

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

Volume XLVIII, #11 | October 2024

PUBLISHED MONTHLY FOR THE NCA MEMBERSHIP

NCA Fall Update

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

Where does the time go! With summer winding down, it's time to shift gears and get ready for fall cattle work and some cooler weather. While we're not quite out of the woods on fire season, all in all, Nevada appears to have made it through most of the season relatively unscathed, especially when considering the feed that was out there this year. At the time of writing this article we've burned just over 4 million acres West wide with Nevada accounting for a little under 70,000 acres of the total.

October also happens to be Halloween time which has easily become my almost 4-year-old daughters' favorite holiday. She has already picked out costumes for everyone. This year she will be Disney princess, Elsa. Our youngest daughter gets to be a zombie. In the meantime I will get to put my widows peak hairline to use this year as a vampire and my wife will be making her Halloween debut as a "big jellyfish". Don't hold your breath for any photos.

Halloween isn't the only spooky thing this season. The Bureau of Land Management (BLM) recently announced its proposed roadmap for solar energy development on public lands, consistent with present administration's goals of achieving a 100 percent clean energy grid by 2035. While each solar project will be subject to the same National Environmental Policy Act (NEPA) process as any other, the plan identifies over 31 million acres of public lands as available to potential solar development. Of that total, 11,840,100 acres of eligible lands would be located in Nevada. As we know, solar facilities have the ability to take up large spaces on our public lands and equate to what is a "single use," as livestock grazing is effectively eliminated wherever panels happen to be located. While solar may be appropriate in some areas of our public lands, every effort must be made to seek out already disturbed areas or those that do not inhibit livestock grazing. As things continue to take shape, NCA will continue working with partners and the BLM to ensure solar development is done in a logical manner.

Shifting gears a bit, the Nevada Cattlemen's Association 89th Annual Convention and

Trade Show is quickly approaching. This year we'll be at the Rafter 3C Arena in Fallon, Nevada on November 20th-22nd, immediately following the Governor's Conference on Agriculture. I encourage those of you who want to participate to please attend the convention and committee meetings. The convention is your opportunity to voice your opinion and help set policy that will guide the Nevada Cattlemen's Association forward. Registration packets have been mailed out and registration is also available online nevadacattlemen.org/events-meetings.

Finally, if you have heifers and steers for sale this fall/winter and are looking to get the best bang for your buck, please consider consigning them to the upcoming Silver State Classic Feeder Sale. The special sale will start at noon on December 7th at Fallon Livestock LLC in Fallon, NV. Fallon Livestock LLC donates a portion of the sale commission back to the Nevada Cattlemen's Association which helps us represent you on the issues that matter. Till next time.

Registration Open for Governor's Conference on Agriculture Nov. 20, 2024

Conference will be held at the Rafter 3C Arena in Fallon

(SPARKS, Nev.) – The Nevada Department of Agriculture (NDA) is hosting the 2024 Governor's Conference on Agriculture on Wednesday, Nov. 20, 2024, at the Rafter 3C Arena in Fallon, Nev. The Governor's Conference on Agriculture will cover regulatory and economic development information and resources for Nevada's farmers, ranchers, food producers and industry partners.

"We are very excited to bring back the Governor's Conference on Agriculture after a six-year hiatus and hope this programming will be beneficial for our agriculture industry," said NDA Director J.J. Goicoechea.

The conference is free to attend and will take place from 7:30 a.m. to 2:00 p.m., immediately preceding the Nevada Cattlemen's Association 89th Annual Convention and Trade Show.

"We hope that by partnering with the Nevada Cattlemen's Association and hosting this before their annual meeting will make it more accessible for our agriculture community to attend," said Director Goicoechea.

Registration is available at agri.nv.gov/GovCon.

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PRESIDENT'S PERSPECTIVE

Hanes Holman, President, Nevada Cattlemen's Association

What Convention?

Fall is my favorite time of year in Nevada. Weather is starting to cool off, leaves are changing and we get to start doing some fall cow work. Weaning and selling some calves to get paid for the fruits of our labors is also a high point especially on a good market! There is also one more reason why I look forward to Fall - The Nevada Cattlemen's Association Annual Convention!

Everyone is going to be head down, grinding away for the next couple of months so I want to take this article to entice you to make sure that you put the Convention on your calendar! Martin and I have been working very hard to get everything pulled together. He will be coming out with an agenda very soon (probably in this paper) but I want to give you a little extra plug.

