

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Nevada Cattlemen's Association Fall Update

Happy Fall Nevada Cattlemen and Women, I hope you are all doing well as you enter into your busy fall work schedules. In this month's article I have some changes regarding the upcoming Nevada Cattlemen's Association (NCA) Annual Convention. Due to COVID-19 meeting restrictions set by the state of Nevada, the NCA Executive Committee determined the NCA will be doing special committee meetings in October, and a special Winter Meeting at the beginning of December rather than holding an Annual Convention.

The Winter Meeting will be both in-person and virtual on December 1st broadcasted out of Elko, NV. Though, there are restrictions on how many people can attend. Due to these limitations, only Board of Director members will be allowed to attend in-person. At this meeting, we will conduct both Membership and Board of Directors business. The special Committee Meetings will be held only virtually. At these meetings, we will hear updates from committee chairs and agency leaders, as well as review expiring resolutions. If you would like to bring forward a resolution or change an existing policy or resolution, please attend these meetings, and become a part of the process.

2020 Nevada Cattlemen's Association Committee Meetings:

All meetings are tentatively set to begin at 3:00 p.m.

10/8/20 – Research and Education

10/9/20 – Private Lands & Environmental Management

10/12/20 – Legislative Affairs

10/14/20 – Public Lands

10/15/20 – Animal Health & Livestock Issues

When details are finalized for these events, we will be emailing this information to NCA membership and posting it onto our NCA Webpage at www.nevadacattlemen.org.

Although we have made changes to our Annual Convention and there will not be a banquet, we will still be awarding the Teacher of the Year award and are asking for your help in soliciting nominations. The candidates for the "Teacher of the Year" must be an elementary, junior high, or high school teacher who incorporates agriculture into their regular curriculum.

Lastly, we are still planning to hold the Annual Fallon All-Breeds Bull Sale in Fallon, NV on February 20, 2021. Consignments opened as of September 1, 2020 and the postmark deadline for entries and registration papers is December 1, 2020. Registration papers, catalog advertisement, completed transfer papers and results of the breed associations' recognized genetic defects for each bull must accompany the entry form.

The NCA staff and leadership thank you for your patience during these uncertain times. 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.

Annual Convention Replaced with Special Winter Meeting

—
Fallon Bull Sale Scheduled
for February 20, 2021

Teacher of the Year Nominations Sought

Deadline November 1



The Nevada Cattlemen's Association has started their annual quest for "teacher of the year" candidates. We are asking for your help in soliciting nominations from school principals and fellow teachers. The deadline for submitting nominations is November 1, 2020. The nomination form is available online at www.nevadacattlemen.org and on page 4.

The nominations must be an elementary, junior high, or high school teacher, who incor-

— Continued on page 4 —

WVM western video market

UPCOMING SALES

**THURSDAY,
OCTOBER 22**

WVM Headquarters
Cottonwood, CA

Watch on
wvmcattle.com

**TUESDAY,
DECEMBER 1**

Silver Legacy, Reno, NV

Watch on
wvmcattle.com or Dish 998

Consignment Deadline: November 12

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For details call (530) 347-3793 or the representative nearest you:

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Gary Nolan
Elko, NV
(775) 934-5678

Steve Lucas
Paradise Valley, NV
(775) 761-7575

Mark Venturacci
Fallon, NV
(775) 427-8713

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PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association

Summer is over and unprecedented times continue.

Typically, this is the time of year we are planning for our annual Nevada Cattlemen's Convention. As you know, we were

supposed to have a joint convention with California, but current circumstances required them to cancel. The officers and executive committee met and discussed our options and decided that we had no choice but to cancel ours as well.

Our policy is what guides our organization. Gathering together with the opportunity to catch up with others in our industry, enjoy the trade show and take away something from the guest speakers is really what most of us look forward to but policy setting is the most important thing we do at convention.

With that being said, we are going to have a one-day board/

membership meeting to conduct business and set policy. With a legislative session coming next spring, we need to ensure that we have policies to address the issues that we are facing.

Due to our limited time with the one-day meeting, the committee meetings will need to be held prior. They will more than likely occur as a hybrid in-person/virtual format with committee chairs, the executive director and an officer in person and others attending via Zoom. I encourage those of you who want to participate to please attend these committee meetings; this is your opportunity to voice your opinion and help set policy. Staff, officers and committee chairs are working to get this all pulled together.

