

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLIV, #1 | November 2020

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

Virtual Meetings Replace Committee Meetings and Convention

By: Kaley Chapin, NCA Executive Director

Due to COVID-19 meeting restrictions set by the state of Nevada, a decision was made by the Nevada Cattlemen's Association (NCA) Executive Committee to host the committee meetings virtually in October. A big thank you to Jon Griggs for helping host these meetings and the committee chairs for conducting business at these meetings as smoothly as possible.

At the committee meetings, we received updates from agency officials and industry leaders. We also reviewed expiring and new resolutions. This process of

the Association is very important especially when going into a legislative session. Having our policy set helps guide leadership and the Association's lobbyist to be able to provide legislators with the position of the NCA.

To see a summary of the resolutions that were reviewed please see pages 6-8. They will be voted on at the upcoming NCA Special Annual meeting.

We understand that attending these meetings virtually were not ideal and out

— *Continued on page 2* —

Our Family is Growing!

By: Kaley Chapin, NCA Executive Director



I have some exciting news to share with you all. By the time you are reading this, my husband and I will have welcomed a baby girl into this world at the end of October!

I will be taking maternity leave and will be returning to the Nevada Cattlemen's Association in January. In my absence, Darci Riggins, will be the part-time Interim Executive Director. She can be reached by email at interimexec@nevadabeef.org and she will also have the Executive Director cell phone number: (775) 340-4486.

The NCA Executive Secretary, Sharon McKnight, will also be available to assist you. She can be reached at the NCA Office: (775) 738-9214 or by email at smcknight@nevadabeef.org.

I hope you have a wonderful Fall and I look forward to working with you all again at the start of the new year!



Bull Sale Consignment Entry Deadline Quickly Approaching

The Annual Fallon All-Breeds Bull Sale consignment entry deadline is quickly approaching on December 1, 2020. The 2021 Sale will be held in Fallon, NV on February 20, 2021. This will mark the 55th Anniversary of the Sale.

Consignments must be postmarked no later than December 1, 2020. Entries must include consignment form, original registration papers, completed transfer papers, DNA test results (if bulls are potential carriers of breed associations' genetic defects), and catalog advertisement (if choosing to advertise).

For more information on the Fallon Bull Sale, contact the Nevada Cattlemen's Association at 775-738-9214 or send an e-mail to nca@nevadabeef.org. Consignment forms can be found on pages 7-8 of this publication and the complete consignment package online at www.nevadacattlemen.org.

Introducing Darci Riggins, NCA Interim Executive Director

Hello! My name is Darci Riggins, I am from Twin Falls, Idaho but have lived in the Elko area for close to seven years now.

A little background on me is that while neither of my parents are involved in agriculture, I have always had a passion for it and knew that I wanted to become a part of the ag community in some way or another.

I attended the University of Idaho and received my degree in Production Agriculture in 2012. After graduation I worked for a few different companies trying to gain as much experience in the cattle industry as I could. In 2014 I was hired on at the PX Ranch with Ellison Ranching Company. I still work at Ellison's (minus a brief



Darci and Clint Riggins

— *Continued on page 6* —

UPCOMING EVENTS

Teacher of the Year Nominations Due

— November 1 —

Nevada Cattlemen's Association Special Annual Meeting

— December 1 —

Via Zoom /In-person in Elko
See page 5 for Registration Form

Silver State Classic Sale

— December 12 —

Fallon Livestock, LLC, Fallon, NV
See page 3 for more information

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

— August 10-12, 2021 —

Gaylord Opryland Resort &
Convention Center
Nashville, Tennessee
<https://convention.ncba.org>

MEMBERS UPDATE

*We would like to thank the
following people for joining or
renewing their membership with
Nevada Cattlemen's Association
between September 25 and
October 24, 2020.*

(New members are in bold.)

- **American Family Insurance,**
Jonathon Peterson
- **The Spanish Ranch, Pamela Doiron**

PRESIDENT'S PERSPECTIVE

Tom Barnes, President, Nevada Cattlemen's Association



Fall is finally in the air. I really enjoy this time of year even though it is extremely busy. I like to see what the calves look like and reevaluate the cow herd and the direction we're headed with our program. I hope your gathering, weaning and shipping is going well.

As I write this, we are underway with our committee meetings via our remote platform and it seems to be going well. We are getting in some good practice for our virtual membership meeting to be held December 1st.

I really need to thank President-elect Griggs and our director Kaley for all the work they have done to make our committee meetings run so smoothly. With a legislative session coming next spring, I cannot stress enough how important it is for us to make sure we have the proper policies in place to guide leadership and provide legislators with the position of the Nevada Cattlemen's Association.

NCA's committee chairs have all done an excellent job preparing for this upcoming session. If any of you have any questions about our virtual membership meeting, please let us know as this is uncharted territory for most of us and we are happy to help out if we can. We have got some great speakers lined up so I hope you will all plan to attend.

NCA NEWS

Virtual Meetings: *Continued from page 1*

of our normal routine, however, we thank each and every one of you for your patience and participation during these unprecedented times.

Along with holding the committee meetings virtually, it was also decided to have a Special Annual Meeting on December 1st which will be held both virtually and in-person. This meeting will be broadcast from Elko, Nevada and will replace this year's Annual NCA Convention and Trade Show. However, 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.

The virtual attendance option is open to all NCA members and to the public. At this meeting, we will conduct both Membership and Board of Directors business. The NCA Committee chairs will give updates on what was discussed during their October committee meetings. We will also hear the following keynote speakers: US Fish and Wildlife Service (USFWS) Director, Aurelia Skipwith, National Cattlemen's

Beef Association (NCBA) Vice President of Government Affairs, Ethan Lane, and Public Lands Council (PLC) Executive Director, Kaitlynn Glover.

For a registration form, please see page 5, and for a sponsorship form please see page 4. These forms are also available on the NCA Webpage, www.nevadacattlemen.org.

Once you complete the forms, you can either mail it to the NCA office at P.O. Box 310, Elko, NV 89803 or email it to NCA Executive Secretary, Sharon McKnight, at smcknight@nevadabeef.org.

For further 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 hope you have a Happy Thanksgiving and look forward to seeing you "virtually" on December 1st!

