

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP



2022 NCA Year in Review

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

Happy December Nevada cattlemen and women. It's hard to understand where the time goes, but it sure goes fast. Much like other years 2022 has been filled with ups and downs along the way. We survived another year of drought with optimism that wetter weather is on its way. COVID-19, or at least its severity, appears to be tamped down and in the rear-view mirror. In person events and meetings slowly made their way back. A little thing called inflation kicked everyone in the teeth and continues to wreak havoc on everything we do.

Producers across the country had to make a lot of difficult decisions this year, whether that be cutting back your herd size a bit or figuring out how to make things pencil out with

— Continued on page 3 —

2022 Convention Wrap Up

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



Leana Carey Photo

NCA President Jon Griggs speaks at the NCA Annual Awards Banquet Dinner

On November 30 — December 2, 2022, NCA members and affiliates joined together from across the state to participate in the 87th Annual Nevada Cattlemen's Association (NCA) Convention in conjunction with the California Cattlemen's Association, held at the Nugget Casino Resort in Sparks, Nevada. If you attended, I am sure you would agree that it was a great way to be updated on current issues affecting our industry, attain new contacts and enjoy good company that share similar views. This joint convention brought together Cattlemen, Cattlewomen, and

Wool Growers from across Nevada and California.

Throughout the convention, committee meetings took place to discuss issues of importance and to establish policy. Various educational, informative, and inspirational sessions were held. The Opening General Session opened with a weather outlook with Brian Bledsoe, Meteorologist from KKTU 11 News in Colorado Springs. The weather outlook was followed by a livestock market discussion with Dr. Stephen Koontz, economics professor from Colorado State University. Dr. Koontz's presentation surrounded cash negotiated trade, alternative marketing agreements, and the economic side of marketing your cattle using several different methods.

At the Second General Session we heard from Tony Toso, California Cattlemen's Association Immediate Past President as well as Jon Griggs, Nevada Cattlemen's Association President. The Second General Session wrapped up with a report on global beef markets from Brett Stuart, founding partner of Global AgriTrends. During General Session 3 we heard from NCBA CEO, Colin Woodall, in regard to NCBA's ongoing efforts on several

— Continued on page 4 —

More Convention News on pages 4-7

MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between October 26, and November 23, 2022.

(New members are in bold.)

