Nevada Cattlemen's Association

SAGE SIGNALS

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NCA November Roundup

By Martin Paris, NCA Executive Director

By the time this reaches you, many of you have shipped calves and are moving cows toward winter ground, while others are still sorting and loading. It's been just as busy at the NCA office. Between comment letters and convention planning, there hasn't been a slow week since summer, but much of that work is now wrapped up.

The election is behind us, too. However you feel about the results, we now know who we'll be working with in Carson City and Washington, and that work starts now. That's especially true at the state level. The 84th Session of the Nevada Legislature convenes February 1, 2027, with some new faces in the building who need to hear from ranchers early.

It starts in Elko. The 91st Annual Convention and Tradeshow kicks off Thursday, November 12, and runs through Saturday the 14th at the Elko Convention Center, held jointly again with the Nevada Land Action Association, the Nevada CattleWomen's Association, and the Nevada Wool Growers Association. If you haven't registered, go to nevadacattlemen.org/events-meetings. The general sessions open with the federal agency update and work through the state agency update, the CattleFax market session, and an update on things to come from the National Cattlemen's Beef Association and Public Lands Council.



Washington is in a holding pattern. Before leaving to campaign, Congress passed a stopgap that funds the government through December 11, so the lame duck session has spending bills to finish. The farm bill is in the same pile. The House passed its version in April. The Senate Agriculture Committee didn't move its bill until mid-September, and then only on a 12-11 party-line vote. Neither one is law. Meanwhile, the last farm bill extension ran out September 30 and the stopgap didn't renew it. Most of the programs ranchers rely on were funded through 2031 in last year's budget law, so the lapse is more of a nuisance than a

—— *NCA November Roundup Continued on page 7* ——

Nominations Accepted for 2027 Environmental Stewardship Award

Prestigious Award Program Recognizes Stewardship Efforts of Cattle Producers

By the National Cattlemen's Beef Association

The National Cattlemen's Beef Association (NCBA) is accepting nominations for the 2027 Environmental Stewardship Awards. Established in 1991, the Environmental Stewardship Award Program (ESAP) annually recognizes outstanding stewardship practices and conservation achievements of cattle producers across the country.

"Cattle producers across the country work tirelessly to steward the land for the next generation," said NCBA President Gene Copenhaver. "This program celebrates their conservation efforts and shares their success stories."

Any individual, group or organization is eligible to nominate one individual or business raising or feeding cattle. While individuals and families may not nominate themselves, they should be involved in the preparation of the application. Past nominees are encouraged to resubmit applications; however, previous winners may not reapply.

Along with a typed application, one nomination letter and three letters of recommendation highlighting the nominee's leadership in conservation are required. The application deadline is Feb. 15, 2027. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization.

Award winners are selected by a committee of representatives from universities, cattle production, conservation organizations as well as federal and state agencies. Judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the viability of the business. Regional winners will be recognized in summer 2027, and the national winner will be announced during CattleCon 2028 in New Orleans, Louisiana, in February 2028.

The Environmental Stewardship Award Program is an initiative of the National Cattlemen's Beef Association and the National Cattlemen's Foundation and is made possible with generous support from Corteva Agriscience and the U.S. Fish and Wildlife Service. For more information and to download the nomination packet, visit www.environmentalstewardship.org.

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President's Perspective

Dave Baker, President, Nevada Cattlemen's Association

Consensus, Membership, and the Development of NCA Policy

In a time when politics and public debate are increasingly shaped by division, competing agendas, and issues that can drive people apart, it is worth remembering the value of an organization built on a different principle: consensus.

The Nevada Cattlemen's Association (NCA) operates on the fundamental belief that organizational policy should reflect the collective will of its membership. As a consensus-driven organization, NCA recognizes that its strength, credibility, and effectiveness depend on meaningful discussion, member participation, and a shared commitment to the decisions reached through established processes.

Unlike the wedge-issue campaigning often seen in politics, where differences can be emphasized to motivate supporters and strengthen opposing camps, NCA's purpose is to bring people together around the shared interests of Nevada's cattle industry. Our members may have different experiences, priorities, and opinions, but they share an interest in protecting the future of ranching and ensuring that our industry has a voice in the decisions that affect it.

NCA policy is not created based on the preferences, beliefs, or individual opinions of any one member or leader. Instead, policies are developed through discussion and deliberation, giving members the opportunity to consider issues, express differing perspectives, and vote on matters that may affect the organization and those it represents. This process helps ensure that official positions reflect the collective judgment of the membership rather than the views of a select few.

Consensus does not mean everyone must agree on everything. In fact, healthy discussion requires the willingness to listen to different perspectives, ask questions, and consider viewpoints that may differ from our own. The goal is not to win an argument or defeat an opposing viewpoint. It is to determine whether the membership can reach sufficient agreement to establish a position that NCA can responsibly represent.

There will be times when that agreement cannot be achieved. Members may hold different opinions, priorities, and interpretations of complex issues. When significant consensus cannot be reached, NCA may choose not to establish an official position. This should not be interpreted as indifference, a lack of engagement, or an unwillingness to address important topics. Rather, it demonstrates respect for the membership and a commitment to representing the organization honestly.