Notifications and details for these meetings will be provided to our membership as quickly as possible. We understand the challenges that come with virtual formats that most of us are not accustomed to using, but our staff and officers are committed to making these meetings as simple as possible.

INDUSTRY NEWS

NCF Accepting Applications for CME Group Beef Industry Scholarships

DENVER, CO (Oct. 2, 2020) – The National Cattlemen's Foundation is now accepting applications for 2021-2022 beef industry scholarships sponsored by CME Group. Ten scholarships of \$1,500 each will be awarded to outstanding students pursuing careers in the beef industry.

"Providing continuing education opportunities like the CME Group Beef Industry Scholarship is essential to not only the success of the beef industry, but also the next generation of our nation's food producers," said Tim Andriesen, CME Group Managing Director of Agricultural Products. "Our decades-long partnership with the National Cattlemen's Foundation and NCBA has allowed us to work together to advance risk management education to future beef industry leaders, and we are proud to continue doing so."

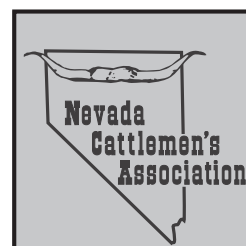
The CME Group Beef Industry Scholarship was first introduced in 1989. Today, the scholarship recognizes and

encourages talented students who will each play an important role in the future of food production in America. Students studying education, communication, production, research or other areas related to the beef industry should consider applying for the scholarship.

Applicants for the 2021-2022 scholarship must submit a one-page letter expressing their career goals related to the beef industry. Students must also write a 750-word essay describing an issue in the beef industry and offering

solutions to this problem. Applicants must be a graduating high school senior or full-time undergraduate student enrolled at a two- or four-year college. The applicant or their family must be an NCBA member.

Online applications should be submitted by Nov. 13, 2020 at midnight Central Time. To apply, or learn more about the scholarship, www.nationalcattlemensfoundation.org. Scholarship winners will be announced during the 2021 Cattle Industry Convention and NCBA Trade Show.



Official Publication of the

Nevada Cattlemen's Association

P.O. Box 310, Elko, NV 89803-310
775-738-9214

Tom Barnes, President | Jon Griggs, Pres.-Elect
Hanes Holman, 1st Vice Pres. | Dave Baker, 2nd Vice Pres.

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UPCOMING EVENTS

2020 Nevada Cattlemen's Association Committee Meetings

Held Virtually

Contact the office for information on how to attend or participate

All meetings are tentatively set to begin at 3:00 p.m.

— October 8 —

Research and Education

— October 9 —

Private Lands & Environmental Management

— October 12 —

Legislative Affairs

— October 14 —

Public Lands

— October 15 —

Animal Health & Livestock Issues

Nevada Cattlemen's Association Special Annual Meeting

— December 1 —

More details to come.

Nevada Cattlemen's Association 55th Annual Fallon All Breeds Bull Sale

Fallon, Nevada

— December 1 —

Consignment Deadline

— February 20, 2021 —

Sale

NCBA Cattle Industry Convention & Trade Show

— February 3-5, 2021 —

Gaylord Opryland Resort & Convention Center

Nashville, Tennessee

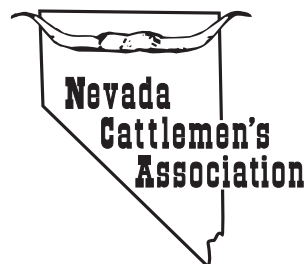
<https://convention.ncba.org/general-information>

NEVADA CATTLEMEN'S ASSOCIATION 2020 Teacher of the Year Award

Application Form – Please Print Contact Information

DEADLINE: November 1, 2020

FAX to: 775 738 5208 – EMAIL to: nca@nevadabeef.org – MAIL to:
"Teacher of the Year", C/O NV Cattlemen's Assn., P O Box 310, Elko, NV 89803



*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between July 25 and September 24, 2020.
(New members are in bold.)*

• Star Hotel, Scott Ygoa

NCA NEWS

Nominations:

Continued from page 1

porates agriculture into their regular curriculum. For example, a teacher who teaches a one-week segment on agriculture and its importance to Nevada. 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 outline of the nominee's curriculum that has integrated a unit about agriculture.