- 7th Canyon Ranch, Joe DeBraga
- Dave Baker, Tom Baker, Craig Baker, Clay Baker
- Barbara Bailey
- Bartell Ranch LLC, Edward & Darla Bartell
- Bear Engineering Inc., John Langford
- Patti Benson
- Big R Stores
- Bison Pipe, Darren Sparks, Les Carberry
- Boss Tanks
- Bottari Ranch LLC
- Bottari Realty Inc., Paul & Lori Bottari
- James Boyer & Traci Bracco
- Bruce & Mary Branscomb
- Broken Box Ranch, Jerry & Sherry Maltby
- Brough Livestock LLC, Jordan & Kari Brough
- Harry L. Brown Family Trust, Shorty Brown
- John Bunyard
- **Kate Schnoor Butler**
- Carter Cattle Company, Jake Carter, Steve Carter
- Cockrell Ranch & High Desert Lodging, Will & Debra Cockrell
- Conley Land & Livestock, Ken Conley
- Cross Fence & Supply
- Joe & Kristi Cumming
- D Bar M Western Store, Jack Bassett
- D. D. Ranch, James Feller
- Damonte Ranch, Louis Damonte
- Depaoli O Lazy Trust, Ed Depaoli
- Scott & Kailen Dickson
- Dodge Bros.
- Double Bar J Enterprises, Betsy Macfarlan and Jeff Weeks
- Double J A Land & Livestock, Leo & Betty Sommer
- James E. & Janice Connelley
- Dufurrena Bros. Cattle, Tim Dufurrena
- Linda Dufurrena
- Ebert, Fiddes and Dorsa, Tom Ebert
- El Tejon Sheep Co.
- **Envu Range & Pasture, Justin Hossfeld**
- Farmers Bank, Fred W. Jaynes
- R N Fulstone Company, Steven Fulstone
- G J Livestock LLC, Fred Wilkinson
- Gansberg Ranch, Chris & Faye Gansberg Jr.
- W H Gibbs Company, W. H. Gibbs, President
- Goicoechea Ranches, Pete, Gladys, & Jolene Goicoechea, J.J. Goicoechea
- Gottschalk Ranch, Michael Gottschalk
- Greenway Seeds, Alan Greenway
- Betty Griggs
- Tim Hafen Ranches, Inc., Tim Hafen
- Amie Halstead
- Halstead/Forsgren Ranches Inc., Edna Forsgren
- Don Hanks, D.V.M.
- Harry Ranch, LLC, Michael Harry
- Mel Hummel Ranch, Mel Hummel
- I T Quarter Circle Ranch, Steve Russell
- JHC Land & Cattle LLC, Ray Callahan
- J & S Land & Cattle LLC, James Kent
- Lance Johnson
- KDK Angus, Dana & Rena Weishaupt
- Key-Lix Supplements, Jed Archibald
- Keystone Ranch Inc., Rolfe Schwartz DVM
- Jeanne King
- Kings River Ranch, James Buell DVM
- **Charles Kirst**
- William Kvasnicka
- Mickey Laca
- Laird Mfg., David McComb
- Lantana Ranch, Mike Powell
- Lattin Livestock LLC, Pamela Lattin
- Lazy G Ranch, Joseph Golonka
- Liphatec, Inc., Michael Brownell
- List Cattle Company, Alan & Nancy List
- Mack Land & Cattle, Brian Parks
- Maggie Creek Ranch, Jon Griggs
- Pete Marvel
- Marys River Ranch, Preston Wright, Victoria Biley
- Cyd McMullen, Russell and Anne McMullen
- Lawrence C. Masini Ranches (L-M), Larry Masini
- Sam E. Monteleone
- Mori Ranches, Nelo & Ida May Mori, Sam Mori, Pete Mori, Anthony, Quinn, & Michael Mori, Andrea Sestanovich
- Multimin USA, Kip Hunter
- Need More Sheep Co., Hank Vogler
- Neff Equipment
- Steve Neff Company, Steve & Sandy Neff
- OPI, Ted Zimmerman
- Owl Creek Ranch, Mike & Melinda Sarman
- Pacific Intermountain Mortgage, Lisa Howarth
- Palisade Ranch Inc., Rita Stitzel-Miller
- Paris Ranch, Bert Paris
- Parker Family Ranch LLC, Bart Parker
- Patti Novak-Echenique
- Peavey & Hoots, Marti & Dan Hoots
- Holly Pecetti
- Pescio Brothers LLC, Joe Pescio
- Petan Company of Nevada
- Producers Livestock Marketing Association, Steve Taylor, Manager
- Quality Tile & Marble Co., Inc., Wes & Linda Tews
- Rafter Bar B, Jim R. Barbee
- Rabbit Creek Ranch LLC, Jon J. Key, John W. Ross, Kevin J. Key
- Rambling River Ranches, Norman Frey, Joe Frey
- Read & Powell CPA's
- Redd Summit Ranches, Steve Redd
- Reed Ranch 2, Ben Reed Jr.
- Dean Rhoads Ranch, Mr. & Mrs. Alvaro Rodriguez, Malachi McLain
- River Ranch, Grace McErquiaga
- Rockin 13, Bruce & Pam Jensen
- S & L Trailers, Davy Stix
- Salmon River Cattlemens Association
- Sand Springs Ranch, Marta S. Agee
- Sarman Ranch, Ed Sarman
- Sawtooth Gelbvieh, Dick or Jean Williams
- Louis Scatena Ranch, Louis Scatena
- Schell Creek Ranch, Marlin or Kris Hanneman
- Scossa Ranch LLC, Russell Scossa, Jeremy & Nicole Scossa
- Marie Sherman, Flint Lee
- Silver Creek Ranch Inc., Pauline & Eveline Inchauspe
- Silver State Beefmasters, Dalton Lowery
- South Fork Ranch, Chris & Valree Hellwinkel
- Spratling Ranch, Boyd Spratling DVM, Blake & Sarah Spratling, Ian, Gabe, Isaac, & Quaid Spratling
- Standish Farm, Kathy Sarman & Kenneth Pawley
- Stonehouse Ranch, Patsy Tomera, Susan Tomera, Sabrina Reed
- Superior Livestock Auction, Allie Bear
- Sustacha Ranches, Marilyn Sustacha, Jess Sustacha, Jr.
- The Spanish Ranch, Pamela Doiron, Adrien J. Doiron
- Jim Thompson
- T I Ranches LLC, Kenneth Jones, Marlow & Stephanie Dahl
- Torell Livestock, Ron Torell
- Turnipseed Engineering, Ltd., David Hillis P.E. W.R.S.
- Twin Falls Livestock Commission Co., Bruce Billington
- John Uhalde & Co., John Uhalde
- Uhart Home Ranch LLC, L. Domingo & Ruby L. Uhart
- UNR College of Agriculture Biotechnology & Natural Resources, Dr. Bill Payne
- Upper Hot Creek Ranch, Swainia & Gilbert Cochran
- Van Norman Ranches, Inc., Robin & Diane Van Norman
- Wes Viera
- Maureen Weishaupt
- Wells Rural Electric Company
- Western Video Market, Ellington Peek
- The Wheeler Ranch, Frank R. Wheeler
- Kimble Wilkinson Ranch, Kimble Wilkinson
- Willow Creek Ranch, Russell & David Fitzwater
- Winecup L Cattle LLC, Bill & Laura Lickley
- Winnemucca Convention & Visitors Authority, Kim Petersen
- Daniel & Julie Wolf
- Yelland Ranch, Art & Rae Andrae



PRESIDENT'S PERSPECTIVE

Jon Griggs, President, Nevada Cattlemen's Association

This article comes to you halfway through my term as your Association President. Fortunately for everyone, there will be no half-time show and therefore no risk of wardrobe malfunctions! Even though I like to joke that it's a two-year "sentence", I can't tell you how honored I am to be at the front of this organization. I'm honored because of the deep respect I have for the men who've come before me, and for all the folks involved in this Association.

The time commitment is substantial, and the thanks ex-

tended to our leadership for their service really should be extended to their family members who pick up the slack. In my case, my coworkers are likely happy to have me out of their way for a change!

