

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLIX, #2 | January 2025

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Happy New Year

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

Happy New Year! I hope everyone had a great Christmas and is off to a good start to the year. Before I turn the page on 2024, I want to thank everyone that consigned cattle to the 22nd Annual Silver State Classic Feeder Sale last month at Fallon Livestock LLC. There were a lot of great cattle through the ring this year and prices remained strong. A big thank you goes to Fallon Livestock LLC for all of their support year after year.

As we turn the calendar to 2025, we will be working with a new Presidential administration, a new Congress, and some fresh new faces at the State Legislature in Carson City, NV. As these governing bodies begin to hit the ground running,

NCA will continue engaging with the entire political spectrum to make sure livestock producer's interests, concerns, and needs are known and addressed. It's important to hear from you should you feel something needs to be brought forward. Remember, NCA works for you.

NCA has our sights set on several high priority issues as the new year begins to take shape. These include BLM's Conservation and Landscape Health Rule, amended Greater Sage-Grouse Land Use Plans, the Solar Energy Programmatic Environmental Impact Statement in response to the Biden-Harris administration's goals of permitting 25 gigawatts of renewable energy on public lands by

— *New Year Continued on page 5* —

CATTLEWOMEN'S CORNER OF THE CORRAL

Nevada Cattlewomen at the 89th Nevada Cattlemen's Convention

By Keri Pommerening, NVCW President

Nevada Cattlewomen were excited to welcome all members to our annual general membership meeting and silent auction that took place November 21, 2024, at the Rafter 3C Arena in Fallon, Nevada.

Ruth Coffey, ANCW President, gave a talk on the American National Cattlewomen and all the activities they are doing. We were excited to have Ruth join us from Oklahoma. Our additional guest speaker was Charlie Holland, co-author of the Ranch Raised Kids book series. She and her partner, Seth, have finished book projects on Ranch Raised Kids in New Mexico, California, and Arizona. She brought copies of these beautiful books for all the members to view. Charlie and Seth are currently in the process of helping various Nevada cattlemen and cattlemen find sponsorships for a Nevada Ranch Raised Kids book. If you are interested in learning more about this project, please let me know and we can connect you with Charlie and Seth.

Our annual NVCW Silent Auction items were displayed at the front table to the Convention, however with the Convention being cut short by one day, our Beef Ambassadors and their chairman, Charmi



Irish, parliamentarian)

I hope this issue finds you healthy, happy, and ready for a great new year.

Mitchell, suggested we also do the silent auction online using social media. Pictures of items were posted on the NVCW social media page with bids being taken in the comments. Comments were checked continually by the board members. At the end of the auction, people with winning bids were contacted via telephone or messenger. Items could be paid via check, cash or Venmo. All in all, we sold all the items and made an additional \$500 by moving it online. I guess if we can sell cattle online, why not silent auction items. We'd like to thank everyone that participated in our annual fundraiser.

I would like to take this time to thank our NVCW Executive Committee for agreeing to work together for their 2nd year of their term. They are a great team, and I would not want to tackle our projects alone. Pictured from L-R: Charmi Mitchell, President-Elect; Rosealee Reiman, Vice-President; Keri Pommerening, President; and Ana Dagenhart, Treasurer (not pictured - Madison Bowers, past president; Lacey Tom, secretary; and Julie

Cattlewomen – a voice from the past with a vision for the future.



PRESIDENT'S PERSPECTIVE

Hanes Holman, President, Nevada Cattlemen's Association

Convention Report!

As much as I look forward to the NCA Convention every year it's always a relief when it is over, especially when you are the President. Our Convention was cut a little short with the passing of Will DeLong. With everyone wanting to attend the services in Winnemucca the Executive Committee made the decision to hold the Awards Banquet early and postpone the Board of Directors meeting until a later date, which was an easy decision to make.

Will was family and a good friend of mine.... I just have no words.

