

Announcing the 89th Joint Annual Convention and Trade Show

The Nevada Cattlemen's Association is eager to announce this year's convention. The 89th Annual Nevada Cattlemen's Association Convention and Trade Show will be held November 20-22, 2024, at the Rafter 3C Arena in Fallon, NV. As NCA members around the state gather in Fallon, we will celebrate a lifetime of traditions, revise, and review policies, and take a chance to enjoy our friends and neighbors.

At the convention members of the Nevada Cattlemen's Association, guest speakers, and vendors that provide services to the beef cattle industry will join together to celebrate the Nevada livestock industry. NCA staff and officers are working hard to provide you with a memorable and educational experience.

Registration for convention will be on our website and will also be sent out by mail and email here shortly. If you are interested in attending and would like more information, please call the office at 1-775-738-9214 or email convention@nevadacattlemen.org. The forms for exhibit booths and sponsorships have been



sent out. If you did not receive one of these forms and wish to, please contact us, or check out our website at nevadacattlemen.org to download a copy. The Nevada Cattlemen's Association would like to thank all of our convention sponsors and exhibitors; they help make our event a success.

NCA's policy committees will meet prior to convention to discuss new issues or resolutions to be proposed at convention and will also review expiring resolutions. These meetings are the initial step in setting the Association's policies that help guide staff, officers, and members in responding to the various issues that impact Nevada's cattle industry. Participation in the resolution process is a great way to get involved and have your voice heard. For more information on each committee or suggestions on any new or expiring resolutions, please contact the NCA office.

To see a tentative schedule of the convention, please look online at our website. We are constantly updating it. We look forward to seeing you all at the convention!

CATTLEWOMEN'S CORNER OF THE CORRAL

Nevada Cattlewomen Work to Involve the Next Generation

By Keri Pommerening, NVCW President

Nevada Cattlewomen chose three talented individuals to represent the cattle industry and cattlemen as our Beef Ambassadors. It is our hope that they can work as a team at various events and through social media. The Beef Ambassador team will be advised by Charmi Mitchell, NVCW President-Elect. The applicants had to submit a prepared application as well as a video of themselves discussing Issues Impacting the Cattle Industry. First place awards went to Gabriella Minoletti. She is a 6th generation rancher and farmer from Eureka, NV. She is currently a student at the University of Nevada, Reno where she is pursuing agriculture education. Second place awards went to Lander Smith. He is a 5th generation livestock producer from Washoe Valley, outside the Reno area. Lander was a past president for Nevada FFA and is also pursuing his agriculture education credentials at University of Nevada, Reno. Third place

honors went to Xaraya Rain Fristed from Douglas County. Xaraya will be attending Idaho Horseshoeing School in the fall. You will learn more about them in our monthly newsletters, once they get acquainted with their roles. I am pleased to see the next generation take an interest in promoting the cattle industry.

Save the date for the Nevada Cattlemen's Convention November 20-22, immediately following the Governor's Ag Conference November 20, at the Rafter 3C facilities in Fallon, Nevada. The Nevada Cattlewomen will hold our Board of Director's meeting Wednesday, November 20, 5:00-6:30 pm in the Dry Gulch meeting area. The annual general membership meeting for all Nevada Cattlewomen will be held Thursday, November 21, 7:30-8:45 am in the Dry Gulch meeting area. Ruth Coffey, ANCW President, will be joining us to present on her year as president and the accomplishments of ANCW. We will also be

given a presentation by Charlie Holland and Seth Joel regarding their Ranch Raised Kids book series project. This project is to promote the next generation of cattlemen and cattlemen. They have written a series of books with photos and stories from ranch kids. California, Arizona, and New Mexico have had these two amazing authors tour ranches in their states and work with the next generation to produce some beautiful books. We are hoping to produce a book for Nevada Ranch Raised Kids and are in the very early planning stages. For a look at the books that have been finished check out their website at <https://ranchraisedkids.com/>.

Until next month, whether you are weaning or calving, enjoy the fall temperatures.

