

# SAGE SIGNALS

*The Voice of the Nevada Livestock Industry*

Volume XLIV, #2 | December 2020

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

## Nevada Cattlemen's Association Short-Term Cows & Beef Quality Assurance

*Tom Barnes, NCA President   Jon Griggs, NCA President Elect   Hanes Holman, NCA First Vice President   Dave Baker, NCA Second Vice President*

*Ron Torell, NCA BQA Coordinator*

For years our industry has referred to spent cows as culls. This is perhaps a poor choice of words used to describe market-ready animals. As beef producers each of us has the responsibility to recognize when it is time to send a cow to market. The industry cannot tolerate the marketing of shelly, weak, and down cows. November and December, also known as pregnancy check time is when the keep cull decision is usually made. One option is to defer issuing pink slips to the experienced veterans of the herd; those pregnant, smooth-mouthed cows who are ten years old and beyond. These senior bovine employees have already proven themselves yet are past their prime largely due to their age and lack of teeth. Squeezing that last calf out of an old cow does not work in every

case. It may, however, if you apply a few basic management principals.

With old cows, consumption and feed efficiency decreases while nutrient requirements remain the same. A proper functioning ruminant digestive system is dependent on small particle sizes of feed stuffs. Mechanical breakdown of feed stuffs requires a full mouth of teeth which are often absent in these older animals. In the absence of teeth, the particle size of consumed feed stuffs is increased. As a result, passage rate is slowed and consumption reduced. In addition to increased particle size, many of these old cows have lost some of the villi in the lining of their digestive tracts. The combination of these two issues requires that these cows be placed on a nutritive dense ration

which is softer in texture and smaller in particle size.

Cows living and producing past their prime are usually worn-out and need all the help we can give them in order for them to produce their last calf. For this reason, a winter ration that is high in protein and energy is ideal for the older cow. An example of a nutritive dense ration may include chopped hay with a concentrate or one of the inexpensive, softer vegetable matter, by-product feeds. It is also important to take into account that many of the vital organs of the older cow may not be running at peak performance. For this reason they will often benefit from a micro-mineral package and administration of a type 2

— *Continued on page 3* —

## Nevada Cattlemen's Association Special Annual Meeting Held

*By Darci Riggins, Interim Executive Director*

Hello members! The Nevada Cattlemen's Association held a Special Annual Meeting on December 1, in lieu of Convention and Trade Show at the Western Folklife Center in Elko, Nevada. Nothing about 2020 has been normal or conventional, but besides the fact that most of our attendees were signing in virtually, appearing as little black boxes with names on them, the NCA Annual Meeting still had the same purpose. Cattlemen and women from across the state getting together to address issues facing the industry.

For a bunch of technologically inexperienced ranchers the meeting went off with no major glitches or interruptions —mostly in thanks to our wonderful coordinator, Laura Van Riper. The NCA is very grateful to Laura as well as Liz Munn and Katlyn Uhart for volunteering to help navigate the ins and outs of Zoom. Thanks to the efforts and knowledge of these lovely ladies our meeting was a success.

We listened to a variety of speakers including NCBA's Public Lands Council Representative Kaitlynn Glover, Vice President of Government Affairs Ethan Lane, Director of Government Affairs and Market Regulatory Policy Tanner Beymer, United States Fish and Wildlife Services Director Aurelia Skipwith, and Senator Catherine Cortez Masto. In between speakers, committee members gave updates on issues regarding animal health, public and private lands, education, and legislative happenings.

A mention of the meeting would not be complete without thanks to President Tom Barnes, President-Elect Jon Griggs and Executive Secretary Sharon McKnight for the hours of preparation and organizing that went into making this meeting happen. Hopefully, our next gathering will not have such a large virtual element but if the agriculture industry is known for one thing, it is the ability to adapt and overcome. Until next time, stay safe and healthy!

## Fallon All Breeds Bull Sale Approaching

*By Darci Riggins, Interim Executive Director*

The 55th Annual Fallon All Breeds Bull Sale is quickly approaching. The deadline for consignments was December 1 and now the process of organizing and preparing the catalog begins.

The sale is to take place at 11:00 am at Fallon Livestock, as in previous years, with sifting the day before. We look forward to another successful sale with top bulls and proven genetics to fit into any breeding program.

Please mark your calendars and come visit us in Fallon on February 20!





Nevada  
Cattlemen's  
Association

55<sup>th</sup> ANNUAL

# FALLON ALL BREEDS BULL SALE

SATURDAY, FEBRUARY 20, 2021

11:00 AM • Fallon, Nevada  
Fallon Livestock, LLC

Friday, February 19  
Sifting  
◆ ◆ ◆

Churchill Co. Cowbells Dinner/Dance and FBS Awards Presentation  
Social Hour: 5:30 PM • Dinner 6:30 PM • Dance 8:00 PM • Fallon Convention Center

For more information or, to request a sale catalog, please call the Sale Office:

**Nevada Cattlemen's Association**

775-738-9214

nca@nevadabeef.org

www.nevadacattlemen.org



## BQA: Continued from page 1 —

de-worming product.

In every herd of cows, the “boss cow” pecking order chain-of-command is well established. Never winter feed the short-term cows with the main bunch. Consider winter feeding these old cows separately or with the younger, higher nutrient demanding group. Some of these old cows have had their way for more than ten years, so allow plenty of bunk space to compensate for the “boss cow” hierarchy. If feeding on the ground, feed over a large area so the older cows can have their share.