If you weren't able to attend the Convention this year you really, and I mean really missed out. Our

Executive Director did an outstanding job of holding everything together! Big thanks to all of our agency friends that came and gave updates. It was a really good opportunity to engage with them and ask questions. Next to the NCBA crew. I deeply appreciated the strong showing that they made. Colin, Gene, Tanner, and Kaitlynn were OUTSTANDING in their panel updates. Having the opportunity to engage closely with high-ranking leadership was awesome. There is a lot of BS being spread around about them being controlled by the packers and it just isn't true. They really are a grass roots organization governed by their membership (which is ranchers who attend the meetings). All of the NCBA crew are highly intelligent, motivated and working on your behalf no matter what propaganda you might be made to believe. They came all the way to little ol' Nevada to hear our concerns. If you're not paying your NCBA dues you should be! I couldn't come up with a better team to engage on our behalf in Washington D.C., than the team at NCBA.

The CattleFax update during the "Sam Mori Inspirational Breakfast" was very well done. If you can't attend anything else during the convention I highly recommend you make it to this event. In a two-hour breakfast you get all the necessary industry business planning data you need to set up your operation for

success. It always baffles me how many producers make huge business decisions on "gut feeling" without any hard data to back it up. This business is hard enough to make good decisions even with all the best data and information, so why would a person think they could make well informed decisions without any information? We all have to guess what the market is going to do, but we can at least try to make an educated guess, be informed like Sam!

The goat branding Thursday night was a blast! Thanks to Tommy and Nora Lee for bringing the goats and making it happen and to all the kids that came to rope.

We were able to present some awards Thursday night during the dinner in the Trade show. It was low key, but very nice and I was glad for the opportunity to celebrate some deserving folks in our industry.

Big thanks to our vendors and sponsors that always hang with us even through the changes that happened this year. If you're in Fallon and need a meal I highly recommend the Slanted Porch. They were great to work with and the food was awesome.

Even though the Convention this year was not well attended it was maybe one of the best we have put on. Thanks again to everyone that did attend and hopefully next year we can get a few more folks to attend because they really missed out.

UPCOMING EVENTS

University of Nevada, Reno Cattlemen's Update

— January 13-17, 2025 —
naes.unr.edu/cattlemens/default.aspx

National Cattlemen's Beef Association Cattle Convention

— February 4-6, 2025 —
San Antonio, Texas
Henry B. Gonzalez Convention Center
convention.ncba.org

Great Basin Bull Sale

— February 15, 2025 —
Fallon, Nevada
Rafter 3C Events Center
325 Sheckler Road
www.greatbasinbullsale.com

National Cattlemen's Beef Association Summer Business Meeting

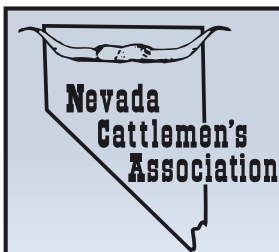
— July 7-9, 2025 —
San Diego, California
Hilton San Diego Bayfront
www.ncba.org/events/summer-business-meeting

NCA MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between November 26 and December 30, 2024.

(New members are in bold.)

- American AgCredit, Zack Bunyard
- American AgCredit, Pierce Mallery
- Pete Marvel
- Lekumberry L & L, Lisa Lekumberry**
- Reed Ranch 2, Ben Reed, Jr.
- Frank Wheeler



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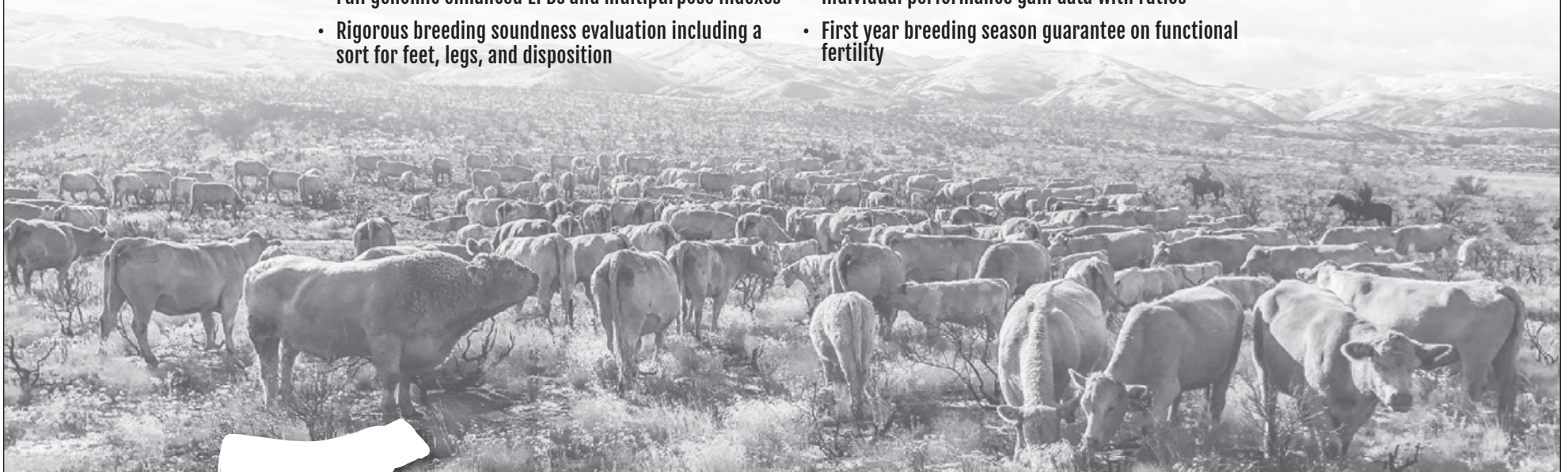
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- GW Triple Crown 018C
- GW Vindicator 312E
- IR Beacon E010
- KBHR Wisdom H035

