

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLV, #11 | September 2022

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

NCA September Update

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

I hope things are going well for all of you as we work our way through what is left of what seems to be a short, fast summer. Things here at the Nevada Cattlemen's Association have been very active. The Nevada Cattlemen's Association held our Board of Director's meeting recently in conjunction with the National Cattlemen's Beef Association (NCBA) Summer Business Meeting in Sparks, NV.

At the NCA Board of Director's meeting we received updates and had discussions with the Nevada Department of Agriculture, U.S. Forest Service, Nevada Department of Wildlife, the Nevada Bureau of Land Management, and the U.S. Fish and Wildlife Service.

At the conclusion of the Board meeting, NCA geared up for and was well represented at NCBA Summer Business Meeting. The atmosphere at both meetings was positive and productive. Some of the items discussed are listed below:

1. Traceability – NCBA is taking the lead on animal disease traceability discussions with USDA. These discussions are in their infancy, but the goal is to engage with USDA on potential solutions that work for our industry rather than wait for USDA to decide what works for us.
2. Revisions to the Endangered Species Act- NCA recently submitted comments to the U.S. Fish and Wildlife Service (USFWS) on proposed changes to Section 10(j) of the Endangered Species Act. The changes brought forward by USFW would allow the agency to introduce experimental populations outside a species' historic range.
3. Public Lands –
 - a. While funding and holding capacity remain to be challenges regarding

wild horses, Nevada BLM continues to make progress on their efforts to reach Appropriate Management Levels for the first time in decades.

- b. The BLM has expressed interest in revising their grazing regulations. NCA is standing by and ready to assist BLM in the formulation of new grazing regulations that focus on management flexibility.
- c. NCA had a chance to connect with the BLM's new rancher liaison, Errol Rice, who reports directly to the BLM Director. We plan to keep an open line of communication with Errol and Interior leadership as we work through several different proposals.

By the time this article circulates, NCA will also have been well represented at the Public Lands Council Annual Meeting in Cody, Wyoming the last week of August. The NCBA and PLC meetings present an excellent opportunity to not only set policy important 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.

Last but not least, please mark your calendars for 87th Annual Nevada Cattlemen's Association Convention and Trade Show to be held November 30 - December 2 at the Nugget Casino and Resort in Sparks, NV. We are planning to have a well-rounded agenda at the convention that should have something for any and everyone's interests. Most of all, we hope to provide an enjoyable experience and a good time! Please keep checking out our website at nevadacattlemen.org for more information and don't hesitate to reach out to our office at 775-738-9214.

87th Annual Convention and Trade Show

— November 30—December 2 —

The Nevada Cattlemen's Association is eager to announce this year's convention. The 87th Annual Nevada Cattlemen's Association Convention and Trade Show will be held November 30- December 2, 2022 in Sparks, NV, in conjunction with the California Cattlemen's Association. As NCA members around the state gather in Sparks, 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 sent out by mail and email. 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 these forms and wish to receive one please contact us, we would be happy to send one to you. Forms are available on our website at nevadacattlemen.org as well. The Nevada Cattlemen's Association would like to thank the sponsors and exhibitors for helping make our event a success.

To see a tentative convention program, please see

— Continued on page 5 —

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PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

Recent monsoonal showers have us not thinking about the F-word so much. I don't like to talk about the F-word during F-word season. Of course, I'm referring to fire, wildland fire specifically. If you're a rancher in Northern Nevada, you're probably a volunteer firefighter almost by default, it's become that prevalent on our rangelands. This year in Northeastern Nevada there's been over 50 fires by the end of July. Our fire services have done an incredible job of keeping them small so far. Fire's been thought of as a natural part of our ecosystem, but I don't think it is anymore. Cheatgrass has made fires unmanageable and therefore bigger, and cheatgrass makes it more difficult for native plants to return post-fire. The Nevada Cattlemen's Association has spent an awful lot of time working the issues around fire,

and I'm happy to report there's some positive developments.