It's important to do your homework when making the decision to short-term your older bovine employees. Short-terming works best in years when fall market-ready cow prices and feed costs are low and there is a good probability of relatively high calf and market-ready cow prices the following year. In contrast, given the high feed costs and cow prices we are currently experiencing, this scenario may not work unless you have access to inexpensive feed required by this class of livestock.

Be very selective on the cows you short-term. Some cows are depleted and will not produce under any circumstances. Short-term candidates need to be pregnant to calve early, stand structurally correct and strong, and must be able to travel. Make sure their mammary system is still functional having no bottle teats or blown-out bags. Given today's high feed costs, avoid those cows that are extremely thin and weak. Flesh cannot be economically returned once it is lost. Issue the pink slip immediately to those cows that have



already turned the corner. They are a poor risk. Timely marketing of market-ready cows is the right thing to do.

Taking advantage of the late summer, market-ready superior cow market will often pay for the extra feed and care required to get that extra calf. An option employed by many ranchers is to over-winter their old March calving cows

on the ration previously discussed. They will then graze the cow-calf pairs inside on quality pasture in the spring and early summer. After weaning the calves at about 170-days of age, the old cow is then immediately sold.

Quantity has a quality all its own. This certainly holds true when it comes to short-term cows. A smooth-mouthed pregnant cow often brings a small premium over market-ready rail prices. If you are not willing or able to follow the management suggestions made in this article, perhaps you are better off to haul the old-timers to town and let someone else with the necessary resources put together the quantity of short-term cows to make it work.

If you do not have the resources to treat these old cows with the care they require, timely marketing of these old girls would be the right thing to do. Timely marketing of market ready cows is but one example of the management practices taught through the beef quality assurance program. If you and your ranch crew are not already BQA certified the Nevada Cattlemen's Association recommends that you take that step or get re-certified at <https://www.bqa.org/bqa-certification/certification/online-certification>

## NCA 55th Annual Fallon All Breeds Bull Sale

Fallon, Nevada

— February 19 —  
Sifting

— February 20, 2021 —  
Sale, 11:00 a.m.

## Churchill Co. Cowbells Dinner/Dance & Fallon Bull Sale Awards Presentation

Convention Center, Fallon, Nevada

— February 19 —  
Social Hour: 5:30 p.m.  
Dinner: 6:30 p.m.  
Dance: 8:00 a.m.

## NCBA Cattle Industry Convention & Trade Show

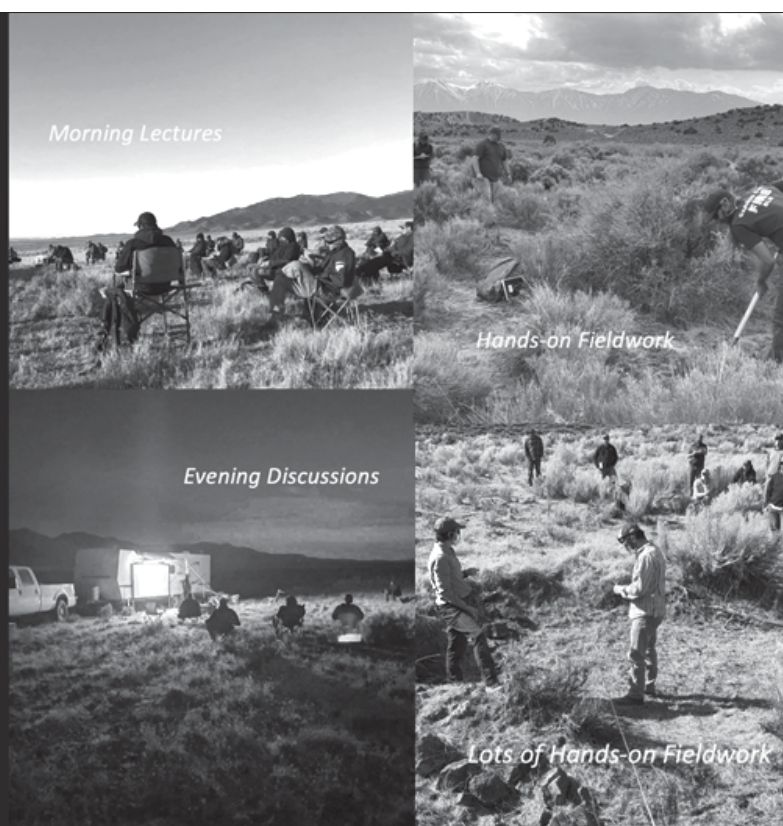
— August 10-12, 2021 —  
Gaylord Opryland Resort &  
Convention Center  
Nashville, Tennessee  
<https://convention.ncba.org>

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*This program sponsored by BLM Nevada and delivered by the University of Nevada, Reno.*

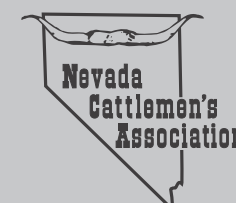


## Official Publication of the Nevada Cattlemen's Association

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# MEMBERSHIP UPDATE

*We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between October 25 and November 23, 2020.*