The winner of this award will receive a \$1000 stipend to use on school supplies, donated by the Nevada Agriculture Foundation. The award recipient will also be recognized on the Nevada Cattlemen's Association webpage and in their Sage Signals publication.

The heritage of Nevada is ranching. Nevada Cattlemen's Association believes 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 support our teachers and their vital efforts in educating our youth.

Nominations may be submitted by email to nca@nevadabeef.org with "2020 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. For further information on the award or questions please feel free to call 775-738-9214 or send an e-mail to nca@nevadabeef.org.

Teacher's Name: _____ Grade taught: _____

School Name: _____

School Address: _____ City, Zip _____

School Phone Number: _____ Teacher's Phone Number: _____

RE: The Nominee: Years of teaching? _____ Years teaching in Nevada? _____

NCA Member: Y/N How many students received agricultural instruction from the teacher this year? _____

Has the teacher ever participated in "Ag In the Classroom" courses? _____

Provide a brief description as to how the Nominee integrates agriculture into their curriculum and classroom:

Why would you select this person as THE "Teacher of the Year"?

Please feel free to attach additional information. For example: Favorite story about the teacher, the teacher's background, or the main resources that were used for the basis and classes of agricultural instruction.

Nominated By: _____ Title, if any: _____

Your Address: _____ City, Zip _____

Your Phone Number: _____ Cell Phone Number: _____

Thank you in advance for your time and assistance in helping Nevada Cattlemen's Association recognize the efforts of your nominee to teach about ranching and Agriculture in Nevada.



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- ◆ The Big Sandy Ranch is comprised of 9,613± acres deeded; 20,273± acres State of Wyoming leases; 32,749± acres USFS Permits and 981,931± acres BLM permits for a total of 1,044,566± acres. The ranch currently runs both sheep and cattle as well as a small goat herd. The property ranges 170 miles from north to south. This is a working ranch with few fences and the belief in the transhumance (a practice of conserving the rangeland pastures and efficient production) of herding the livestock.
- ◆ Ranch has territorial water rights: irrigation water rights to 1,600 acres, however, ranch currently hays 435 acres.
- ◆ Ranch is rated at 2,800 animal units, running approximately 1,200 mother cows from the original Hereford stock, 800 yearlings and 8,000 Rambouillet ewes and a small herd of goats. At present the ranch crossbreeds cows with Angus bulls; the crossbred heifers are sought after by the local cattle ranchers as replacements.
- ◆ Cattle are trucked from the main ranch in the fall to winter pastures at Vermillion Creek. Sheep are trailed from their winter pasture on Vermillion Creek to the spring-summer allotments and Forest Service lands.
- ◆ Ranch has two dwellings at the headquarters along with two bunk houses, sheep shearing sheds, barns and corrals plus a typical set of ranch outbuildings. There are several working corrals and scales throughout the ranch. There are fifteen wells, of which twelve are artesian) on the ranch. The headquarters lie between two main river drainages (Big Sandy River & Little Sandy River). Big Sandy River flows southwest from the foothills of the Wind River Mountains then west to the plains of the Little Colorado Desert. The Little Sandy River flows into the Big Sandy River southwest of the junction of State Highways 28 & 191.

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2020 The Year of the Curveballs:

Melinda Sarman, Nevada CattleWomen President

Fall has officially come knocking at our door; I hope everyone is safe and enjoying this incredible weather. This time of year, our days are full of fall work. For me, this is a very satisfying time of year. Most ranches around the state are busy pre-conditioning calves, weaning calves, preg checking cows and shipping cattle; And like many people I wish we had more hay!

Just a few days ago I was informed that the Nevada Cattlemen had to make the hard decision to cancel this year's convention. Therefore, Nevada CattleWomen will be having meetings via zoom for our yearly meetings. The Executive Committee meeting will be held on Thursday, December 3 from 4-6 p.m. The Executive Committee is comprised of NVCW officers, past NVCW President and the Presidents from local CattleWomen Affiliates. Some of the items on the agenda will be approval of minutes for last year's meeting, Financial review and budget proposals for the 2021 year. As well as, discussion on Region VI Meetings and long-range planning for NV CattleWomen.