Taking no official position is sometimes the most responsible choice. It prevents NCA from presenting a divided membership as though it speaks with one voice. It also protects the credibility of the organization, ensuring that when NCA does speak on an issue, its position has been established through the appropriate process.

This principle is particularly important when considering the role of NCA leadership. Leaders, like all members, are entitled to their personal opinions and convictions. However, personal beliefs do not automatically become organizational policy simply because they are expressed by someone in a leadership position. When speaking in an official capacity, NCA leaders have a responsibility to distinguish their individual views from positions formally adopted by the organization. That distinction promotes transparency, accountability, and trust.

At a time when public debate can reward confrontation more readily than cooperation, NCA's consensus-driven approach serves an important purpose. Our industry's challenges are complicated enough without allowing personal differences to overshadow the work that needs to be done. Protecting our ability to ranch, maintaining productive relationships with policymakers and agency representatives, and advocating for the future of Nevada agriculture require communication, cooperation, and a willingness to work with people who may not agree with us on every issue.

Ultimately, NCA's strength comes from its members. A consensus-driven structure ensures that official positions are grounded in collective agreement, respects the diversity of thought within the membership, and reinforces the importance of shared governance. It reminds us that representing an industry is not about advancing one person's agenda; it is about working together toward goals that benefit the membership and the future of Nevada ranching.

That is why your participation matters. The more members who take part in discussions, share their perspectives, and contribute to the policy process, the stronger our collective voice becomes.

On that note, we hope to see you at this year's Nevada Cattlemen's Convention in Elko, November 12–14! Please join the conversation and help shape NCA policy. Enjoy the trade show, support local businesses, and learn about the latest trends and technology in the ranching industry.

Thanks for your time.

Membership Update

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between Sept. 27 and Oct. 28, 2026.

*(New members are in **bold**.)*

- **CERES TAG**
- Gallagher North America
- **Halter**
- Kirby Mfg. Inc.
- **McGregor Risk Management Services, Chad Maki**
- Neil McQueary
- New Generation Supplements
- S & L Trailers, LLC
- UNR Department of Agriculture, Veterinary and Range Sciences
- USDA APHIS Wildlife Services Nevada
- **USDA Poisonous Plant Research Laboratory**

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A portion of the sales' commission comes back to the Nevada Cattlemen's Association to help represent you on the issues that matter.

The market continues to be hot 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!

Animal Science Program to Develop Workforce For Animal-Related Industries and Livestock Production

University of Nevada, Reno Bachelor's Program Aimed at Filling Void in The State and Attracting Students from the West

RENO, Nev. – Cattle and calves are Nevada's leading agricultural product, with about 450,000 head of cattle housed on Nevada ranches. Yet, Nevada students wanting to obtain a bachelor's degree in animal science have been needing to go out of state to get the degree. That just changed.

The University of Nevada, Reno is now offering a Bachelor of Science in Animal Science, and the degree covers a lot more than the name may imply.

"We have the expertise to offer a top-notch program that addresses today's livestock and meat production challenges," said Dr. Amilton de Mello, associate professor in the University's College of Agriculture, Biotechnology & Natural Resources, who is heading up the new degree program and is a Doctor of Veterinary Medicine. "The basics will all be covered – breeding, genetics, physiology, nutrition, animal health and welfare, and meat production. But, we need professionals who can work on systems that are associated with sustainability and animal production. They need to help figure out and put into practice: How can we produce more meat, and more nutritious products, with less? How can we affect the ecosystem less? Our program will offer the research opportunities and classroom experiences to students so that they graduate ready to help answer those questions and put them into practice."



Photo by Robert Moore.

Dr. Amilton de Mello, right, engages with students at the University's Wolf Pack Meats facility. He will head up the University's Bachelor of Science in Animal Science Program, preparing students for diverse careers related to animal science – ranching, meat processing, food safety – or for further education to become a veterinarian or researcher in the field.

A degree in demand that opens many doors, led by a national figure in the industry

According to Dr. Mike Teglas, who is also a Doctor of Veterinary Medicine and chair of the College's Agriculture, Veterinary & Rangeland Sciences Department that will house the program, the degree will prepare students with the knowledge and applied skills needed to successfully compete for careers not only in ranching and animal agriculture, but also careers in veterinary medicine, biotechnology and related industries.

"This program prepares students to step confidently into careers that support animal well-being, food production and the future of the animal-related industries," Teglas said. "Our research shows a demand for this degree here in Nevada and in neighboring states. We can meet that demand and provide students with a top-quality program where they'll receive one-on-one mentoring and have many opportunities for hands-on experiences."

Teglas says that de Mello has really been the driving force behind putting the program together and is "the perfect person" to lead the program. De Mello has published more than 35 research articles, served on a USDA meat and poultry inspection committee and on the Nevada Food Safety Task Force, and been honored for his achievements by the American Meat Science Association.

"Amilton's expertise and passion for animal science is hard to beat," Teglas said. "He works with other researchers internationally and is always thinking outside of the box. His research lab addresses important 'farm to table' stages, including animal nutrition, animal handling, harvest, fabrication and processing."

Teglas says that for the past several years, the University has been offering classes and a "specialization" in animal science, but for a dedicated bachelor's degree in animal science, students have had to look out of state, such as to California, Oregon or Utah. De Mello says he has heard this firsthand.