	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.	
NEVADACATTLEMEN.ORG NCA@NEVADABEEF.ORG		

Fallon Livestock, LLC and Nevada Cattlemen's Association
are Pleased to Announce
**The 18th Annual
Silver State Classic Calf and Yearling Sale**

Saturday, December 12, 2020, 12:00 PM

Ranchers, we invite you to consign your cattle to the 18th Annual Special Sale, sponsored by the Nevada Cattlemen's Association, in conjunction with Fallon Livestock, LLC, where Fallon Livestock, LLC gives a portion of the commission back to the Nevada Cattlemen's Association (NCA) for each head consigned. Last year, Fallon Livestock, LLC donated \$3,700 back to the NCA. This is an Open Consignment Sale. We will have strong buyer representation again this year, and there will be competitive bidding on all classes of cattle.

As always, the buyers want to know about your livestock. Please take the time to fill out a consignment form regarding your herd health programs and genetic backgrounds so that we can put this information in the Sale Catalog at sale time. It makes a big difference in the value of your livestock.

Consignment forms are available at the Nevada Cattlemen's Association or the Fallon Livestock, LLC. by calling 775-867-2020 and requesting one. They may be

returned to us via mail (2055 Trento Lane, Fallon, NV 89406) or fax (775) 867-2021 or Email - fallonlivestock@gmail.com.

Please have your heifer calves bangs vaccinated prior to the sale. They will be vaccinated here if necessary.

You can bring your cattle in on Wednesday, Thursday, or Friday before the sale at no extra charge (only feed). Cattle must be here prior to 9:00 AM on December 12th. Our yard crew is trained in beef quality handling practices where we size, sort, and class your livestock so buyers will bid and buy your livestock at full market value. Your livestock will be on feed and water up until the time of sale, keeping shrinkage at a minimum.

For more information about this special sale, please call today: Tom Barnes, President, Nevada Cattlemen's Assoc. (775) 744-4548; or Tommy Lee, Owner Fallon Livestock, LLC (775) 867-2020, (775) 741-4523



Selling all classes of livestock:

CATTLE



HORSES



SHEEP



GOATS



PIGS

Every Tuesday at 11:00 a.m.

Fallon Livestock, LLC is the key market for Nevada livestock producers, and the
**Home of the Fallon All Breeds Bull Sale every February, and
the Silver State Classic Special Calf and Yearling Sale held every December**
sponsored by the Nevada Cattlemen's Association

Fallon Livestock, LLC
2055 Trento Lane • 775-867-2020

Tommy Lee, Owner
(775) 867-2020 • (775) 741-4523

Nevada Cattlemen's Association 2020 Annual Special Meeting Sponsorship Opportunity

The Nevada Cattlemen's Association (NCA) thanks you for your patience as the NCA Executive Committee and staff have navigated through these unprecedented times of COVID-19. After analyzing current and potential meeting restrictions set by the state of Nevada, it has been decided to host a Special Annual Meeting on December 1, 2020 rather than holding an Annual Convention and Tradeshow.

The Special Annual Meeting will be held both in-person and virtually. It will be broadcast from Elko, NV. Due to COVID-19 limitations on meeting attendance, only Board of Director members will be allowed to attend in-person.

The virtual option for attending the meeting is open to the Members and invited guests.

At this meeting, there will be both General Membership and Board of Directors business conducted. There will be brief updates given by committee chairs about what took place during their virtual committee meetings. Attendees will also hear from the following keynote speakers: US Fish and Wildlife Service (USFWS) Director, Aurelia Skipwith, National Cattlemen's Beef Association (NCBA) Vice President of Government Affairs, Ethan Lane, and Public Lands Council (PLC) Executive Director, Kaitlynn Glover.

Sponsorship Form

As a sponsor, you will receive pre and post event exposure. You will be promoted on the Nevada Cattlemen's Association webpage, Facebook page and in email blasts pre-event. You will also receive one complimentary virtual attendee registration and will be listed as a sponsor in two Sage Signals publications starting with the month you commit to the sponsorship.

- ☐ **Silver: \$1,000 Per minute**
During the meeting, sponsor's promotional video and/or logo will be played on loop during breaks and/or before keynote speakers.
- ☐ **Gold: \$1,500 Per minute**
During the meeting, sponsor's promotional video and/or logo will be played on loop during breaks and/or before keynote speakers. Additionally, sponsors who chose this tier will get one free ¼ page ad in a Sage Signals publication, month of your choosing.
- ☐ **Platinum: \$2,000 Per minute**
During the meeting, sponsor's video will be introduced by the NCA President and will be played on loop during breaks, plus one free ½ page ad in a Sage Signals publication, month of your choosing.
- ☐ **General Sponsorship Opportunity: \$500**
During the meeting, sponsor's logo will be played on loop during breaks and/or before keynote speakers.

Contact Information:

Company Name _____

Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Payment Information:

☐ Visa ☐ MasterCard ☐ American Express ☐ Check (payable to Nevada Cattlemen's Association)

Credit Card# _____

Expiration Date ____/____ Total amount to be charged _____

Name on Card _____

Cardholder Signature _____

Please send completed sponsorship forms to:
Nevada Cattlemen's Association; PO Box 310; Elko, NV 89803
Or by email to Sharon McKnight at smcknight@nevadabeef.org

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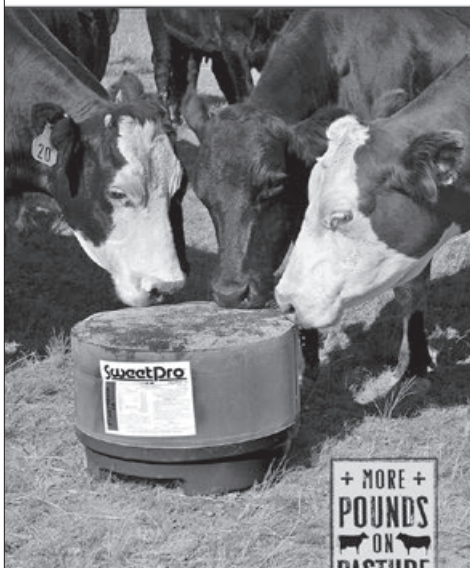
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Nevada Cattlemen's Association 2020 Annual Special Meeting

After analyzing meeting restrictions set by the State of Nevada, it has been decided to host a Special Annual Meeting on December 1, 2020 rather than holding the Convention and Trade Show.

