is the need for consumer education. Beef. It's What's For Dinner. remains a trusted resource for shoppers to learn about beef's nutritional benefits, find tips for selecting and preparing beef and discover new recipes. In the last year alone, Beef. It's What's For Dinner. garnered more than 1 billion impressions, and the brand is recognized by 70% of the U.S. population.

The combination of digital and social media and cable television advertising has increased awareness of beef as the protein of choice and has provided the opportunity to directly engage with consumers, ultimately building relationships and inviting them to be part of the conversation. Beef. It's What's For Dinner. continues to be the platform for promoting beef's nutrition, taste and quality as well as for sharing the stories about the producers behind the product.

At the end of the day the question on everyone's mind is "what's for dinner?" and luckily there is an easy answer: Beef. It's What's For Dinner. For more information, visit www.beefitswhatsfordinner.com.



About the Beef Checkoff

The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff 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. States may retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.

About NCBA, a Contractor to the Beef Checkoff

The National Cattlemen's Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture.

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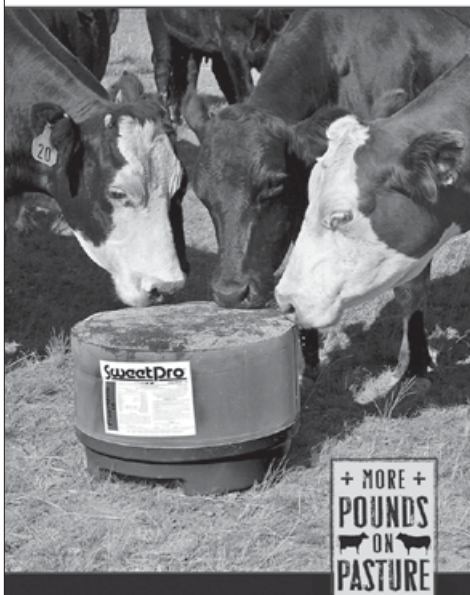
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