Before fire happens, our Agency partners are figuring out how to streamline the process for targeted and prescribed grazing to reduce fine-fuel loads. Historically the process involved in these kinds of grazing projects has taken so much time that they couldn't be put to ground in a timely fashion, but we look for that to change in the coming months.

When fire occurs, the Association has partnered with fire managers to provide a Rancher Liaison to share knowledge during the event. Fire bosses gain critical information like access points to the fire, water locations, typical weather patterns and fire behaviors, and any threats to look out for such as structures or livestock in the way. Ranchers gain an understanding of what resources are on the fire and how it's being fought, and can plan strategically to move cattle if they're in the path

of the blaze. This has proved to be a very successful program and has been modeled in some fashion all over the west.

After a fire's out, our Agency partners including the folks at the Nevada Department of Wildlife have made great strides in restoration work. There's some exciting new herbicides available that do a great job of suppressing cheatgrass while allowing desirable plants to grow. We've had pretty good success in demonstrating that first season rest isn't always needed and a grazing regime can be beneficial post fire, this has led to a reduction in automatic, years-long closures of allotments we've seen in the past.

I think Nevada is ahead of the West in managing around fire. It's possible we may get back to a time when we don't live in fear of the dreaded F-word and it becomes a natural and often welcome occurrence again.

MEMBERSHIP UPDATE

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, 2022.
(New members are in bold.)

• **J. A. Graciella, Mario Walther**

UPCOMING EVENTS

State and Transition Model Workshop

— **September 14–15, 2022** —
Cottonwood Ranch, Wells, Nevada
Register by calling Vicki Smith at (775) 472-0222 or by email at vckasmith@gmail.com

Virtual Stockmanship & Stewardship

— **November 1, 2022** —
7:00 am – 3:00 pm
<https://www.stockmanshipandstewardship.org/>

Nevada Cattlemen's Association Annual Convention

— **November 30–December 2, 2022** —
Nugget Casino Resort
100 Nugget Ave, Sparks, NV
www.nevadacattlemen.org

NCBA Cattle Industry Convention & Trade Show

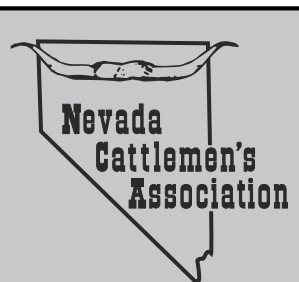
— **February 1 – 3, 2023** —
New Orleans, LA
Ernest N. Morial Convention Center
<https://convention.ncba.org/>

Nominations Due November 1 for 2022 Teacher of the Year and 100,000 Mile Club

The Nevada Cattlemen's Association has started their annual quest for Teacher of the Year and 100,000 Mile Club candidates and are asking for your help in soliciting nominations.

If you know of a deserving teacher, or a cowboy or cowgirl who has logged 100,000 miles on horserback, we would be pleased to receive the nomination.

For complete information on requirements and how to nominate, please visit www.nevadacattlemen.org, call the NCA office at 775-738-9214 or contact us by email at nca@nevadabeef.org.



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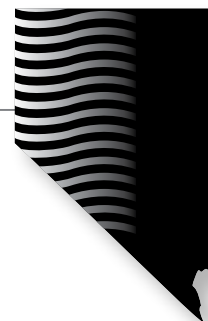
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NCA NEWS

Convention: *Continued from page 1*

below and also look online at our website. We are constantly updating it. We look forward to seeing you all at convention!

Wednesday, November 30

7:00 – 6:30 p.m.	CA/NV Registration Opens
7:30 – 11:30 a.m.	NV WoolGrowers Breakfast
8:00 – 10:00 a.m.	NCA Animal Health Committee Meeting
10:00 – 12:00 p.m.	Mandatory Trade Show Exhibitor Meeting/Allied Industry
10:00 – 11:00 a.m.	NCA Research and Education Committee Meeting
10:00 – 11:30 a.m.	NV Rangeland Resources Commission
12:00 – 9:30 p.m.	Trade Show Opens
12:00 – 1:30 p.m.	NV Beef Council Lunch
1:30 – 3:00 p.m.	Central Grazing Committee Meeting
2:00 – 3:30 p.m.	Nevada CattleWomen Board of Directors Meeting
2:30 – 4:00 p.m.	Media Training
3:00 – 4:00 p.m.	Nevada Lands Action Association Meeting
4:00 – 5:30 p.m.	Opening General Session
5:30 – 6:30 p.m.	Allied Industry Wine and Cheese Reception
6:30 – 9:30 p.m.	Trade Show Welcome Party