The Special Meeting will be broadcast from Elko, Nevada, with only the Board of Directors attending in-person. NCA members and the public may attend virtually.

Both Membership and Board of Directors business will be conducted. Committee chairs will also give brief updates about what took place during their meetings held in October.

Keynote speakers will include (USFWS) Director Aurelia Skipwith, NCBA Vice President of Government Affairs Ethan Lane, and PLC Executive Director Kaitlynn Glover.

To attend this Special Annual Meeting, complete the registration form at left and either return by mail to the NCA office at P.O. Box 310, Elko, NV 89803 or email to NCA Executive Secretary, Sharon McKnight, at smcknight@nevadabeef.org by November 15, 2020. Once your registration is processed, Sharon will email you the link and access information.

NEVADA CATTLEMEN'S ASSOCIATION 2020 SPECIAL ANNUAL MEETING REGISTRATION

Name(s) Attending: _____ Email: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone Number: _____

Total Payment Amount (virtual attendee registration cost per person is \$25.00): \$ _____

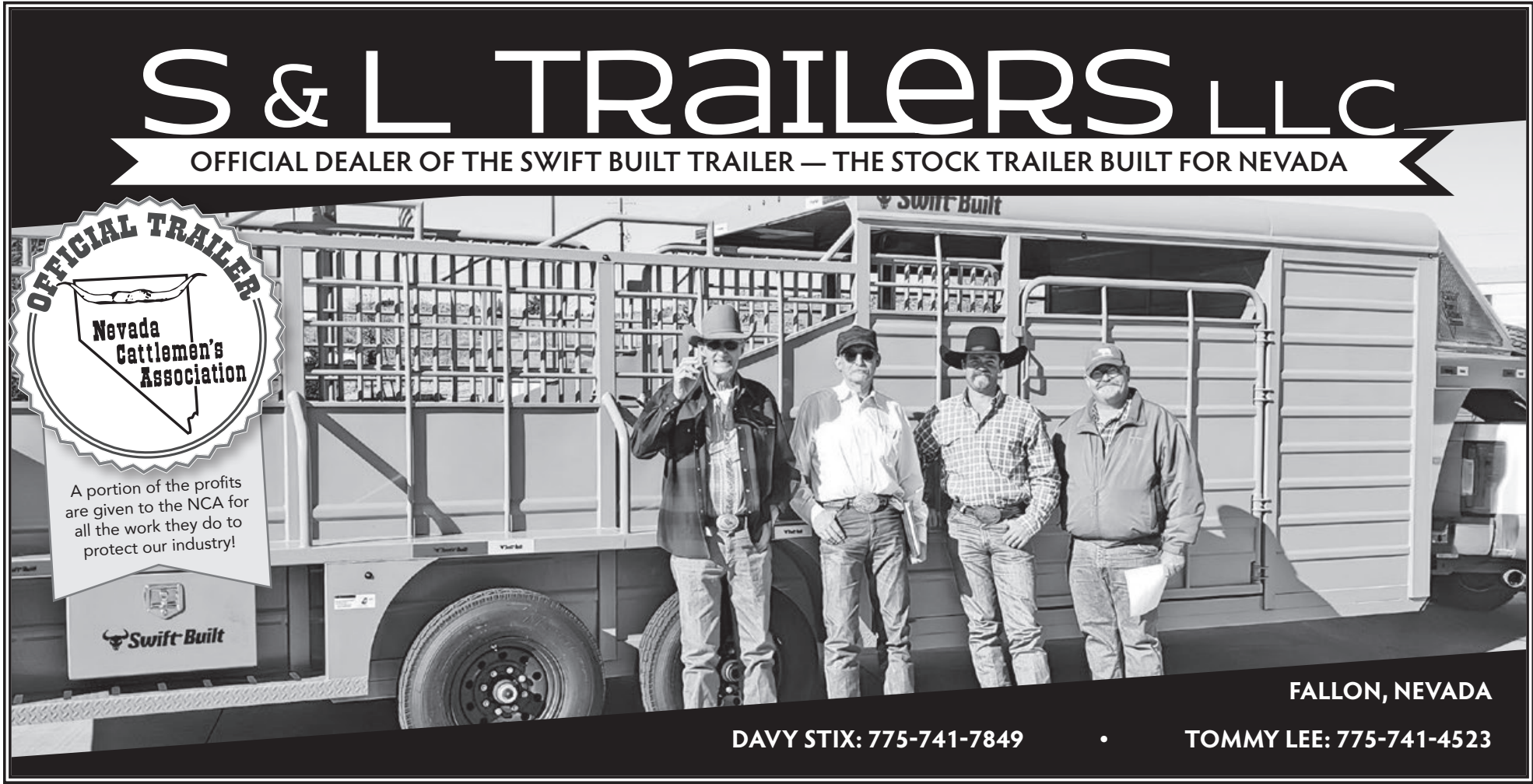
Card #: _____ Expiration: _____ / _____

Cardholder's Name: _____

Cardholder's Signature: _____

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NCA Policy Resolutions Summary

During the Committee meetings held in October, expiring and new policy resolutions were reviewed and discussed. The following is a summary of those resolutions.

Animal Health and Livestock Issues

Resolution 1.11 Urges members of the industry to follow accepted livestock and business management practices in the husbandry of their animals and use of their land.

Resolution 1.13 Encourages NDA to support its labs to offer new disease testing with the latest technology available.

Resolution 1.15 Encourages producers, including dairies and auction yards to become BQA certified and supports the ban on slaughter of downer animals.

Resolution 1.25 Departments of Agriculture in Western States to accept vaccination status of female cattle by a scan of the EID 15-digit number as proof of vaccination status, without concern for visualization of the tattoo.