"As a professor constantly out working with rural communities and producers, I've travelled across the state. When I talked to local ranchers and people in the industry, they've asked if we have a bachelor's program," he said. "They've been sending our kids out of state. They had no other choice."

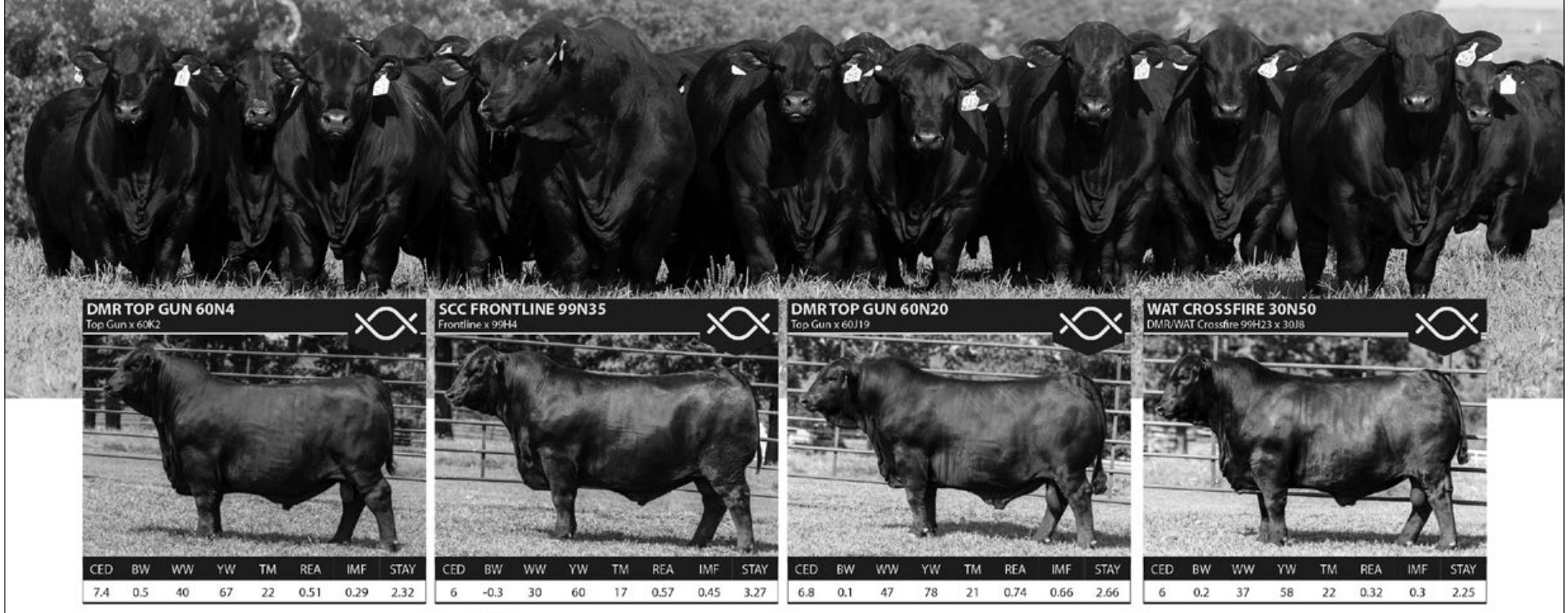
The University's broader investment in the program and industry, and emerging technologies

De Mello is exuberant to see that changing with the new degree offering and counters the idea that ranching may be coming an "obsolete" field, pointing to the technology the University is using to address today's challenges – drone mapping

Continued on page 7

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Frontline x 99H4

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DMR TOP GUN 60N20
Top Gun x 60J19

CED	BW	WW	YW	TM	REA	IMF	STAY
6.8	0.1	47	78	21	0.74	0.66	2.66

WAT CROSSFIRE 30N50
DMR/WAT Crossfire 99H23 x 30J8

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Animal Science: *Continued from page 5*

of rangelands, virtual fencing for guiding livestock grazing, even AI-enabled robots that recognize individual sheep and help track their health conditions. He says the University is investing in facilities and technology to push animal science and the meat industry forward in the state, including the new Main Station Farm Science Center, part of the College's Experiment Station, for which de Mello and other faculty in the College conduct research.

The facility opened last fall and was designed to foster discovery, innovation and hands-on learning for students while supporting Nevada's agricultural and meat industries. It features a modern smart classroom equipped with integrated presentation technology, as well as the Wet Lab, which offers a specialized environment for animal science education, including a camera-equipped necropsy (animal autopsy) table, rail systems for safe specimen handling, coolers and freezers, and a load bay for efficient transport. The facility also features a conference room, kitchen and outdoor patio for meetings and demonstrations.

The College is also investing in a new feed lot at the Main Station facility, something that de Mello says the state is lacking overall.

"We have the ranges for raising and feeding our cattle and calves, but we don't have many feedlots, which is where, much of the time, producers send cattle to 'finish' them for a short time just before harvesting them," he said. "We don't have many harvesting facilities either. So, we end up sending so many of our animals out of state for finishing and harvesting. We want to see if we can keep more of that here in our state, and in our state's economy."