*(New members are in bold.)*

- 7th Canyon Ranch, Joe DeBraga
- Robert Baldwin
- Bar Ale Feed Inc., Matt Zappetini
- Bar T Bar Ranch
- Barnes Ranches Inc.
- Barnes Ranches Inc., Tom & Kelly Barnes
- Bartell Ranch LLC, Edward & Darla Bartell
- Anna Bavor
- Bear Engineering Inc., John Langford
- Bench Creek Ranch/Gascon Cattle, Paul Plouviez
- Robert E. Bennett
- Bently Ranch, Matt McKinney, Tod Radelfinger
- Big R Stores
- Boies Ranches, Steve & Robin Boies
- Boss Tanks
- Bottari Realty Inc., Paul & Lori Bottari
- Brackett Livestock Inc., Flat Creek Ranch, Gus, Jake & Bert Brackett
- Bruce L. & Mary Branscomb
- Broken F Ranch, Kenneth Flippin
- Brough Livestock LLC, Jordan & Kari Brough
- Jared Card Hay & Jared Card Trucking
- Carter Cattle Company, Jake Carter
- C. Rex & Alice Cleary, Range Consultant
- Cockrell 4L Cattle Co, Betty Cockrell
- Cockrell Ranch & High Desert Lodging, Will & Debra Cockrell
- Coleman Valley Ranch, Joe & Paula Kircher
- James E. & Janice Connelley
- Conley Land & Livestock, Ken Conley
- Copper Hills Ranch, Donna Stillfield
- Coverley Ranch, Dan Coverley
- Joe & Kristi Cumming
- D. D. Ranch, James Feller
- Dalton Livestock LLC, Brad & Dani Dalton, Vernon & Joanne, Jay, Cameron Dalton
- DeLong Ranches Inc, John & Will DeLong
- Depaoli O Lazy L Trust, Ed Depaoli
- Devil's Gate Ranch, Jeffrey Knight-Ken Bowler
- Diamond Cattle Co. LLC, Mark & Martin Etcheverry
- Dodge Bros.
- Duckwater Cattle Company, Alan Forsgren
- Dufurrena Bros. Cattle, Tim Dufurrena
- Dan & Joan, A.J. & Laura Duncan
- Duval Ranching, Don Duval
- Ebert Fiddes and Dorsa, Tom Ebert
- Edward Jones, Tim Hatch
- El Tejon Sheep Co.
- Ellison Ranching, Ira T. Wines
- Etcheta Livestock LLC, John Echeverria
- Eureka Livestock Company, Jim Etcheverry
- John Falen
- Farmers Bank, Fred W. Jaynes
- First National Bank of Ely, John C. Gianoli
- Susan & Mark Fowler
- Frost Quarter Horses Inc, Karl Baker
- G J Livestock LLC, Fred Wilkinson, Nick Wilkinson
- Gallagher Ford, Mike & Tana Gallagher
- W H Gibbs Company, William H. Gibbs, President
- Goicoechea Ranches, Pete, Gladys, & Jolene Goicoechea, J.J. Goicoechea
- Gottschalk Ranch, Michael Gottschalk
- Greenway Seeds, Alan Greenway
- Goemmer Ranches, Shawn & Mindy Goemmer
- Betty Griggs
- Tim Hafen Ranches Inc., Tim Hafen
- Don Hanks, D.V.M.
- Hapgood Ranch, Norma Hapgood, John Erquiaga
- Harry Ranch, LLC, Michael Harry
- Heguy Ranch, Mitch & Rhonda Heguy
- Hodges Transportation Inc, Cami Hodges
- Home Ranch, L. Domingo & Ruby L. Uhart
- Mel Hummel Ranch, Mel Hummel
- Hussman Ranch, David Hussman
- Hutchens Herefords, Lee Hutchens
- I T Quarter Circle Ranch, Steve Russell
- Intermountain Farmers Association, Darla Barkdull, Layne Anderson
- J M Capriola Co., Doug & John Wright
- Jackson Mountain Angus, Susan & Bob Hoenck
- K D K Angus, Dana & Rena Weishaupt
- Kamtech Inc., Matt Torley
- Keystone Ranch Inc, Rolfe Schwartz DVM
- Kirby Mfg., Inc., Steven Freitas
- Mickey Laca
- Laird Mfg., David McComb
- Flint Lee
- Lee Stock Horse, Kenny Lee
- List Cattle Company, Alan & Nancy List
- Little Valley Land Bovine B&B, Daniel Mori
- Maggie Creek Ranch LP, Jon Griggs, Louise Klarr, Sally Searle
- O. Kent Maher, Attorney at Law
- Joe & Camma Marvel
- Matt Marvel
- Mike Marvel Ranching, Mike Marvel
- Pete J. Marvel
- Lawrence C. Masini Ranches (L-M), Larry Masini
- Maverick Ranch, Jack & Maria Martin
- Susan McCartney
- McMullen McPhee & Co. LLC, Mark Paris, Ross Eardley, Kellie Nicola, Sara Walls
- Multimin USA, Chip Gasser
- Need More Sheep Co., Hank Vogler
- Neil McQueary
- Merkley Ranches Inc., Terri or Tom Merkley
- Sam E. Monteleone
- Nevada Agricultural Foundation, Sue Hoffman, Ex. Director, Michael Fischer, President
- Nevada Water Solutions LLC, Thomas Gallagher
- Nine S Brangus, Connie Simkins
- Patti Novak-Echenique
- Paine Livestock, LLC, Ernest, Robin, & Russell D. Paine
- Palisade Ranch, Hanes Holman
- Palisade Ranch, Rita Stitzel-Miller
- Park Livestock, David Park
- Park Ranch LLC, David Park
- Parker Family Ranch LLC, Bart Parker
- Peavey & Hoots, Marti & Dan Hoots
- Holly Pecetti
- Pescio Bros LLC, Joe Pescio
- Petan Company of Nevada
- Producers Livestock Marketing Association, Dan Shiffler, Manager
- Quality Tile & Marble Co. Inc., Wes & Linda Tews
- Rabbit Creek Ranch LLC, Jon Key, John W. Ross
- Rafter Down A Ranch, C. Ralph Allen
- Floyd Rathbun, Certified Range Mgmt. Consultant
- Read & Powell CPA's
- Rebel Creek Ranch LLC, Ron & Denise Cerri, Jeff Cerri, Dusty & Stacy Edwards
- Tony & Brenda Richards
- River Ranch, Grace McErquiaga
- Rockin 13, Bruce & Pam Jensen
- Sand Springs Ranch, Marta Agee
- Louis Scatena Ranch, Louis Scatena
- Schell Creek Ranch, Marlin or Kris Hanneman
- Dave & Jane Secrist
- LeRoy Sestanovich
- Sharp Ranch, Alan Sharp
- Sharp Ranch, Lanny & Pamela Morrison
- Marie Sherman
- Silver Creek Ranch Inc., Pauline & Eveline Inchauspe
- Silver State Beefmasters, Dalton Lowery
- Simplot
- Smiley Ranch, LLC, James & Edward Smiley, Tracie Smiley Fitzgerald
- Julian & Joanna Smith
- Lander Smith
- Lee B. Smith & Associates, Lee Smith MAI ARA
- Steninger Ranching, Rex Steninger
- Stonehouse Ranch, Thomas & Patsy Tomera, Susan Tomera, Sabrina Reed
- South Fork Ranch, Chris & Valree Hellwinkel
- Superior Livestock Auction, Allie Bear
- Sustacha Ranches, Marilyn Sustacha, Jess Sustacha, Jr.
- T I Ranches LLC, Kenneth Jones, Marlow & Stephanie Dahl
- Jess Tews
- Torell Livestock, Ron & Jackie Torell
- Trout Unlimited, Walt Gasson
- Paul T. Tueller Ph. D. CRMC
- U. C. Cattle Co., Hank & Judy Kershner
- John Uhalde & Co., John Uhalde
- USDA-APHIS Wildlife Svc., Mark Ono, State Director
- Wes Viera
- W. L. Livestock, William Gibbs Jr.
- Randy Wallstrum
- Ward Ranches, Gary Ward
- Washoe Ranch, Brett Reed
- Karl & Bettie Weishaupt Family Trust
- Frank R. Wheeler
- Kimble Wilkinson Ranch, Kimble Wilkinson
- Willomonte Ranch, Jeff Britton
- Willow Creek Ranch, Russell & David Fitzwater
- Winecup L Cattle LLC, Bill & Laura Lickley
- Yelland Ranch, Art & Rae Andrae