Private Lands & Environmental Management

Resolution 2.10.a Urges NDOW to increase hunter awareness of private property postings and camping in riparian areas/water sources. To be amended

Resolution 2.11 Urges Agencies to maintain wildlife populations in accor-

— *Continued on page 8* —

HTL Bulls HTL

- Home & forage raised (never grained, no creep) at 6,000 ft elevation in the Reese River Valley near Austin, NV
- Over 35 head available: weaner through coming 2yr olds
- Registered Herefords
- F1 Red & Black Angus (Angus x Hereford)
- Consigning to the 2021 Fallon Bull Sale

Brennen Burkhart, Herdsman

940.765.3107 or brennenburkhart@gmail.com

Lee Hutchens, Owner

775.427.8199 or lee@hutchensherefords.com

Darci Riggins: *Continued from page 1* —

stint at the mines) although I am in the office in town now.

In 2018 I married my wonderful husband Clint Riggins and we have spent the last few years putting together an operation of our own.

One thing I can say for certain about the ranching community in Nevada is that it is full of amazing people. We would never have been able to get as far as we have if it weren't for the generous help and support of our neighbors and friends in this community. It's for reasons like these that I look forward to serving and helping out the Nevada Cattlemen's Association as the Interim Executive Director for the rest of the year.

CURRENT MOUNTAIN FARM

520 acres located in North end of Railroad Valley
Currently 2 Pivots fed by one well and there is an additional 2 wells drilled that can service. The remainder of the water righted lands. Nice home plus another custom home framed-in needing to be finished. 5 cutting Area of the state.
\$1,995,000.

Bottari & Associates Realty
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Broker, Realtor, ALC, GRI Accredited Land Consultant

Resolutions:

Continued from page 6

dance with approved plans.

Resolution 2.12 Urges NDOW to not sacrifice mule deer for elk. To be amended

Resolution 2.14 requests Agencies continue to grant access for maintenance and construction of range improvements by OHV's. To be amended

Resolution 2.15 Strongly urges Agencies to not introduce elk until habitat suitability has been established and suspended AUM's reinstated. Recommend to expire

Resolution 2.32 Urges Agencies to control predators of and collaborate with landowners at a landscape level for the conservation of GSG. To be amended

Resolution 2.34 Supports the recognition of pre-FLPMA rights-of-way and easements.

A New Resolution Asks for legislation that puts the onus on outdoorsmen to know the land ownership status of their location in regards to trespass issues.

Public Lands

Resolution 3.20 Demands the AG-NV vigorously defend Nevada's water sovereignty.

Resolution 3.21 Affirms the private property rights of livestock grazing as a historical custom and culture. To be amended

Resolution 3.22 Urges County Governments to be involved, and seek input in, the Federal Land Use process.

Resolution 3.23 Urges our Congressional Delegation to vet any changes to public lands in the states that will be impacted.

Resolution 3.24 Opposes Rangeland Reform '94.

Resolution 3.25 Supports the delisting of LCT. To be amended

Resolution 3.27 Supports the 10th

Continued on page 8



55th ANNUAL FALLON ALL BREEDS BULL SALE FEBRUARY 20, 2021

ENTRY FORM

Application & ALL Required Papers for All Bulls: December 1st, 2020

Please Make Special Notation of December 1st, 2020 Postmark Deadline:

Consignor's Name _____
 Ranch Name _____ Incorporated: ☐ Yes ☐ No
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____
 I hereby agree to consign:
 _____ Bulls @ \$75/head - Minimum consignment of two (2), maximum of eight (8) AMOUNT DUE: \$ _____
 1st BREED _____ # consigned _____
 2nd BREED _____ # consigned _____
 _____ Substitute Bulls (2 maximum) @ \$50/head AMOUNT DUE: \$ _____
 BREED _____ # consigned _____
 GRAND TOTAL DUE: \$ _____

Any Consignment Entry forms not accompanied by total fees will be returned. NO EXCEPTIONS.

Entry Forms using a credit card number for payment may be faxed to 775-738-5208.

Payment Information: ☐ American Express ☐ MasterCard ☐ Visa ☐ Check # _____ Credit Card# _____
 Expiration Date ____/____/____ Total amount to be charged _____
 Name on Card _____ Bull Owner _____ Owner's Agent _____
 Cardholder Signature _____

FALLON BULL SALE CATALOG

The Fallon Bull Sale Catalog is published in January. *Nevada Cattlemen's Association Members receive a 10% discount. The attached catalog advertising form and payment must be included with your entry.*

Do you want to include an ad for your consignment in the sale catalog? ☐ Yes ☐ No

Please Indicate Below Ad Size:

<input type="checkbox"/> Business Card	(3.5" w x 2" h)	\$55.00
<input type="checkbox"/> 1/8 Page	(3.875" w x 2.4" h)	\$65.00
<input type="checkbox"/> 1/4 Page	(3.875" w x 4.9" h)	\$75.00
<input type="checkbox"/> 1/2 Page Horizontal	(7.875" w x 4.9" h)	\$90.00
<input type="checkbox"/> 1/2 Page Vertical	(3.875" w x 10" h)	\$90.00
<input type="checkbox"/> Full Page	(7.875" w x 10" h)	\$150.00
<input type="checkbox"/> Inside front or back cover, 1/2 Page Horizontal	(7.875" w x 5.125" h)	\$200.00
<input type="checkbox"/> Inside front or back cover, 1/2 Page Vertical	(3.875" w x 10.375" h)	\$200.00
<input type="checkbox"/> Inside front or back cover, Full Page	(7.875" w x 10.375" h)	\$400.00

Do you want to include an ad for your consignment in the *Sage Signals*? (Ad sizes vary from above) ☐ Yes ☐ No

Will you need any special pen assignments?

(Specify): _____
 (Due to a limited number of available pens FBS will make every effort to honor your request. However there is no guarantee special assignment will be possible. The Sale Committee retains final determination of pen assignments.)

By signature I hereby authorize my information (names, address, email and telephone number) to be released for advertising purposes: ☐ YES ☐ NO

Please PRINT Name: _____

Signature: _____

**Please return this Entry Form and payment to: Nevada Cattlemen's Association Fallon Bull Sale Office, P.O. Box 310, Elko, Nevada 89803-0310
 Phone: 775-738-9214
 Fax: 775-738-5208**

FALLON ALL BREEDS BULL SALE ENTRY FORM CONTINUES ON PAGE 8

To have birth weight information for your entries included, please complete the list on this entry form. Additionally, comments about your consigned bulls are always appreciated by buyers. In 30 words or less please provide the comments you would like included in the catalog with your consignment in the space provided on this entry form.

