

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLIX, #11 | October 2025

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## NCA Fall Update

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

With summer winding down, it's time to shift gears and get ready for fall cattle work and some cooler weather. Hopefully fire season is for the most part in the rear-view mirror. At the time of writing this article, Nevada has burned around 250,000 acres across all types of land ownerships this year. Looking at statistics over the years, it's pretty staggering the acreages of wild-life habitat, grazing land, and peoples favorite recreation areas have gone up in flames. As we know, the loss of our resource is devastating both economically and emotionally.

With that said, there are several efforts underway that get us a little closer to bringing back the lost art of active management. Recently the U.S. Department of Agriculture announced the rescission of the agency's "Roadless Rule". The rule, which has been in place since 2001, prevents construction of roads and other development across millions of acres of public land. Obviously, the results of the Roadless Rule have reared their ugly head in the form of barriers to effective fire and fuels management, limited timber harvests, and dysfunctional grazing management. NCA intends to engage in the process to ensure that proposal continues to be advantageous for grazing and the agency can aggressively manage our landscapes to mitigate fire risk.

On a similar front, we recently had big news in the form of the Department of Interior's proposal to rescind the Bureau of Land Management's "Public Lands Rule". The proposal is currently within a 60-day comment period with the hope that full rescission will come shortly thereafter. For those needing a quick refresher, the Public Land Rule essentially placed conservation on par and in competition with other multiple uses on public lands. In my mind, conservation is a byproduct of good livestock management practices and other multiple uses and is something entirely different than the Rule's perceived definition of conservation as "no use". NCA was actively engaged with policy makers through the last

year and a half and are pleased to hear that efforts are underway to ensure active management rules the day.

There are also several pieces of legislation in queue at Congress, including the NCA endorsed Strategic Grazing to Reduce Wildlife Risk led by Senator Cortez-Masto that aims to get us away from the misguided approach of protectionism, which has proven time and time again to be the wrong answer. All in all, we're starting to see some movement in a positive direction and will continue to beat the drum that ranchers play an integral part in this much needed active management strategy.

Shifting gears a bit, the Nevada Cattlemen's Association 90th Annual Convention and Trade Show is quickly approaching. This year we'll be at the Elko Conference Center on November 13th-15th, 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. Registration packets have been mailed out and registration is also available online [nevadacattlemen.org/events-meetings](http://nevadacattlemen.org/events-meetings).

Finally, if you have heifers and/or steers for sale this winter and are looking to take advantage of the current market highs, please consider consigning them to the upcoming Silver State Classic Feeder Sale. The special sale will start at noon on Tuesday, December 2nd, at Fallon Livestock LLC in Fallon, NV. A big thank you to Fallon Livestock LLC for their support year after year. Till next time.

## Nevada Cattlemen's Association Seeking 100,000 Mile Club Nominations



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

Nominations should include a narrative story to chronicle the nominees' miles through their life horseback. Nominations for the Award can be completed by calling the NCA office at (775) 738-9214 or emailing [nca@nevadabeef.org](mailto:nca@nevadabeef.org). The 100,000 Mile Club award nominee will be recognized at the NCA Annual Convention in Elko, NV on November 14, 2025.

# Nevada Cattlemen's Association Offers Quality Workers' Compensation Program to Nevada's Ranch and Farm Owners



The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen's Association offers an affordable workers' compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

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# PRESIDENT'S PERSPECTIVE

Hanes Holman, President, Nevada Cattlemen's Association

## Beef Demand - One Man's Opinion!

One of the concerns that I have been seeing pop up a lot recently in the beef industry is beef demand. As ranchers, we typically are conservative and have a tendency to border towards the "Chicken Little, Sky is Falling" mentality as opposed to the infamous "there's never going to be another poor day" mentality. Which is fair because anyone that has been in this industry for very long has seen the "sky fall" a few times and the ones that survived it were the ones that were prepared for it. We know there are going to be peaks and valleys in the marketplace, but I for one am going to enjoy this view from the mountaintop as long as I can!

Now, for a few more of my thoughts on demand. I must remind readers that these are just my thoughts and have no factual representation! No one seemed concerned with demand a few years ago when the packing sector was making over \$600 dollars per head, having profits in the billions, yes, billions. In a free-market

capitalist system everything has a price point and a leverage margin. Given the contracted beef cow herd, it's just our turn as producers to have leverage on our side for a while.