# 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 trichomoniasis testing in our Animal Disease Laboratory (ADL). Beginning Dec. 1, 2020, the Animal Disease Laboratory (ADL), located at Sparks NDA headquarters, will be offering pooled PCR testing for trichomoniasis. Samples will still need to be submitted individually, but upon request, up to five individual PCR samples from herds that have not had a history of trichomoniasis will be pooled for testing at the laboratory.

ADL staff have been working diligently on this change to help facilitate the need for a cost-effective option for producers that still offers improved accuracy over T. foetus culture. This long-awaited development will facilitate easier compliance with state regulations, offer producers testing options in preventing trichomoniasis within their herds and improve interstate commerce.

Testing for trichomoniasis is an important tool for producers to keep their herds healthy, since it can spread quickly during breeding seasons and result in economic loss. With the recent impacts the pandemic has had on the livestock industry, it is important to offer producers a more cost-effective option of managing their herds and preventing unnecessary losses due to trichomoniasis.

Trichomoniasis, a sexually transmitted disease that affects beef and dairy cattle, is a reportable disease in the state, which means positive results are required to be reported to the NDA within 48 hours. If a pooled sample tests positive, each sample will be retested individually for an additional cost. NDA will also be accepting pooled PCR results on healthy herds to meet Nevada state import

requirements.

In conjunction with this laboratory update, NDA is also taking steps to improve communications with all accredited veterinarians in Nevada who are performing trichomoniasis testing. This will allow the lab to keep practicing, accredited veterinarians updated on the latest changes to the program, as well as the status of trichomoniasis in Nevada.

Fees and submission forms will be posted at [agri.nv.gov/animal](http://agri.nv.gov/animal) by Dec. 1.



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# The Bureau of Land Management will begin the Meadow Valley Mountains-Delamar Mountains HA Emergency Wild Horse Gather

ELY, Nev. – On or around December 6, the Bureau of Land Management Ely District Office, Caliente Field Office will begin an emergency wild horse gather on the Meadow Valley Mountains and Delamar Mountains Herd Areas (HAs) about 20 miles southwest of Caliente in Lincoln County, Nevada. The action is needed due to a lack of forage and water and declining health of the wild horses associated with significant wildfires and herd overpopulation.

The BLM plans to gather and remove approximately 414 wild horses from areas in and around the Meadow Valley Mountains and Delamar Mountains HAs. The gather is expected to last approximately 16 days. The BLM will conduct gather operations utilizing the helicopter-assisted method.

The Meadow Valley Mountains HA encompasses approximately 94,521 acres of BLM-administered lands. The Delamar Mountains HA consists of approximately 183,558 acres of BLM-administered lands. The Meadow Valley Mountains and Delamar Mountains HAs lack sufficient habitat requirements to support a healthy year-round horse population. The BLM reduced the status of the Meadow Valley Mountains and Delamar Mountains from Herd Management Area to Herd Area in the 2008 Ely Resource Management Plan and manage the HAs for "0" wild horses. The current population estimate in the Meadow Valley Mountains HA is 216 wild horses. The current population estimate in the Delamar Mountains HA is 198 wild horses. In July 2020, the Meadow Valley Fire burned approximately 59,265 acres, impacting 60-percent of the Meadow Valley Mountains HA and a small portion of the Delamar Mountains HA. The Stewart Canyon and Bishop Fires burned approximately 25,729 acres or 14-percent of the Delamar Mountains HA.