Additional Catalog Information – Consigned & Substitute Bulls

PLEASE NOTE: ENTRIES for all consigned AND substitute bulls CLOSE AND MUST BE POSTMARKED BY DECEMBER 1, 2020. Registration papers, completed transfer papers, additional catalog information and required DNA test results must accompany entry form. Incomplete entries or late papers will not be accepted and bulls will NOT be entered.

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
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Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
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Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

SUBSTITUTE BULLS:

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Registration Number: _____ Tattoo Number: _____ Birth Weight: _____
Description: _____

Resolutions:

Continued from page 7 —

amendment to the U.S. Constitution.

Resolution 3.28 Supports the Equal Footing Doctrine. Recommend to expire

Resolution 3.29 requests Agencies to reinstate AUM’s reduced or revoked without due process.

Resolution 3.30 Strongly urges both the seeding of fire-resistant species and the use of grazing as a tool in fire rehab.

Resolution 3.31 Supports the constitutional argument that all citizens have equal protection to due process of the law, and no Federal Employee is above the law. Recommend to expire

Resolution 3.32 Encourages collaboration with livestock operations to avoid conflict before approval of residential developments.

Resolution 3.35 Recommends that wild horses and burros that are gathered be cared for by funding outside of WH&B funding and the full use of the Act be employed to reduce numbers of gathered animals.

Resolution 3.55 Supports the accountability for, and reform of, the EAJA.

Resolution 3.60 Supports the Nevada GSG plan as the preferred plan for bird conservation.

Research and Education

Resolution 4.1 Urges the funding for and the control of noxious weeds in Nevada.

Resolution 4.2 Asks for development of mediation systems to resolve public lands conflicts. To be amended

Resolution 4.3 Calls for the preservation of agricultural research properties at UNR and barring that, the reinvestment of proceeds to remain in the College of Ag. To be amended

Legislative Affairs

A New Resolution Supports USDA meat inspection and asks for the streamlining of the process for inspecting small packing plants



UPCOMING SALES

TUESDAY, DECEMBER 1

Silver Legacy, Reno, NV

Watch on wvmcattle.com or Dish 998

Consignment Deadline: November 12

WATCH & LISTEN
TO THE SALE
ON THE WEB AT:



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

Brad Peek
(916) 802-7335

Gary Nolan
Elko, NV
(775) 934-5678

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

Mark Venturacci
Fallon, NV
(775) 427-8713

or email us at wvm@wvmcattle.com

Look for the catalog and videos on our website: www.wvmcattle.com

Market your cattle with the professionals!

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Cattle Producers Recognized for Outstanding Environmental Stewardship

DENVER (Oct. 21, 2020) – In a special edition of NCBA's Cattlemen to Cattlemen, seven of the nation's top cattle operations were honored for implementing practices that make them true stewards of land, air and water resources. Each of these farms and ranches exemplify the commitment of all producers to protect the resources in their care and improve their operations for future generations of cattlemen and women.

REGIONAL AWARD WINNERS:

- Region I – SK Herefords – New York
- Region II – Southern Cross Farms – Mississippi
- Region III – Euken-Myers Family – Iowa
- Region IV – Double C Cattle Company – Oklahoma
- Region V – Beatty Canyon Ranch – Colorado
- Region VI – Boies Ranch – Nevada
- Region VII – Johnson Farms – South Dakota

"Cattle producers are the original stewards of the land. For generations, cattlemen and cattlemen have shared a commitment to improving their operations with an understanding that better management techniques improve the productivity of our farms and ranches. Those improvements allow us to produce high-quality beef while also giving back to our communities in the form of beautiful open spaces, wildlife habitat and of course, a high-quality beef product,"



Photo: NCBA Cattlemen to Cattlemen Video

said NCBA President Marty Smith. "These seven operations provide an excellent demonstration that agricultural stewardship can improve habitat and the environment everywhere across the nation."

Established in 1991, by the National Cattlemen's Beef Association to recognize outstanding land stewards in the cattle industry, the Environmental Stewardship Award Program (ESAP) is generously sponsored by Corteva Agriscience; McDonald's; USDA Natural Resources Conservation Service (NRCS); U.S. Fish and Wildlife Service; and the National Cattlemen's Foundation.

The operators of these seven cattle farms and ranches were awarded regional environmental stewardship awards and each will advance to be considered for the 2021 National Environmental Stewardship Award, to be announced in 2021.

To see videos of each winning operation, visit NCBA's Cattlemen to Cattlemen at www.youtube.com/user/CattlemenToCattlemen.



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Guardians of the western tradition — preserving the heritage & craftsmanship of the cowboy of the American West

Open Tuesday-Saturday, 10-5 + Free Admission
Donations always accepted! + 775-389-1713

Congratulations to the Boies family for winning the Region VI National Cattlemen's Beef Association (NCBA) Environmental Stewardship Award!

It is well deserved and we are very proud of them!

— Nevada Cattlemen's Association —

Photos: NCBA Cattlemen to Cattlemen Video





NCBA CEO Update

— October 9, 2020 —

by Colin Woodall, NCBA Chief Executive Officer

As one of nine contractors to the Beef Checkoff, NCBA works diligently to execute our research and promotion programs. We also work to ensure that we communicate the value of the checkoff back to the producers who invest in this great program. This week's spotlight is on our checkoff-funded "Real Facts About Real Beef" video series. Here are links to watch the NCBA *Cattlemen to Cattlemen* stories on this work.

Real Facts About Real Beef: <https://youtu.be/5OpERzYaED0>

Inside the 'Real Facts About Real Beef' Video Series: <https://youtu.be/dUxs-DU0TLmI>

NCBA's *Cattlemen to Cattlemen* had 1.6 million viewers in August and 1.7 million viewers in September. That is great exposure to showcase the work done with checkoff funding.

Our fiscal year ended on September 30th, and I'm excited to announce that we ended the year with more members than we started. Our leadership during the COVID-19 crisis was noticed by cattle producers who had not been NCBA members before, and they decided to join. NCBA's membership for the fiscal year ended at 24,248.