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



PRESIDENT'S PERSPECTIVE

Hanes Holman, President, Nevada Cattlemen's Association

Wear the Hat!

In the first part of July, Martin and I had at the opportunity to travel to San Diego, California to attend the NCBA Summer Business Meeting on behalf of NCA. It was a business trip loaded with meetings and not much else. To be honest I'm always a little hum-bugish about going to California for anything. I love the actual state but way too many people, liberal views and bad politics for me. I wasn't very enthused about going but duty calls.

When we got there, I was pleasantly surprised. San Diego was nothing like I thought it would be. Great weather, clean and safe, neat atmosphere, and very few people around. Petco Park was just across the street from our motel and the old Downtown was a short walk. If you need a little vacation, I would actually recommend going to San Diego which is something I never thought I would say. The meetings were important but basically business as usual. The policy that guides NCBA is developed by those who go to the meetings and vote, so we do our best to represent NCA and the needs of its members. Nevada is small (with the vote count) but mighty.

We went to the old Downtown a few nights for dinner. To my amazement and satisfaction there are a bunch of really nice, clean restaurants - Steakhouses there! There were a lot of things that surprised me about San Diego but two related to our industry of important note—

The first one was dry aged steaks. EVERYWHERE had dry aged steaks. They love it. Glass aging stations showcasing the process. It seemed to be a localized cultural fad but I was into it! The image in my mind of a huge city in California is homeless camps, liberal tree huggers, and granola tofu eating vegans. Not the case where we were at, bring on a 24-ounce rare dry aged steak!

The second thing was the people there were very

friendly and inquisitive. Isolated in the vast expanses of the west, we don't understand or appreciate the value of our culture to society as a whole. The one culture that is truly American and only American is the Cowboy. Images and folklore of the American west are mythical and I would say magical to most Americans. Wearing a cowboy hat here at home is normal. If you showed up at the Elko Fair in anything but a well-shaped cowboy hat you would be laughed out of town. That's our culture and we don't even know it, but you show up in a place like San Diego with a cowboy hat on and they know it!

People stare at you in awe, ask you if you're a real cowboy, want to know where you are from, want to know about ranching. Do you still ride horses? Do you still rope and brand cattle?

Even people who raise livestock in more populated states want to know how we still do the work we do. As ranchers we don't do a very good job of telling "our story" and believe it or not, we still have a pretty good story to tell! With all the negative publicity we get from environmental or animal rights groups we had better take advantage of any opportunity we get

to tell that story!

That's enough writing for now, I have a hat to shape. My President's Perspective—Wear the hat and tell the story. People love Cowboys!

UPCOMING EVENTS

Public Lands Council Annual Meeting

— September 17–19, 2024 —
Grand Junction, Colorado

DoubleTree by Hilton Hotel Grand Junction
<https://publiclandscouncil.org/plc-events/>

Nevada Cattlemen's Association Annual Convention

— November 20–22, 2024 —
Fallon, Nevada

Rafter 3C Arena
<https://www.nevadacattlemen.org/events-meetings>

National Cattlemen's Beef Association Cattle Convention

— February 4–6, 2025 —
San Antonio, Texas

Henry B. Gonzalez Convention Center
<https://convention.ncba.org/>

NCA MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between July 26 and August 25, 2024.
(New members are in bold.)

- **Todd Black**
- **Ellis Equipment, Kameron Olsen**
- Reverse F P Ranch, Dustin Feyder
- Salmon River Cattlemens Association

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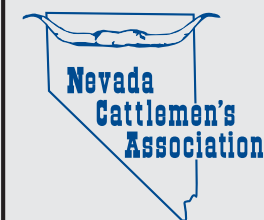
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Hanes Holman, President

Dave Baker, Pres.-Elect

Marlow Dahl, 1st Vice Pres.

Wade Small, 2nd Vice Pres.