Price of beef at the grocery store or restaurant has risen. There's no doubt beef is more expensive, but so is everything else. The fact of it is that beef has risen slower than most other grocery items. I feel that more folks are learning to cook beef at home and dining out a little less but maybe that is a good thing. Cooking a steak at home is truly one of the simplest things to cook you can make.

Now on to my favorite, eating experience. There is nothing better to eat. Flavor, health benefits, feeling good about what ranchers do for the environment. I think it is worth saying again - there is nothing better! As I write this article, I'm at the Pendleton Roundup waiting to rope our second steer. Hamley's steakhouse is totally booked full for the whole week! Yeah, that pretty well says it all.

I think beef demand is going to hold for a while longer!

Cheers

## UPCOMING EVENTS

### Nevada Cattlemen's Association 90th Annual Convention & Trade Show

— November 13–15, 2025 —

Elko, Nevada: Elko Conference Center

[www.nevadacattlemen.org/events-meetings/convention-and-trade-show](http://www.nevadacattlemen.org/events-meetings/convention-and-trade-show)

### 23rd Annual Silver State Classic Feeder Sale

— December 2, 2025 —

Fallon, Nevada: Fallon Livestock LLC, 2055 Trento Lane

<http://www.fallonlivestock.com>

### National Cattlemen's Beef Association Cattle Convention

— February 3–5, 2026 —

Nashville, Tennessee: Music City Center

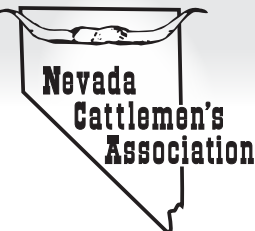
<https://convention.ncba.org/>

## MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between August 26 and September 25, 2025.*

*(New members are in bold.)*

- Bar Diamond X Ranch, Kate Schnoor-Butler
- **Echeverria Cattle Co., Matt Echeverria**
- Envu Range & Pasture, Justin Hossfeld
- Gallagher NA - Animal Management, Randy Bailey
- Holly Pecetti
- **Ranchbot, Ryan Nelson**
- **Resource Concepts, Inc., Jeremy Drew**
- Scales Unlimited, Inc., Robert Luna
- Sun Pumps Solar, Tate Hoisington
- U. S. Fish and Wildlife Service, Susan Abele
- USDA-APHIS Wildlife Services, Mark Ono
- Winchell Ranch



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## NDA Welcomes Bryant McDowell as New State Entomologist

(SPARKS, Nev.) – The Nevada Department of Agriculture (NDA) has named Bryant McDowell as the new State Entomologist with the Division of Plant Health and Compliance. McDowell will be tasked with protecting Nevada’s agricultural and natural resources from invasive pests, support statewide plant health programs and manage the NDA Entomology Laboratory and collection.

A Texas native, McDowell earned both his Bachelor of Science and Master of Science degrees in entomology from Texas A&M University, where his graduate research focused on the population genetics and colony breeding structure of the invasive tawny crazy ant (*Nylanderia fulva*). His laboratory experience includes work with *Aphelinus* parasitic wasps, kissing bug dissections, and blood-meal analyses for trypanosome detection. While at Texas A&M, he also



built a strong teaching and outreach portfolio, serving as lead teaching assistant for veterinary entomology, organizing FFA and 4-H insect identification clinics, and mentoring students in applied entomology. After returning to Texas Hill Country in 2020, he taught high school forensics, anatomy and physiology before joining Texas A&M AgriLife Extension in Dallas as a program specialist from 2022 to 2024. There, he managed the IPM House training facility, delivered integrated pest management education, and provided statewide continuing education unit trainings.

“We are thrilled to welcome Bryant into this critical role,” said NDA Division of Plant Health and Compliance Administrator Meghan Brown. “His academic training, field experience and passion for public education will be instrumental in protecting Nevada’s agricultural integrity and supporting our producers.”

## NDA Welcomes new Deputy Administrator Bob Ragar

Deputy Administrator Ragar will help to oversee the Division of Animal Industry

(SPARKS, Nev.) – The Nevada Department of Agriculture (NDA) has welcomed Robert “Bob” Ragar as Deputy Administrator for the Division of Animal Industry at the Sparks Headquarters. Deputy Administrator Ragar brings with him

13 years of state service across multiple agencies.