The NCBA team put together a review of beef market trends through the pandemic. The checkoff-funded "Hindsight 2020: Beef's Market Trends Through The Pandemic" can be found under the retail section of Beef. It's What's For Dinner. com. For the 52 weeks ending June of 2020, retail stores have experienced significantly elevated beef demand with dollar sales 14% higher and volume sales 8% higher than last year. In addition, NCBA's checkoff-funded Consumer Beef Tracker data shows that from January to July 2020, the percentage of consumers claiming to eat beef at least weekly has increased from 67% to 72%, and the number of people with a positive perception of beef reached 70% for the first time. Even more exciting is that positive perceptions around cattle production methods increased 18% compared to 2019.

Earlier this week, it was announced that Namibia had a reported occurrence of foot-and-mouth disease (FMD). Given the approval they received this year to export beef to the U.S., NCBA jumped on this announcement quickly and called for USDA to investigate the situation to determine the threat. Even though this case of FMD was outside of the regionalized area approved to send beef to the U.S., we must know that the Namibian government can respond and control the situation quickly. Imports from Namibia must be suspended if we cannot protect

our domestic herd. We continue to work with USDA and are pleased with the way they have responded to this threat. While we continue to work on international market access, this is another example of the role NCBA plays in monitoring our trade partners in order to prevent the introduction, or reintroduction, of animal diseases.

An essential educational article on beef production, nutrition and sustainability entitled "Beef Production: What Are the Human and Environmental Impacts?" was recently published in *Nutrition Today*. Authored by Sara Place, PhD and Amy Myrdal Miller, MS, RDN, FAND, the article was written in response to requests from the nutrition community for continued education and resources following a highly regarded webinar given by these same two authors on the role beef plays in healthy sustainable diets. These informative resources highlight the important role that beef plays in healthy diets.

We received word this week that several feedlots had a surprise visit from USDA's Office of Inspector General (OIG) regarding an anonymous packer complaint that these lots were colluding to fix the selling prices of their cattle. This raised several red flags for us, especially since the Packers and Stockyards Act has no anti-trust jurisdiction over feedlots. We immediately contacted USDA to find out exactly what was going on. Our understanding is that the inquiry has been dropped.

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Livestock Producers Hail Finalized USFWS Rule Delisting Gray Wolf

WASHINGTON (Oct. 29, 2020) – Today, leaders from the National Cattlemen’s Beef Association (NCBA) and the Public Lands Council (PLC) joined Department of the Interior Secretary David Bernhardt and U.S. Fish and Wildlife Service Director Aurelia Skipwith in Minnesota to mark the historic announcement that gray wolves in the contiguous 48 United States have fully recovered and will be returned to state management after having received various levels of protection under the Endangered Species Act (ESA) for nearly 40 years.

Administration officials and stakeholder groups celebrated the announcement as an ESA success story, highlighting the robust populations of wolves that have continued to grow over time and the strong partnerships that made recovery possible.

NCBA Vice President Don Schiefelbein was able to celebrate the announcement in his home state of Minnesota, which has been the stage for a number of the legal and procedural challenges that have plagued previous delisting efforts.

“The recovery and delisting of the gray wolf is an outstanding victory under the Endangered Species Act and should be celebrated accordingly. Today’s announcement is the culmination of decades of work done by cattle producers and landowners nationwide to protect habitat ensuring wolf recovery efforts were successful, even when impacts to their livelihoods were significant,” said National Cattlemen’s Beef Association (NCBA) Vice President and Minnesota rancher Don

Schiefelbein. “The road to recovery and delisting has been fraught with purely political lawsuits that promoted emotion over fact, and the facts are clear: the gray wolf population is recovered and states are well-equipped to manage this population. Thank you to President Trump, Secretary Bernhardt, Director Skipwith and their team for allowing the science to stand for itself.”

PLC President Niels Hansen also attended the event, lending support to ranching communities who have continued to be affected by significant depredation events as a result of dense wolf populations. Hansen is a rancher in Wyoming, a state whose wolf population was delisted in 2017 after a years-long recovery effort.

“Today’s announcement is welcome news for public lands ranchers who have spent decades defending their livestock from wolves while also defending previous delisting rules in court,” said Public Lands Council (PLC) President Niels Hansen. “By returning gray wolves to state management, we are giving long-overdue recognition to a conservation victory under the Endangered Species Act and returning to a state wildlife management model that has demonstrated success for thousands of other species. I look forward to the next chapter in management of this species that allows ranchers, biologists, and government officials to continue to work together for the benefit of our communities, our economies, and our wildlife because the best decisions always come from those closest to the subject.”

PLC Recognizes 2020 Rangeland Stewardship and Sagebrush Steppe Stewardship Award Winners

WASHINGTON (Oct. 20, 2020) – The Public Lands Council (PLC) today released the following statement recognizing recipients of the 2020 Rangeland Stewardship and Sagebrush Steppe Stewardship awards. These annual awards are given by the Bureau of Land Management (BLM) to those who have displayed exemplary land management and conservation practices.

Recipients of the 2020 Rangeland Stewardship Award include the mother and son team of Sophia and A.J. Hall and livestock producers Ted Blackstock, Daniel Richards, Tim and Jason Miller, Levi Loucks. Everyone mentioned has worked

closely with federal and state agencies to rehabilitate public lands through the use of grazing and other management tools.

“Grazing on federal lands is a critical part of our country’s food supply chain but also in managing America’s grasslands and natural resources. Ranchers take land and habitat management seriously,” said PLC President Niels Hansen. “We all understand the importance of what we do and that is what makes these awards so prestigious. These awardees represent the best of the best when it comes to improving the land they work on,”

The recipients of the Sagebrush Steppe Stewardship Award are Blair Ranch, LLC, of Belle Fourche, S.D., and the Jordan Meadows Collaborative, based in Orovada, Nevada. Both operations have made great investments in the reclamation of sagebrush habitats. Nevada rancher and past president of PLC, John Falen, is a key part of the Jordan Meadows Collaborative and has spent decades dedicated to the landscape and to the grazing community. John was also recently recognized as the recipient of the 2020 PLC President’s Award as a result of his outstanding contributions.

“I want to congratulate all of the 2020 winners and thank them for continuing the tradition of public lands ranchers as true conservationists and environmental stewards, I also want to thank the Bureau of Land Management for being productive and engaged partners with these operations. It is really something special to have the federal government recognize the importance of livestock production and grazing on public lands, year after year.”