This year is going to be a little different than what we have done in the past. We are tying into the Governor's Ag Day which we haven't had in Nevada in a few years. Our previous Governor wasn't very friendly

towards Ag in Nevada so this is a good chance to show that we appreciate a Governor that is friendly to one of the largest industries in Nevada.

The Convention is going to be in Fallon NV at the new Rafter 3C Arena this year. I have heard some complaints that our association is just the "Elko County Cattlemen's" but that couldn't be farther from the truth. We really do represent our producers in the WHOLE state of Nevada. I would encourage you if you are in ANY PART of Nevada and you haven't been to a convention lately, come out to this one and see what we are up to, after all this is YOUR association. If you don't come and involve yourself - Don't bitch!

We are going to have two large General Sessions. The first one will be State and Federal Agency Updates with a question-and-answer session. The second one will be a DC Issues Update from our NCBA and PLC folks with Q & A also. Both these sessions will be very informative and educational. This is as good as it gets of an opportunity to educate yourself on the challenges and opportunities we are facing moving forward in the industry.

Even though this sounds like a lot of work and maybe meetings that aren't going to be a lot of fun we are going to have some fun also! We are planning a little larger than normal Trade Show, strategically placed bars, and maybe even some goat roping! If you're in the Livestock Industry you're going to want to be at the Nevada Cattlemen's Convention, November 20th to the 22nd.

What Convention? Your NCA Convention, Be there!!!

UPCOMING EVENTS

2024 Governor's Conference on Agriculture

— November 20, 2024 —
Fallon, Nevada
Rafter 3C Arena
<https://agri.nv.gov/govcon/>

Nevada Cattlemen's Association Annual Convention & Trade Show

— November 20-22, 2024 —
Fallon, Nevada
Rafter 3C Arena
<https://www.nevadacattlemen.org/events-meetings>

Silver State Classic Feeder Sale

— December 7, 2024 —
Fallon, Nevada
2055 Trento Lane
<http://www.fallonlivestock.com/>

National Cattlemen's Beef Association Cattle Convention

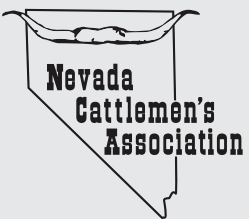
— February 4-6, 2025 —
San Antonio, Texas
Henry B. Gonzalez Convention Center
<https://publiclandscouncil.org/plc-events/>

NCA MEMBERSHIP

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between August 26 and September 25, 2024.

(New members are in bold.)

- 7th Canyon Ranch, Joe deBraga
- Ira & Kim Brackett
- Gallagher North America, Randy Bailey
- Lazy G Ranch, Joseph Golonka
- **NW Mixer Feeders, John Williamson**
- Nevada Department of Agriculture, Doug Farris
- **Nevada Land Trust**
- One Equals One Simmental & Angus, Ben Berthelson
- Parker Family Ranch, LLC, Bart Parker
- Scales Unlimited, Inc., Robert Luna
- Snyders Pinenut Livestock Supply, Patrick Snyder
- U.S. Fish & Wildlife Service, Susan Abele
- USDA APHIS Wildlife Services
- USDA Farm Service Agency
- USDA Natural Resources Conservation Service
- Winecup L Cattle, LLC, Bill & Laura Lickley



Official Publication of the
Nevada Cattlemen's Association

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Hanes Holman, President | Dave Baker, Pres.-Elect | Marlow Dahl, 1st Vice Pres. | Wade Small, 2nd Vice Pres.

Nevada Native Seed Partnership to Host 8th Annual Native Seed Forum

Join the Nevada Native Seed Partnership on Nov. 6 in Fallon, Nevada

(SPARKS, Nev.) – Join the Nevada Native Seed Partnership and the Nevada Department of Agriculture (NDA) at the 8th annual Nevada Native Seed Forum on Wednesday, Nov. 6, 2024, at the Rafter 3C Event Complex in Fallon, Nev. This forum brings together producers, technical experts and land management agencies to discuss statewide and national seed strategies to support land restoration efforts.

The Forum is free to attend and is open to anyone interested in native seed production and restoration, including current seed producers, potential seed producers, seed collectors, conservation groups, seed buyers, federal land management agencies and state partners. Attendees have the option to attend in person, or virtually, with in person attendees having the option to join an afternoon field trip.