“Bob brings with him a wealth of state agency experience and a background in environmental sciences and range management,” said NDA Director J.J. Goicoechea. “We are very lucky to have him here at the NDA.”



Deputy Administrator Ragar is a native Nevadan, having lived in various rural communities including Ausitn, Eureka, Gabbs and Tonopah, in addition to Reno, where he now calls home. In addition to his extensive knowledge in state service, Deputy Administrator Ragar also brings 35 years of experience in construction, engineering, and criminal and civil investigations. He hopes to leverage this experience to aid the NDA Division of Animal Industry in navigating State processes and advance its programs.

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# Cortez Masto, Budd Introduce Bipartisan Bill to Combat Cyberattacks Targeting American Agriculture

Washington, D.C. – Today, U.S. Senators Catherine Cortez Masto (D-Nev.) and Ted Budd (R-N.C.) introduced the bipartisan *Cybersecurity in Agriculture Act* to enhance the cyberattack readiness, response, and recovery of agricultural infrastructure in Nevada and across the country. The legislation would prioritize cybersecurity preparedness by establishing a network of five Regional Agriculture Cybersecurity Centers to strengthen national security measures and protect the United States' food supply.

"Innovative farmers and ranchers in Nevada and across the country should be able to use new technology without fear of being targeted by a bad actor," said Senator Cortez Masto. "This bipartisan legislation will defend our agricultural sector from cyberattacks, promoting American national security and food security."

"America's adversaries are seeking to exploit agricultural technologies and jeopardize our national security. As North Carolina's top industry, I have seen the benefits that precision technology has on increasing agricultural output and boosting exports, but it takes just one bad actor to stop our producers from feeding America. I teamed up with Senator Cortez Masto to mitigate cyber vulnerabilities by developing defense technologies and training our workforce to eliminate threats targeting American agriculture," said Senator Budd.

"After witnessing the major challenges that Nevada state government agencies have to deal with this month, from the cyberattack that hit our state systems, we believe that whatever can be done to offer protection for farmers, ranchers and other rural communities and business enterprises will be very helpful," said Doug

Busselman, Executive Vice President, Nevada Farm Bureau Federation.

"A major part of our national security is food security. As the use of new and innovative technologies increases within agriculture, so do cybersecurity threats and other vulnerabilities," said Martin Paris, Executive Director, Nevada Cattlemen's Association. "Currently, the U.S. food and agriculture sector lacks sufficient resources and expertise to guard against a wide range of cyber risks. The Nevada Cattlemen's Association appreciates this bipartisan effort to ensure ranchers and farmers nationwide have the tools they need to protect their livelihoods."

The bipartisan *Cybersecurity in Agriculture Act* will create a national network of five Regional Agriculture Cybersecurity Centers, which will:

- Allow for more efficient and consistent communication between each Cybersecurity Center and local agricultural industries – including farms and ranches.
- Create testbeds to refine technologies and conduct attack and defense exercises so cybersecurity solutions are well-tested before deployment.
- Provide training to ensure local workers can develop and install cyber defense mechanisms.
- Ensure mitigation efforts are focused on eliminating threats from foreign countries of concern, like the People's Republic of China, the Democratic People's Republic of Korea, the Russian Federation, and the Islamic Republic of Iran.

The *Cybersecurity in Agriculture Act* is endorsed by the Nevada Farm Bureau Federation and Nevada Cattlemen's Association.

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# Interior Proposes to Rescind Public Lands Rule, Restoring Balanced, Multiple-Use Management

WASHINGTON — The Department of the Interior is proposing to rescind the Bureau of Land Management's Public Lands Rule, aligning with Secretary Doug Burgum's commitment to restoring balance in federal land management by prioritizing multiple-use access, empowering local decision-making and supporting responsible energy development, ranching, grazing, timber production and recreation across America's public lands.

The 2024 Public Lands Rule, formally known as the Conservation and Landscape Health Rule, made conservation (i.e., no use) an official use of public lands, putting it on the same level as BLM's other uses of public lands. The previous administration had treated conservation as "no use," meaning the land was to be left idle rather than authorizing legitimate uses of the land like grazing, energy development or recreation. However, stakeholders, including the energy industry, recreational users and agricultural producers, across the country expressed deep concern that the rule created regulatory uncertainty, reduced access to lands, and undermined the long-standing multiple-use mandate of the BLM as established by Congress. Now, the BLM proposes to rescind this rule in full.

