



# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

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## NCA November Update

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

I can't believe it's already November. Hopefully everyone is surviving a busy weaning and shipping season. There is definitely no shortage of work to be done here at NCA headquarters. The Nevada Cattlemen's Association Annual Convention is right around the corner. We have an engaging line up of speakers and events that will surely keep you informed and up to date with issues that impact our industry. At Convention, not only are Nevada Cattlemen's Association (NCA) members in attendance, but members of the Nevada Land Action Association (NLAA), Nevada CattleWomen, Inc., Nevada Wool Growers, Nevada Central Grazing Committee, Nevada Rangeland Resource Commission, vendors that provide services to the beef cattle industry, and guest speakers to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide a memorable and educational experience. Please be sure to come to the convention and learn more about how NCA is working to increase public awareness of the Nevada livestock industry and make sure your voice is heard.

Registration for the convention is on our website—[nevadacattlemen.org](http://nevadacattlemen.org). If you are interested in attending or would like more information, please call the office at 1-775-738-9214 or email [nca@nevadabeef.org](mailto:nca@nevadabeef.org).

On the policy front, we saw a wild ending to the fiscal year in Congress. As Congress rushed to pass multiple appropriations bills to fund the government for the next year, there were several attempts to lump pieces of legislation into the must pass funding bills. One such piece of legislation offered by Representative Spartz from Indiana proposed to prevent any federal funds from being used to implement federal commodity checkoff programs, however, no federal funds are used to implement federal commodity checkoff programs. As such, the legislation was overwhelmingly struck down. Ultimately, Congress was able to come to an agreement to fund the government at 2023 levels for another 45-days which tees up another potential shutdown on November 17th. What will happen between now and November 17th is anyone's guess. As of the end of October the House

of Representatives successfully elected Mike Johnson (R-LA) as the new Speaker of the House, ending what turned out to be the third longest vacancy of the Speaker of the House position in our nation's history. With the role now filled, there is no doubt some challenging issues and deadlines to face in the coming weeks and months.

Finally, if you have heifers and steers for sale this fall/winter and are looking to get the best bang for your buck, please consider consigning them to the upcoming Silver State Classic Calf and Yearling Sale. The special sale will start at noon on December 2nd at Fallon Livestock LLC in Fallon, NV. Fallon Livestock LLC donates a portion of the sale commission back to the Nevada Cattlemen's Association which helps us represent you on the issues that matter. We greatly appreciate Fallon Livestock LLC's support over the years and hope to see you at the sale.

I hope everyone has a wonderful Thanksgiving and has a chance to slow down and enjoy time with family and friends. Till next time.



## PRESIDENT'S PERSPECTIVE

*Jon Griggs, President, Nevada Cattlemen's Association*

And now, the end is near, and so I face the final curtain.... This friends is my last article as your President, it has been my great honor and joy to have served these past two years! Unlike Mr. Sinatra, whose lyrics I quote at the start of this article, I didn't do it "My Way" (hopefully that song is stuck in your head now (you're welcome!)). This Association is member-driven with policy confirmed every year at the Annual Convention. This year's Convention takes place in Winnemucca November 16-18 and along with policy making, we have a great slate of speakers lined up covering a wide variety of topics, a robust trade show, and I can't discount

the fellowship of cattlemen friends and supporters we'll enjoy as well. I hope to see you there.

There's a lengthy list of folks to thank for supporting me in my role as President but at the top is definitely Martin Paris and Sharon McKnight, they are the backbone of the Association and work hard on our behalf every day. Thank you Martin and Sharon, thank you! Thanks to Hanes Holman who will take the reins from me, I look forward to his leadership. Thanks to our committees and committee chairs who stay abreast and keep on top of a wide variety of issues that impact us. And if you've made it this far with me gentle reader, thank you as well, it has been my pleasure to be with you.

*Happy Thanksgiving!*





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# Meet this Year's NCA Convention Speakers

## Patrick Linnell

CattleFax



Born and raised in eastern Oregon, Patrick Linnell grew up with a commercial and registered Red Angus background. He graduated with a bachelor's degree in animal science and agricultural business from Colorado State University, where he was a member of both the meats and livestock

judging teams and was involved in other clubs and activities. In fall 2017, Patrick earned a master's degree in agricultural economics from CSU.