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John Dickinson 916-806-1919
Jake Parnell 916-662-1298

New Year: *Continued from page 1*

2025, tax policy, the Farm Bill, and endangered species listings, just to name a few.

There are also a few noteworthy events taking place in the first part of 2025. The University of Nevada, Reno will again be hosting the annual Cattlemen's Update in person and virtually from January 13-17. The University has hosted these sessions across Nevada for more than 40 years to provide ranchers with current research-based information about issues that may affect the efficiency, productivity, profitability, and sustainability of Nevada's cattle industry. Please see page 6, and be sure to check out their website, <https://naes.unr.edu/cattlemens/>, for additional information on session locations and times the week of January 13-17.

Lastly, if you're in need of bulls this upcoming season please mark February 15, 2025, on your calendars for the 3rd Annual Great Basin Bull Sale in Fallon, NV at the Rafter 3C Event Center at 1:00 p.m. In the tradition of both the Fallon All Breeds Bull Sale and the Bulls for the 21st Century Bull Test and Sale, there will be a combination of performance tested and range bulls available at the sale. If you're looking to improve the genetics of your operation, there's no doubt you should be able to find what you're looking for at the upcoming sale. For more information about the sale please check out the website at www.greatbasinbullsale.com.

Until next time.

NEVADA NEWS

First Highly Pathogenic Avian Influenza Detection in Dairy Cows in Nevada

The property has been quarantined and milk supplies remain safe for consumption

NYE COUNTY, Nev.—The Nevada Department of Agriculture (NDA) has received evidence of a detection of Highly Pathogenic Avian Influenza (H5N1) in dairy cattle in Nye County. The affected premises has been quarantined and mandatory testing will occur onsite at regular intervals until the herd is confirmed to be virus-free. Once the virus is sequenced by USDA Animal and Plant Health Inspection Service (APHIS) National Veterinary Services Laboratories, this would be the first detection in the state.

“Ensuring the safety of the industry is our utmost priority,” said NDA Director J.J. Goicoechea. “Early action is critical to prevent the spread of animal disease. We have notified industry members and encouraged increased animal and worker safety precautions.”

The Centers for Disease Control (CDC) maintains that the risk to humans remains low and the NDA is working with state and county health officials to protect human health and safety.

“The NDA thanks our partners from the Department of Health and Human Services (DHHS) and Nye County Health Officer, Dr. Daniel Griffith, for their support and coordination.” said NDA Director Goicoechea. “This is a huge team effort, and we are thankful to have strong partners across Nevada.”

Dairy and meat products remain safe for consumption. In addition, the USDA has determined that pasteurized milk will not transmit the virus to humans. Raw milk is illegal in Nevada.

“As always, we recommend following food safety guidelines, only eating or drinking pasteurized milk and cheeses, and cooking meat to the appropriate minimum internal temperatures,” said NDA Director Goicoechea.

More information on food safety is available at foodsafety.gov.

H5N1 has now been detected in 16 states throughout the U.S. with detections in dairy cattle beginning in March 2024 in Texas. Since then, detections have

been confirmed in Nevada's neighboring states. Livestock owners are encouraged to practice good biosecurity and monitor animals for signs of illness. H5N1 presents mild symptoms in cows, including reduced milk production, decreased feed consumption or coughing or sneezing. If an animal shows any signs of illness, contact your local veterinarian.