"The previous administration's Public Lands Rule had the potential to block access to hundreds of thousands of acres of multiple-use land – preventing energy and mineral production, timber management, grazing and recreation across the West," said Secretary Doug Burgum. "The most effective caretakers of our federal lands are those whose livelihoods rely on its well-being. Overturning this rule

protects our American way of life and gives our communities a voice in the land that they depend on."

The Public Lands Rule exceeded the BLM's statutory authority by placing an outsized priority on conservation or no-use at the expense of multiple-use access, threatening to curtail grazing, energy development, recreation and other traditional land uses. Many rural communities depend on public lands for livelihoods tied to agriculture, mining and energy production. Rescinding the rule restores BLM to its legal mandate and protects these economic drivers from restrictive land-use policies. The people who depend on public lands for their livelihoods have every incentive to conserve them and have been doing so for generations—no new rule was needed to force what is already a way of life.

By proposing to roll back the Public Lands Rule, Interior is committed to no longer sidelining local voices by returning more authority back to states, counties and tribes who are directly impacted by the management of public lands. Additionally, rescinding the rule eliminates uncertainty for industry stakeholders concerning potential litigation risks and permitting delays. Consistent with Secretary's Order 3418, "Unleashing American Energy," the rescission of the Public Lands Rule will eliminate unnecessary barriers to energy development and support the multiple-use mandate of the BLM by not prioritizing conservation over all other uses.

From the date that the Federal Register notice publishes, a 60-day comment period will open on the proposed rule rescission.

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# The Currency of Trust in the Cattle Business

By Buck Wehrbein, NCBA President

In today's fast-moving world, trust isn't just a virtue, it's a competitive advantage. In the cattle business, trust is the currency that fuels everything from policy partnerships to consumer loyalty. And like any currency, it must be earned, protected and wisely invested.

History often offers us our best lessons. If you ever want a long conversation with me, ask me about the Dust Bowl. But today, I'm thinking about the 1980s and '90s, a time when beef quality faced real challenges. Some of you lived through it; some of you hadn't even been born yet. But it was a time that posed real problems for the beef business. We only got through it by coming together to find solutions and a new path forward. That path was one focused on the consumer and what they expected from us, particularly beef quality and beef safety. That path forward is one of the things uniting us now. That shared journey is what has created unprecedented demand and record-high prices for our product. A focus on the consumer and the high demand for our product is driven by years of commitment, innovation and the trust we've earned.



Every celebration — whether it's a backyard barbecue, a holiday meal or a quiet dinner with family, often centers around a high-quality beef meal. That's no accident. It's the result of decades of hard work by cattle producers, industry leaders and the National Cattlemen's Beef Association, who have strategically invested in tools that support beef quality, safety and animal care. Through bold changes and unwavering commitment, we've elevated our product to new heights. Today's beef is more consistent, flavorful and high-quality than ever before, and I'm confident it will just keep getting better. But progress alone isn't enough, we must also take credit for it. That means telling our story proudly, proactively and with purpose.

For NCBA, trust isn't a passive asset — it's an active strategy. We build it through transparency, consistency and a relentless commitment to representing cattle producers nationwide.

Our relationship with elected officials is a prime example of trust in action. These leaders rely on NCBA not just for policy recommendations, but for integrity. They trust us to be a credible voice — grounded in science, economics and the lived experience of our members. That trust earns us a seat at the table when decisions are made, not just a reactionary role after the fact.

Whether it's advocating for fair trade, defending property rights or shaping tax policy, our credibility is our leverage. It's built one conversation at a time. You'll find a full review of this year's wins in the State of NCBA section of this issue, it's one of the many great articles.

There's something else I've been considering over the past several months, I've been reflecting on how the landscape of trust has shifted since the pandemic. Across many areas of public life, institutions that were once relied upon are facing new questions and scrutiny. While this scrutiny may, in many cases be warranted and perhaps long overdue, it is also changing the landscape for NCBA and the cattle business.

The tools and technologies that safeguard animal health and food safety are critical for us as cattlemen and women. These tools and technologies help support efficient, sustainable production, these are essential. And just as importantly, so is the trust behind them. When doubt arises, whether here at home or among our international trading partners, we have a responsibility to respond in a transparent manner consistent with NCBA's longstanding path that is rooted in a strong foundation in science and care that we've built for decades.