The General members meeting will be held on Thursday, December 10 from 4-8 p.m. This meeting will be also through Zoom platform. This meeting will be open to all Nevada CattleWomen members. If you have not taken part of a zoom meeting previously, Nevada CattleWomen will email out an invite and the agenda to members. Once you have received your email you will click on the Zoom link

at the scheduled meeting time and you join the meeting. You are welcomed to go to another person's home to attend the meeting and have several people in a room during the meeting. Some items on the agenda will be guest speakers, local CattleWomen updates. Along with financial statements and budget approval, and WIRED Programs in Nevada (Women in Ranch Education and Development). We have some great speakers for our annual meeting and there will be important business to cover during the membership meeting.

Over the next few weeks Nevada CattleWomen will be calling members if we do not have your email address. Please call me at 775/385-3619 or email me at (MelindaSarman@gmail.com) if you have a new email

address or have any questions. The roots of this organization began in 1939. Over the last eighty-one years we have good years and bad years. But our mission of educating the consumers and women producers has stayed the same. We will get through this! Trust me when I say, this is not what we want to do but it is what we need to do for 2020.

My next article will have more information on the yearly meetings. I can not thank you enough for what you do to promote and educate the public about production agricultural and the beef industry.

Until next time, stay healthy and safe!

Special Feeder Cattle Sale

Saturday, October 17 at 11:00 AM

Saturday, November 14 at 11:00 AM

Saturday, December 12 at 11:00 AM

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Targeted and Prescribed Grazing EA Implementation in Nevada

Kathryn Dyer, BLM Nevada Range Program Lead

Dear Sage Signals Readers,
As I write this article, I am looking at the smoke outside my window due to the Loyalton Fire. Unfortunately, too many of us are familiar with what that dense fog of smoke looks like. I mention this because I am very excited about our recently signed Finding of No Significant Impact (FONSI) for the *Targeted and Prescribed Grazing of Annual Grasses in the Great Basin Ecoregions of Nevada* (DOI-BLM-NV-0000-2019-0003-EA). Jon Raby signed this FONSI on August 6, 2020 with great excitement at being able to make such a valuable and logical tool more available. The EA, FONSI and associated documents are available at DOI-BLM-NV-0000-2019-0003-EA (eplanning.blm.gov/eplanning-ui/project/124311/510).

First, let's talk a little about 'Targeted' and 'Prescribed' grazing. Why are these different things? I know it gets difficult to follow all these specific words, especially since they are not always used in the same way by different agencies, groups or projects. As BLM has moved towards using more targeted and prescribed grazing practices, there has been a differentiation of the two that is worth noting.

One major difference is the objective of the treatment. In targeted grazing, you are effectively making a fuel break without the objective of maintaining the ecological integrity on the project site. Fuel breaks are intended to protect adjacent areas without degrading resources, so it's important to prevent the spread of noxious weeds or loss of soil in these new fuel breaks in the process of establishing them. These fuel breaks can also be seeded to make green strips that are maintained with livestock. Due to the nature of these projects, they ordinarily need

to be conducted in specific, less ecologically sensitive locations. More sensitive resources, such as riparian areas or important habitats, are not included in the project area.

Prescribed grazing differs in that it is for the primary objective of management of vegetation to meet resource objectives other than the production of livestock forage. Prescribed grazing can be used to manipulate vegetation composition and structure or to increase, re-establish, or stabilize desired vegetation communities. So, the biggest difference to remember is that prescribed grazing treatments have an objective of promoting, enhancing, and/or sustaining ecological integrity on the treatment site. This is achieved through the use of seasonality and amount of use (timing, duration and frequency) to promote growth or persistence of the desirable vegetation, while decreasing fine fuels and competition from invasive annual grasses.

Prescribed grazing treatments may be done on a pasture or allotment-wide context, if appropriate, and will likely not be done in concert with the regularly scheduled grazing in an area. Due to the objective of promoting, enhancing, and/or sustaining ecological integrity on the treatment site, other resources which may require special management considerations or protections, (such as riparian areas, important habitats, etc.) may be included in prescribed grazing treatment areas. This is a major difference from targeted grazing for fuel breaks.