Livestock workers should also monitor for symptoms, which may be mild, including fever, eye redness or irritation, or respiratory symptoms. Individuals showing signs of illness should seek medical attention. Personal Protective Equipment (PPE) is available through NDA and can be requested by calling 775-353-3709.

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Cattlemen's Update Returns to Provide Market, Production and Research Updates

In-person and virtual educational programs to be held at seven locations across Nevada

By Claudene Wharton, University of Nevada, Nevada Today

The University of Nevada, Reno will host the annual Cattlemen's Update in person and virtually, Jan. 13 – 17. 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 five-day event offers two programs, one virtually on Monday, and then four in-person sessions Tuesday through Friday at locations across the state. At the three-to-four-hour sessions, experts will discuss pertinent topics, including topics such as those related to animal health, cattle markets and production. The cost is \$20 per ranch per location attended, which includes lunch or dinner, event proceedings and the "Red Book" recordkeeping guide for cattle producers.

The event is a partnership led by the University's College of Agriculture, Biotechnology & Natural Resources, and its Extension and Experiment Station units. Other program partners include local sponsors and the U.S. Department of Agriculture.

Speakers for this year include Extension State Livestock Specialist Tracy Shane, Director for Nevada Department of Agriculture J.J. Goicoechea, Natural Resources Conservation Service Nevada Partnership Coordinator Chris Rose, Extension Professor Staci Emm and Extension Rangeland and Wildlife State Specialist Paul Meiman. Webinar presenters include Oklahoma State University Agricultural Economics and Extension Specialist Darrel Peel and Senior Animal Protein Analyst for Terrain Dave Weaber. Local veterinarians will also be on a panel speaking to important cattle health issues.

This year's schedule includes:

- **Jan. 13, 10 a.m., Virtual session:** This session will be offered via Zoom only. Register here: <https://bit.ly/3BSrgMX>.



Extension will be hosting the annual Cattlemen's Update for livestock producers Jan. 13-17. Photo by Robert Moore.

ly/3BSrgMX.

- **Jan. 14, 5:30 p.m., Fallon,** dinner provided: Fallon Convention Center, 100 Campus Way
- **Jan. 15, 5:30 p.m., Ely,** dinner provided: Ely Convention Center, 150 W. Sixth St.
- **Jan. 16, 12:30 p.m., Elko,** dinner provided: Dalling Hall, 600 Commercial St.
- **Jan. 17, 10 a.m., Winnemucca,** lunch provided: Extension Office, 1085 Fairgrounds Road

Times given for the in-person sessions are registration times, with the program beginning 30 minutes later. For more information, email Jamie Lee, jamielee1@unr.edu, or call her at 775-426-8299; or email Kaley Chapin, kaleys@unr.edu, or call her at 702-467-2668. Persons in need of special accommodation or assistance should email Paul Lessick, plessick@unr.edu, civil rights and compliance coordinator, or call him at 702-257-5577 at least five days prior to the scheduled event.

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- **ULTRABLACK**

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| Hone Ranch | Steve Smith |
| Jorgensen Charolais | Westwind Angus |
- One Equals One Simmental and Angus

SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 13

5 - 9 PM - 3C Ranch Rodeo and Team Branding

FRIDAY, FEBRUARY 14

9 AM - 3 PM - Ranch Rodeo
4:30 PM - Doors Open
5 PM - Bull Sale Dinner
6 PM - Bulls and Broncs Buck
7:30 PM Bellamy Brothers Kickoff

SATURDAY, FEBRUARY 15

NOON - Bull Sale Lunch
1 PM - Great Basin Bull Sale

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GREAT BASIN BULL SALE WEEK SCHEDULE

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THURSDAY FEB. 13TH

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Ranch Rodeo Contestant Check in at 4:00pm
Ranch Rodeo at 5:30pm

FRIDAY FEB. 14TH

Doors open 7:00am
Bull Sale Preview
Ranch Rodeo at 8:00am (free admission)

Doors open for Concert at 4:30pm
VIP Dinner served at 5:00pm
Bucking Bulls & Broncs at 6:00pm
Concert Kickoff at 7:30pm