The thing I know in my 24-year involvement is that we are an Association with member-driven policies, well thought out, discussed, and debated. These policies serve as a foundation we'll use in the upcoming legislative session. It will be a challenge but rest assured, we will stay engaged and build relationships to further our mission of a dynamic and profitable beef industry.

Year in Review: *Continued from page 1*

five-dollar fuel. You all had to find alternative ways to do the things necessary to run your operations.

Through it all NCA was engaged on several different issues. We and our partners were able to beat back efforts to get rid of the "stepped up basis" tax code provision which would have made it nearly impossible to pass down family ranches from one generation to the next. We continue to make strides in animal disease traceability, species habitat conservation, and the many other topics that are ongoing in the livestock industry. NCA does and will continue to have a seat at the table to ensure that we can continue doing what we love, raising high quality beef.

We also had representation in Houston, Texas for the NCBA Cattle Industry Convention and the Public Lands Council Annual Meeting held earlier this fall. NCA's own J.J. Goicoechea became NCBA's Region VI Policy Vice-President and Ron Cerri was appointed Secretary of the Public Lands Council. NCA continues to be well represented within our partner organizations and look forward to keeping things moving in a positive direction.

As we look ahead to 2023, there will undoubtedly be some new highs and lows. Being in an odd numbered year means the Nevada State Legislature will convene again this coming

spring. NCA looks forward to working with our state's representatives this upcoming session and carrying the message that grazing is good, water is vital to agriculture, and beef production in the U.S. is the most sustainable in the world. It will be particularly important to have a dialogue with new and urban legislators about the importance of Nevada's livestock sector.

In 2023, we are also anticipating new Bureau of Land Management grazing regulations as well as amended Sage Grouse Land Use Management Plans. We are already engaged with our state and federal partners as the processes begin to unfold and will make sure to keep everyone in the loop as things begin to take shape.

Now more than ever it's important that we protect, promote, and preserve our heritage and the ranching way of life. We encourage you to invite your friends, neighbors, and associates to join the Nevada Cattlemen's Association and learn more about our association and what we do. Please feel free to contact the NCA office for more information at 1-775-738-9214 or visit our web page at www.nevadacattlemen.org.

I hope everyone takes some time to enjoy family and friends this holiday season and I look forward to seeing you all in 2023!

UPCOMING EVENTS

Cattlemen's Update 2023

— January 9, 2023 —

Virtual Session; 10:00 a.m.

Offered via Zoom only. Register at https://unrextension.zoom.us/webinar/register/WN_aNzW25j9SAyoUIqINxXhEA

— January 10, 2023 —

Fallon, NV; 5:30 p.m.

Dinner Provided

Fallon Convention Center, 100 Campus Way

— January 11, 2023 —

Ely, NV; 5:30 p.m.

Dinner Provided

Ely Convention Center, 150 W. 6th Street

— January 12, 2023 —

Elko, NV; 12:30 p.m.

Dinner Provided

Dalling Hall, 600 Commercial Street

— January 13, 2023 —

Winnemucca, NV; 10:00 a.m.

Humboldt County Extension Office,
1085 Fairgrounds Road

NCBA Cattle Industry Convention & Trade Show

— February 1 – 3, 2023 —

New Orleans, LA

Ernest N. Morial Convention Center

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

Great Basin Bull Sale

— February 18, 2023 —

Fallon, NV

3C Event Complex, 325 Sheckler Road



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Jon Griggs, President

Hanes Holman, Pres.-Elect

Dave Baker, 1st Vice Pres.

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NCA Photo

NCA President, Jon Griggs, gives a Nevada election overview during General Session 2.



Leana Carey Photo

Nevada Bureau of Land Management State Director, Jon Raby, speaks during NCA's Public Lands Committee meeting.



NCA Photo

At the Nevada Beef Council Lunch, Annette Kassis, Director, Consumer & Brand Marketing at the Nevada Beef Council presents the findings of a recent survey conducted in Nevada.



NCA Photo

Nevada State Assemblywoman Sarah Peters gives her take on the upcoming legislative session during the NCA Legislative Affairs Committee meeting.



port of the association and industry.

The Nevada Cattlemen's Association also thanks the policy committee chairs for their dedication and hard work in putting on the committee meetings. Preparation not only consists of reviewing expiring policy resolutions, but it also includes presenting relevant information that pertains to the committee in which they are representing. Five committees held meetings at this year's convention: Public Lands, Research & Education, Private Lands, Wildlife & Environmental Management, Legislative Affairs, and Animal Health & Livestock Issues. Along with reviewing and changing policy, the lineup of speakers presenting at the committee meetings were very educational. These speakers were either NCA members or partners of the NCA working to achieve one goal, maintaining a successful Nevada livestock industry.

The Nevada Cattlemen's Association would also like to thank our generous sponsors for making this convention a success: Agri Beef/Performix, American AgCredit, Bayer Environmental Science, Laird Manufacturing, Eide Bailly, S & L Trailers, Utah Wool Marketing, Western Video Market, WSR Insurance, Elanco, McMullen McPhee & Co., MWI Animal Health, Nevada Agricultural Foundation, Pro Group Management, and Resource Concepts, Inc. We encourage you to visit these businesses and thank them for their continued support of NCA and our industry.