Humboldt-Toiyabe National Forest Welcomes New Deputy Forest Supervisor



Submitted Photo

Prudence Crampton

Sparks, Nev. – The Humboldt-Toiyabe National Forest welcomes Prudence Crampton as the new Deputy Forest Supervisor. In this role, she will provide shared leadership for over 300 employees, represent the Forest to numerous local, county, state, federal and non-governmental partners, and guide priority conservation efforts across Nevada and eastern California.

“We are fortunate to have such a highly qualified individual who is familiar with our communities and landscapes in Nevada,” said Forest Supervisor Jon Stanfield. “Prudence’s strong background in administrative and program services, and her time as a very successful Deputy District Manager for the Nevada Bureau of Land Management, will make her a great asset to the Forest and the public we serve.”

Crampton enlisted in the United States Navy in 1982. Upon completion of her enlistment, she separated from the service and went to work for McDonnell Douglas at the Naval Air Station Lemoore in California, responsible for tracking the maintenance of parts and equipment sent to the facility for repair. She then worked for the California Department of Corrections in business services for 15 years.

Crampton returned to her home state of Montana in 2005 and worked for three years as a Food Service Director for the school district in Columbia Falls. In 2008, she started her federal career as an Administration Operation Assistant and Purchasing Agent for the Bureau of Reclamation at Hungry Horse Dam in Hungry Horse, Montana. As she continued to work for the Bureau of Reclamation at the dam, she served in increasingly more complex positions including Contract Specialist and Support Services Supervisor.

Crampton joined the USDA Forest Service as an Administration Program Specialist on the Huron-Manistee National Forest in Michigan in 2018. In this position, she provided advice and counsel on a broad range of administration and operational issues. She returned to the Bureau of Reclamation in 2020 as an Administration Officer in McCook, Nebraska, supervising a variety of different program areas.

Prior to her new position with the Humboldt-Toiyabe National Forest, Cramp-

ton served as the Deputy District Manager for the Bureau of Land Management Battle Mountain District in Battle Mountain, Nevada, since 2022. She shared responsibilities with the District Manager to manage 10.2 million acres of public lands rich in energy, mineral, recreational, cultural, archaeological, historical, and environmental resources. She also detailed as the Southern Nevada Deputy District Manager in Las Vegas.

“I am honored by this opportunity to be part of the leadership of the Humboldt-Toiyabe National Forest,” said Crampton. “Working with the public, partners and our employees to achieve the mission of the agency is of great importance to me.”

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Utah Files Landmark Lawsuit Challenging Federal Control Over Most BLM Land

Utah’s lawsuit seeks to end unconstitutional federal control over 18.5 million acres of BLM-held land

SALT LAKE CITY (Aug. 20, 2024) – Today, after decades of legal analysis, Utah filed a landmark public lands lawsuit asking the U.S. Supreme Court to address whether the federal government can simply hold unappropriated lands within a State indefinitely. The “unappropriated” land in question is approximately 18.5 million acres in Utah controlled by the Bureau of Land Management (BLM) under the Federal Land Policy and Management Act (FLPMA). This lawsuit will NOT impact the millions of “appropriated” acres already designated as national parks, national monuments, wilderness areas, national forests, Tribal lands, or military properties.

The federal government currently controls nearly 70 percent of the land in Utah. In comparison, the federal government owns less than one percent of the land in Connecticut, New York, and Rhode Island, and less than three percent of the land in Delaware, Maine, Massachusetts, Ohio, and Pennsylvania.

“It is not a secret that we live in the most beautiful state in the nation. But, when the federal government controls two-thirds of Utah, we are extremely limited in what we can do to actively manage and protect our natural resources,” said Gov. Spencer Cox. “We are committed to ensuring that Utahns of all ages and abilities have access to public lands. The BLM has increasingly failed to keep these lands accessible and appears to be pursuing a course of active closure and restriction. It is time for all Utahns to stand for our land.”