The awards were announced by BLM Idaho State Director John Ruhs, during PLC’s 52nd annual meeting, that was held virtually in September.



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Nevada Department of Agriculture to Offer Pooled Testing for Trichomoniasis Beginning Dec. 1, 2020

By Dr. Amy Mitchell, State Veterinarian

The Nevada Department of Agriculture (NDA) Animal Industry Division is pleased to announce exciting changes to our laboratory and Trichomoniasis Program. Beginning Dec. 1, 2020, the Animal Disease Laboratory (ADL), located at Sparks NDA headquarters, will be offering pooled PCR testing for trichomoniasis, for healthy herds. The samples will still need to be submitted individually, but upon request, up to 5 individual samples will be pooled for testing at the laboratory.

NDA staff have been working diligently on this change to help facilitate the need for a cost-effective option that still offers improved accuracy over T. foetus culture. The Animal Disease Laboratory has been streamlining plans for the submission process, in preparation for the December launch. We hope this long-awaited development will facilitate compliance with state regulations and offers producers another tool in preventing trichomoniasis within their herds. We also hope it will allow easier interstate travel for those herds traveling to and from states that accept pooled samples.

With the recent impacts of the last few months on the livestock industry, it is even more important to be able to offer producers a more cost-effective option

of managing their herds and preventing unnecessary losses due to T. foetus. Trichomoniasis remains a reportable disease in the state, and offering a more accurate, yet still affordable option, can only improve Nevada's cattle industry. Additionally, NDA will also be accepting pool results on healthy herds, from approved laboratories.

In conjunction with this program update, NDA will also be offering an improved communication link between accredited veterinarians performing T. foetus testing, and the NDA. This will allow us to keep practicing, accredited veterinarians updated on the latest changes to the program, as well as the status of trichomoniasis in Nevada.

Updated information, including pricing and submission forms, will be posted at agri.nv.gov/animal closer to the start date

Amy Mitchell, DVM, joined the Nevada Department of Agriculture (NDA) as the state veterinarian in May 2020. She brings 18 years of experience in various aspects of veterinary medicine to the role, including managing a private practice and teaching. Her background includes large and small animal medicine, as well as herd health management. Dr. Mitchell studied at the University of Kansas and the University of Georgia, prior to earning her Doctor of Veterinary Medicine degree from Kansas State University, College of Veterinary Medicine..

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Slow-Cooker Beef Pot Roast Soup

Enjoy all the satisfying flavors of beef Pot Roast in a soup.
Take a short cut with frozen vegetables for an easy to make meal.



Ingredients:

- | | |
|--|----------------------------|
| 1 beef Shoulder Roast Boneless (2-1/2 pounds) | 1 tablespoon minced garlic |
| 2 cups chopped onions | 1 teaspoon dried thyme |
| 1 can (14-1/2 ounces) diced tomatoes with green peppers and onions | 1/2 teaspoon salt |
| 1 cup frozen hash brown potatoes (cubes) | 1/4 teaspoon pepper |
| 1 cup reduced-sodium beef broth | 2 cups broccoli slaw |
| | 1/2 cup frozen peas |

Cooking:

1. Cut beef Shoulder Roast into 12 equal pieces. Place in 4-1/2 to 5-1/2-quart slow cooker. Add onions, tomatoes, potatoes, broth, garlic, thyme, salt and pepper. Cover and cook on HIGH 5 to 6 hours or on LOW 8 to 9 hours or until beef is fork-tender. (No stirring is necessary during cooking.)
2. Stir in broccoli slaw; continue cooking, covered, 30 minutes or until broccoli slaw is crisp-tender. Turn off slow cooker. Stir in peas; let stand, covered, 5 minutes.

Alternate Cooking Method:

1. This recipe can be made in a 6-quart electric pressure cooker. Cut Beef Roast into 1-inch pieces. Place beef roast in pressure cooker; top with onions, tomatoes, broth, garlic, thyme, salt and pepper. Close and lock pressure cooker lid. Use beef, stew or high-pressure setting on pressure cooker; program 15 minutes on pressure cooker timer. Use quick-release feature to release pressure; carefully remove lid. Add broccoli slaw and frozen potatoes. Close and lock pressure cooker lid. Use beef, stew or high-pressure setting on pressure cooker; program 3 minutes on pressure cooker timer. Use quick-release feature to release pressure; carefully remove lid. Add peas and return pressure cooker lid. Let stand 5 minutes. (This recipe variation was tested in an electric pressure cooker at high altitude. Cooking at an altitude of less than 3000 feet may require slightly less cooking time. Refer to the manufacturer's instructions.)

Nutrition information per serving: 305 Calories; 81 Calories from fat; 9g Total Fat (3 g Saturated Fat; 0 g Trans Fat; 0.6 g Polyunsaturated Fat; 3.8 g Monounsaturated Fat;) 111 mg Cholesterol; 539 mg Sodium; 17 g Total Carbohydrate; 3.8 g Dietary Fiber; 6 g Total Sugars; 39 g Protein; 0 g Added Sugars; 61 mg Calcium; 5.1 mg Iron; 684 mg Potassium; 5.7 mcg Vitamin D; 0.4 mg Riboflavin; 5.8 mg NE Niacin; 0.7 mg Vitamin B6; 3.8 mcg Vitamin B12; 296 mg Phosphorus; 11 mg Zinc; 62.9 mcg Selenium; 87.7 mg Choline.

This recipe is an excellent source of Protein, Iron, Vitamin D, Riboflavin, Niacin, Vitamin B6, Vitamin B12, Phosphorus, Zinc, and Selenium; and a good source of Dietary Fiber, Potassium, and Choline.

Simple Beef and Brew Chili

Whip up this delicious chili that combines the flavors of Ground Beef, beer, black beans, tomatoes and chili seasonings for your next football game.