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SATURDAY FEB. 15TH

Bull Sale Preview 7:00am
Bull Sale Lunch 12:00pm
Sale 1:00pm

QUESTION DIRECTORY:

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775.848.2108

CONCERT & VENDORS | HUNTER GIOVANETTI
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BULL SALE
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Nevada Beef Council Update – January 2025

Your Checkoff Dollars at Work

New Independent Study Finds Each National Beef Checkoff Dollar Returns \$13.41 to Producers & Importers

A recent economic analysis of the national Beef Checkoff program found that each dollar invested in its demand-driving activities for the most recent five-year period (2019–2023) positively impacted domestic beef demand and U.S. beef exports, creating a total financial benefit of \$13.41 for the producers and importers who pay into the program.

This spring, the Beef Checkoff commissioned an independent economic analysis to thoroughly assess the effectiveness and additional financial benefits produced by the program's demand-driving activities. Conducted by Dr. Harry M. Kaiser of Cornell University, this study's objectives were to measure:

- ✓ Whether national Beef Checkoff demand-driving activities increased demand for beef products (domestically and abroad)
- ✓ The combined benefits of those activities in terms of their incremental financial impact to beef producers and importers
- ✓ The indirect benefits of national Beef Checkoff demand-driving activities to the broader macroeconomy

“We're extremely pleased with the results of this latest study,” said Cheryl DeVuyst of Morrison, Oklahoma, chair of the Beef Checkoff Evaluation Committee and current secretary-treasurer of the Cattlemen's Beef Board (CBB). “The Beef Checkoff's primary goal is to increase beef demand here in the U.S. and worldwide. The statistics uncovered by this study tell us that we're achieving that goal and providing producers and importers with an excellent return on their national Checkoff investments.”

Beef Checkoff's Return-on-Investment (ROI):

In addition to calculating a ROI of \$13.41, the

ROI analysis enabled the study to simulate market conditions for beef demand in the absence of national Beef Checkoff investments. For the most recent five-year period, 2019-2023, had there not been any investments in national Beef Checkoff demand-driving activities:

- ✓ Total domestic beef demand would have been 2.4 billion pounds (8.5%) lower per year than actual results.
- ✓ The steer price would have been 7.8% lower per year than actual results.
- ✓ U.S. export beef demand would have been 372 million pounds (11.5%) lower than actual results in the seven major importing countries included in the study.

Beef Checkoff's Broader Economic Impact:

The study also evaluated the national Beef Checkoff's direct effect on the beef industry (i.e. producers and importers that pay into the program) and its indirect effects on the broader U.S. economy. To quantify the total revenue impact of the national Beef Checkoff on the beef industry sector, the study utilized the beef demand (8.5%) and U.S. beef export (11.5%) percentages derived from the ROI market simulation analysis. Applying these percentages indicated that the national Beef Checkoff added an incremental \$3.3 billion to the beef industry in 2023.

The direct effect of the national Beef Checkoff adding an incremental \$3.3 billion to the beef industry sector had positive indirect effects on the broader U.S. economy, including increases in:

- ✓ U.S. employment by almost 47,000 people

- ✓ U.S. employment income by \$2 billion
- ✓ Total value added to the U.S. economy of \$4.1 billion
- ✓ U.S. GDP by nearly \$9.5 billion

Furthermore, the national Beef Checkoff contributed to increased tax revenue at the federal, state, and local levels, amounting to a grand total of \$743 million in 2023, distributed as follows:

- ✓ \$34 million in county tax revenue
- ✓ \$205 million in state tax revenue
- ✓ \$504 million in federal tax revenue

“While we're pleased Beef Checkoff programs are having a positive impact, we know there's always room for improvement,” DeVuyst said. “The CBB is dedicated to making the best possible decisions on behalf of beef producers and importers. As we head into the remainder of FY24, we'll take what we've learned from this study and continue moving the needle forward.”

All commodity boards conduct an independent evaluation of the effectiveness of their programs every five years, as outlined by the USDA's Agricultural Marketing Service (AMS) guidelines for commodity research and promotion programs. To view the complete study, executive summary or to get more information about the Beef Checkoff and its programs – promotion, research, foreign marketing, industry information, consumer information and producer communications – visit DrivingDemandForBeef.com.