The gather is critical to prevent further deteriorating body condition of the wild horses in the area due to extremely limited water sources, undue or unnecessary degradation of the public lands associated with excess wild horses, and to restore a thriving natural ecological balance and multiple-use relationship on public lands, consistent with the provisions of Section 1333(b) of the 1971 Wild Free-Roaming Horses and Burros Act.

"This gather is critical to ensuring rangeland health, as well as the health of the wild horses, which are at risk due to overpopulation and severe drought conditions," said Shirley Johnson, Acting Caliente Field Manager.

The BLM's priority is to conduct safe, efficient, and successful wild horse and burro gather operations while ensuring humane care and treatment of all animals gathered. The BLM and its contractors will use the best available science and handling practices for wild horses while meeting overall gather goals and objectives in accordance with the Comprehensive Animal Welfare Policy. All wild horses identified for removal will be transported to the Bruneau Off-Range Wild Horse Corrals, in Bruneau, Idaho, where they will be checked by a veterinarian and readied for the BLM's wild horse and burro Adoption and Sale Program. For information on how to adopt or purchase a wild horse or burro, visit [www.blm.gov/whb](http://www.blm.gov/whb).

Members of the public are welcome to view the gather operations, provided that doing so does not jeopardize the safety of the animals, staff and observers, or disrupt gather operations. The BLM will escort the public to gather observation sites located on public lands. Once gather operations have begun, those wanting to view gather operations must call the gather hotline nightly at (775) 861-6700 to receive specific instructions on each days' meeting location and time.

The following COVID-19 guidelines will apply:

- Facemasks are required for daily safety briefings and in the observation areas.
- Always stay at least six feet from others. Avoid gathering with others outside of your household.
- Wash hands often with soap and water for at least 20 seconds.
- Bring hand sanitizer with at least 60% alcohol to use if soap and water are not available.
- Do not attend the gather if you are sick, recently exposed (within 14 days) to someone with COVID-19 or are not feeling well.

The BLM is conducting the gather under the DOI-BLM-NV-L030-2017-0031-EA Caliente Herd Area Complex Wild Horse Final Environmental Assessment signed April 27, 2018. Access the Decision Record and Environmental Assessment at <https://go.usa.gov/xfVkq>.

Gather reports and additional information will be posted on the BLM website at <https://go.usa.gov/x7FcZ>. For technical information, contact Tyler Reese, Wild Horse and Burro Specialist at (775) 726-8137 or [treese@blm.gov](mailto:treese@blm.gov).

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## The Bureau of Land Management Releases Final Environmental Impact Statement for the Thacker Pass Lithium Mine

OROVADA, Nev. — As part of the Trump Administration's priority to responsibly develop domestic supplies of critical minerals, the Bureau of Land Management (BLM) Humboldt River Field Office has released the final environmental impact statement analyzing the Lithium Nevada Corporation's proposed lithium mine, processing plant, and continued exploration at Thacker Pass. The project would include 5,700 acres of public lands within the project area located approximately 17 miles northwest of Orovada and 53 miles north-northwest of Winnemucca in Humboldt County.

"Under the Trump Administration's leadership, we are developing reliable domestic sources of lithium and other critical minerals, keeping the United States' manufacturing capacity competitive and maintaining our nation's technology and national security edge," said Casey Hammond, Principal Deputy Assistant Secretary of the Interior for Land and

Minerals Management.

The project would employ approximately 1,000 employees during construction and 300 employees once fully operational. Lithium has several uses but one of the most valuable is as a component of high energy-density rechargeable lithium-ion batteries. Lithium consumption for batteries has increased significantly in recent years because rechargeable lithium batteries are used extensively in the growing market for portable electronic devices and in electric tools, electric vehicles, and grid storage applications. Lithium supply security has become a top priority for technology companies in the United States and Asia.

Lithium is a critical mineral on the list of 35 Minerals Deemed Critical to U.S. National Security and the Economy. "Critical minerals" are identified as essential to the economic and national security of the United States, the supply chain of which is vulnerable to disruption, and that serves essential functions in

the manufacturing of products. In June of 2019, the Trump Administration released, "A Federal Strategy to Ensure a Reliable Supply of Critical Minerals," to make America's economy and defense more secure. The strategy directs the U.S. Department of the Interior to locate domestic supplies of those minerals, ensure access to information necessary for the study and production of minerals, and expedite permitting for minerals projects. This project is consistent with the strategy and with the Executive Order on Addressing the Threat to the Domestic Supply Chain from Reliance on Critical Minerals from Foreign Adversaries.

The final environmental impact statement and other relevant documents are available at <https://eplanning.blm.gov/eplanning-ui/project/1503166/510>. For any questions or concerns regarding the final environmental impact statement, please contact Ken Loda, BLM project manager, at (775) 623-1500.