Thursday, December 1

6:30 – 7:30 a.m.	Prayer Gathering
6:30 – 5:00 p.m.	CA/NV Registration Open
7:00 – 1:00 p.m.	Allied Industry Trade Show
7:00 – 8:00 a.m.	Breakfast in the Trade Show
7:00 – 10:00 a.m.	Bloody Mary Bar
8:00 – 10:00 a.m.	General Session #2
10:00 – 12:00 p.m.	NV CattleWomen General Membership Meeting
10:00 – 12:00 a.m.	NCA Public Lands Committee Meeting
12:00 – 1:00 p.m.	Lunch in the Trade Show
1:00 – 2:00 p.m.	General Session #3
2:00 – 3:30 p.m.	NCA Private Lands & Environmental Health Committee Meeting
3:30 – 5:00 p.m.	NCA Legislative Affairs Committee Meeting
6:00 – 7:00 p.m.	NCA Presidents Reception/ Cocktail Hour
7:00 – 10:00 p.m.	NCA Awards Banquet

Friday, December 2

8:00 – 9:15 p.m.	CattleFax Breakfast
9:30 – 10:30 a.m.	General NCA Membership Meeting
10:45 – 12:15 p.m.	NCA Board of Directors Meeting

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BLM Photo

Kimberly Dow,
Carson City District Manager

The Bureau of Land Management names new Carson City District Manager

Carson City, Nev. – The Bureau of Land Management has announced the selection for district manager of the Carson City District.

Kimberly Dow will take the helm of the Carson City District in late August.

“Kim is a respected, proven leader in BLM Nevada with a track record of getting things done. She also has an incredible level of knowledge and diverse experience,” said BLM Nevada state director Jon Raby. “We are all excited to have Kim leading such an important district for BLM Nevada.”

Dow most recently served as the Sierra Front Field Manager for the Carson City BLM District. Dow started her career with the BLM as a volunteer, later becoming an intern through the Student Career Experience Program. After graduating college, Dow began her permanent career as a wildlife biologist in BLM California’s Folsom Field Office.

In 2006, she joined BLM Nevada holding several positions at the Nevada State Office, including Management and Program Analyst, Natural Resource Specialist, Fisheries Program Lead, Renewable Energy Coordinator, and Branch Chief for Renewable Resources.

“I am eager to start the next chapter of my career with Carson City District Office and continue building our partnerships. This District offers countless opportunities for people to explore and enjoy their public lands,” said Dow. “It is exciting to be part of this team.”

Dow is a California native and a graduate of California State University Sacramento, with a Bachelor of Science in Conservation Biology. Dow’s time away from work is spent with her family participating in Girl Scouts, Cub Scouts, and sports.

Bureau Of Land Management Opens Second Call For Nominations To The Mojave-Southern Great Basin Resource Advisory Council

Nominations Due September 16, 2022

The Bureau of Land Management is seeking additional public nominations for vacant positions on its Mojave-Southern Great Basin Resource Advisory Council (RAC). The council consists of citizens with diverse interests in public land management, including conservationists, ranchers, outdoor recreationists, State and local government officials, and energy industry representatives. The council provides advice to the BLM on public land issues located within the BLM’s Battle Mountain, Ely, and Southern Nevada Districts.

“The Mojave-Southern Great Basin RAC is tremendously important for making well-informed decisions on public lands by strengthening our relationships across boundaries and ensuring the public’s voice is heard,” said Angelita Bullets, BLM Southern Nevada District Manager and Designated Federal Official for the council. “Anyone who is interested in becoming a member should take advantage of this opportunity and apply. The council is a great resource for our agency and all Nevadans, and we look forward to hearing from our diverse communities through these councils,” Bullets added.