*This study only pertains to the funds collected for the national Beef Checkoff program. It does not assess the impacts of Beef Checkoff program dollars invested by qualified State Beef Councils for state-level efforts.

NEVADA BEEF COUNCIL

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Fish and Wildlife Service Proposes Endangered Species Act Protection for Monarch Butterfly; Urges Increased Public Engagement to Help Save the Species

U. S. Fish and Wildlife Service

The U.S. Fish and Wildlife Service is proposing protection for one of the nation's most beloved species -- the monarch butterfly -- and is encouraging the public to be part of its recovery. The Service is seeking public input on a proposal to list the species as threatened with species-specific protections and flexibilities to encourage conservation under section 4(d) of the Endangered Species Act (ESA). Public comments will be accepted on the proposal until March 12, 2025. The Service will then evaluate the comments and any additional information on the species and determine whether to list the monarch butterfly.

"The iconic monarch butterfly is cherished across North America, captivating children and adults throughout its fascinating life-cycle. Despite its fragility, it is remarkably resilient, like many things in nature when we just give them a chance," said U.S. Fish and Wildlife Service Director Martha Williams. "Science shows that the monarch needs that chance, and this proposed listing invites and builds on unprecedented public participation in shaping monarch conservation efforts. Providing monarchs with enough milkweed and nectar plants, even in small areas, can help put them on the road to recovery. Working together, we can help make this extraordinary species a legacy for our children and generations to come."

For more than 50 years, the ESA has been an effective catalyst for on-the-ground collaborative conservation, promoting the recovery of wildlife and conserving the habitats upon which they depend. This proposed rule will help build on and enhance monarch conservation efforts while balancing activities in support of economic growth.

With its notable orange and black markings, the monarch butterfly is one of the most recognizable insects in the world. In North America, monarchs are grouped into two long-distance migratory populations. The eastern migratory population is the largest and overwinters in the mountains of central Mexico. The western migratory population primarily overwinters in coastal California. In the 1980s, over 4.5 million western monarchs flocked to overwintering grounds in coastal California. In the mid-1990s, an estimated 380 million eastern monarchs made the long-distance journey to overwintering grounds in Mexico, completing one of the longest insect migrations in the world.

Today, the eastern migratory population is estimated to have declined by approximately 80%. The western migratory population has declined by more than



Monarch butterfly on rabbitbrush, Tom Koerner/USFWS, Public Domain, <https://www.fws.gov/media/monarch-butterfly-rabbitbrush>

95% since the 1980s, putting the western populations at greater than 99% chance of extinction by 2080. During this same period, the probability of extinction for eastern monarchs ranges from 56 to 74%, according to the Service's most recent species status assessment.

Threats to monarchs include loss and degradation of breeding, migratory and overwintering habitat; exposure to insecticides; and the effects of climate change. Although many people have already helped conserve the butterfly, additional habitat and protections are needed to ensure the species is conserved for future generations.

To assist with monarch conservation efforts, the Service is also proposing critical habitat for the species at a portion of its overwintering sites in coastal California. Overwintering habitat provides an essential

resting place for monarchs during the cold winter months and helps them prepare for breeding in the early spring. In total, the Service is proposing 4,395 acres of critical habitat for the western migratory monarch population across Alameda, Marin, Monterey, San Luis Obispo, Santa Barbara, Santa Cruz and Ventura counties in California. A critical habitat designation imposes no requirements on state or private land unless the action involves federal funding, permits or approvals.

The Service collaborates closely with Tribes, federal and state agencies, academic institutions and non-government organizations to carry out conservation efforts for the monarch butterfly. Many partners across the monarch's range are involved in surveys, monitoring and habitat improvements. Much of this work takes place on private lands with the support of local landowners.

The proposal to list the monarch butterfly, and designate critical habitat, will publish in the Federal Register on December 12, 2024. A 90-day comment period will open on December 12, 2024, and will close on March 12, 2025. Information about how to submit comments can be found on [regulations.gov](https://www.regulations.gov) by searching for docket number FWS-R3-ES-2024-0137. This docket also includes information about how to attend two virtual public information meetings, and associated public hearings, about this listing proposal.