His research focused on price forecasting and fed cattle markets. Patrick joined CattleFax as an analyst in January 2018 and currently serves as the Director of Cattle Market Research and Analysis.

## Sigrid Johannes

Public Lands Council Director



Sigrid works as the Associate Director for the Public Lands Council and NCBA Government Affairs. Previously, she worked on the NCBA communications team and got hooked on the policy issues impacting federal grazing permittees. She is thrilled to be able to advocate for Western live-

stock producers in this new role.

After graduating from the College of Charleston in South Carolina, Sigrid did communications work for the U.S. Senate Joint Economic Committee and U.S. Representative Abigail Spanberger. She is originally from Washington, D.C.

## Ethan Lane

NCBA Vice President of Government Affairs



Ethan is a 5th generation Arizonan with more than 20 years of experience in natural resources, land use issues, and advocacy on behalf of the cattle industry.

Prior to his role as the Vice President of Government Affairs, Ethan was the Executive Director for the Public Lands Council and

Senior Executive Director of the NCBA Federal Lands portfolio. Before joining PLC and NCBA, Ethan operated a consulting firm where he worked on multiple high profile political campaigns and advised a variety of private companies and industries on regulatory and legislative issues impacting their businesses.

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# BLM Seeks Nominations to the Sierra Front Northern-Great Basin Resource Advisory Council

CARSON CITY- The Bureau of Land Management today announced that it is seeking public nominations for positions on the Sierra Front Northern-Great Basin Resource Advisory Council (RAC). This citizen-based council assists in the development of recommendations that address public land management issues within Carson City, Winnemucca, and Elko BLM Districts.

The BLM maintains RACs chartered under the Federal Advisory Committee Act and the Federal Policy and Land Management Act across the West. Each RAC consists of 10- to 15-members from diverse interests in local communities, and they assist in the development of recommendations that address public land management issues.

“Resource Advisory Councils provide the BLM with vital feedback on current issues, concerns, and proposals, and enable us to engage local communities and stakeholders to improve our management of public lands,” said Gerald Dixon, Elko District Manager. “Our goal is to ensure that the membership of every RAC encompasses a wide variety of perspectives and backgrounds to guide our work as effectively as possible.”

The BLM maintains RACs as a means of gaining expert advice, ideas, and diverse opinions on issues including land use planning, environmental issues, fire management, off-highway vehicle use, recreation, oil and gas exploration, noxious weed management, grazing issues, and wild horse and burro herd management issues. The RACs support the Bureau’s commitment to enhance the quality of life for all citizens through the balanced stewardship of America’s public lands and resources.

Individuals may nominate themselves or others to serve on the RAC. Nominees, who must be residents of the state

where the RAC has jurisdiction, will be reviewed based on their training, education, and knowledge of the RAC’s geographic area. Nominees should also demonstrate a commitment to consensus building and collaborative decision-making. Letters of reference should accompany all nominations from any represented interests or organizations, a completed RAC application, and any other information that speaks to the nominee’s qualifications.

The RAC is seeking three nominations in the following categories:

- Category One – Representatives of organizations associated with energy/mineral development; Federal grazing permit holders; the timber industry; transportation or rights-of-way; off-highway vehicles users; and commercial and developed outdoor recreation.
- Category Two – Representatives of archeological and historic organizations; dispersed recreation users; wild horse and burro organizations; and nationally or regionally-recognized environmental organizations.
- Category Three – Representatives of State, county, or local elected office; Indian Tribes located within or adjacent to the area for which the RAC is organized; academicians employed in natural resource management or natural sciences; employees of a state agency responsible for management of natural resources; and the public at large.

As published in a notice in today’s Federal Register, the BLM will consider nominations for 30 days until November 25, 2023. For more information, please contact Lisa Ross, RAC Coordinator at [lross@blm.gov](mailto:lross@blm.gov), 775-885-6107.