At the University's Main Station Field Lab, where the new Farm Science Center is, Wolf Pack Meats harvests, processes and produces fresh meat from livestock, including cattle raised by the University as part of its educational programs and for production. The facility provides students with the chance to not only see the commercial process in action, but also to receive hands-on training and experience with a real commercial business in a critical industry. Wolf Pack Meats also serves local producers as one of the only facilities in northern Nevada doing harvesting and processing services. The University also has a mobile harvesting unit for training purposes and for serving producers in the state.

Elsewhere, the College is working with 4-H youth, through its Extension unit's 4-H Youth Development Program, providing them with basic knowledge of raising and caring for animals, as well as harvesting. The College also runs a cooperative program with Western Nevada College, where high school students can take classes related to the meat industry and earn college credit. The new degree program is also set up to easily allow students in Truckee Meadows Community College's Associate of Science Agricultural Science Program to transfer into the University's bachelor's program. De Mello says that all these elements are coming together to establish an environment where students enrolling in the new Bachelor of Science in Animal Science Program can learn and become leaders in an industry the state needs to grow.

"In this state, we produce only about 8% of the meat that we eat, and 40-50% comes from the Midwest," he said. "We have the ability to foster the industry by making these kinds of investments, working hand-in-hand with those in the industry and our state's economic development leaders, and most of all, by conducting research and readying our next generation of ranchers and animal producers."

For more information on the program, go online, or contact de Mello at ademello@unr.edu or 775-784-6648.

November Roundup: *Continued from page 1*

crisis for now, but it's one more reason Congress needs to finish the job.

On the regulatory side, the two big rules we commented on this year are both still in agency hands. BLM is working through comments on its grazing regulation rewrite, and the Forest Service expects to finalize the Roadless Rule rescission late this year. The Forest Service also plans to start a grazing regulation rewrite of its own, which will matter just as much to permittees on the Humboldt-Toiyabe. NCA is locked and loaded on all three the moment the agencies make a move.

Closer to home, the weather is worth watching. NOAA's Climate Prediction Center gives better than 80 percent odds that El Niño stays strong to very strong through March, and puts the chance it runs stronger than any El Niño on record back to 1950 at 83 percent for October through December. Two of the three strongest in that record, 1982-83 and 1997-98, turned extremely wet across Nevada and California. The third, 2015-16, came in about normal. Northern Nevada sits between the storm tracks and doesn't follow the El Niño script as faithfully as places farther south. People who know a lot more than me have been careful to say no two of these events play out alike. With about 88 percent of Nevada in drought as of late August, a wet winter would be welcome.

Finally, if you have steers and heifers to sell this winter, consider consigning them to the Silver State Classic Feeder Sale at Fallon Livestock, starting at 1 p.m. Tuesday, December 1. Fallon Livestock donates a portion of the sale commission to NCA, which helps fund our work on the issues that matter to you. We appreciate their support over the years and hope to see you there.

As always, if you have questions or need anything, call the office at 775-738-9214 or email nca@nevadabeef.org.

Upcoming Events

NCA 91st Annual Convention & Trade Show

— **November 12–14, 2026** —

Elko, Nevada

Elko Convention "E" Center

700 Moren Way

www.nevadacattlemen.org/events-meetings/convention-and-trade-show

24th Annual Silver State Classic Feeder Sale

— **December 1, 2026** —

Fallon, Nevada

Fallon Livestock, LLC

2055 Trento Lane

University of Nevada, Reno Extension Cattlemen's Update

— **January 4–8, 2027** —

https://extension.unr.edu/cattlemens/

Cattle Industry Convention & NCBA Trade Show

— **February 2–4 2027** —

Nashville, Tennessee

Nashville Music City Center

201 Rep. John Lewis Way S

Great Basin Bull Sale

— **February 13, 2027** —

Fallon, Nevada

Rafter 3C Events Center

325 Sheckler Road

Nevada Beef Council

Nevada Beef Council Update — November 2026

Your Checkoff Dollars at Work

By Annette Kassis, Director, Consumer & Brand Marketing

Nevada Consumers Included in Western States Summer Grilling Campaign

Back in June at the start of the summer grilling season, the Nevada Beef Council reported on the launch of the Beef. It's What's For Dinner. (BIWFD) Western States campaign, an effort funded by voluntary contributions from State Beef Councils outside the region and targeting key urban populations across six western states:

California
Oregon
Washington
Idaho
Nevada
Arizona

The goal of the initiative was to use targeted media strategies to extend the national summer campaign with greater emphasis in the west, inspiring and encouraging summer grillers to choose Beef for their summer grilling meals, while also increasing brand awareness and positive perceptions of Beef. The campaign ran from June 15th through August 31st. With results now being reported, let's take a look at the numbers.

Three states provided the funding for this campaign:

Oklahoma, with $16,500
Iowa, with $35,000
North Dakota, with $20,000

This provided a total campaign budget of $71,500.