Everyone can play a role in saving the monarch butterfly. Because of the species' general habitat use and wide distribution, all sectors of society have an opportunity to participate in a broad range of conservation efforts throughout the butterfly's range. For more information about the monarch listing proposal, and how to help conserve monarch butterflies, please visit: <https://www.fws.gov/monarch>.

Where The Beef Industry Meets

By Mark Eisele, NCBA President

Happy New Year! I hope you shared quality time with loved ones during the holidays, celebrating family traditions and, of course, eating beef. It really is a season to pause and give thanks for the blessings in our lives. We are fortunate to be part of an industry that provides a nutritious and delicious product for consumers around the globe to enjoy.

As the new year begins, it is time to focus our attention on CattleCon 2025 in San Antonio, Texas, Feb. 4-6. CattleCon is "Where the Beef Industry Meets," and I'm looking forward to seeing you in this fantastic city. There is plenty to see and do in and around San Antonio. As you stroll along the River Walk, enjoy the Alamo City's rich culture through its art, history and cuisine.

No matter what sector you represent, how you got started, your environment, geography or size, CattleCon brings us all together to develop common goals. We are building a lasting legacy not only for our individual businesses, but for the cattle industry as a whole. Please use the time in San Antonio to reconnect, recharge and recognize the impact we have when we work together.

You'll hear from industry leaders during Cattlemen's College sessions, you'll be inspired by our general session speakers, and you'll see live animal handling demonstrations and learn about innovative technologies in the NCBA Trade Show. We'll also celebrate Beef Quality Assurance leaders and recognize Environmental Stewardship Award Program recipients, and we'll throw in a little fun and entertainment along the way.

I'm especially looking forward to listening to the opening



"We are building a lasting legacy not only for our individual businesses, but for the cattle industry as a whole."

general session speaker, Lieutenant Colonel Dan Rooney. A decorated F-16 fighter pilot, professional golfer, philanthropist and bestselling author, Rooney is called to "inspire people to help people." He is best known for founding the Folds of Honor, a leading non-profit organization that provides educational scholarships for children and spouses of fallen or disabled military service members and first responders.

Be sure to stay through Thursday as the week will end on a high note with an unforgettable evening at Cowboys Night at the San Antonio Stock Show & Rodeo. There will be rodeo action showcasing the best athletes, followed by an amazing concert featuring country music star Scotty McCreery.

While there will be plenty of education and entertainment, let's not forget why we come together each year, and that is to conduct the business of the industry. CattleCon is where we bring new ideas, debate issues and create a path forward for the industry we are all passionate about. Your opinion matters, so whether you are involved with policy or Checkoff committees, come prepared and take time to engage in meetings.

Thank you in advance for taking time away from your farms, ranches and businesses to participate in the biggest cattle and beef event of the year. I'm looking forward to meeting you next month as we partner together to learn ways to improve our operations, celebrate milestones and achievements, and conduct the business necessary to drive us forward.

If you haven't registered for CattleCon 2025, it's not too late to finalize those travel plans. Visit convention.ncba.org for more information and to register. See you in San Antonio!

NCBA Statement on New Temporary Relief from the Corporate Transparency Act

WASHINGTON (December 28, 2024) – Today, National Cattlemen's Beef Association (NCBA) Executive Director of Government Affairs Kent Bacus issued a statement following the latest court development that has once again put the Corporate Transparency Act reporting requirements temporarily on hold:

"In a new decision, the U.S. Fifth Circuit Court of Appeals reversed a previous ruling they issued before Christmas and has instead decided to uphold the injunction blocking the Corporate Transparency Act from taking effect. This means that cattle producers have another temporary reprieve from filing beneficial ownership information with the U.S. Treasury. These court rulings have gone back and forth and continue to add to confusion. NCBA urges all cattle producers to consult with their attorney and/or tax professional for the latest information.

"On Christmas Eve, NCBA sent a letter to Secretary of the Treasury Janet Yellen urging a delay in enforcing the Corporate Transparency Act. NCBA is also con-

tinuing to urge Congress to pass legislation that will permanently protect cattle farmers and ranchers from this burdensome mandate."