## Nevada Cattlemen’s Association 88th Annual Convention

— November 16 – 18, 2023 —  
Winnemucca, NV  
Winnemucca Conventions Center  
50 W. Winnemucca Blvd.  
[www.nevadacattlemen.org](http://www.nevadacattlemen.org)

## 21st Annual Silver State Classic Feeder Sale

— December 2, 2023 —  
12:00 pm  
Fallon, NV  
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## National Cattlemen’s Beef Association Cattle Convention

— January 31 – February 2, 2024 —  
Orlando, Florida  
Orange County Convention Center  
South Concourse  
9899 International Dr.

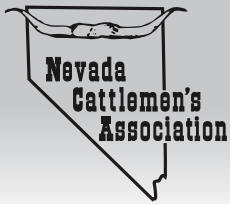
## Great Basin Bull Sale

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

## NCA MEMBERSHIP

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between September 26 and October 25, 2023.*  
*(New members are in bold.)*

- **Boehringer Ingelheim, Sandra Miller**
  - **Crystalx, Frank Ward**
  - **Jasperson Cattle Co., Dean Pike**
  - Multimin USA/Axiota
  - Nevada Department of Agriculture, Doug Farris
  - **Ormat Technologies, Scott Nichols**
  - S & L Trailers LLC, Davy Stix
- Scales Unlimited, Inc., Robert Luna
  - Snyders’ Pinenut Livestock Supply, Patrick Snyder
  - **UNR Agriculture, Veterinary & Range Science, Barry Perryman**
  - **U. S. D. A. Agricultural Research Service, Dan Harmon**



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# Applications Being Accepted for NRCS Financial and Technical Assistance Programs through November 17

RENO, Nev.—The Natural Resources Conservation Service (NRCS) is offering financial and technical assistance to help agricultural producers apply conservation practices on private land and public land allotments. Applications for funds available through the Environmental Quality Incentives Program (EQIP) and Agricultural Management Assistance (AMA) Program must be received by the local field office before 4 p.m. on November 17, 2023 to be considered in the first funding cycle.

Applications for EQIP and AMA are accepted year-round; however, only the applications received by Nov. 17 will be considered for funding during this cycle. Eligibility for applications received by the deadline will be determined by February 16, 2024 and money obligated by May 31, 2024.

EQIP is a voluntary, financial and technical assistance program providing funding to agricultural producers and non-industrial forest managers to address natural resource concerns like air, water and soil issues. EQIP projects include installing irrigation pipelines, lining ditches, cover crops, grazing related items like stock water systems, as well as habitat restoration. For Fiscal Year 2024, NRCS is increasing Climate-Smart Agricultural and Forestry Mitigation Activities eligible for Inflation Reduction Act funding through EQIP. These activities are expected to deliver benefits to natural resources like soil health, water quality, pollinator and wildlife habitat and air quality. To learn more, download the list of practices and a fact sheet. EQIP funding can be used on private and public land. Approximately \$6 million is available for projects under regular EQIP, an additional \$10.7 million is available through EQIP-IRA will be available in Fiscal Year 2024.

AMA program funds help producers use conservation to construct or improve

watershed management structures or irrigation structures, install high tunnels, plant trees to form windbreaks or improve water quality. AMA funding can also mitigate financial risk through production or marketing diversification, or the implementation of resource conservation practices including soil erosion control, integrated pest management or the transition to organic farming. Approximately \$300,000 is available in financial assistance for Fiscal Year 2024.

Historically underserved (HU) participants, including limited resource farmers and ranchers, beginning farmers and ranchers, socially disadvantaged farmers and ranchers, and veteran farmers and ranchers are eligible for advance payments to help offset costs related to purchasing materials or contracting services through EQIP. HU participants may elect to receive an advance of not less than 50 percent of the EQIP conservation practice payment amount. Participants who receive advance payment must expend the funds within 90 days of receiving the advance.

Water management entities who assist private agricultural producers with managing water distribution or conservation systems can also apply for EQIP. These entities are defined as a State, irrigation district, ground water management district, acequia, land grant-merced, or similar entity that has jurisdiction or responsibilities related to water delivery or management to eligible lands.