National parks, forests and other congressionally designated areas add to the beauty and economy of Utah while promoting many forms of recreation and the overall well-being of residents and visitors. But, they also represent only half of all federally controlled land in Utah. The other half, about 34 percent of the total state territory, is unappropriated land that the U.S. government is simply holding, without formally reserving it for any designated purpose. As a result, Utah is deprived of a significant measure of sovereignty compared to other states. The federal government has a formal policy, enshrined in FLPMA, of indefinitely retaining these lands, regardless of whether it needs them for any governmental purpose or how doing so impacts the interests of the state and its citizens.

“Today, we filed a historic lawsuit asking the U.S. Supreme Court to address whether the federal government can simply hold unappropriated lands within a state indefinitely. Nothing in the text of the Constitution authorizes such an inequitable practice. In fact, the Framers of the Constitution carefully limited federal power to hold land within states. Current federal land policy violates state sovereignty and offends the original and most fundamental notions of federalism,” said Attorney General Sean D. Reyes.

For more information on Utah’s historic public lands lawsuit, please visit standfourland.utah.gov.

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ARS Scientists Discover Strategically Applied Livestock Grazing Can Benefit Sagebrush Communities

USDA, Agricultural Research Service

While a cow grazing in a field isn't typically remarkable, United States Department of Agriculture scientists have identified potential ecological benefits of strategically applied livestock grazing in sagebrush communities across U.S. western rangelands.

As recently published in the scientific journal *Ecosphere*, the collaborative research effort among Agricultural Research Service (ARS) rangeland scientists at Burns, Oregon, and Fort Collins, Colorado, challenged the outdated dogma that livestock grazing in the sagebrush steppe always negatively impacts these ecosystems and, in fact, can convey desirable outcomes, particularly in regard to limiting both wildfire risk and invasive annual grasses.

In addressing these ecological challenges, ARS scientists discovered that strategically applying livestock grazing prior to the occurrence of climate-induced wildfires can modify sagebrush steppe characteristics in ways that decrease fire probability and severity in the communities, promote biodiversity while reducing postfire annual grass invasion, fire-induced loss of native bunchgrasses, and fire damage to soil biocrusts, the collection of bacteria, fungi and mosses on the soil surface.

The ARS team compared moderately grazed and ungrazed sagebrush steppe and observed the grazing induced shorter flame lengths, slower rates of fire spread,



Cattle moving in the pasture. (Photo provided by the USDA-ARS Rangeland Resources & Systems Research)

and smaller burning fronts.

Similarly, strategic grazing in annual grass-dominated rangelands reduced flame length and rate of spread — modifications that resulted in safer and more effective fire suppression. Still another benefit of modified fire characteristics, the scientists reported, is a decrease in the area burned and overall mosaic of burned and unburned patches.

Grazing by non-native livestock such as sheep, cattle and horses dates back to the mid-to-late 1800s by Europeans, these early practices were not ecologically sustainable and led to widespread overuse and degradation to include loss of perennial grasses and forbs, reduced biodiversity, erosion, overabundant unpalatable species, and non-native plant invasions.

“There were concerns about the negative consequences of non-native livestock grazing in sagebrush communities, especially since these communities are experiencing unprecedented threats from invasive annual grasses, altered fire regimes, and climate change,” said Kirk Davies, ARS rangeland scientist. “But strategically applied grazing can spur desirable social-ecological outcomes such as reduced non-native annual grass invasion, decreased wildfire probability and spread, reduced fire suppression cost, and prevent undesirable ecological transformation post-fire.”

Davies’ findings also indicated that grazing can modify competitive relationships in introduced bunchgrass seeding to favor native species recruitment. This can be particularly valuable for reestablishing sagebrush, a critical shrub for many native wildlife species.

With careful attention to the timing, duration, frequency, and intensity of use needed to meet vegetation objectives, strategic grazing has the potential to reduce the detrimental impacts of invasive annual grasses, promote native species in introduced grasslands, and encourage native shrub recovery.

“Recognizing livestock grazing as a tool that can achieve desired outcomes could improve our ability to achieve meaningful rangeland management outcomes in sagebrush and likely other rangeland communities,” Davies said.