Lastly, a big thank you to the California Cattlemen's Association for all of their assistance in planning for the joint event and to everyone who attended our convention and helped to make it another successful year. We look forward to working with each and every one of you throughout the year. Please feel free to contact the NCA office at 775-738-9214 with any suggestions, comments or concerns to help make next year's convention just as successful if not better!



NCA Photo

Dr. Stephen Koontz, economics professor at Colorado State University, presenting on cattle market variables.



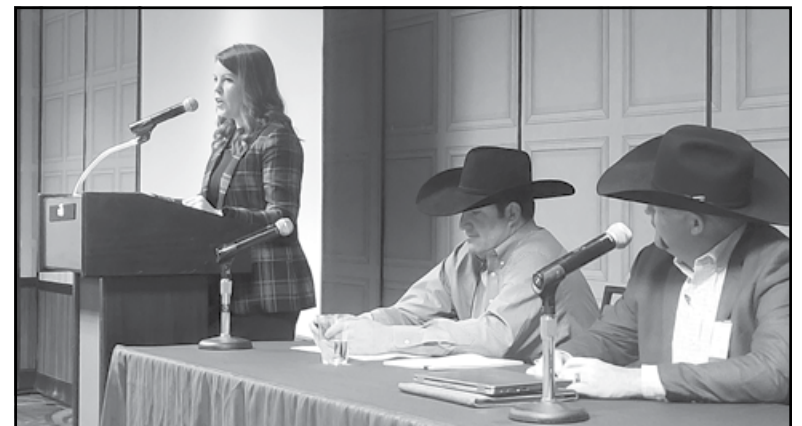
Leana Carey Photo

Past NCA President Tom Barnes presents Nevada Department of Wildlife Director, Tony Wasley, with a retirement gift



NCA Photo

CattleFax's Patrick Linnell provides a cattle market outlook during the California and Nevada Cattlemen's Association joint breakfast.



Leana Carey Photo

Public Lands Council Executive Director, Kaitlynn Glover, provides an update at the Nevada and California Cattlemen's Association joint Public Lands Committee meeting.

Thank You!

Thank You!



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- ◆ VSI
- ◆ Westway Feed Products
- ◆ Western Video Market
- ◆ WSR Insurance
- ◆ Y2 Consultants
- ◆ Y-Tex
- ◆ Zoetis



2022 NCA Annual Awards Banquet



**Teacher of the Year:
Amber Johns**

From left to right:
Erica Freese, Amber Johns, and Jon Griggs



**President's Award:
Maureen Weishaupt**

From left to right:
Maureen Weishaupt and Jon Griggs



**100,000 Mile Club Award
Diana Vesco**

From left to right:
Jon Griggs, Diana Vesco, and Vance Vesco

During the Nevada Cattlemen's Association (NCA) Convention Annual Awards Banquet held in Sparks, Nevada, President Jon Griggs announced this year's recipients for the 2022 President's Award, 100,000 Mile Club Award, Allied Industry Award, and the Teacher of the Year Award. These awards are given annually to individuals in recognition of significant contributions to NCA, their community, the land, and the beef industry.

NCA would like to congratulate the 2022 Teacher of the Year, Amber Johns, who teaches 5th grade at the Elko Institute for Academic Achievement in Elko, NV. Mrs. Johns will receive a \$1,000 stipend to use on school supplies, donated by the Nevada Agricultural Foundation. Teacher of the Year candidates must utilize agricultural information and/or materials within their classroom curriculum in an

effort to assist students in learning the importance of agriculture. NCA salutes Amber in educating the students in her classroom on where their food comes from, the importance of grazing, beef byproducts and animal husbandry.

Each year, the President honors individual(s) who they feel have served the industry with dedication and passion by presenting them with the President's Award. The 2022 President's Award was given to Maureen Weishaupt. Maureen is the past Chairman of the Fallon All-Breeds Bull Sale Committee and helped put on numerous successful sales during her tenure. Maureen is also a leader in her community and a staunch advocate for Nevada's livestock industry.

The 100,000 Mile Club Award recipient this year was Diana Vesco. This award goes to cowboys and

cowgirls that have traveled 100,000 miles horseback over their lifetime. Diana and her family have operated the Pierce Ranch in Pleasant Valley for almost 50 years. You can find Diana on a horse during the gathering and weaning season in the fall and always during shipping days. NCA would like to congratulate Diana on reaching such a prestigious milestone.

The 2022 NCA Allied Industry Award was presented to Fallon Livestock LLC, owned and operated by Tommy and Nora Lee. Accepting the award on behalf of Fallon Livestock LLC was David Stix Jr. NCA greatly appreciates Fallon Livestock LLC for their support of NCA's Fallon All Breeds Bull Sale as well as the Silver State Classic Feeder Sale. Tommy and Nora go above and beyond in their efforts to assist cattlemen and women from all over and their efforts are greatly appreciated.