Ingredients:

- 1 pound Ground Beef (96% lean)
- 1 medium green or red bell pepper, chopped
- 1 can (15 ounces) reduced-sodium or regular black beans, rinsed, drained
- 1 can (14-1/2 ounce) diced tomatoes with green chilies
- 1 bottle (12 ounces) light beer or 1-1/2 cups reduced-sodium beef broth
- 1 packet (1-1/4 ounces) reduced-sodium or regular chili seasoning mix

Toppings:

Sliced cherry tomatoes, sliced green onions, sliced Serrano or jalapeño peppers, chopped onions, lime wedges and tortilla chips (optional)

Cooking:

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef and bell pepper; cook 8 to 10 minutes, breaking beef into 3/4-inch crumbles and stirring occasionally.
Cook's Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.
2. Stir in beans, tomatoes, beer and chili seasoning. Bring to a boil. Reduce heat; cover and simmer 20 minutes to blend flavors, stirring occasionally. Serve with toppings, as desired.

Nutrition information per serving: 253 Calories; 45 Calories from fat; 5g Total Fat (2 g Saturated Fat; 0 g Monounsaturated Fat;) 65 mg Cholesterol; 717 mg Sodium; 22 g Total Carbohydrate; 5.8 g Dietary Fiber; 28 g Protein; 4.4 mg Iron; 5.7 mg NE Niacin; 0.4 mg Vitamin B6; 2.1 mcg Vitamin B12; 5.3 mg Zinc; 17.9 mcg Selenium; 89.5 mg Choline.

This recipe is an excellent source of Dietary Fiber, Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium; and a good source of Choline.



Nevada Beef Council News & Notes

Checking in on your Checkoff

By Nevada Beef Council Staff

2021 Beef Checkoff Plan of Work Approved

Curious about just what your Beef Checkoff investment goes toward in a typical year? In September, the Cattlemen's Beef Board and its Beef Promotion Operating Committee approved approximately \$39,380,000 to be invested into programs for beef promotion, research, consumer information, industry information, foreign marketing and producer communications during fiscal year 2021, subject to USDA approval.

The approval came at the end of the Beef Promotion Operating Committee (BPOC) meeting held September 9 and 10 in Denver. The BPOC approved checkoff funding for a total of 13 "Authorization Requests" – or grant proposals brought by nine contractors for the fiscal year beginning October 1, 2020. The committee includes 10 producers from the Cattlemen's Beef Board and 10 producers from the Federation of State Beef Councils.

Nine contractors brought a total of \$47,725,121 worth of funding requests to the BPOC this week, nearly \$8,345,121 more than the funds available from the CBB budget.

"Producers drive all the decisions that the BPOC makes during these important meetings," said CBB and BPOC Chair Jared Brackett. "Cattlemen and women from across the U.S. and importers carefully consider every proposal to determine where we should spend these Checkoff dollars with one primary goal in mind – increasing beef demand to provide producers with the best possible value for their Checkoff investments."

"Once again, our contractors came to these meetings with some incredibly innovative ideas and projects. As always, it's a real challenge to balance the budget and distribute our limited amount of Checkoff dollars to these contractors in a way that we believe will best drive beef demand. I personally thank all our contractors and committee members for dedicating considerable time and effort to continue moving the beef industry forward."

In the end, the BPOC approved proposals from eight national beef organizations for funding through the FY 21 Cattlemen's Beef Board budget, as follows:

- ✓ American Farm Bureau Foundation for Agriculture – \$670,996
- ✓ Cattlemen's Beef Board – \$1,689,915
- ✓ Foundation for Meat and Poultry Research and Education – \$646,144
- ✓ Meat Import Council of America / Northeast Beef Promotion Initiative – \$497,034
- ✓ National Cattlemen's Beef Association – \$26,442,207
- ✓ National Institute for Animal Agriculture – \$89,466
- ✓ North American Meat Institute – \$994,068
- ✓ United States Meat Export Federation – \$8,350,170

Broken out by budget component – as outlined by the Beef Promotion and Research Act of 1985 – the Fiscal Year 2021 Plan of Work for the Cattlemen's Beef Promotion and Research Board budget includes:

- ✓ \$9.8 million for promotion programs, including continuation of the

checkoff's consumer digital advertising program, as well as veal promotion

- ✓ \$8.9 million for research programs, focusing on a variety of critical issues, including pre- and post-harvest beef safety research, product quality research, human nutrition research and scientific affairs, market research, and beef and culinary innovations
- ✓ \$7.3 million for consumer information programs, including national consumer public relations, such as nutrition-influencer relations and work with primary- and secondary-school curriculum directors nationwide to get accurate information about the beef industry into classrooms of today's youth
- ✓ \$3.3 million for industry information programs, comprising dissemination of accurate information about the beef industry to counter misinformation from anti-beef groups and others, as well as funding for checkoff participation in a fifth annual national industrywide symposium focused on discussion and dissemination of information about antibiotic use
- ✓ \$8.4 million for foreign marketing and education in 80 countries in the following regions: ASEAN region, Caribbean, Central America/Dominican Republic, China/Hong Kong, Europe, Japan, Korea, Mexico, Middle East, Russia/Greater Russian Region, South America, Taiwan and new markets
- ✓ \$1.7 million for producer communications, which includes investor outreach using national communications and direct communications to producers and importers about checkoff results, as well as development and utilization of a publishing strategy and platform and a state beef council content hub.

As a reminder, when each Beef Checkoff dollar is collected in Nevada, 50 cents are retained in-state to fund programs carried out by the Nevada Beef Council (NBC), and the other 50 cents are submitted to the Cattlemen's Beef Board for investment in national programs, as described above. NBC programs and campaigns are complemented and enhanced by the many efforts taking place on a national level, expanding the reach of your checkoff investment in Nevada.

As one such example, the "Western U.S. State Campaign" was deployed throughout the summer months, which worked to disseminate additional beef content to Nevada consumers through national checkoff dollars versus expending the NBC budget. That campaign alone resulted in over 1.35 million impressions and 851,417 video views through a YouTube campaign, and 25,620 impressions and 2,163 clicks through a Google search engine campaign.

To stay informed on all things related to the Beef Checkoff, be sure to sign up for The Drive newsletter – a producer communications piece that is e-mailed monthly, with a quarterly print version that includes a Nevada Beef Council update and is mailed to producers who subscribe. To sign up, visit www.beefboard.org/the-drive-sign-up-form/ or e-mail Jill Scofield with the Nevada Beef Council at jill@calbeef.org.

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