To learn more about EQIP and AMA, or for general information about NRCS programs, contact your local NRCS office. Office locations can be found at <https://www.farmers.gov/working-with-us/service-center-locator>.

## BLM Announces Selection of Associate State Director For Nevada

RENO, Nev. — The Bureau of Land Management has announced the selection of Kim Prill as the associate state director for Nevada.

Prill currently serves as deputy state director for Energy, Minerals and Realty for the BLM Montana and Dakotas.

“We are incredibly excited about the addition of Kim Prill to the BLM Nevada Team. Kim’s federal career spans over 34 years, serving in a wide variety of capacities and leadership roles and engagement on special initiatives/projects to advance the important mission and work of the Bureau,” said Jon Raby, BLM Nevada State Director.

Prill’s previous leadership positions include Branch Chief for Realty, Lands and Renewable Energy, Acting District Manager for Eastern Montana/Dakotas District, and serving as a Congressional Fellow to the Senate Energy and Natural Resources Committee in Washington D.C. Kim also worked for the Bureau of Reclamation – Great Plains Region, supporting their lands program and then returning to BLM.

“I would also like to thank Marci Todd for her many years of outstanding leadership as the BLM Nevada Associate State Director,” Raby said. “Marci has had an amazing career with BLM and has served our nation proudly for more than 43 years in federal service. I know she will have an outstanding next chapter in retirement.”



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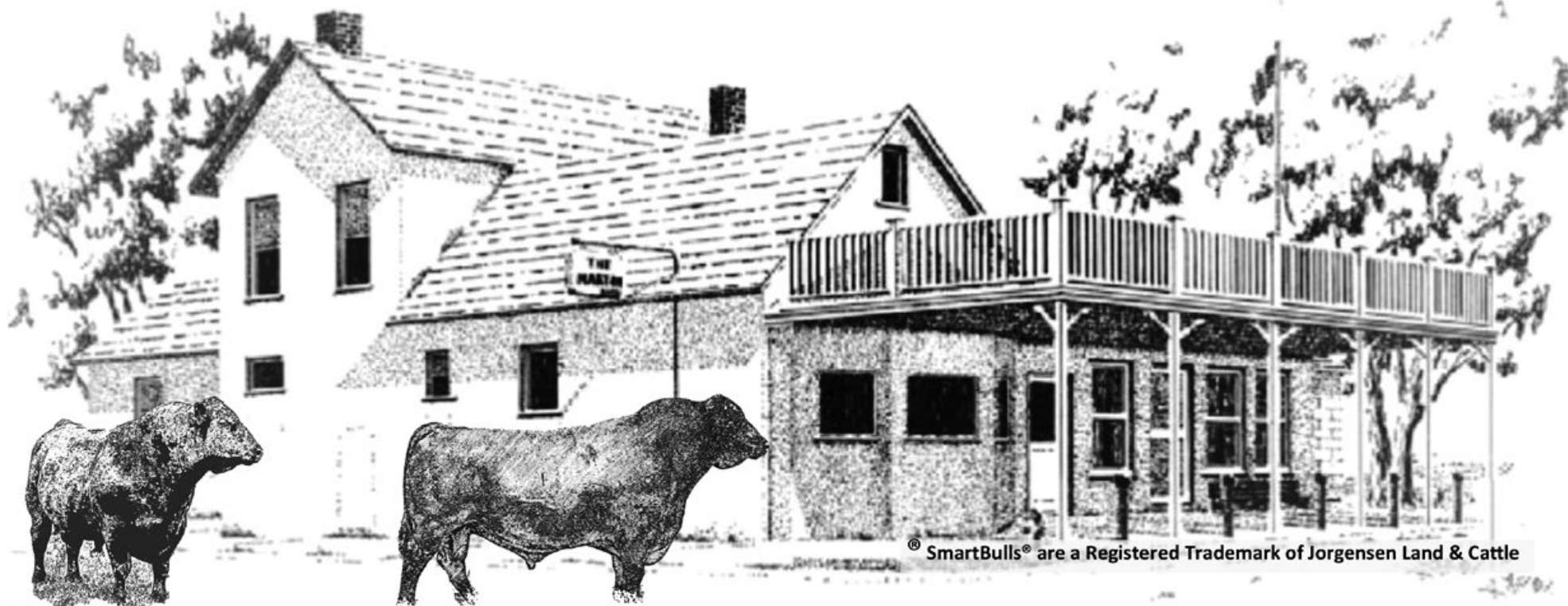