Leana Carey Photos

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Cattlemen's Update 2023

Bringing the University to you



The University of Nevada, Reno will host the annual Cattlemen's Update in person and virtually in 2023, Jan. 9 – 13. For more than 40 years, the University has held several sessions across Nevada in January to provide ranchers with current research-based information about issues that may affect the efficiency, productivity, profitability and sustainability of their businesses and Nevada's

cattle industry. The cost of the workshop is \$20 per Ranch. For additional information please contact Staci Emm at (775) 474-4227 or emms@unr.edu.

This year's schedule includes:

January 9, 10 a.m., Virtual Session

This session will be offered via Zoom only. Register at https://unrextension.zoom.us/webinar/register/WN_aNzW25j9SAyoUIqINxXhEA

January 10, 5:30 p.m., Fallon, dinner provided

Fallon Convention Center, 100 Campus Way

January 11, 5:30 p.m., Ely, dinner provided

Ely Convention Center, 150 W. 6th Street

January 12, 12:30 p.m., Elko, dinner provided

Dalling Hall, 600 Commercial Street

January 13, 10:00 a.m., Winnemucca

Humboldt County Extension Office, 1085 Fairgrounds Road

In-Person Agenda

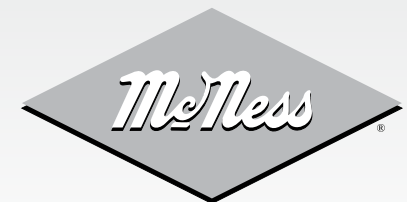
- **Moderator** - Barry Perryman, Professor and Department Chair, Dept. of Agriculture, Veterinary & Rangeland Sciences, University of Nevada, Reno
- **Welcome and College Updates** - Jacob DeDecker, Associate Dean of Engagement and Extension Director, University of Nevada, Reno
- **Next Grass to Worry About: Ventenata & Regional Grazing Study Results** - Paul Meiman, Extension Specialist - Rangeland Livestock/Wildlife Interactions, Extension, University of Nevada, Reno; and Leslie Morris, Associate Professor, Dept. of Agriculture, Veterinary & Rangeland Sciences, University of Nevada, Reno
- **What is this economy going to bring the Nevada livestock industry?** - Shannon Neibergs, Western Extension Risk Management Center, Washington State University (Invited)
- **Update Santa Rosa** - Brad Schultz, Extension Specialist, Rangeland Livestock/Wildlife Interactions, Extension, University of Nevada, Reno Extension
- **Trich in Cattle: Better to test than have it.** - Randy Walstrum, Veterinarian
- **Impacts of Smoke on Animal Health** - Mozart Fonseca, Associate Professor, Dept. of Agriculture, Veterinary & Rangeland Sciences, University of Nevada, Reno
- **USDA, Farm Service Agency: Inflation Reduction Act (IRA) & Livestock Support Programs** - Nevada USDA, Farm Service Agency (FSA) Staff, State-wide
- **Sponsor Updates**



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Nevada Department of Wildlife Director Tony Wasley Announces Retirement

Reno, NV: Nevada Department of Wildlife (NDOW) Director Tony Wasley announced today he will retire effective December 2022, ending an over 25-year tenure with the agency. For the last nearly 10 years, Wasley has served as the agency's Director. Wasley was appointed by Republican Governor Brian Sandoval, under who he served six years and then was reappointed by Democratic Governor Steve Sisolak nearly four years ago. During his tenure as Director, Wasley guided acquisitions of key wildlife habitat, strengthened critical industry partnerships, increased the state's inventory of wildlife management areas, oversaw the post-fire rehabilitation of over a half million acres of wildlife habitat in the last five years, bolstered conservation relevancy in the state, better equipped agency staff with equipment, vehicles, and training, and brought a heightened focus on connecting all Nevadans with the outdoors and the state's natural resources.

"The incredible purpose, passion, and professionalism of the employees of NDOW has made this job and my entire career here immensely fulfilling," Wasley said. "Working alongside individuals with whom I have shared the deep and meaningful purpose of conservation, has made this journey feel more like a mission, a purpose, or a calling, than it has ever felt like a job. I owe a huge debt of gratitude to Governor Sandoval for giving me a chance as director and to Governor Sisolak for continuing that faith. To serve the residents of Nevada, the sportsmen and

women of Nevada, and the employees of NDOW, in always endeavoring to elevate the relevance and importance of conservation, is an opportunity for which I will always be grateful."

Wasley, who began his professional career in 1997 as a NDOW Habitat Biologist in the Habitat Division of the agency, has served as director since early in 2013, overseeing policy, personnel, funding, and strategy for the agency. During his tenure the department has acquired new public lands in numerous counties across the state, such as the Licking Ranch in Lander County, Lennar Pond in Washoe County, and Carson Lake and Pasture in Churchill County; added several important new staff positions within the agency; procured new facilities such as Las Vegas, Winnemucca, Ely, Fallon, and Reno office locations; created the Nevada Outdoor Connection Program; and secured significant new funding for urban wildlife programs through the dedication of state general fund dollars.

In addition to his work at NDOW, Wasley has served on local, regional, and national conservation-related boards of directors and advisory councils, including as President, Chairman, and executive committee member of both the Association of Fish and Wildlife Agencies as well as the Western Association of Fish and Wildlife Agencies. He is also a Professional Member of the Boone & Crockett Club, served as Chairman of the North American Wetland Conservation Council, and is an alumnus of the National Conservation Leadership Institute.