“Through the Nevada Native Seed Partnership, the NDA has been working with local producers to increase the availability of native seeds for Nevada land restoration,” said NDA Division of Plant Health and Compliance Administrator

Meghan Brown. “This forum is a great opportunity to bring stakeholders together and stress the importance of a local native seed supply, and how Nevada producers can diversify crop production and implement water conservation.”

Native seeds refer to plant seeds native to Nevada landscapes and cultivated in this climate. These seeds are acclimated to Nevada’s unique environment, increasing the plant’s chances of survival. The NDA supports the industry by providing wildland seed certification services and ensuring Nevada native seeds maintain purity while identifying the proper seed for use in land restoration efforts. These rehabilitation projects are completed by land management agencies or landowners in response to impacts from wildfires, invasive species, land development, or other activities that result in surface disturbance. Restoration efforts are critical to protecting wildlife habitat, supporting diverse land use, and in mitigating future wildfire impacts.

Register for the Nevada Native Seed Forum before Oct. 30, 2024, by emailing seed@agri.nv.gov.

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BLM Pinyon-Juniper Tree-Thinning Projects Restore Rangeland Health, Reduce Fire Risk

ELY, NV – Two Bureau of Land Management pinyon-pine and juniper tree-thinning projects underway in eastern Nevada use different techniques to achieve the same goal, restore rangeland health and reduce catastrophic fire risk.

“Selectively removing conifers that have expanded into historic sagebrush habitats benefits ecosystem function, and wildlife and human communities by reducing risk of a catastrophic wildfire,” said Kellie Dobrescu, BLM Ely District natural resources specialist.

The 2,334-acre Waking Spring Lop and Scatter Project is a wildland urban interface project near Waking Spring southeast of Ely, in White Pine County. The 594-acre Dutch John Mastication Project is a habitat improvement project near Dutch John Mountain northeast of Caliente, in Lincoln County. Both remove trees encroaching into sagebrush and perennial grassland communities, restoring brush and grasses for sagebrush-dependent wildlife species.

Crews at Waking Spring are hand-thinning trees, a technique used when conifer expansion is less dominate. “It is often referred to as ‘lop and scatter’ because



Crews at Waking Spring hand-thin pinyon-juniper, a technique used when conifer expansion is less dominate. (BLM photo)

crews lop and scatter targeted trees across the treatment area. Non-targeted tree species, brush, grasses, and forbs are not impacted,” Dobrescu said. Waking Spring is a collaboration between the BLM Ely District and Nevada Department of Wildlife.

The BLM Ely District alone is undertaking the Dutch John Mastication Project, masticating or grinding up selected pinyon-juniper from 594 acres of traditional sagebrush and perennial grassland communities. “Mastication or mechanical tree removal is effective when conifer expansion is more dominate and understory vegetation, such as brush, grasses, and forbs, is typically lacking. The chips or mulch is left on-site to control erosion and provide for seedling establishment,” said Matt

Rajala, BLM Ely District fuels program manager.

The Waking Spring Lop and Scatter treatment is part of the Waking Spring Fuel Reduction Project that will ultimately treat up to 4,485 acres. The Dutch John Mastication treatment is part of the multi-year Cave Valley and Lake Valley Watershed Restoration Plan that will ultimately treat up to 121,600 acres of the 583,800-plus acre watersheds.

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Ranchers Support Legislation to Boost Conservation Under the ESA

WASHINGTON (September 10, 2024) – Today, the National Cattlemen’s Beef Association (NCBA) and Public Lands Council (PLC) announced their strong support for the ESA Amendments Act of 2024, introduced by Rep. Dan Newhouse (WA) and Rep. Bruce Westerman (AR). This legislation would reform the Endangered Species Act (ESA) to provide more timely conservation efforts on America’s rangeland.

“For too long, the Endangered Species Act has been weaponized to list species under non-science-based criteria to the detriment of real conservation. Farmers and ranchers have witnessed the harm that comes from politically motivated species listings and the dangers that come from recovered predators that become a direct threat to producers’ personal safety and economic success,” said NCBA President and Wyoming rancher Mark Eisele. “NCBA is proud to endorse the ESA Amendments Act of 2024 and thanks Rep.