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# New Experiment Station Senior Assistant Director To Continue Ag Productivity

Scott Huber Aims To Continue Tradition of success at University of Nevada, Reno Experiment Station

RENO, Nev. — The College of Agriculture, Biotechnology & Natural Resources, has hired Scott Huber as the new senior assistant director of its Experiment Station unit. With nearly 30 years as a private ranch manager and five years with the Experiment Station, Huber brings the knowledge and experience needed to direct the research and programs being carried out at the Experiment Station's various research and production facilities across the state.

"I am delighted that Scott has accepted this position," Chris Pritsos, director of the Experiment Station and the College's associate dean of research, said. "Scott is uniquely qualified to serve in this role due to his experience as a ranch manager and his demonstrated leadership over the past several years as assistant director for research for the Experiment Station."

The College's Experiment Station unit is one of a national network of experiment stations, and the unit maintains a network of field stations, laboratories and ranches throughout the state where research is conducted on issues important to the state, and the country. Research efforts focus on a variety of important issues related to, for example, agriculture and ranching, community development and economics, human health and well-being, and water and wildlife.

Huber wears many hats in his new role. He helps determine priorities and needs, and develop plans to meet them. He travels to the various properties extensively, assists with their management, assesses research needs, and helps promote and expand the research and projects being conducted statewide.

"I think the key is to maintain communication with site managers," Huber said. "For me, this also means to have a 'boots-on-the-ground' presence throughout the year to fully understand how their day-to-day responsibilities play out and be able to provide hands-on support when needed."

Current Experiment Station field station properties in the state include:

- Fallon Research Center, Fallon, Nevada
- Great Basin Research & Extension Center, Eureka, Nevada
- Gund Ranch Research & Training Facility, Grass Valley, Nevada
- Jay Dow Sr. Wetlands, Herlong, California
- Logandale Research & Extension Center, Logandale, Nevada



Scott Huber has been named the new senior assistant director at the University of Nevada, Reno Experiment Station. *Submitted Photo*

- Main Station Field Lab, Reno, Nevada
- Mary Gray Ranch, Reno, Nevada
- Valley Road Field Station Reno, Nevada

Huber is currently developing ranch management plans for each of the field station properties.

"A ranch management plan allows us to establish specific goals that are aligned to the mission and vision of our Experiment Stations," Huber said. "This becomes a working document that is continually evaluated and monitored for progress."

One of Huber's short-term goals is installing high-tech irrigation systems at the field stations that need them by this spring. He is also assisting in the preparation of planting winter crops, including alfalfa, winter wheat and triticale.



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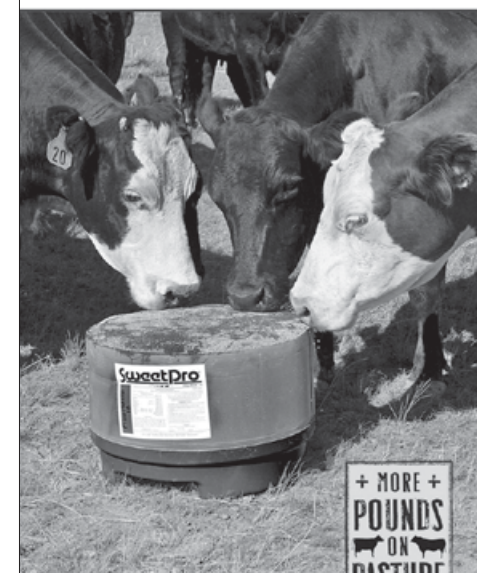
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## 21st Annual Silver State Classic Feeder Sale

SATURDAY, DECEMBER 2, 2023, at 12:00 PM

Fallon Livestock LLC and the Nevada Cattlemen's Association (NCA) invite you to consign your cattle to the 21st Annual Silver State Classic Feeder Sale. The sale is sponsored by the Nevada Cattlemen's Association and hosted by Fallon Livestock LLC. A portion of the sale commission comes back to the Nevada Cattlemen's Association to help support livestock producers on the issues that matter.