# BOSS

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# WVM western video market

## UPCOMING SALES

**THURSDAY,  
JANUARY 7, 2021**

WVM Headquarters  
Cottonwood, CA

Consignment Deadline:  
December 30, 2020

**THURSDAY,  
JANUARY 28, 2021**

Tehama District  
Fairgrounds

Consignment Deadline:  
January 20, 2021

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TO THE SALE  
ON THE WEB AT:



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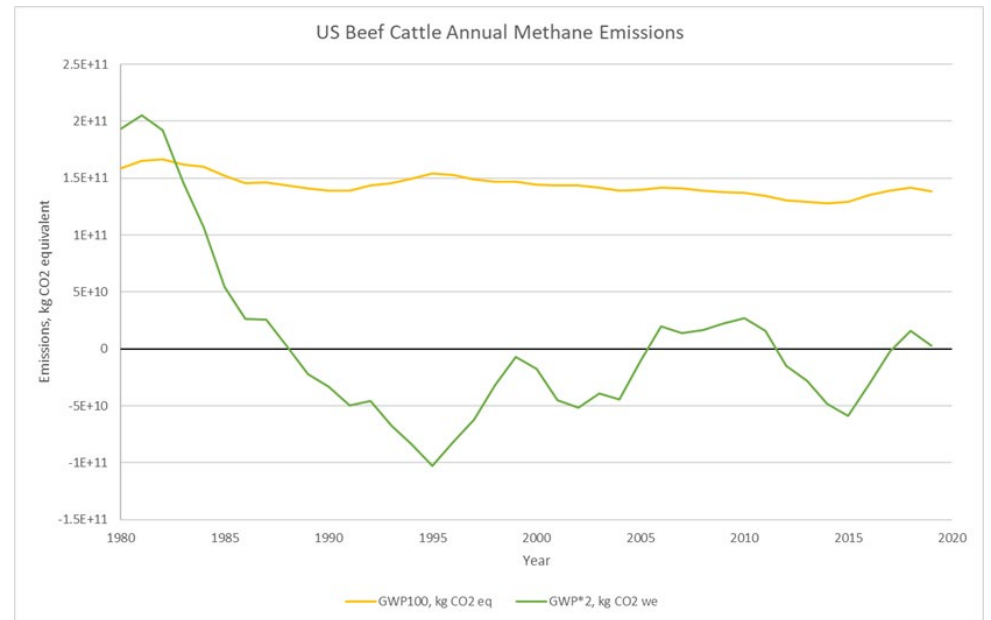
# Methane – A black eye for the cattle industry? Or not?

By Ashley Lyon McDonald, NCBA Sr. Director, Sustainability

Methane is often cited for why beef is a major contributor to global warming. However, a new (and more accurate) assessment of the effect of methane shows that when the short atmospheric life of methane is accounted for, the U.S. cattle industry may NOT be contributing much at all to global warming. Why is that important? If you read the anti-beef reports related to climate change, the argument against beef is focused on the high amount of methane produced by cattle through the ruminant digestive process. Methane is viewed as a powerful greenhouse gas that has 25-35 times the warming impact of CO<sub>2</sub>, but when that impact naturally goes away because methane is broken down in the atmosphere the picture of beef's impact on global warming is significantly changed. Armed with this new methodology, the U.S. cattle industry may be able to show it makes minimal contributions to global warming, and in the future, may even suggest cattle production is helping to "cool" the effects of other industries, such as transportation and electricity generation.

A recent report written by Dr. Jason Sawyer at King Ranch® Institute for Ranch Management and commissioned by NCBA to apply the new calculation (called Global Warming Potential Star, or GWP\*) to the U.S. cattle herd shows promising evidence that our industry's improvements over the last few decades has us hovering around zero warming equivalents from methane contributions. GWP\* accounts for methane's meager 10-12 year lifespan in the atmosphere, instead of accounting for methane emissions accumulating indefinitely over time. CO<sub>2</sub> emitted by burning fossil fuels can take 1,000 years to break down in the atmosphere. This discrepancy is finally being addressed through GWP\*. In fact, using the new calculation, U.S. cattle move from contributing 2% of U.S. Greenhouse Gas Emissions to being responsible for only 0.4%.

GWP\* was first reported by the Climate Dynamics research team at the University of Oxford in 2018 and has been gaining acceptance in the scientific community as a more accurate accounting for methane's effects on warming. In its previous reports, the International Panel on Climate Change (IPCC) acknowledged the shortcomings of current methods of reporting methane impacts, and may recommend a change to GWP\* in their next report, which sets the standard for global emissions reporting. Many reports have



relied on the old calculation, resulting in some organizations publishing articles advocating for plant-based diets. These results may change, however, when GWP\* is adopted more broadly. By identifying better science, NCBA is better positioned to push back on organizations who are not accurately portraying the U.S. cattle industry. It also allows us to build the case that the cattle industry may actually be off-setting the warming effect of other industries. With these insights, cattle producers may be able to find ways to lead in reducing the atmospheric burden of CO<sub>2</sub>, and be a part of the solution by helping reduce the intensity of climate change. Instead of vilifying the industry, those truly interested in comprehensive and sensible approaches to mitigation should become the cattle industry's strongest supporters.

Is the U.S. cattle industry climate neutral, or even climate positive? When you look at the soil and grasslands maintained by the cattle industry, it is certainly a strong possibility. If the industry continues its tradition of reducing emissions per unit of beef delivered to consumers (through nutrition, technologies, and genetics) while also continuing to be stewards of the land by continuously improving grazing lands to stimulate plant and root growth (pulling down more CO<sub>2</sub> from the atmosphere), then climate positive beef is very possible. It's time the industry stops ducking the issue of greenhouse gas emissions and takes the bull by the horns. If the world wants to address global warming (along with many other related issues like catastrophic wildfires), cattle are not only a part of the equation, but are the best solution.