The BLM, which manages more land than any other Federal agency, has advisory councils located across the West. The diverse membership of the RAC is aimed at achieving a balanced outlook that the BLM needs for its mission, which is to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations.

The council is critical in assisting the BLM in continuing to be a good neighbor in communities it serves. The council also provides the BLM advice and recommendations on resource issues including land use planning, fire management, off-highway vehicle use, recreation, oil and gas exploration, noxious weed management, grazing, and wild horse and burro herd management.

The descriptions for positions are as follows:

- Category One – Public land ranchers and representatives of organizations

associated with energy and mineral development, the timber industry, transportation or rights-of-way, off-highway vehicle use, and commercial recreation.

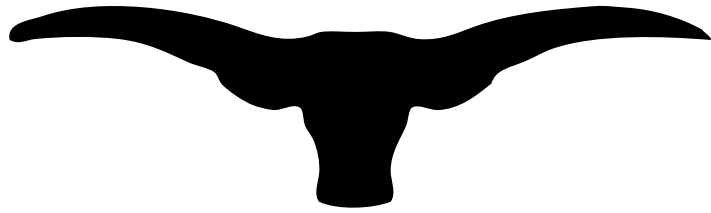
- Category Two – Representatives of nationally or regionally recognized environmental organizations, archaeological and historical organizations, dispersed recreation activities, and wild horse and burro organizations.
- Category Three – Representatives of State, county, or local elected office; employees of a State agency responsible for the management of natural resources, land, or water; representatives of Indian Tribes within or adjacent to the area for which the RAC is organized; employees of academic institutions who are involved in natural sciences; and the public-at-large.

Individuals may nominate themselves or others to serve on an advisory council. Nominees will be judged based on their training, education, and knowledge of the council’s geographical area and must be residents of the State. Nominees should also demonstrate a commitment to consensus building and collaborative decision-making. All nominations must be accompanied by letters of reference from any represented interest or organization; a completed background information nomination form; and any other information that speaks to the nominee’s qualifications.

Nominations must be submitted by September 16, 2022 To access the nomination application, go to https://www.blm.gov/sites/blm.gov/files/1120-019_0.pdf. For more information on the Mojave-Southern Great Basin RAC, please contact Kirsten Cannon, Public Affairs Specialist, at (702) 515-5057 or k1cannon@blm.gov.

More information about the RACs is available at <https://www.blm.gov/get-involved/resource-advisory-council/near-me/nevada>.

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USDA Names Appointees to the Nevada Farm Service Agency State Committee

Reno, Nev., Aug. 5, 2022 — The USDA Farm Service Agency (FSA) today announced appointees who will serve on the Nevada USDA Farm Service Agency (FSA) state committee.

Members of the FSA state committee are appointed by Secretary of Agriculture Tom Vilsack and are responsible for the oversight of farm programs and county committee operations, resolving program delivery appeals from the agriculture community, maintaining cooperative relations with industry stakeholders, keeping producers informed about FSA programs and operating in a manner consistent with USDA equal opportunity and civil rights policies.

Each FSA state committee is comprised of three to five members including a designated chairperson. The individuals appointed to serve on this committee for Nevada are:

- Committee Chair Mike Olsen - Fallon
- Toby Brinkerhoff - Winnemucca
- Staci Emm - Schurz

• Stan Hardy - Logandale

• Pete Mori - Tuscarora

“The FSA state committee members play an integral role in the continuity of operations, equitable and inclusive program administration and ensure the overall integrity of services to the nation’s agricultural producers,” said Marcus Graham, FSA Deputy Administrator for Field Operations. “These individuals have proven themselves to be leaders, early adopters and key influencers in the agriculture industry in their respective states – qualities that will serve them well in these key Biden-Harris Administration leadership positions.