"Tony's been a consequential leader. He sees opportunity where most see walls and he is leaving the agency in a much better place," said the longest serving member of the Nevada Board of Wildlife Commissioners and Conservation Representative David McNinch. "A lot can be said about his ability to build partnerships and collaborate, his advocacy for conservation and relevancy here in Nevada as well as nationally, and how he has positioned the agency to understand and adapt to the impacts of continuously evolving social norms and expectations. But the thing I appreciate most is that wildlife conservation is deeply personal to him, and he's broadened the conversation surrounding wildlife and landscapes. It's been a real pleasure and my privilege working with Tony and I want to thank him for his dedicated service as well as wish him and his family the best in retirement."

As Wasley steps away, an acting or interim director will likely be named to ensure a smooth transition as the agency works with the Governor's Office in developing a longer-term strategy in seeking a permanent replacement.



COWBOY ARTS AND GEAR MUSEUM

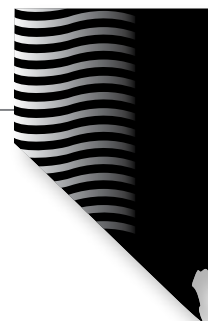
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Biden-Harris Administration Announces First Round of Historic Investments to Increase Competition and Expand Meat and Poultry Processing Capacity

More Than \$223 Million in Grants and Loans Will Increase Competition and Economic Opportunities for Meat and Poultry Processors and Producers around the Country, and Help Lower Costs for Working Families

OMAHA, November 2, 2022 – U.S. Department of Agriculture (USDA) Secretary Tom Vilsack today announced that the Biden-Harris Administration is investing \$73 million in 21 grant projects through the first round of the Meat and Poultry Processing Expansion Program (MPPEP). MPPEP delivers on President Biden's call to increase competition across the economy to help lower costs for American families. Today's announcement will expand meat and poultry processing capacity, which in turn increases competition, supports producer income, and strengthens the food supply chain to lower costs for working families and create jobs and economic opportunities in rural areas. In addition, the Administration is investing \$75 million for eight projects through the Meat and Poultry Interme-

diary Lending Program, as well as more than \$75 million for four meat and poultry-related projects through the Food Supply Chain Guaranteed Loan program.

These announcements support the Biden-Harris Administration's Action Plan for a Fairer, More Competitive, and More Resilient Meat and Poultry Supply Chain, which dedicates resources to expand independent processing capacity. As President Biden highlighted earlier this year, creating fairer markets and more opportunities for family farmers helps bring down prices at the grocery store.

"Since President Biden laid out a commitment at the start of this year, USDA has worked tirelessly to give farmers and ranchers a fair chance to compete in the marketplace, which in turn helps lower food costs for the American people,"

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said Secretary of Agriculture Tom Vilsack. “By jumpstarting independent processing projects and increasing processing capacity, these investments create more opportunities for farmers and ranchers to get a fair price, while strengthening supply chains, delivering more food produced closer to home for families, expanding economic opportunity, and creating jobs in rural America.”

USDA is delivering on the multi-pronged goals of these investments:

- **Supporting producer-focused business models:** *Montana Premium Processing Cooperative (MPPC)*, a start-up cooperative, created in partnership with the Montana Farmers Union and Farmers Union Industries, will use MPPEP funds to provide independent producers in Montana with an option for a local USDA inspected meat processing facility in an area that is currently without Federally inspected processing.
- **Strengthening Local and Regional Food Systems:** *Vermont Livestock Slaughter & Processing* connects hundreds of farmers in Vermont and the Northeast with the individuals, families, schools, and businesses they supply. With their MPPEP investment, they are now prepared to revitalize and modernize their multi-species facility, tripling their throughput.
- **Reducing barriers to processing:** *Cutting Edge Meat Company*, a facility in Leakesville, Mississippi, provides pork and beef processing for producers in Mississippi, Alabama, Louisiana, and Florida. With this investment, they will significantly increase their capacity and shorten the six-month backlog for processing currently facing producers.
- **Competing at scale:** *Greater Omaha Packing* in Omaha, Nebraska, will open new opportunities for cattle producers by expanding their beef processing capacity by 700 head per day. The project will also support an additional 275 jobs.
- **Restoring jobs in rural places:** *Pure Prairie*, recently purchased a shuttered poultry plant in Charles City, Iowa, with the goal of returning hundreds of jobs to the small rural community and increasing poultry processing in the upper Midwest. The project sources directly from growers in Minnesota, Wisconsin, and Iowa, who are also shareholders and part owners in the company.
- **Empowering family-owned businesses:** *New Stockton Poultry* in Stockton, California, is a family-owned business that sources and processes specialty chickens to meet demand within a variety of immigrant communities and beyond.

The investments announced today are part of a series of financial assistance tools to support producers and lenders in increasing capacity in the food supply chain.

MPPEP was designed to support capacity expansion projects in concert with other private and public finance tools.

Today’s announcement is the first round of funding made available through Phase I of MPEPP. Additional announcements are expected in the coming weeks. USDA will also soon begin taking applications for a new phase to deploy an additional \$225 million, for a total of up to \$375 million, to provide gap financing for independent processing plant projects that fill a demonstrated need for more diversified processing capacity. For more information about MPPEP, view the Meat and Poultry Processing Expansion Program page.