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BLM Announces Next Steps to Implement the Public Lands Rule

Announces plan to create a Federal Advisory Committee and issues guidance documents

WASHINGTON – Today, the BLM announced its intent to develop a Federal Advisory Committee (Committee) to engage the public and to help inform the Bureau’s implementation of the Public Lands Rule. The Committee will allow the BLM to continue working with and hearing from a range of experts and the public to support successful implementation of the rule. The Committee will represent a broad and diverse range of stakeholders and interests, and will help inform outreach and engagement, advise on best management practices, and participate in the development of agency guidance to support implementation. This will build on the work of BLM’s Resource Advisory Councils, which provide valuable feedback on BLM initiatives, regulatory proposals, and policy changes.

In the coming weeks, the BLM will publish a call for nominations and a charter for the committee in the Federal Register.

Also today, the BLM released a set of initial guidance documents to support clear and consistent implementation of the rule across the Bureau’s 12 state and 175 field offices. The guidance documents, which cover topics from land health assessments to restoration and mitigation leasing, provide direction to BLM field personnel and inform the public on how the rule will work in the field. As we continue implementing the rule, the guidance may be updated to accommodate the BLM’s experience, new information or input from the public.

“The Public Lands Rule provides essential tools that will help the Bureau improve and conserve the health of the lands we’ve been entrusted with for present and future generations,” said BLM Director Tracy Stone-Manning. “With this guidance and the announcement of our advisory committee, we are showing our work, demonstrating how this rule will look in practice and asking the public to help inform our implementation so we can make good on our obligation to protect and conserve the health of our public lands.”

The Public Lands Rule, finalized in April, helps ensure conservation is a key component of 21st century public lands management, helping BLM protect the best and healthiest lands and waters, restore those that need it, and make informed management and development decisions based on the best available science and data, including Indigenous Knowledge. You can learn more about the rule here: <https://www.blm.gov/public-lands-rule>.

The guidance documents released today provide policy direction to managers on the ground to support rule implementation. BLM guidance documents, including Instruction Memoranda (IM), Information Bulletins (IB), and Manuals, help provide policy direction while the BLM continues to hear from and work with stakeholders and partners to determine best practices and additional guidance that may be necessary in the future. These documents can be modified and updated as new information or best practices become available.

The guidance documents released today include:

- Restoration Prioritization & Planning IM
- Watershed Condition Assessment IM
- Land Health Standards IM
- Restoration and Mitigation Leasing IM
- Areas of Critical Environmental Concern (ACEC) Manual
- Inventory & Monitoring of Ecological Resources Manual
- Land Use Planning Requirements IB

All materials are available on BLM’s website at <https://www.blm.gov/>.



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Nothing Beats the Real Thing

By Colin Woodall, NCBA CEO



In July's edition of *National Cattlemen*, NCBA president Mark Eisele talked about the work we have done in fighting back against lab-grown protein. This has been a priority issue for us, and Mark did an excellent job recapping recent developments. As I read his article, it got me thinking about all the work NCBA has done on the issue of fake meat, so I wanted to build on the piece he wrote.

In early 2019, Beyond Meat, Incorporated, was listed on NASDAQ with an initial public offering price of \$25 per share. It started trading at almost twice that number and, given the hype around their products, the stock price quickly rose to almost \$235 per share by the end of July. Just a few weeks later, Burger King introduced their Impossible Whopper and it seemed that was all we heard about for weeks. You, as our membership, made it clear that NCBA needed to step up and start punching. Thanks to the policy direction you gave us, we began our campaign and made the term "fake meat" one that was used in daily conversation. We illustrated how the ingredient lists of these products were similar to dog food. We pushed for accurate labels. More importantly, we were able to prove their claims about our environmental impact were absolutely false and misleading. From news stories to working with Congress, we were able to protect and defend beef.