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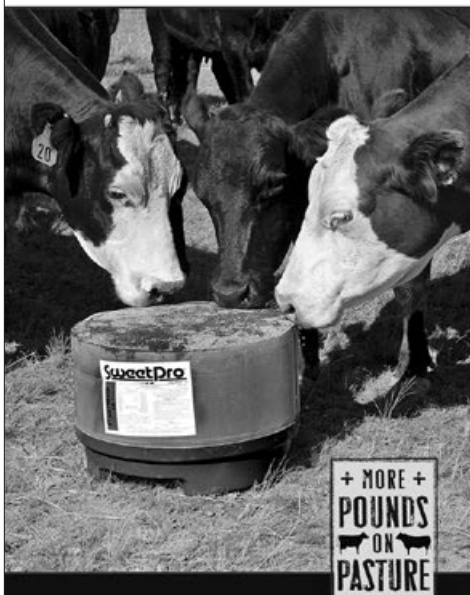
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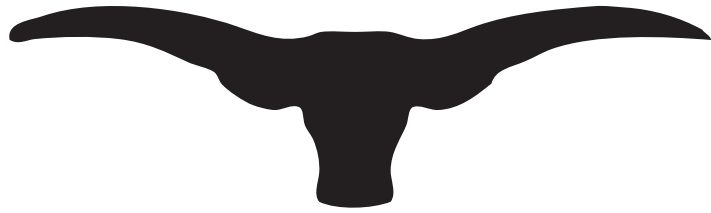
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# Beef Up Your Holidays

Whether friends and family are visiting in person or virtually, make beef the center of your holiday celebration this year. Additional recipes can be found at [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

## Rib Roast with Horseradish Sauce

Mastering a classic Rib Roast has never been so easy. Pair it with a garlicky pepper rub and a homemade horseradish sauce for out of this world flavor.

### Ingredients:

1 beef Ribeye Roast Bone-In (2 to 4 ribs), small end, chine (back) bone removed (6 to 8 pounds)	Salt
	Roasted Fennel (recipe follows) (optional)

### Seasoning:

2 tablespoons coarsely ground mixed peppercorns (black, white, green and pink)	1 tablespoon minced garlic
	2 teaspoons vegetable oil

### Horseradish Sauce:

1/2 cup whipping cream	1 teaspoon finely chopped fresh fennel fronds
3 tablespoons finely chopped fresh fennel bulb	1/8 teaspoon salt
3 tablespoons finely grated fresh horseradish	

### Cooking:

- Heat oven to 350°F. Combine seasoning ingredients; press evenly onto all surfaces of beef roast.

*Cook's Tip: Mixed peppercorns are sold in specialty food markets and in some supermarkets. Black peppercorns may be substituted. To easily grind whole peppercorns, use a pepper mill or coffee grinder (used only for seasonings). Or, place peppercorns in a food-safe plastic bag, squeeze out the air, and seal. Use the bottom of a custard cup, a rolling pin, or the bottom of a heavy pan to crush the peppercorns.*

- Place roast, fat side up, in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-1/2 to 3 hours for medium doneness.
- Prepare Roasted Fennel, if desired.
- Meanwhile, prepare Horseradish Sauce. Beat cream in medium bowl just until soft peaks form; do not overbeat. Add fennel bulb, horseradish, fennel fronds and salt; mix well. Cover and refrigerate until ready to serve.

*Cook's Tip:*

*Whipping cream has reached soft peaks when the beater is lifted and the cream forms a peak that gently falls to one side.*

**Nutrition information per serving, (1/8 of recipe):** 387 Calories; 171 Calories from fat; 19g Total Fat (8 g Saturated Fat; 7 g Monounsaturated Fat); 134 mg Cholesterol; 143 mg Sodium; 3 g Total Carbohydrate; 0.5 g Dietary Fiber; 48 g Protein; 3.2 mg Iron; 13.6 mg NE Niacin; 1 mg Vitamin B<sub>6</sub>; 2.7 mcg Vitamin B<sub>12</sub>; 8.9 mg Zinc; 55 mcg Selenium.

This recipe is an excellent source of Protein, Niacin, Vitamin B<sub>6</sub>, Vitamin B<sub>12</sub>, Zinc, and Selenium; and a good source of Iron.



*Two tablespoons prepared horseradish may be substituted for fresh horseradish. Omit salt in sauce.*

*Two tablespoons chopped fresh chives may be substituted for fresh fennel bulb and fronds.*

- Remove roast when meat thermometer registers 135°F for medium rare; 145°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°-15°F to reach 145°F for medium rare; 160°F for medium.)
- Carve roast into slices; season with salt, as desired. Serve with horseradish sauce and roasted fennel, if desired.

**Roasted Fennel:** Trim off and discard fronds and stems from 4 large fresh fennel bulbs (about 3-1/2 pounds) to within 1 inch of bulbs. Cut each bulb lengthwise into quarters. Place on metal baking sheet. Drizzle with 2 tablespoons olive oil; toss gently to coat, keeping fennel pieces intact. Season with 1/2 teaspoon salt; arrange cut side down. About 2 hours before roast is done, place fennel in lower third of oven. Roast for 1-3/4 to 2 hours or until tender and lightly browned, turning and rearranging once.



## RECIPES

### Savory Beef Brunch Waffles

Add some more flavor and protein by including Country-Style Beef Breakfast Sausage to Sunday brunch waffles.



#### Ingredients:

- |  |                                     |
|--|-------------------------------------|
| 1 recipe Basic Country Beef Breakfast Sausage (recipe follows) | 1-1/3 cups reduced-fat or skim milk |
| 2 cups all-purpose baking mix                                  | 2 tablespoon vegetable oil          |
| 1 large egg  | 1/2 cup shredded Cheddar cheese     |

#### Toppings:

Maple syrup, hot sauce, sour cream

#### Cooking:

1. Prepare Basic Country Beef Breakfast Sausage. Set aside. Whisk together baking mix, egg, milk and vegetable oil in large bowl until smooth. Stir in cheese and sausage.