As all my previous articles have emphasized, project objectives and a monitoring plan are integral to project success, as well as being able to communicate the impacts of the project and to adjust the project as needed if needed. All targeted and prescribed grazing treatments must contain a cooperative monitoring plan. I will go into the monitoring more during next month's article. Currently, I wanted to make sure you are all aware of this monumental step forward for managing Nevada Rangelands, and know how you can get involved if you desire to.

Currently we are working on finalizing an application form to plan and approve treatments. In this document, the applicant will walk through a variety of project-shaping questions such as project location, project polygon/boundaries, project objective, desired treatment timeframe/season, temporary infrastructure needs, etc. The applicant will likely need to coordinate with their Range Specialist to finish the application; however, filling it out as fully as possible first will facilitate the conversation. We may well get more applications than we have the ability to process, so there are also some questions in the application form that influence the prioritization of project applications. Some components used to help prioritize applications include District fuel objectives and priority areas, fuel reduction objectives, project continuity, and resource protection.

It is very important that I also remind you all initiate the process well before you want to put the project on the ground. Remember, each project will need an individual decision (at least the first time, not for every time the treatment is done after that) and those take a minimum of 45 days AFTER the project application has been completed and submitted and all planning has been completed and any archaeological work or other necessary work has been done. This does mean that in reasonable practice, we can expect the project to take several months to get from inception to implementation. This delay should only be felt the first time a project is done, as the decision can authorize the project to continue for many project cycles. Once the decision is final, the rest of the treatment cycles are dependent solely on monitoring and Authorized Officer approval for implementation.

I hope this article was informative, but if it left you with questions, please let me know. As always, feel free to send your feedback, comments, topic ideas and questions by emailing me at kdyer@blm.gov.

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COVID-19 Funding Assistance Available for Producers

By Jessica Anderson, COVID-19 Resource Coordinator

For agriculturists, 2020 has been a trying year. Between stalled markets, rising input costs, weather and fires, farmers and ranchers have had their hands full. We've seen commodity markets closing, endured the closures of livestock harvesting facilities and quelled the public fear of a food shortage. As ranchers and farmers, our days are long, stressful and mostly thankless, but the rewards far out way the negatives. It's why we do it. Though 2020 has been tough, there are some funding opportunities currently available that can help with some of those unforeseen costs many of us have incurred.

As the Nevada Department of Agriculture's (NDA)'s COVID-19 resource coordinator, I can help you with our current relief funding program, the CARES Nevada Agriculture Adaptability and Recovery Program (NAARP). On March 27, 2020, the President signed the Coronavirus Aid, Relief, and Economic Security Act (P.L. 116-136, CARES Act). This Act resulted in the creation of the Coronavirus Relief Fund (CFDA 21.019), which provides relief funding to states to address the various impacts arising from the pandemic. The NDA is administering more than \$4 million to address food insecurity, strengthen or expand food supply chains and provide financial relief to farmers, ranchers and other agribusinesses for COVID-19 related expenses.

Thanks to these funds, the NDA created the NAARP to help relieve the stress food and agriculture businesses face in responding to the COVID-19 crisis through business adaptations and diversifications to ensure a safe and adequate food supply. Applicants must demonstrate how financial assistance is needed in response to impacts to their operation in adapting to operating during the COVID-19 public health emergency.

Four types of eligible expenses

In a nutshell, the program has four areas for application of COVID-19 related expenses:

- **Supplies/equipment to safely operate** - reimbursement of eligible expenses that were necessary to help protect employees and customers in various agribusiness situations in response to COVID-19.
- **Housing adaptations** - reimbursement for on-farm housing modifications or provision of alternative on-farm housing needed to help slow the spread of COVID-19.
- **New farmers markets fees** - new farmers markets developed in response

to disruptions in supply chains and markets due to the pandemic are eligible to have permit fees reimbursed. At least 51% of farmers market vendors must sell Nevada food products to qualify for permit fee reimbursement.


- **Agribusiness COVID-19 relief assistance** - any additional business expenses that would not have been incurred if not for the COVID-19 public health emergency will be considered for eligibility under this general funding category. You must qualify as a small business as designated by the U.S. Small Business Administration to apply for reimbursement under this funding category.