The interesting thing about Beyond Meat and Impossible Foods is they built their entire marketing campaigns around disparaging real beef. They forgot about the need to create a product the consumer actually wants and is willing to pay for. That became painfully clear to them during the pandemic when the consumer was cleaning out the beef case and leaving behind fully stocked displays of Beyond products. As I am writing this, Beyond Meat's stock is trading around \$6 per share. That is a drop of more than 95% from its high. As I was looking at the historical stock price chart, an article popped up about Beyond Meat with the title "Some Ideas Are Too Bad To Invest In." That pretty much sums up the state of plant-based fake meat.

As Mark wrote about, though, we're still in the game of defending our industry from lab-grown protein. We're not willing to call this stuff "fake meat" because we don't know how it is produced. We know they take cells from cattle and put them in a bioreactor along with a lot of other stuff that former NCBA President Todd Wilkinson famously calls "goop." It is a good name since the companies have not disclosed what it's comprised of. Do you find it interesting that many of the people funding these companies are also the ones who

are firmly against conventional agriculture and love to use the terms "factory farming" and "industrial agriculture?"

These companies have yet to create a product that imitates beef, but they haven't given up. In the meantime, we have been successful in securing USDA's role in inspecting these products. Lab-grown protein companies like Upside Foods only wanted FDA to have jurisdiction over their manufacturing process. FDA uses a risk-based inspection process which means you might see an inspector once a week, once a month or possibly once a year. Beef

processing plants must have inspectors on the job every day. Since live bovine cells are being used in the bioreactor process, there is no reason to believe they would not be subject to many of the same food borne threats we are. We succeeded

in securing USDA's role in the inspection process. That is a huge win for us. We must still work on ensuring these products are labeled accurately for the consumer, but that has not been an easy task with the Biden Administration.

In the meantime, the lab-grown protein companies aren't finding much love. Upside Foods cut its workforce and restructured its leadership team. SCiFi Foods, a California company focused only on lab-grown protein

from cattle cells went out of business. Earlier this summer, we discovered that the U.S. Department of Defense (DoD) was preparing to spend your tax dollars to fund another California company called BioMADE in developing a lab-grown protein that would provide nutrient-dense military rations for our men and women in the armed forces. There is no way NCBA was going to allow our troops to be treated like lab rats when beef is already a nutrient-dense food available today. NCBA was on just about every news station talking about this waste of tax dollars and mistreatment of our armed forces personnel. We had a long line of Senators and Members of Congress offering amendments to stop this. Retired Air Force Brigadier General Don Bacon represents the 2nd Congressional District of Nebraska and made it clear this action by DoD was unacceptable to him as a Congressman and an Air Force veteran. I'm pleased to let you know NCBA killed that DoD project.

Nothing beats beef the way nature intended it to be. The consumer knows it and is showing their support through strong beef demand. The fake meat and lab-grown companies continue to learn this lesson the hard way. This fight is far from being over, but NCBA will continue to lead in defending you.

"There is no way NCBA was going to allow our troops to be treated like lab rats when beef is already a nutrient-dense food available today.."

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Inaction on Traceability is Unacceptable

By Mark Eisele, NCBA President

The future of the U.S. cattle industry hinges on our ability to swiftly respond to disease outbreaks. Yet, some groups and individuals continue to fight the tools that could protect our livelihoods. The most recent rule to come under fire is USDA's animal disease traceability regulation.

In the face of a potential foot-and-mouth disease (FMD) outbreak, every minute counts. The choice between outdated methods and advanced technology could mean the difference between a controlled situation and a nationwide catastrophe. Imagine the chaos of an FMD outbreak, with markets shuttered, and producers frantically searching for nearly illegible metal bright tags in the pouring rain. This is not a future we can afford. Some argue these changes are unnecessary or burdensome, the reality is that clinging to outdated ideas, practices and technology puts our entire industry at risk.

USDA's new rules call for the use of an electronic identification (EID) tag in breeding cattle, 18 months of age and older, being transported across state lines. This class of cattle has required an ID tag for more than a decade. USDA is simply changing the technology from a metal bright tag to an updated EID tag.