The sale will take place Saturday, December 2nd, 2023, at 12:00pm at Fallon

Livestock LLC, which is located at 2055 Trento Ln, Fallon, NV 89406. Please plan to make arrangements early if you need transportation or Brucellosis vaccinations for your cattle. Arrangements can be made through Tommy Lee, owner of Fallon Livestock LLC at (775) 867-2020 or (775) 741-4523.

Prices continue to remain strong and there will be diverse buyer representation again this year. We hope you consider consigning your calves to the sale and we look forward to seeing you there.

## NCBA NEWS

# Representing America's Cattle Industry on the World Stage

By Todd Wilkinson, NCBA President

Last month, I had the opportunity to travel to the Netherlands to attend the 2023 World Meat Congress. This was the first meeting of the World Meat Congress since 2018 due to COVID-19, and it was an opportunity for global livestock producers, trade associations, exporters and meat processors to discuss the major issues facing the meat industry.

The World Meat Congress is held by the International Meat Secretariat (IMS), an international non-profit organization of meat industry stakeholders, and this meeting could not have come at a more important time. Livestock producers around the world face many of the same challenges that we face in the U.S., from anti-meat climate regulations to the rise of cell-cultured proteins. Unfortunately for many of our neighbors, they have few allies in their home governments to defend their way of life.

At one session, we heard from a Dutch animal rights organization trying to convince attendees their animal welfare labeling scheme was the only viable option for meat products. What struck me was how the Dutch animal rights representatives told cattle producers that consumers had no faith in producers' ability to provide a high level of animal welfare for their animals, but their labeling scheme was the solution. Meanwhile, this same organization was attacking livestock producers on social media and sowing seeds of doubt in consumers. Creating a problem and then offering the "only viable solution" is the definition of a protection racket!

This experience reminded me why it is so important for cattle producers to have a seat at the table during every discussion. Without our engagement in Washington, D.C., and across the world, American cattle producers could easily face similar challenges in the future with anti-agriculture activists calling the shots.

At a different meeting, we heard from Mosa Meats, a Dutch cell-cultured protein company that claims to have the ability to manufacture 80,000 hamburger



NCBA President Todd Wilkinson. Submitted Photo

patties from one sample of cells harvested from live cattle. This cell-cultured company is bankrolled by celebrity investors like Leonardo DiCaprio who hope to eliminate traditionally raised cattle by replicating the intellectual property of real cattle in factories with bioreactors to develop a product mimicking ground beef. Thankfully, NCBA had a chance to hold their feet to the fire and ask questions about how they planned to compensate cattle producers for the intellectual property of their cattle when they were to harvest samples from cattle. The company had never considered that issue and once again, we were at the forefront of discussions about how emerging technologies will impact our industry.

I am pleased to report that after these meetings, NCBA gained new leadership roles in the IMS. Moving forward, we will have a representative on the IMS Board of Directors and Executive Council, and NCBA will chair the Beef Committee too. We will be guiding future cattle and beef discussions on the world stage, and

I am proud that NCBA will be in this leadership role.

Traveling to these overseas meetings always reminds me why it's so important to fight for the cattle industry here in the U.S. Anti-agriculture misinformation runs rampant in Europe and other parts of the world where activists drive politicians to push non-scientific, anti-agriculture regulations in the name of protecting the climate or improving animal welfare. That could be our fate if we fail to engage. Attending international forums and keeping constant pressure on Congress is vital to our work as an organization in protecting your farm or ranch. NCBA was the only U.S. cattle organization in attendance at the World Meat Congress and the only organization with a prospective of the cattle producers and feeders. If we bury our heads in the sand and say what happens in the rest of the world doesn't matter, we will become irrelevant in shaping world opinions. I, for one, would rather be at the table than on the menu.