Campaign Review

Leveraging the digital media buying capabilities of demand-side platform (DSP) company The Trade Desk, the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, ran ads across both Connected TV (CTV) and Online Audio, reaching consumers who were engaged with premium streaming content. During the campaign, ads across all platforms were shown in the Western States more than 4 million times. By working with The Trade Desk, NCBA was able to focus campaign budget dollars for cost efficiency, rather than specifying a budget for each state. The campaign was optimized to prioritize the most cost-efficient impressions, video views and audio listens across the six western states, with media spend following the relative population in each state. As a result, the campaign primarily targeted and reached consumers in more populated urban areas within each state: Seattle; Portland; Los Angeles; San Diego; San Francisco; Las Vegas; Phoenix; Boise; etc.

How Each Platform Works

With Connected TV advertising, a viewer in our target audience is watching a TV show on a popular channel like ESPN, HGTV, Discovery, or Food Network through their Smart/Connected TV. During the natural commercial breaks in the show, a viewer is shown a :15- or :30-second Beef Checkoff-funded ad. These are non-skippable videos, and the viewer must watch the entire video to completion to continue their show.

Online Audio advertising works in a similar manner. While listening to music on digital audio platforms like Pandora, iHeart or Spotify, the Beef. It's What's For Dinner. ad will appear during a break. These ads are non-skippable and give an option to learn more on the BeefItsWhatsForDinner.com website.

Campaign Spend by State

So how does the media buy break out in terms of percentage of a state's total population? A DSP company like The Trade Desk uses software to automate digital ad space purchased across websites, apps, and video networks in real time based on the target audience and maximum budget. In other words, the software sets the per state budget based on the urban targets. For this campaign, the $71,500 budget was allocated based on population size of those urban areas. In Nevada, 4.73% of the population was reached with the media buy. Population percentages in the other states were: Idaho, 2.73%; Arizona, 11.19%; Washington, 11.73%; Oregon, 6.53%; and California, 61.44%.

CTV Campaign Results

Connected TV ads featured two :30-second Beef. It's What's For Dinner. spots from



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the "Beef Does It All" (BDIA) campaign collection. With a campaign goal of reaching relevant, engaged consumers efficiently and effectively as they streamed premium content across a variety of networks and channels, the spots appeared across popular streaming services like Max (HBO), Hulu, Disney+, ABC, ESPN, Fox (Sports, News & Business), Warner Brothers, Peacock and more. In addition to selection of appropriate streaming network placements for the ads, emphasis was also placed on targeting consumers who are especially interested in cooking and outdoor grilling.

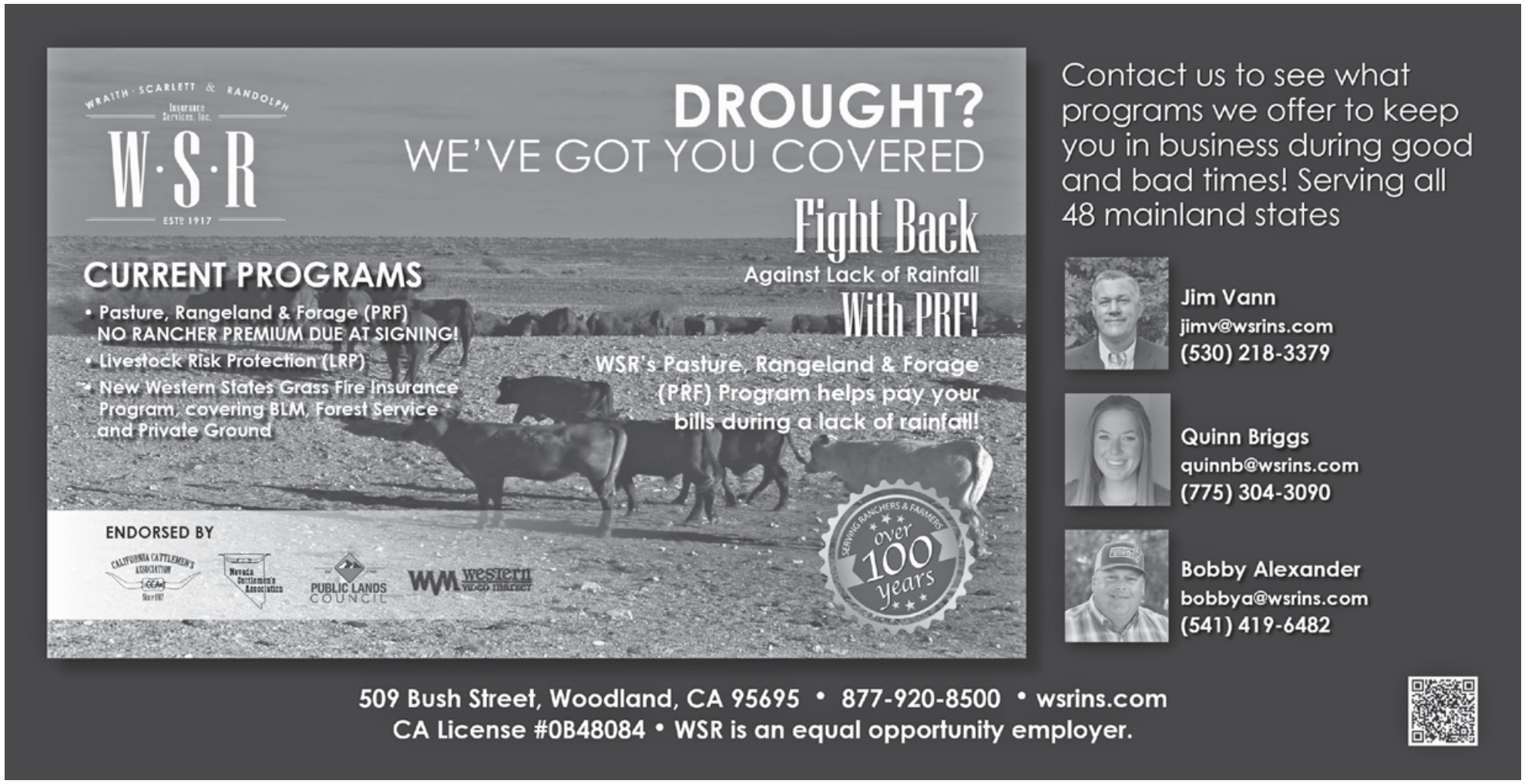
Average cost for a completed video view for this campaign was $0.023, which exceeds average national CTV performance and is very cost-efficient in light of the premium network placement for the ads. As a result, with a total spend of $29,999, this portion of the campaign achieved over 1.3 million completed video views.