Innovation has always been the backbone of American agriculture. The use of EID tag technology is not just a step forward; it's a necessity for an industry that must be prepared for anything in a time of porous borders and uncertain global politics. USDA's rule will allow cattle to be tracked more quickly in the event of FMD or a similar emergency when time is critical. We all know the metal clips in the ears of cattle are nearly impossible to read after a year or two. We also know that reading them, writing down the information from the tag, and transferring

it to a database is slow, cumbersome and subject to human error. These issues can be alleviated by simply running a wand over an EID tag, making traceability faster and less error prone.

There are still issues and concerns with USDA's effort to upgrade technology. One of the issues that must be addressed is how data is gathered and stored. Producer privacy is paramount to this effort. NCBA has long advocated for tag data to be held by private, third-party companies, like CattleTrace, rather than USDA. A third-party holder of information helps protect producer privacy while also allowing the rapid traceback required in the event of a disease outbreak. Cost is the other factor NCBA has worked to alleviate. To help lower the costs of USDA's rule, NCBA was able to secure \$15 million in funding for the purchase of EID tags, to ensure cattle producers aren't saddled with added compliance costs.

None of us in the agriculture community desire more government intrusion in our businesses or our lives. NCBA has stood on the front lines fighting, and might I say winning, many of those issues for decades. We have always stood for industry solutions to industry problems and worked to be proactive in creating those solutions. Those whose only answer is "no," and those individuals and groups who would allow perfect to be the enemy of good, have created a vacuum that the government is more than happy to fill. It is past time for us, as cattle producers, to create an industry-led and industry-controlled solution to disease traceability. Our current system and the ability to rapidly respond to a real disease outbreak is insufficient to protect each of us and our livelihoods. Now is the time for the cattle industry to lead, not lag.

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Nevada Beef Council Update — September 2024

Your Checkoff Dollars at Work

Courtesy of the Cattlemen's Beef Board

The Truth is in the Science

As many cattlemen and women know, some individuals, organizations and brands spread misinformation about cattle's role in the environment. The Beef Checkoff works tirelessly to combat this message through scientifically proven research because, ultimately, the truth is in the science. For years, the Beef Checkoff has invested producer dollars into the Beef Sustainability Research Program to learn, understand and strategically communicate beef's place in a sustainable food system.

The Beef Sustainability Research program provides consumers worldwide with proof of beef producers' commitment to responsibly raised beef. This Checkoff-funded program assesses beef sustainability using an approach that balances environmental responsibility, economic opportunity and social diligence across the beef value chain. This research is conducted to provide science-validated sustainability indicators that serve as industry benchmarks and provide a path forward to continuous improvement. The research encompasses the entirety of the beef industry, from the birth of a calf to beef on the consumer's plate. This research program is a proactive and innovative scientific approach to creating a sustainable beef product for a growing world population while increasing consumer confidence in beef.

After in-depth research, here's what the Beef Checkoff has proven to be true – U.S. beef producers are leaders in the area of sustainability, and they are committed to responsibly raised beef. But how do we use these facts to help drive demand for beef?