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## Upcoming Sales

### ► Tuesday, December 5

Consignment Deadline: Thursday, November 16  
Silver Legacy – Reno, NV  
Simulcast on DISH Network

### ► Thursday, January 4

Consignment Deadline: Tuesday, December 27  
WVM Headquarters – Cottonwood, CA

# western

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## video market

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# Building on the Veterinarian-Client-Patient Relationship Opportunities for Improving Cattle Health and Welfare

By Julia Herman, DVM, MS

Beef Cattle Specialist Veterinarian, NCBA, a contractor to the Beef Checkoff

Communication and relationship building are key components of a successful cattle operation. Both require intentional work and active updating throughout the year, depending on what the focus is. Active communication should be the foundation of the partnership between many parties affecting the cattle operation, including:

- Between a client and their herd veterinarian, developing a Veterinarian-Client-Patient Relationship (VCPR)
- Between management and cattle caretakers through everyday activities, onboarding and annual training
- Between cattle caretakers and their cattle through improved stockmanship and understanding cattle behavior

Having open conversations with the herd veterinarian throughout the year about cattle care is a valuable way to plan. Cattle care encompasses several overlapping areas including animal husbandry, welfare, nutrition, low-stress handling, and even employee training. Within the Beef Checkoff-funded Beef Quality Assurance (BQA) program, there are guidelines that touch on these areas to improve welfare through husbandry practices and BQA encourages producers to strive for continuous improvement in all aspects of the operation. This continuous learning and exchange of information are essential for staying up to date with the ever-evolving cattle industry. Cattle producers can make informed decisions and adapt to new challenges and opportunities in the market. All of these are opportunities created with a VCPR.

Rosslyn Biggs, veterinarian and beef cattle extension specialist with Oklahoma State University, works constantly with cattle producers and veterinary practitioners to understand how this relationship can be even more impactful.

“The importance of a veterinary team member is now more important than ever as many areas, particularly rural communities, experience difficulty in recruiting and retaining veterinarians,” she explained. “Additionally, increased oversight such as the Veterinary-Feed-Directive and judicious antibiotic usage make the VCPR even more critical.”

The VCPR facilitates responsible antibiotic use in cattle production. With grow-

ing concerns over antimicrobial resistance, it is vital to have a herd veterinarian overseeing and prescribing antibiotics when necessary. After the Food and Drug Administration’s Guidance for Industry #263 went in to affect this summer, medically important antimicrobial drugs that were previously available over-the-counter were transitioned to requiring a veterinary prescription. It is important to remember that a VCPR is required before a veterinarian can legally write a prescription.

Veterinarians can ensure that antibiotics are used judiciously, only when needed, and in the most effective manner. This approach not only preserves the efficacy of these drugs but upholds public health by minimizing the risk of antibiotic residues in cattle products.

Biggs added, “Veterinarians can also guide producers on accurately meeting antimicrobial label requirements, including appropriate use and withdrawal. Additionally, treatment protocols and record keeping measures can be developed if not already present in an operation.”

BQA supports the judicious use of antimicrobials and has 14 education points for review in the *Antibiotic Stewardship for Beef Producers* document found on [www.bqa.org](http://www.bqa.org).

A VCPR also plays a vital role in ensuring food safety and quality. With the increasing emphasis on food safety regulations, having a veterinarian involved in the cattle operation is critical. They can help develop and oversee proper animal health and management practices, which in turn, contributes to the safety and quality of cattle products, such as meat and dairy. Veterinarians can help producers with record keeping, tracking animal treatments, and ensuring labeled withdrawal times are followed with animal health products, including vaccines, antibiotics, feed additives or dewormers. This helps in meeting regulatory requirements and maintaining consumer confidence in the products. When cattle producers have a strong relationship with a veterinarian and can maximize that communication, cattle producers can optimize their production processes, reduce losses, and improve the overall performance of the herd. This can lead to increased economic viability and sustainability in the cattle industry.