Help navigating the process is available

Depending on the changes you may have had to make to your business operation and/or infrastructure or supplies/equipment purchases that were made, you may qualify for at least one application area. For example, a producer who took orders online for the first time because markets were closed may be able to receive reimbursement for some of those costs. Other reimbursable costs would include purchasing gloves, masks and hand sanitizer to keep operations open and employees safe. Expenses are reimbursed up to \$15,000 and applicants can apply more than once, if needed, until that \$15,000 maximum is reached. The deadline for application is December 15, 2020 or until funds run out, on a first come first serve basis.

If you think this may be something you qualify for or have further questions, please reach out. We are here to help! You can learn more about the CARES NAARP program at agri.nv.gov/naarp, or feel free to email me at j.anderson@agri.nv.gov. I am happy to answer questions, walk you through the application process and even discuss other programs and opportunities out there. From one fellow producer to another, I am right in the middle of the storm with you. I look forward to hearing from you and hope we, at NDA, can help during these challenging times!


Jessica Anderson is the new COVID-19 Resource Coordinator for the Nevada Department of Agriculture (NDA). As a rancher in Nevada, she has first-hand experience of the industry's hardships, and how to navigate the assistance available. She is also a past high school agriculture teacher and outreach educator for Extension and is passionate about agriculture and helping those involved. She looks forward to helping agriculture producers successfully find and apply for funding that can assist during these difficult times.



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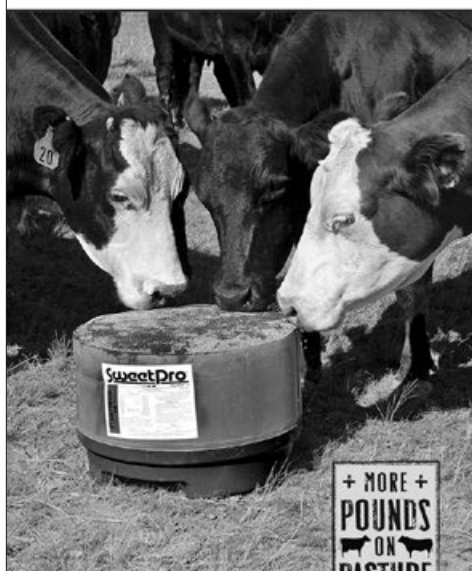
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Announcing the 2020 REGIONAL WINNERS



TUESDAY, OCTOBER 20 | 8:30 P.M. EASTERN

Pull up a chair, gather your crew and join us for the announcement of the 2020 Regional Environmental Stewardship Award Winners. You and your family will enjoy hearing each of these unique regional winner stories. You may even gain tips and tricks that you can apply on your very own operations!

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Livestock Producers Celebrate Legislation to Protect Calves and Lambs from Vultures

WASHINGTON (Oct. 1, 2020) – The National Cattlemen’s Beef Association (NCBA) and the Public Lands Council (PLC) today released the following statement in response to the House of Representatives passing bipartisan legislation to protect livestock from predation, compensate livestock producers who experience depredation by federally protected species, and fund methods to reduce conflicts between humans and predators.

Introduced by Senate Environment and Public Works Chairman John Barrasso (R-Wyo.) and Ranking Member Tom Carper (D-Del.), the America’s Conservation Enhancement (ACE) Act contains a number of provisions designed to address impacts that wildlife and wildlife management can have on livestock production.

One such provision provides depredation payments for livestock producers who experience livestock losses caused by federally protected species, while also authorizing funding for producers to carry out non-lethal deterrence activities. These are both activities previously funded primarily by affected States, despite the federal protections for animals causing the predation. PLC and NCBA have worked with Congress and federal agencies to provide relief to States and producers through improvements to federal regulations and through compensation programs, and the ACE Act provides relief in both ways.

“Livestock producers and States face significant burdens when the federal government implements protections for species without any support for the economic and natural resource impacts their decisions can have,” said PLC Executive Director and NCBA Executive Director of Natural Resources, Kaitlynn Glover. “This is something PLC and NCBA have urged Congress to recognize for years, so this relief comes at a time when producers are contending with losses from multiple events,”

“We also applaud the establishment of a specific depredation permitting structure for producers who have experienced losses due to common raven and black vulture depredation. Most of these losses occur during calving and lambing season, with producers experiencing tens of thousands of dollars in losses in any given year. It is imperative that producers have common-sense tools to protect their livestock, their financial security, and local wildlife populations.”