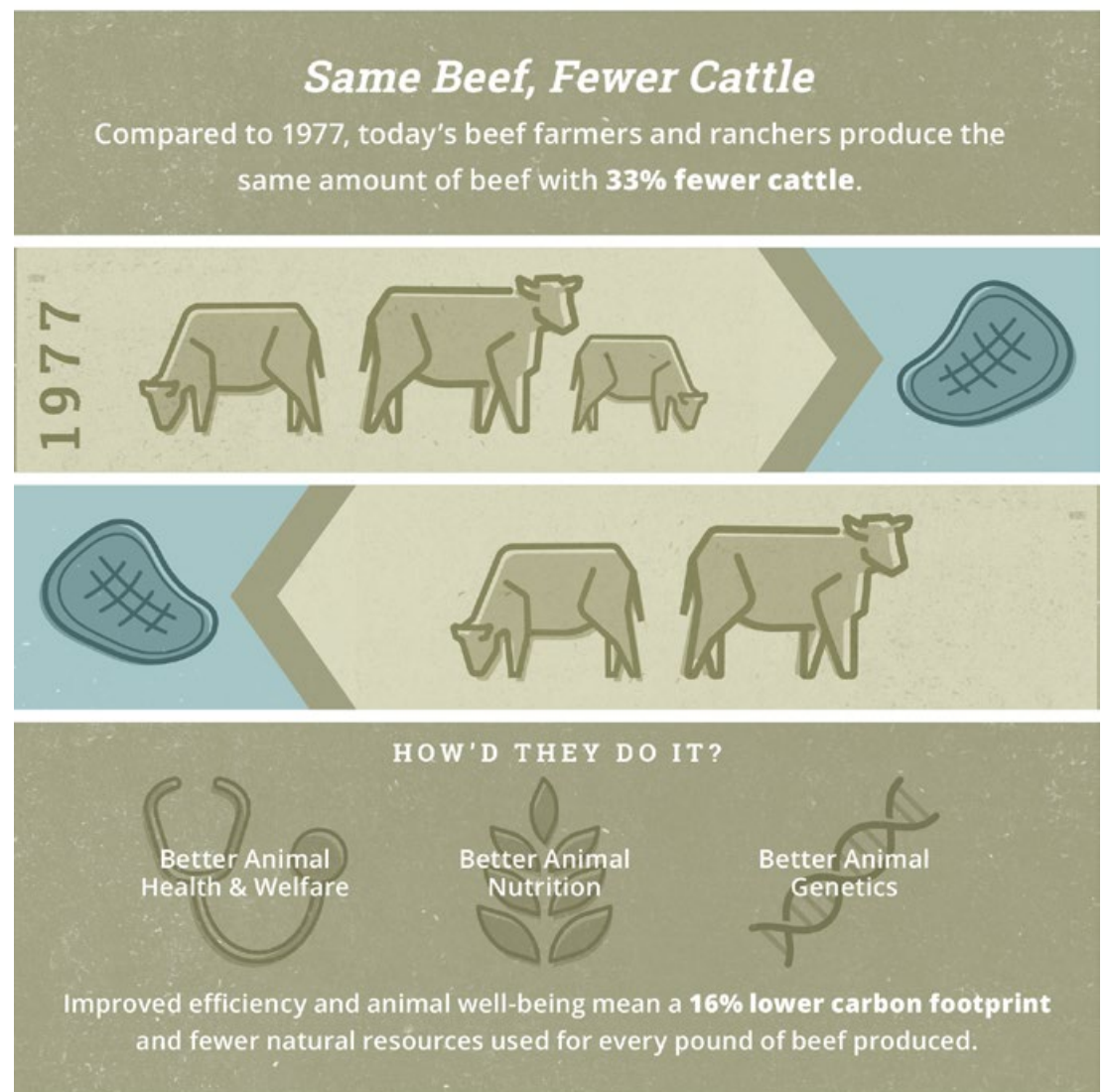
This research provides a basis for most Checkoff-funded advertising campaigns and other initiatives. Beef's sustainability message is then communicated to many audiences, including consumers, nutritionists, registered dietitians, the scientific community, influencers, chefs and communities abroad through a fully integrated marketing approach.

Specifically, this information is used in advertising efforts like the Checkoff-funded Beef. It's What's for Dinner. "Nicely done, beef." campaign and Checkoff-sponsored articles in the New York Times, Wall Street Journal and other consumer-facing publications. Additionally, social media, video and digital marketing efforts integrate this research in one form or another.

All of this data, research and information is available for producers on the Checkoff-funded website, BeefResearch.org. This

website provides information on not just beef's place in a sustainable food system, but also beef safety, human nutrition, product quality, sustainability and market research.

CHECK OUT JUST A FEW OF THE DATA POINTS CURRENTLY BEING COMMUNICATED TO TARGET AUDIENCES:



Source: Capper, 2011. J. Animal Sci. 89: 4249-4261

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