Online Audio Campaign Results

This portion of the campaign reached consumers as they streamed favorite songs, stations and playlists across a variety of premium platforms like Spotify, Soundcloud, Pandora and iHeart Media, alongside smart speakers like the Amazon Alexa and the Bose Smart Speaker. Because consumers tend to consume audio through just one or two audio platforms, using an array of streaming outlets allowed the campaign to ensure reach of the widest possible audience. In addition to that reach, the campaign also leveraged dayparting and frequency controls to ensure media spend occurred during optimal times of day while also limiting excessive exposure to consumers.

Average cost-per-listen for this campaign was $0.017, which is considered "highly aggressive" and exceeded pre-campaign expectations. As a result, with a total spend of $41,496, this segment of the campaign was able to achieve over 2.45 million Audio Listens, at a completion rate of 96.06%.

"These types of multi-state initiatives continue to prove the benefit of historically high cattle/low population states helping to fund consumer campaigns in states with high populations and large urban areas," said Bill Dale, executive director of the Nevada and California Beef Councils. "As prices have risen, shoppers have become more deliberate with their food choices. With protein still a strong driver of food choice, campaigns like this one help keep beef top-of-mind, and remind consumers that beef delivers protein alongside taste, satiety and overall meal satisfaction."



Rollins Urges Federal Land Ranchers to Put June Grazing Directive to Work

(WASHINGTON, D.C., October 8, 2026) — Today, U.S. Secretary of Agriculture Brooke L. Rollins sent a letter to all livestock ranchers holding grazing permits on U.S. Forest Service allotments, outlining the Department's June 12, 2026 Grazing Directive and inviting producers to put it to work on their allotments.

The letter builds on the October 20, 2025 USDA Plan to Fortify the American Beef Industry and the March 31, 2026 Advancing Grazing on Forest Service and BLM Lands Memorandum of Understanding signed by Secretary Rollins and Secretary of the Interior Doug Burgum. Together with the Grazing Directive issued by Secretary Rollins and Under Secretary for Natural Resources and Environment Michael Boren, the three documents describe Administration policy to streamline and expand livestock grazing on federal lands, elevate grazing as a priority, and strengthen support for America's ranchers within the framework of existing law and regulations.

"You embody the ethos of our nation's founding 250 years ago," said Secretary of Agriculture Brooke L. Rollins. "For the past 19 months, USDA has worked tirelessly to defend and promote our nation's ranchers and give you the tools to help rebuild our Great American Cattle Herd. I encourage you to familiarize yourself with the Grazing Directive as we work together to accomplish shared goals on your respective allotments."

For more information, see the full letter— https://www.usda.gov/sites/default/files/documents/letter-allotment-holders-re-secretary-directive.pdf (312 KB).

Background:

The U.S. Forest Service and the Bureau of Land Management administer approximately 240 million acres of rangelands across 28 states, supporting more than 23,000 permittees and lessees. Secretary Rollins noted that restoring the nation's beef and sheep herds will, by necessity, include both Forest Service and BLM lands.

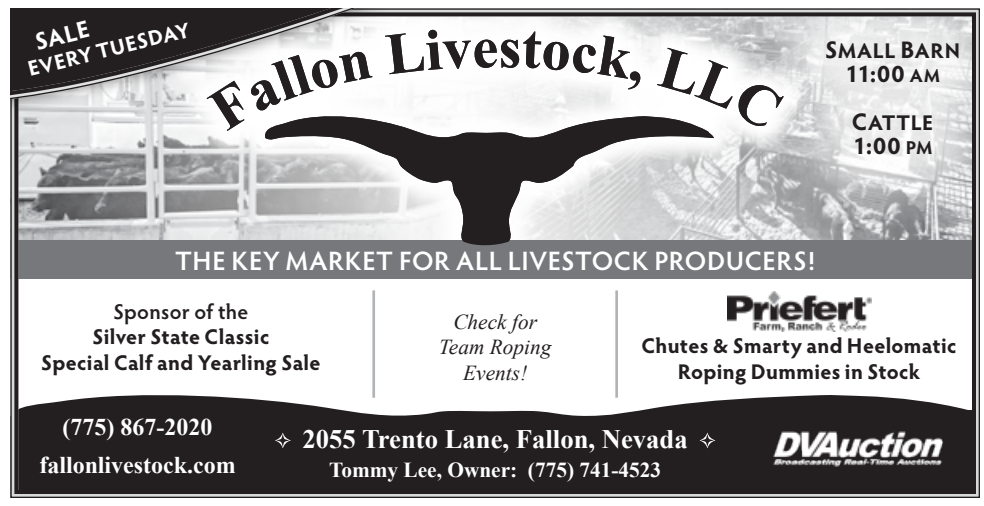
The June Grazing Directive directs the Forest Service, consistent with applicable law and regulation, to:

- Take appropriate measures to restore at least 500,000 head months across National Forest System lands within two years;
- Implement a policy of no net loss of Animal Unit Months within allotments;
- Make vacant and closed allotments available for grazing;
- Improve wildfire planning, coordination, and recovery, including the use of virtual fencing;
- Improve National Environmental Policy Act efficiencies; and
- Improve coordination and build positive relationships with ranchers.

The letter also points to the new USDA Ranchers First webpage at www.usda.gov/ranchers-first, which details actions taken under the Trump Administration to support grazing, processing, and the long-term strength of the American cattle herd.

Producers who believe they have been subjected to agricultural lawfare may submit information through the Farmer and Rancher Freedom Framework at www.usda.gov/lawfare. Grazing-specific concerns may be sent to grazing@usda.gov.





IRS Provides Dyed Diesel Fuel Relief Related to Excise Tax Following President Trump's Executive Order

WASHINGTON — The Internal Revenue Service today announced that, in response to the President's Oct. 5, 2026, Executive Order, *Emergency Tax Relief on Diesel Fuel*, it will not impose a penalty when dyed diesel fuel is sold for use or used on highways nationwide.

The relief is retroactive to Oct. 1, 2026, and will remain in effect until Dec. 31, 2026. Relief is available to any person that sells dyed diesel fuel or uses dyed diesel fuel for highway use.

Ordinarily, dyed diesel fuel is not subject to tax because it is destined for an exempt use, such as use on a farm for farming purposes; however, it would be taxed if sold for highway use or used to power a vehicle on the highway. Generally, the person liable for the tax is the person who sells dyed diesel fuel at retail or, if the dyed diesel fuel is not purchased at retail, the operator of the motor vehicle (e.g., dyed diesel fuel held in a storage tank on a farm).

During the relief period, ordinary procedures for collection and enforcement will be suspended. All IRS Fuel Compliance Officers will be re-assigned other responsibilities, and no federal inspections of on-road dyed fuel usage will occur. During the relief period, taxpayers need not maintain records necessary to substantiate their eligibility for relief. The IRS will not impose any penalties related to the excise tax for dyed diesel fuel sold for use or used in diesel-powered vehicles on highways nationwide during the relief period. This relief includes penalties for failure to make semimonthly deposits of tax or to maintain adequate records. Sellers and distributors are under no obligation to investigate or document the ultimate end-use of dyed fuel sold during the relief period.

Taxpayers who believe they qualify for relief but receive a penalty notice should follow the instructions in the notice or contact the IRS for assistance.

The IRS anticipates that it will issue further guidance as to the postponement under 26 U.S.C. 7508A of payment of taxes imposed by 26 U.S.C. 4041(a)(1)(A) or by 26 U.S.C. 4041(b)(1)(B), and will explore avenues to eliminate the obligation to pay any amounts deferred. Forthcoming IRS guidance will detail how this relief applies to Form 720 (Quarterly Federal Excise Tax Return) and any other relevant forms.

This relief only applies for federal tax purposes. It has no effect on state fuel taxes and penalties that a state may impose on the use of dyed diesel fuel on the highway. Many, but not all, states have provided similar state excise tax-related relief. Taxpayers are encouraged to refer to their applicable state agencies for the latest guidance on state-level relief.

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Investing in Beef's Future

By Colin Woodall, NCBA CEO



Cattle producers understand the importance of investing in the future. Whether it's improving genetics, protecting herd health or strengthening your operations, you know that long-term success requires a commitment to doing the work today that will pay dividends tomorrow. The same principle applies to the Beef Checkoff.

For nearly four decades, the Beef Checkoff has helped build consumer demand, strengthen confidence in our product and ensure beef remains the protein of choice for American families. Through investments in research, education and promotion, the Checkoff has helped create a marketplace where consumers recognize and appreciate the quality, nutritional value and great taste of beef. Today, that investment is as important as ever.

We are fortunate to be experiencing historically strong cattle prices and continued consumer demand for beef. But we cannot afford to assume that demand will take care of itself. Competition for the consumer's dollar is intense, and competing proteins are constantly working to capture market share. Maintaining beef's position requires sustained investment, innovation and a willingness to reach consumers in new ways. That's exactly what the Beef Checkoff is doing.