NCBA's role has always been to stand firmly behind our industry's commitment to rigorous standards, quality beef and responsible stewardship. That commitment doesn't just depend on outside validation — it's also rooted in our own values and the pride we take in how we raise cattle on our farms and ranches.

Trust isn't something earned once and kept forever; it's something we build every day. It's earned over years, and it can be revoked in an instant. For NCBA, our members and our partners throughout the beef supply chain, trust is what allows us to act with speed, confidence and clarity. As we look to the future, let's remember that trust is built through relationships. In the beef business, those relationships remain our greatest strength.



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# A Clear Vision in Fascinating Times

By Colin Woodall, NCBA CEO

I chose the word fascinating because it best describes the state of the cattle and beef business today. Interesting doesn't do enough to describe what we are seeing, and challenging is just too negative. We are seeing this industry experience a combination of big wins, tremendous opportunities and historic prices in addition to the ever-present challenges. Through it all, we remain focused on NCBA's mission, "to be the trusted leader and definitive voice of the U.S. cattle and beef industry."

Since our association's founding in 1898, there have been any number of times this association could have blown apart. The strength that comes from being a grassroots organization directed and led by its members is why we are still here and successful today. The heart of NCBA is our member-directed policy making process. Each year during CattleCon and the Summer Business Meeting, NCBA's policy committees meet to discuss and debate industry issues and to determine our stance on everything from taxes to trade. NCBA's Board of Directors then has the chance to weigh in on the policy committees' work before ultimately sending every action out to the entire NCBA membership for a vote. If you're a member, you just got your ballot last month. In each step of the process, it is the voice of the cattle producer member that influences and determines where NCBA goes.

The opportunity for debate and dissention is critical to the success of our policy process. We have members in all 50 states, but cattle production in Hawaii looks a little different from what it does in Ohio. All NCBA members aren't going to agree on every issue we tackle, but we must have the chance to debate and develop a policy we can work from. Our policy process allows that to happen. Even after the debate, there won't be total agreement, but as you look at our policy book, I would bet we all agree on more than 90% of it. Our policy serves us well, as demonstrated with all of the wins we secured in the One Big Beautiful Bill this summer. Had we not been prepared and firm in our policy, we would have lost this huge opportunity.

Cattle producers direct this association more than just twice a year at the industry meetings. In fact, it happens almost daily. As CEO, I am accountable to all of you for my actions in implementing the direction you set for NCBA. Each Monday morning, I am on the phone with NCBA President Buck Wehrbein to share information, updates on issues and to talk strategy. I've done this weekly call with every president I've served under. It gives them a weekly opportunity to evaluate my performance. Those Monday calls are rarely the only time we talk because something is always happening that the president needs to know about.

Every Tuesday morning, the entire NCBA officer team has a call to talk about issues, budgets, personnel and execution of NCBA's Strategic Plan and policy priorities. Sometimes they are just with me, but many times we bring other members of NCBA's staff in to brief the officers and talk through our strategy. Much like our policy committees, the officers don't always agree, but they debate each other, make a decision and support the decision as we leave the call. Again, my performance, and the performance of the whole staff team, is evaluated by the officers each week.

Another layer of transparency and accountability comes through NCBA's Exec-



The strength that comes from being a grassroots organization directed and led by its members is why we are still here and successful today.

utive Committee that meets each month. Four times a year they meet in person, and the other months they meet by video conference. Just like the officers, policy committee members and Board of Directors, the voting members of the Executive Committee are cattle producers. Each meeting gives them the chance to discuss and debate the direction we are taking. Later this month, they will all be in Denver to finalize the next NCBA Strategic Plan that the Board will vote on during CattleCon in Nashville. In addition, our partner organizations such as the state cattlemen's associations and state beef councils provide input, feedback, advice and counsel on the work we are doing. When it comes to multiple levels of transparency and accountability, few do it better than NCBA.