Background

On December 3, the U.S. District Court for the Eastern District of Texas issued a preliminary injunction that temporarily halted enforcement of the Corporate Transparency Act. The U.S. government appealed the ruling and on December 23, a panel of the U.S. Court of Appeals for the Fifth Circuit overturned the injunction. After that ruling, the Financial Crimes Enforcement Network (FinCEN) announced that the deadline for beneficial ownership report filing was January 13, 2025. On December 26, the full U.S. Court of Appeals for the Fifth Circuit reversed their previous decision, and the Corporate Transparency Act is once again temporarily on hold. FinCEN has suspended enforcement and will accept voluntary reports.

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You Don't Want to Miss This

By Colin Woodall, NCBA CEO



CattleCon 2025 in San Antonio is fast approaching, but it's not too late to make plans to attend the largest gathering of cattle producers in the United States. This is an event you just can't miss because you'll have fun, learn something new and help conduct the business of America's cattle industry.

I remember my first convention in San Antonio twenty years ago. I was amazed at the number of attendees and the enormity of the NCBA Trade Show. CattleCon attendance has grown significantly since then, and I invite you to help us meet our goal of 9,000 attendees for 2025. One of the main draws to CattleCon is the NCBA Trade Show. It is the largest cattle-focused trade show in the industry, so you should plan to spend plenty of time visiting with all the exhibitors. You will find just about every good, service, piece of equipment or clothing needed for our way of life. Our exhibitors are drawn to the trade show because of the high number of attendees who are making strategic purchases for their operations. The opening night trade show reception is the best place to see and be seen. There is no doubt you will run into old friends and people you may not have seen since last year's trade show.

For the sixth year in a row, the cost of CattleCon registration has not increased. It's the same registration price as it was in 2019. What else in the world today costs the same as it did six years ago? Most everything has gone up in price, but we are still dedicated to delivering the same high-quality experience you've come to expect from the convention. We know the travel costs have gone up, and some of you may be hesitating to attend because of that. Well, we have a solution for you. Thanks to a generous donation from Cargill Protein, the National Cattlemen's Foundation established the Rancher Resilience Grant to provide financial assistance to help you attend industry meetings in order to learn more about our industry and find ways to improve your operation. To learn more and apply for the grant, go to ncba.org and search for "Rancher Resilience Grant." This grant can be used to pay for your CattleCon and Cattlemen's College expenses.

While fun and fellowship are the hallmarks of CattleCon, it is also where the cattle industry conducts a lot of business. The Cattlemen's Beef Board (CBB) is one of the convention hosts and will be holding meetings in their role as Checkoff administration and compliance. The CBB is made up of cattle producers appointed by the Secretary of Agriculture to lead the efforts of the national Beef Checkoff. The Checkoff committees will be hearing the latest on program execution from contractors like NCBA and others. The CBB will also be electing their new leadership for 2025.

The American National CattleWomen (ANCW) also host CattleCon and will be conducting their annual meeting. ANCW attendees will participate in several tours around the San Antonio area. In addition, they will conduct committee meetings and install their new officers. We are proud to be an ANCW partner. For information on the ANCW annual meeting leading up to CattleCon, go to ancw.org and scroll down to the "Upcoming Events" section.

NCBA rounds out the CattleCon hosting duties by holding meetings for NCBA's policy committees. These committees are tasked with debating the issues impacting our membership and passing policy that is used in our Washington, D.C., advocacy efforts. NCBA is a grassroots organization where the members, not the staff, decide our policy on issues covering every aspect of cattle production. These committees will hear from guest speakers, get updates from staff and consider resolutions brought forward by the committee members. These resolu-

tions are discussed and debated by the committee members and ultimately voted on. If the resolution passes, it will be brought before the NCBA Board of Directors meeting at the end of CattleCon. Those resolutions passed by the Board become NCBA Interim Policy until they are finalized during the Summer Business Meeting in July. While this policy is interim, it can be used to direct our policy efforts in D.C. With the beginning of the 119th Congress and the Trump administration, it is critical we have the appropriate policy to achieve as much as we can in lessening the government burden on your operations. NCBA policy committee meetings are open to the public, so please feel free to come in, even if you are not a committee member. If you are interested in being a committee member, please contact your state cattlemen's association. They make the decision on who will serve on the NCBA committees from your state.

From fun to business, CattleCon will have what you are looking for. If you can't make it for the whole program, consider coming for a day to visit the NCBA Trade Show, especially if you are within driving distance. We are going to have a great time in San Antonio, so don't miss out. Visit convention.ncba.org to get all the details. I'll see you in San Antonio.

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