The Farm Service Agency serves farmers, ranchers, foresters, and agricultural partners through the effective, efficient, and equitable delivery of federal agricultural programs. The Agency offers producers a strong safety net through the administration of farm commodity and disaster programs. Additionally, through conservation programs, FSA continues to

preserve and protect natural resources and provides credit to agricultural producers who are unable to receive private, commercial credit, including targeted loan funds for beginning, underserved, women and military veterans involved in production agriculture.

USDA touches the lives of all Americans each day in so many positive ways. Under the Biden-Harris Administration, USDA is transforming America’s food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America. To learn more, visit usda.gov.

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The Enemy Within Our Industry

By Don Schiefelbein, NCBA President



Six months into my tenure as the president of the National Cattlemen's Beef Association (NCBA), I have had the opportunity to travel and visit with fellow cattle producers from coast to coast. A couple of months ago at the Florida Cattlemen's Convention, I had the opportunity to meet fellow cattle producer Kevin Escobar. Kevin mentioned that he had heard me visit with the Florida attendees and that the U.S. Cattlemen's Association (USCA) officers and I, an NCBA officer, appeared to share so much in common.

The following week, Kevin asked if I would be willing to jump on call with three additional

USCA officers. We visited for more than an hour and to the surprise of some, we almost unanimously agreed on what the real threats to our industry were. It was on that phone call, that the group challenged me to share my thoughts.

Like many of you, I come from a family farming, cattle feeding and ranching operation. Our large all-family operation includes my father and mother, their nine sons (I am son number seven), eight daughters-in-law, 32 grandchildren and their 15 spouses and 32 great-grandchildren. Our massive family group adds up to more than 80 members. Like any family operation, the key to our success is being able to work together for the benefit of us all. From my perspective, the beef

community I serve has so many similarities to my large family.

Don't Focus on Wedge Issues

As a family operation, we would not survive if we focused on the issues that our family is not in agreement on. The term I use to describe these non-consensus items is "wedge" issues. Every industry and every family has wedge issues. These are typically complex subjects where smart people on both sides simply disagree. Typically, these wedge issues bring about strong emotions and, if truth be told, the solutions are neither obvious nor easy.

In our current beef business, a few of these wedge issues include price discovery, use of Checkoff funds and mandatory country of origin labeling. In each of these sensitive issues, good cattlemen disagree.

On the wedge issue of price discovery alone, our industry invested almost two years of precious time, spent lots of valuable dollars and groups on both sides of the issue used a tremendous amount of political clout. No consensus was reached... just lost opportunities.

Similarly, on the critical issue of the national Beef Checkoff and state beef council-led Checkoff programs, our industry spent millions of dollars fighting amongst ourselves in court only to have the Supreme Court affirm the legality of the Beef Checkoff and affirm that USDA has appropriate oversight of the state beef councils and Checkoff programs.

Our Enemies Win

The only winners on these wedge issues are the lawyers and those that want to put us out of business. Our enemies have figured out that the best way to take down the beef industry is not by attacking us directly but by fostering hatred and disagreement within our ranks. It should not come as a surprise to anyone that a huge sum of the litigation expense against the Beef Checkoff was gladly funded by the likes of allies and partners of the Humane Society of the United States (HSUS), an organization with the primary goal of eliminating animal agriculture. As well, you should be alarmed to learn that Senator Cory Booker, a vegan who is not a friend of agriculture, has now become a member of the Senate Ag Committee and routinely supports the introduction of bills that further wedge our industry.

Let's Focus on the 90% of Issues Where We Agree

There's no shortage of issues that pose real and immediate danger to the long-term success of our industry. While our enemies remain focused on the wedge



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issues that divide us, large issues are quietly growing and are not being addressed proactively, like foreign animal diseases and cell-cultured fake meat.

If COVID-19 taught us anything, we should have learned that in the face of a disease crisis, our government can overreact and substantially disrupt the marketplace. Imagine if a cattle virus hit our nation. You can be assured that overnight our export market would cease, along with it, the loss of at least \$500 of value per head of every fed beef animal processed. You could also anticipate that the enemies of our beef industry would take advantage of this terrible situation by attempting to completely shut down our domestic market. The result would be a disruption so large that it could cripple our industry.