The iconic Beef. It's What's For Dinner. campaign continues to evolve, reaching consumers wherever they are, through streaming television, digital advertising, social media and partnerships that put beef front and center. Checkoff-funded advertising conducted by NCBA as a contractor to the Beef Checkoff keeps beef top of mind when families make purchasing decisions.

The Beef Checkoff is also reaching new audiences through innovative programs like Girls Who Grill, which connects lifestyle influencers with cattle producers and beef experts. What started as a single event has expanded into a program embraced by numerous state beef councils, creating new advocates who share their experiences with hundreds of thousands of consumers. Promotion is only part of the story. Behind those outreach efforts is the research that gives beef's story credibility and confidence.

Checkoff-funded research provides the scientific foundation that allows us to confidently tell beef's story. Recent investments include groundbreaking work to update USDA's nutrient database with accurate information about today's beef supply. This research helps ensure that physicians, dietitians, researchers and consumers have reliable information about beef's nutritional benefits.

Additional research is advancing our understanding of beef safety, product quality and the role beef plays in a healthy diet. These investments may not generate the same attention as a national advertising campaign, but they are essential to protecting consumer confidence and strengthening beef's competitive position.

Education brings those efforts together. From providing healthcare professionals with credible nutrition information to working with retailers, restaurant operators and culinary influencers, Beef Checkoff programs help ensure the people influencing consumer decisions understand the value of beef. As a contractor to the Beef Checkoff, NCBA is proud to help carry out this important work. We also recognize that these dollars belong to cattle producers and must be invested responsibly, with measurable objectives, accountability and a clear focus on building demand.

The Beef Checkoff is not a substitute for good cattle markets, sound public policy or the hard work producers put into raising cattle. Nor can Beef Checkoff dollars be used to lobby or influence government policy. Its purpose is different, and equally important: to build and protect the demand that supports the value of the cattle we raise. The success we are seeing in today's marketplace reflects decades of investments by cattle producers, including their commitment to improving beef quality and supporting programs that strengthen consumer demand.

Now is not the time to take that success for granted. We need to continue investing in the research that establishes beef's value, the education that builds consumer trust and the promotion that keeps beef at the center of the plate.

The Beef Checkoff is an investment in our product, our customers and the future of our industry. It deserves our continued commitment because the next generation of cattle producers is counting on us to leave them a market as strong as the one we are working to build today.



Take Care of One Another

by Gene Copenhaver, NCBA President



As cattle producers, we are blessed to live where we can enjoy the solitude and tranquility of wide open spaces. It's the life we choose because we are dedicated to stewarding the land and livestock for future generations. Family is a big part of what keeps our farms and ranches across the country alive, but even surrounded by relatives and community, loneliness and worry often creep in.

With financial burdens, labor concerns, and drought looming over farming and ranching families, it's no secret that suicide rates are higher in rural counties. According to the Centers for Disease Control and Prevention, between 2000 and 2020, suicide rates increased by 46% in nonmetro areas versus an increase of 27% in metro areas. There were nearly 50,000 suicide deaths in 2024 in the United States. That's a staggering loss of life. Sadly, I think suicide has touched each of us in some way.

While we often seek peace in quiet landscapes, the rural way of life has many challenges including harsh weather, lack of connectivity and limited services. One obstacle that is often overlooked is access to mental health resources. When producers are silently struggling with finances, wrangling tough decisions and quickly losing hope, who, and where, do they turn?

Ours is a noble career, but one some may call isolating and lacking human connection. Although we may live farther away from our neighbors, they are still there. Remember your friend down the road who helped you rebuild fence following a fire or fed cattle during the blizzard? That community is there no matter what you need, even simply for someone to talk to.

We are an independent bunch, and we aren't good at asking for help. Today, I'm asking for your help, and it is a simple request; be there for each other. Watch out for others and notice changes in routines, children struggling at school, an increase in illness or farm accidents, a decrease in activities, or a decline in animal care. These may be signs that someone in your community needs help but doesn't know what to do. Reach out and be there even before they need to ask.

There's a stigma in our industry about mental health and discussing the strains of everyday life. We are eager to talk about the weather, markets or politics at the coffee shop, so why can't we open up about how we are feeling, how things are going at home or the problems we are facing. Sometimes it's as simple as someone taking an interest and listening to us for things to change direction. Seems like an easy way to possibly save a life.

As we gather around the dinner table to give thanks, let's remember that some in our communities may be hurting. Not from physical wounds, but from the stress that can accompany our demanding work. Watch for changes, ask questions and offer assistance. Help is closer than you think, so let's take care of one another.

Resources:

Farming and ranching are stressful occupations and often lead to feelings of anxiety, pressure and depression. Below are groups that provide tools, peer support and education on mental health awareness.

Farm State of Mind

A campaign built to reduce the stigma and provide access to information that promote farmer and rancher mental wellness.

Visit www.fb.org/initiative/farm-state-of-mind

Rural Minds

A national non-profit advocating for rural mental health equity and confronting challenges surrounding mental illness, serving agriculture communities and isolated areas across the U.S.

Visit www.ruralminds.org

Farm Aid

The Farm Aid Hotline connects farmers and ranchers to those who can provide crisis assistance, emotional support and help with individual needs.

Call 1-800-FARM-AID or visit www.farmaid.org