Collectively, your NCBA volunteer leaders and staff have a lot to do this fall. We remain focused on protecting you against New World screwworm. We are working daily with our state partners,

USDA, the White House and Congress to make sure we have the resources we need for this fight. While New World screwworms aren't unique to cattle, the cattle industry is definitely leading the fight. Our work with the Trump administration will increase as more officials are confirmed by the Senate and put to work. The Endangered Species Act reform, protecting the rights of grazing permittees on federal lands, rolling back onerous and obstructive

environmental rules, and helping President Trump finish key trade deals are high priorities. As Congress begins to look at the 2026 mid-term elections, we will accelerate our Political Action Campaign (PAC) fundraising to help protect our friends in Congress and work to get more friends elected. There is never a shortage of work at NCBA.

Every day, NCBA is working for you and, as you read above, we have nothing to hide and are proud of the way we conduct business. That is the sign of a healthy organization built on grassroots direction, transparency and accountability. These are fascinating times, and fascinating times require cattle producer leadership and engagement to seize opportunities and work to protect our way of life. Thanks for being a member and be sure to ask your neighbors if they are, too.

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# Nevada Beef Council Update — October 2025

## Your Checkoff Dollars at Work

By Christie Van Egmond: Director, Retail & Foodservice Marketing

### From the Grocery Aisle to the Grill: Innovative Marketing Drives Summer Beef Sales at Retail

Consumers fired up their grills this summer in Nevada with the help of the Nevada Beef Council (NBC). Spanning from May 18th through September 6th, the NBC's Summer Grilling campaign covered four major summer grilling moments: Memorial Day; Father's Day; Fourth of July; and Labor Day. The retail-centric campaign brought tasty beef messaging to consumers while they shopped in-store, coupled with a cash-back rebate on beef for their next summertime meal.

Through a new innovative in-store retail media tactic, the NBC deployed Digital Out-of-Home ads in retail grocery stores in the Las Vegas and Reno metropolitan markets. This campaign contextually targeted consumers across a variety of premium and highly visible digital screens to remind shoppers in-store of their love of beef while at the point of purchase. The digital beef ads were shown in-store to consumers more than 330,000 times throughout the summer.

The ads showcased beef in its best light with recipe imagery alongside scannable QR codes for easy consumer access to the rebate offer while they were shopping. The cash-back rebate was offered through the Checkout 51 mobile app and online, providing consumers the opportunity to save \$1 on their next \$10 or more beef purchase for summer grilling.

During the summer-long campaign, more than 2,250 consumers added beef to their shopping lists within the Checkout 51 mobile app, and 660 of those consumers purchased beef and redeemed the offer. Of those consumers, we know that 92% were female, had a household size of 3.49, and were primarily "on-the-go" healthy eaters that like to cook at home. For each Beef Checkoff dollar invested, the Checkout 51 rebate saw a \$5.29 return on investment.

The NBC continues to explore and launch innovative retail marketing tactics to reach Nevada's consumers with mouth-watering beef messaging to help drive beef demand.



Above: One of Nevada Beef Council's Digital Out-of-Home ads displayed in-store.

Below: Digital Out-of-Home ads featured throughout the summer in Nevada's grocery stores.



## NEVADA BEEF COUNCIL

4231 Pacific Street, Suite 35, Rocklin, California, 95677



[www.nevadabeef.org](http://www.nevadabeef.org)



877-554-BEEF (2333)



[askus@nevadabeef.org](mailto:askus@nevadabeef.org)





# ADD SOME VIGOR



We are now marketing customer's CDP-sired feeder calves through LiveAG. Contact Craig for details.

**A Brangus or Ultrablack bull from CDP Brangus will recharge your black cowherd with a strong dose of heterosis, while you...**

- Keep 'em black — no explanation needed!
- Keep 'em Choice — CDP steers grade 85% Choice or better, with 40% Premium Choice
- Keep 'em longer — cow longevity is a hallmark of Brangus
- Keep it simple — maintain heterosis without multi-colored complex mating schemes

If you haven't laid eyes on a modern Brangus or Ultrablack bull for a while, please watch our sale on DV Auction, or scan this QR code to see a recent video of fall 2025 sale bulls.



## FALL PRODUCTION SALE NOVEMBER 12—13

250 REGISTERED BRANGUS & ULTRABLACK BULLS  
300 COMMERCIAL FEMALES | 85 REGISTERED FEMALES  
AT THE DRAGGIN' M RANCH CDP SALE HEADQUARTERS  
EL DORADO, ARKANSAS

**REQUEST A  
CATALOG  
TODAY!**



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Join us as we celebrate 90 years of Nevada Ranching Tradition

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