The Meat and Poultry Intermediary Lending Program (MPILP) provides grant funding to nonprofit intermediary lenders who finance – or plan to finance – the start-up, expansion, or operation of slaughter, or other processing of meat and poultry. The objective of the MPILP is to strengthen the financing system for independent meat processors, and to create a more resilient, diverse, and secure U.S. food supply chain. In the first round of MPILP \$75 million was awarded to eight lenders in seven states. Applications for second cycle (\$125 million) are currently being accepted and are due December 31, 2022.

Through the Food Supply Chain Guaranteed Loan program (FSCGLP), USDA partners with lenders to guarantee loans to help eligible entities expand meat and poultry processing capacity and strengthen the U.S. food supply chain. Lenders provide the loans to eligible cooperatives, corporations, for profits, nonprofits, Tribal communities, public bodies and people in rural and urban areas. Since the FSCGLP was launched in December 2021, more than \$250 million in loans have been guaranteed for projects in the middle of the food supply chain. Four of these, announced today and totaling more than \$75 million, are for meat and poultry processing businesses.

For a full list of awards under these programs, visit: www.rd.usda.gov/sites/default/files/11-02-2022-Food-Systems-Transformation-Chart-OSEC.pdf (PDF, 211 KB)

Today’s announcement is one of many actions that USDA is taking to expand processing capacity and increase competition in meat and poultry processing to make agricultural markets more accessible, fair, competitive, and resilient, and builds upon the Department’s efforts to transform the nation’s food system. Additional information on all these programs is available at www.usda.gov/meat.

USDA touches the lives of all Americans each day in so many positive ways. Under the Biden-Harris Administration, USDA is transforming America’s food system with a greater focus on more resilient local and regional food production, promoting competition and fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate-smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America. To learn more, visit www.usda.gov.

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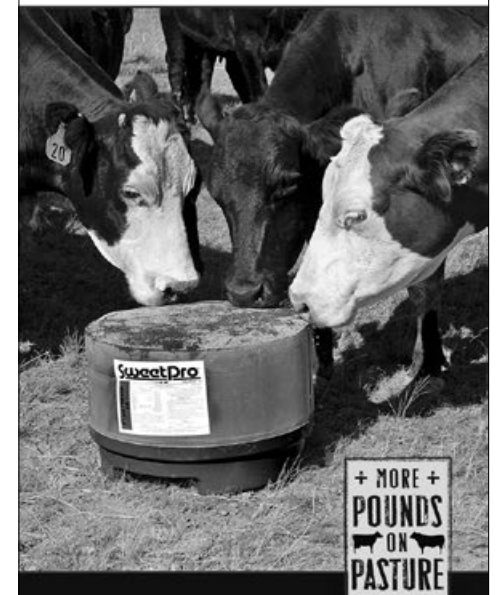
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A Year in Review

By Don Schiefelbein, NCBA President

As I reflect on the past year, I can sum up our work in two words: trials and triumphs.

As we started the year, I know many of you were concerned about the situation in the cattle markets. I am pleased to report that NCBA has worked with the White House and U.S. Department of Agriculture (USDA) to secure \$1 billion in funds to boost processing capacity. This money will go to supporting small-to mid-sized processors to add competition to the marketplace and return leverage to producers.

We also saw the Biden administration unveil yet another proposed Waters of the United States (WOTUS) definition. I know many of us remember the years of uncertainty following the Obama administration's 2015 WOTUS rule, and the latest rule is only a continuation of everything wrong with the 2015 rule. Within a few short weeks of the rule being unveiled, NCBA led a grassroots campaign to flood the EPA offices with letters and emails in opposition to the rule. You — NCBA members — led the charge to tell the EPA to stay off our farms and ranches, and I am so pleased to see you lending your voice to this cause. Your involvement is a triumph in my book!

This year, the U.S. Securities and Exchange Commission (SEC) attempted to regulate greenhouse gas emissions for the first time in the agency's 88-year history. The SEC is a Wall Street regulator, not an agency that knows anything about the cattle industry. Their proposed rule would only make our lives more difficult and, once again, you stepped up to tell the SEC how detrimental this rule would be to our industry.

In the fall, we made agriculture front and center at the U.S. Supreme Court. Our nation's Supreme Court justices — the highest judges in the country — read NCBA's amicus briefs arguing for a limited WOTUS definition that protected common farm and ranch water features from EPA regulation.

NCBA also supported our partners at the National Pork Producer's Council to fight back against California's Proposition 12, which bans the sale of pork in

California that was raised in gestation crates. NCBA recognized the threat posed by these politically motivated rules on our production practices, and we fought back in court.

NCBA also notched a win in federal court when a judge in the 9th circuit granted us intervenor status in a case challenging the delisting of the gray wolf. As wolf attacks on our livestock have increased, we know the gray wolf is a recovered species, and the Trump administration was correct to remove it from the Endangered Species List. As an intervenor, NCBA will be defending the interests of cattle producers as this case moves through the legal process. This year, NCBA also led a coalition effort to appeal the Northern District of California's vacatur of the Trump Administration's ESA rules.