**Country-Style Beef Breakfast Sausage:** Combine 1 pound Ground Beef (93% or leaner), 2 teaspoons chopped fresh sage or 1/2 teaspoon rubbed sage, 1 teaspoon garlic power, 1 teaspoon onion power, 1/2 teaspoon salt and 1/4 to 1/2 teaspoon crushed red pepper in large bowl, mixing lightly but thoroughly. Heat large nonstick skillet over medium heat until hot. Add sausage mixture; cook 8 to 10 minutes, breaking into 1/2-inch crumbles, 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. Preheat waffle iron according to manufacturer's directions. Place 1/2 cup waffle batter in waffle iron for each waffle and cook for 4 to 6 minutes or until waffles are golden brown. Top with toppings, if desired.

*Cook's Tip: Place leftover waffles in a single-layer in a food-safe plastic bag; close bag securely and store in refrigerator or freezer. To reheat refrigerated waffle, place waffle in a toaster and toast 4 to 6 minutes or until waffle is heated through. Frozen waffle can be reheated in a 350°F oven 15 minutes, or in a toaster 5 to 6 minutes.*

Nutrition information per serving: 292 Calories; 135.9 Calories from fat; 15.1g Total Fat (4.8 g Saturated Fat; 1.2 g Trans Fat; 2.4 g Polyunsaturated Fat; 3.3 g Monounsaturated Fat); 73 mg Cholesterol; 625 mg Sodium; 23 g Total Carbohydrate; 0.1 g Dietary Fiber; 19 g Protein; 141 mg Calcium; 2.4 mg Iron; 298 mg Potassium; 0.7 mcg Vitamin D; 0.3 mg Riboflavin; 4.4 mg NE Niacin; 0.2 mg Vitamin B<sub>6</sub>; 1.7 mcg Vitamin B<sub>12</sub>; 198 mg Phosphorus; 3.7 mg Zinc; 15.8 mcg Selenium; 73.1 mg Choline.

This recipe is an excellent source of Protein, Riboflavin, Niacin, Vitamin B12, Zinc, and Selenium; and a good source of Calcium, Iron, Vitamin B<sub>6</sub>, Phosphorus, and Choline.



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# Nevada Beef Council News & Notes

## Checking in on your Checkoff

By Nevada Beef Council Staff

## Beef Returns to The Small Screen This Holiday Season



This holiday season, *Beef. It's What's For Dinner.* is returning to broadcast television in an integrated marketing campaign promoting beef as the center of the season. During The Hallmark Channel's popular "Countdown to Christmas" featuring holiday movie programming, beef-focused TV ads will ensure one thing remains the same this year – that beef is what's for holiday dinner.

For the first time since 2003, Beef Checkoff-funded advertisements and the iconic *Beef. It's What's For Dinner.* brand will be on television, airing a limited number of ads during the Countdown to Christmas movies.

Last year, *Beef. It's What's For Dinner.* successfully launched the "Drool Log" video—a two-hour long video of a Beef Prime Rib Roast slowly cooking over an open flame—which created quite the following with more than 14 million video views. This year, the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, looked for the opportunity to make even more people salivate over beef and will be placing a new—and shorter—version of the Drool Log on a television network that creates similar meaningful connections with its audience.

In an effort to have a broader reach with consumers this holiday season, new fifteen-second "Drool Log" ads will appear throughout late November and December during the Hallmark Channel's holiday programming as part of a limited seasonal broadcast and digital ad buy.

"As a beef producer, it's exciting to see checkoff dollars making this holiday season a little more special by bringing *Beef. It's What's For Dinner.* back to broadcast television," said Buck Wehrbein, NCBA Federation Division Chairman. "While broadcast television is usually out of reach, the opportunity to advertise on the Hallmark Channel's Countdown to Christmas movie marathon boiled down to the right network, the right ad, the right time and the right price tag. I look forward to sharing the nostalgia of *Beef. It's What's For Dinner.* ads on televisions with the next-generation

of consumers."

In addition to bringing the iconic brand back to broadcast television, the *Beef. It's What's For Dinner.* brand is helping consumers navigate how to make the perfect holiday meal through fully integrated digital and social media efforts. Whether having a smaller family gather or working with a tighter budget, there's a beef option for everyone and the beef experts are here to help people savor the holidays.

These efforts include:

- ✓ New versions of the 'Beef Drool Log' videos that will be shared across digital and social media platforms and that people can use as Zoom meeting backgrounds if they're celebrating the holidays virtually
- ✓ An updated holiday landing page on BeefItsWhatsForDinner.com as a one-stop shop for all beef holiday cooking needs
- ✓ Using cutting-edge technology to make BeefItsWhatsForDinner.com shoppable (meaning you can click on any recipe and be taken to an on-line shopping cart for your local grocery store)
- ✓ Working with two partners to run e-commerce campaigns during the month of December aiming to increase beef sales
- ✓ Leveraging food and nutrition influencers and celebrity chefs to create their own beef recipes for the holiday season for more experienced at-home chefs

The Hallmark Channel ads began airing the week of November 16 and will continue through December 26. So, if you and your family find yourself enjoying a holiday movie during this time, you may just very well see nutritious, delicious beef on your television screen!

To see more holiday-focused resources and information, visit [www.beefitswhatsfordinner.com/cooking/holidays](http://www.beefitswhatsfordinner.com/cooking/holidays).



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