The ACE Act also includes funding to improve invasive species control and prevention efforts, a provision designed to develop innovative ways to reduce human-predator conflict, and establishes of a task force to address prevailing concerns about Chronic Wasting Disease (CWD) that occurs in cervids like deer, moose, and elk. The bill now awaits signature by President Trump.

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PLC Announces 2020 President's Award and Friend of PLC Winners

WASHINGTON (Sept. 24, 2020) – The Public Lands Council (PLC) during the 52nd Annual meeting announced that John Falen was selected as the 2020 PLC President's Award. PLC leadership also announced they selected Aaron Schlagel as the 2020 Friend Of PLC. Both awards acknowledge individuals who have made significant contributions to the public lands ranching community.

Each year, the current PLC President selects an exemplary member of the public

lands ranching community who has made a notable contribution to promoting livestock production on federal lands. John Falen has more than 30 years of service to PLC and its affiliates, serving as PLC president, a regional representative for the National Cattlemen's Beef Association, and president of Nevada Cattlemen's Association.

"John is deserving of this award because of his dedication, commitment, and tireless service to the Public Lands Council and the livestock industry as a whole," said PLC President Bob Skinner. "During his years on the Executive Committee, he was an influential part in establishing the Public Lands Endowment Trust, served as a member of the National Wild Horse and Burro Advisory Committee, and worked hard to defend the rights of the ranching industry. John has truly been a war horse for our industry and I am honored to be able to present him with this award."

The Friend of PLC award recognizes a person outside of PLC, who has gone above and beyond their duties to help the mission of public lands ranchers. Aaron Schlagel is a senior director at the National Cattlemen's Beef Association (NCBA) and has provided logistics support to PLC for many years.

"We thank Aaron for his tireless help behind the scenes. Aaron makes himself available day-in and day-out to ensure our team is well-prepared and well-housed. Whether we need assistance with travel, getting out of a snow storm, or finding the best hotel rates, Aaron has always been there to help. I can think of no other person more deserving of this award."



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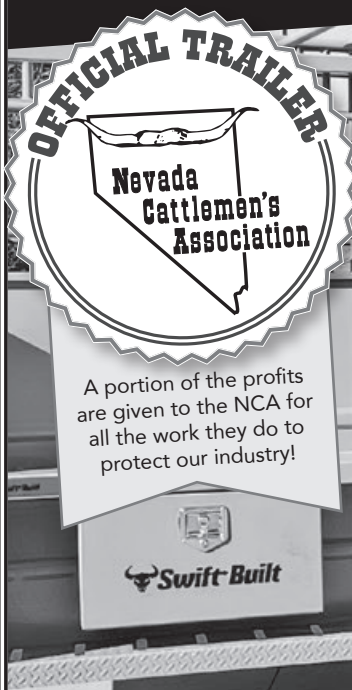
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caseya@wsrins.com
(530) 228-4101



Quinn Briggs
quinnb@wsrins.com
(775) 304-3090



Matt Griffith
mattg@wsrins.com
(530) 570-3333



Dugan Kelly
dugank@wsrins.com
(805) 459-1941



Casey Ladner
caseyl@wsrins.com
(541) 281-4722



Shayne Myers
shaynem@wsrins.com
(530) 237-6281



Stephanie Myers
stephaniem@wsrins.com
(530) 237-6282



Tanner Patzke
tannerp@wsrins.com
(541) 810-2957



Sid Sporer
sids@wsrins.com
(307) 272-9874



Nevada Beef Council News & Notes

Checking in on your Checkoff

By Nevada Beef Council Staff

Multiple Summer Campaigns Target Nevada Consumers

As the summer months waned, the Nevada Beef Council and Beef Checkoff-funded Beef. It's What's For Dinner. program wrapped up a busy few months of unique campaigns targeting Nevada consumers with beef messaging and promotions. For Nevada beef producers, these campaigns leveraged the dollar-per-head Beef Checkoff by combining state-specific efforts launched by the Nevada Beef Council (NBC) with national campaigns that also focused on Silver State consumers.