Just last month, the President of the United States signed a National Security Memorandum recognizing that food security is national security. This confirms what you and I have known all along — farmers and ranchers are essential to our success as a country. However, this memorandum takes an important step by bringing defense, law enforcement, intelligence and national security officials into the conversation with industry to develop ways to protect our food system from the multitude of threats that exist in the world. As foreign animal diseases spread through other countries, cybersecurity attacks hit processors and retailers, and worker shortages lead to delays, finding ways to protect our industry from these threats has never been a higher priority.

These are just a few of the many triumphs we have achieved together. As a member of NCBA, you are the foundation of our success. Yet for all the triumphs, our industry faced its fair share of trials.

High input costs made feed, fuel and fertilizer more expensive. Attacks against our industry from anti-agriculture activists have only increased. A few months ago, the City of Los Angeles signed on to a plant-based treaty, and Google unveiled a new search feature that would steer consumers away from beef, painting beef as bad for the environment. Almost every day, reporters accuse us of "greenwashing" our industry.

In light of these challenges, NCBA has gone on the offensive. We have shared the science that proves the cattle industry is sustainable. We have told foreign governments that the U.S. has the most efficient cattle industry in the world, and we employ the best conservation and animal welfare practices. We have gone to a variety of climate meetings, conferences, and gatherings where you would not expect to see agriculture represented, all to protect our industry.

If you're reading this column, you are already active in defending our way of life, but for every one producer standing with us there are 26 who have yet to join us. We need to stand united. That is why it is critical to reach out to your fellow producer. Please share the updates of what NCBA is doing. Bring them a copy of National Cattlemen so they can learn firsthand about our work. I guarantee we agree on far more issues than we disagree on.

This year, NCBA has gone toe-to-toe with multinational companies, federal regulators, Congress and deep-pocketed animal rights groups. We punch above our weight, but we need you to have our backs.



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Nevada Beef Council Update — December 2022

Your Checkoff Dollars at Work

By Makenzie Neves, Manager of Producer Education and Engagement

Game Day Nevada! Tailgating Campaign, 2022

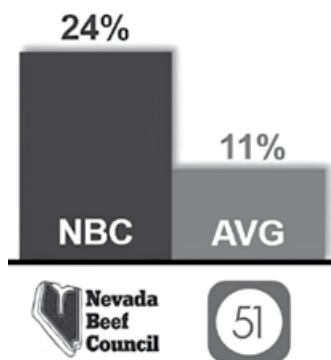
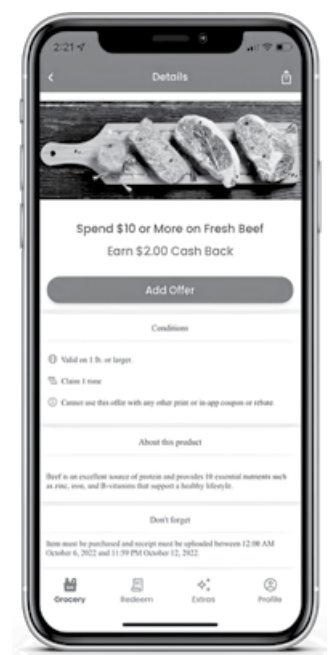
Nevada football fans were encouraged to “Beef Up Their Grill Game” this fall with the Nevada Beef Council (NBC)’s Game Day Nevada tailgating campaign in partnership with E&J Gallo’s Dark Horse wine and iHeartMedia. This year’s media campaign ran from August 31 through October 11 in the Las Vegas and Reno markets, targeting adults 21 – 49. Media tactics for this campaign included SmartAudio Radio, a technology which applies artificial intelligence to listening data gathered about our target audience, using that data to set the spot placement for our media

buy. Additional media tactics included spot placement in targeted podcasts, digital elements (display, location-based, and video), streaming audio, geo-targeted mobile, a custom landing page for savings offers and recipes, and a sweepstakes for the chance to win a grilling prize pack. Media results included more than 4 million impressions, a .17% click-through rate for digital, and 11.5K store visits linked to those digital ads. In-store point-of-sale displays produced and distributed by Dark Horse wine enhanced in-store elements, and the campaign sweepstakes had more than 3K entries.

To encourage consumers to add beef to their

shopping lists during the Tailgating campaign, and incentivize them to purchase beef, the NBC partnered with Checkout 51— a popular cash-back shopping app. NBC offered a \$2.00 cash-back rebate on a \$10 or more purchase of fresh beef cuts from the Rib, Loin, or Sirloin. The offer was valid at any Nevada retailer, including big box retailers, large and small chain supermarkets, independent grocery stores, and local meat markets. The offer ran from September 1 through October 12 and resulted in 1,410 Nevada shoppers adding beef to their grocery list within the app. 338 shoppers redeemed the offer, providing for a 24% redemption rate, well above Checkout 51’s national redemption average at 11%. The top five retailers where the offer was redeemed included: Albertsons, Smiths Food & Drug Centers, Walmart, Costco, and Vons. Overall, the campaign resulted in a \$5.27 return on each (\$1) beef checkoff dollar invested, a successful push to drive beef demand in Nevada.

For more information about the Nevada Beef Council and its campaigns visit Nevadabeef.org.



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