Another huge, looming issue is cell-cultured fake meat. This is not the fake meat we see in the store or on a menu. Cell-cultured fake meat is grown in a petri dish. I am concerned that the beef community has been lulled to sleep with the recent failures of fake meat companies. While not perfected yet, estimates suggest a product rollout within the

next five years of cell-cultured fake meat that may mimic the look, texture and even the flavor of our beef. Our industry cannot afford to lose focus on this potential game changing product. Now is the time to work together to put into place effective safeguards to preserve our future.

Foreign disease and cell-cultured fake meat are just a couple of issues our beef community faces. Our industry routinely defends producers on taxes, WOTUS, environmental overreach, death tax, endangered species, burdensome regulations, etc., etc., etc.

For the sake of the future of our business, we must work together as an industry. We need, as leaders, to find common ground on the 90-plus percent that will likely determine our long-term fate and avoid the death trap of wedge issues that place our industry groups in the circular firing squad where we inflict damage to each other as our enemies gleefully watch. Just as my father reminds our family, our industry needs to heed that same advice — the only way we lose is by attacking each other BUT if we stand united together, we are unstoppable.

CURRENT PROGRAMS

- Pasture, Rangeland & Forage (PRF) NO RANCHER PREMIUM DUE AT SIGNING!
- Livestock Risk Protection (LRP)
- New Western States Grass Fire Insurance Program, covering BLM, Forest Service and Private Ground

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Nevada Beef Council Update — September 2022

Your Checkoff Dollars at Work

By Makenzie Neves, Manager of Producer Education and Engagement

Nevada Beef Council Participates in National Culinary Event

One way the Nevada Beef Council (NBC) better utilizes state Beef Checkoff dollars is through national and state partnerships. Last month, state beef councils from Nevada, Nebraska, Texas, California, and Florida teamed up to be a supporting sponsor of the 2022 American Culinary Federation (ACF) National Convention in Las Vegas, Nev. from July 25-28. The ACF convention is the biggest annual gathering of chefs, culinary students, and foodservice professionals in the United States and had nearly 750 attendees this year.

Collaboratively, under the *Beef. It's What's For Dinner.* brand, these state beef councils provided an opportunity for chefs to enjoy a small taste of beef through pop-up tastings during three breaks throughout the convention, including a beef for breakfast concept during a morning session on the last day. Chef Robert Hale from the Texas Beef Council and his premier group of Beef Loving Chefs also plated some delicious Tenderloin samples during the opening night's reception. In addition to the tasting opportunities, *Beef. It's What's For Dinner.* also had a booth on the tradeshow floor featuring beef educational resources, such as foodservice beef cuts charts posters, and information on the BEEFoodservice mobile app that the California Beef Council (CBC) launched in 2020 for foodservice professionals.

"The ACF convention was a great opportunity for the Nevada Beef Council to meet and network with chefs and foodservice pro-

fessionals from Nevada, the west coast, and throughout the country. The *Beef. It's What's For Dinner.* booth had great placement in the front row of the tradeshow, and the interest and excitement for educational beef resources was evident through how quickly our inventory of items—especially the foodservice beef cuts posters—

were depleted," said Christie Van Egmond, the NBC's Director of Retail and Foodservice Marketing. "The pop-up tastings and welcome reception beef station were an incredible way to feature beef in different applications and day parts, and get small bites of beef into the mouths of those attending. We heard nothing but positive comments about the beef that we served."

This convention gave a platform for the *Beef. It's What's For Dinner.* brand to showcase beef's taste and versatility, and educate and network with chefs from throughout the country and in all culinary fields including restaurants, research, corporate, education and more.

Through the multi-state partnership of beef councils, the Nevada Beef Council was able to better leverage Nevada checkoff dollars. It was especially great to be in-person to network and connect with industry pro-

fessionals local to Nevada, as well as give the Nevada Beef Council some national recognition.

For more information about the Nevada Beef Council, visit Nevadabeef.org.



NBC Photo

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