As one example, the “United We Steak” campaign, which wrapped up over Labor Day weekend, celebrated the shared tradition of grilling steaks over the summer, as well as unique aspects of each state when it comes to grilling. The campaign came to life with an interactive map of the United States made from 50 hand-cut steaks in the shape of each state. Over the summer months, advertisements were pushed through digital and social media platforms, as well as through traditional media platforms such as radio, and video platforms including YouTube and Connected TV – all in an effort to inspire Americans to grill up their favorite beef meal no matter where they live.

The national components of the campaign exceeded expectations even before it concluded, with a full analysis of all campaign metrics still pending. As of early September, the campaign had resulted in over 326 million total impressions, far exceeding the goal of 270 million. There were also over 83 million video views, and audio ads reached over 29 million listeners.

Here locally, the NBC further leveraged this campaign through state-specific advertising elements, offers for cash-back rebates on beef products, and a sweepstakes targeting Nevada consumers offering a chance to win one of two Traeger grills. The cash-back offer was a \$2 rebate for any beef cut, one pound or larger, available through the mobile app Ibotta® - a particularly compelling offer for shoppers at a time when retail food prices remained higher than usual.

The Nevada campaign resulted in additional media impressions and engagement with consumers, supplementing the advertisements being deployed as part of the national campaign. In Nevada specifically, broadcast media impressions surpassed 1.7 million, with nearly 1 million additional impressions through other campaign elements, including streaming audio and banner ads across a variety of online platforms, ads airing via “OTT” television (which refers to “over the top” film and television content provided via a high-speed Internet connection rather than a cable or satellite provider), and mobile geo-fencing ads pushed out through a variety of smart phone apps.

What's more, the Ibotta offer resulted in over 550,000 brand impressions, 12,908 “Add to List” events (instances where the shopper took the additional action through the app of watching a video, unlocking the offer, and adding beef to their shopping list), and 7,235 offers redeemed at Nevada retailers.

Of those who took advantage of the offer, 89.9 percent were female, and 10.1 percent were male, with the age ranges of 35-44 (34.8%) and 25-34 (28.7%) being the top age groups.

One advantage of the Ibotta app is that any participating Nevada retailer is included, which means the NBC doesn't have to limit such opportunities to a small number of retailers. For this campaign, the retailers that saw the highest redemption rates on beef products through the Ibotta app included Walmart at 22.9%, Smith's at 21.9%, Albertsons at 13.1% and Costco at 9.6%. Other retailers in the top ten included Walmart Grocery (Walmart's online grocery ordering and pick-up service), WinCo Foods, Sam's Club, Raley's, Von's and Army Military Commissary.

As the United We Steak campaign concluded on a state and national level, the NBC team was pleased with the overall results and engagement. But the efforts to reach Nevadans with positive beef messaging didn't end with this effort.

Also through the summer months, the Beef Checkoff-funded “Western U.S. State Campaign” was deployed, which worked to disseminate beef recipe content to consumers in western states from early June through early August. Given that consumers in these states have a higher propensity for choosing meat substitute options, this campaign worked to encourage consumers to choose BEEF instead for their meals. Overall, the campaign performed very well – consumers in the targeted areas were served Beef. It's What's For Dinner. ads almost 20.4 million times.

This campaign included two primary elements. The first was a YouTube video advertising portion that included newly launched United We Steak videos, as well as a “Substituting Beef Is Beyond Impossible” video to address the higher rates of meat substitute consumption in the west. Secondly, a Google Search campaign was launched, the primary focus of which was targeting consumers searching “protein-agnostic” searches, such as consumers searching for non-protein specific dinner recipes or meals. The campaign would then serve these consumers beef-centric recipes.

In Nevada specifically, there were over 1.35 million impressions and 851,417 video views through the YouTube campaign elements, and 25,620 impressions and 2,163 clicks through the Google search campaign.

In addition to Nevada, states included in the Western U.S. State Campaign were California, Oregon, Washington, Arizona and Idaho.

All in all, these campaigns worked to keep beef top of mind for consumers in Nevada and across the nation during a summer that held uncertainty, but also saw people continuing to cook and eat at home more often than in previous years.

To learn more about your Beef Checkoff dollar at work at home and nationally, visit NevadaBeef.org or BeefBoard.org.



NEVADA BEEF COUNCIL

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

• www.nevadabeef.org

• 877-554-BEEF (2333)

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