Biggs brought another important aspect to consider when building a relationship with a veterinarian, “Finding a veterinary practice that fits the needs of your operation is key. Take the time to develop a long-lasting, effective relationship well before crisis strikes. Like cattlemen, veterinarians continue to be faced with multiple challenges. Investing in a solid VCPR creates a strategic alliance that proves mutually beneficial to both producers and veterinarians.”

The VCPR remains one of the important relationships in a cattle operation. This management tool connects veterinarians, cattle producers, and the animals while contributing to disease prevention, herd health, food safety, education, responsible antibiotic use, disaster preparedness, efficiency, profitability and ethical production. A strong VCPR is a cornerstone of a successful and sustainable cattle industry, ensuring the well-being of both the animals and the people involved in the process. The BQA program, including its certification courses and accompanying resources, highlights this relationship and provides educational opportunities for cattle producers to advance their operations. Visit [www.bqa.org](http://www.bqa.org) to find these resources and check your BQA certification status.

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# Nevada Beef Council Update — November 2023

## Your Checkoff Dollars at Work

By Allie Herring

# Beef's Advantages Take Center Stage in Doctors' Offices

*Credit: Cattlemen's Beef Board*

## Nine Out of 10 Healthcare Professionals Advocate Beef Consumption After a Successful Medical Office Outreach Campaign<sup>1</sup>

In a world where opinions on what to eat are so diverse, many consumers find themselves relying on the recommendations of doctors and medical professionals. With their wealth of knowledge and experience, doctors are seen as trusted guides for both people's individual health and for parents looking to give their children the most nutritious meals. Knowing the significance of a doctor and patient relationship, the Beef Checkoff ensures that doctors and medical offices are well informed about lean beef's role in a balanced, nutritious diet.

### Strong Minds, Strong Bodies Toolkits

Recently, a beef toolkit, Strong Minds and Strong Bodies, which focused on school-aged and adolescent nutrition, was delivered to **3,324 targeted family practice and pediatric health professionals across 48 states**. The toolkit materials included a "Dear Health Professional" letter, a MyPlate teaching tool and beef tips and recipes for parents. Of the toolkits delivered, 51 percent of them went to pediatric offices and 49 percent went to family practice<sup>1</sup>.

Following the delivery of the toolkits, a post-program survey was sent out to medical professionals and consumers to measure the program's success.

Responses showed 91 percent of professionals have already recommended beef to patients and 95 percent of consumers have prepared or plan to prepare meals that include beef since receiving these materials<sup>1</sup>. Additional results showed:

More than 7 in 10 professionals feel a more favorable impression of beef as a nutritious, high-quality protein food to support children<sup>1</sup>.

More than three-quarters of professionals feel more knowledgeable about the role of beef as a nutritious, high-quality protein food to support children<sup>1</sup>.

Seventy-four percent of consumers said their health professional specifically recommended beef as a nutritious part of a balanced meal<sup>1</sup>.

Receiving the handout from their health professional makes 76 percent of the respondents more likely to prepare a meal for their child that includes beef<sup>1</sup>.

### Heart Health Cookbooks

Additionally, heart health cookbooks were delivered to 854 family practice and cardiology professionals nationwide. Within those cookbooks were a health professional letter written by the cookbook author in collaboration with the beef nutrition team, a beef research booklet, and pamphlets on lean beef in a heart-healthy diet that medical professionals could share with their patients.

Responses to this effort were also very positive, with 76 percent of medical professional and consumer respondents saying they found the cookbook to be valuable<sup>1</sup>. Respondents commented on how visually appealing the cookbook was and how the letter added a personal touch. One respondent specifically added, "The research studies were very informative for providing evidence for including lean beef in a healthy, balanced diet."

The doctor's office mailing program is only one part of the Beef Checkoff's nutrition and health program. This promotion would not be possible without Checkoff-funded human nutrition research, which is the foundation for all industry nutrition education and communication initiatives. Explore the current Checkoff-funded human nutrition research projects and resources that are shared across consumer and health audiences.

1. Pulse Survey Platform. (May 2023). "2023 Family Practice/Pediatric Professional Outreach Post-Program Research Results." Retrieved from the National Cattlemen's Beef Association.

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