Dan Newhouse and Rep. Bruce Westerman for their work to improve the ESA. This bill will make the ESA a real tool for conservation, foster transparency and accountability, and ensure that the environmental contributions from farmers and ranchers are properly recognized.”

As the ESA has had its scope widened over the years, it is now coming in direct conflict with established science on wildlife conservation. There are now peer-reviewed studies showing that cattle help wildlife and the landscape by building robust habitat and increasing available forage through grazing. Current ESA rules can reduce critical conservation work, limit the presence of cattle on working lands, as well as hurting wildlife and the overall ecosystem. The ESA Amendments Act is the product of years of stakeholder meetings and input, designed to provide regulatory relief to ranchers and help support rural

communities that can be negatively impacted by the ESA.

“Since it was passed into law over 50 years ago, the Endangered Species Act has undergone several rulemakings that have weaponized this conservation tool against ranchers and working lands. The ESA Amendments Act of 2024 will safeguard the efficient operation of farms and ranches across the West and stop government red tape from getting in the way of extensive, voluntary conservation work already happening on our public lands,” said PLC President and Colorado rancher Mark Roeber. “This bill would modernize the ESA and help reform the law to make it an effective conservation tool, once again. The Public Lands Council and ranchers across the West thank Reps. Dan Newhouse and Bruce Westerman for introducing this legislation to give significant regulatory relief to livestock producers.”

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Forestry Legislation Backed by NCBA and PLC Passes U.S. House

WASHINGTON (September 24, 2024) – Today, the Fix Our Forests Act passed the U.S. House of Representatives in a bipartisan vote of 268 to 151. This legislation, introduced by Rep. Bruce Westerman (R-AR) and Rep. Scott Peters (D-CA) removes burdensome red tape from our nation’s forests, supporting land management and protecting the West from devastating wildfire. Both the National Cattlemen’s Beef Association (NCBA) and Public Lands Council (PLC) support this legislation.

“Over 6.5 million acres of the West have burned this year alone. These horrific wildfires destroy our beautiful natural resources, hurt rural communities, and threaten our farms and ranches,” said NCBA President and Wyoming rancher Mark Eisele. “The Fix Our Forests Act would make it easier to manage our forests and use tools like livestock grazing to reduce the risk of wildfire. Farmers and ranchers are ready to be partners in protecting our western landscapes, and I am pleased that this legislation acknowledges our important role.”



Submitted Photo

The Fix Our Forests Act simplifies the environmental review process, known as a National Environmental Policy Act (NEPA) review, that federal agencies must go through before making land management decisions. The bill also reduces frivolous lawsuits that may delay critical land management actions and supports grazing as a wildfire reduction tool. In total, the bill helps land managers take faster action to reduce overgrowth and protect our forests from catastrophic wildfire.

“Cattle and sheep grazing is an important tool for mitigating fire and we continue seeing research showing that grazing decreases flame height, limits fire spread, and reduces the risk of fire,” said PLC President Tim Canterbury, a Colorado grazing permittee. “We are pleased that bipartisan leaders in Congress like Rep. Westerman and Rep. Peters are acknowledging the role of grazing in preventing wildfires. PLC urges the Senate to pass this bill next to ensure that land managers have every tool available before next year’s wildfire season.”



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— *Jaiden Drought, Auckland City*

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— *Graham Armstrong, Tutunup*

“We were feeding upwards of 60-70 bales of baleage a day, so needed something fast to get the work done. It's been a good machine, needing very little maintenance.”
— *Cam Scott, South Canterbury*

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PLC Honors Awardees from Nevada and Wyoming During 56th Annual Meeting

WASHINGTON (September 24, 2024) – During their 56th Annual Meeting, the Public Lands Council (PLC) honored two individuals who have made outstanding contributions to the public lands ranching community. PLC selected Nevada Agriculture Director and federal grazing permittee Dr. J.J. Goicoechea as the 2024 President’s Award recipient and longtime advisor and friend of ranching, Dick Loper, as the 2024 Friend of PLC.

PLC recognized Dr. J.J. Goicoechea, who has a family ranching history that goes back over 100 years. In addition to being Nevada’s State Agriculture Director and managing his family ranch, JJ has served as a Eureka County Commissioner, veterinarian and has been active with livestock associations, including PLC and the National Cattlemen’s Beef Association.

“No one wears more hats in this industry than Dr. Goicoechea and public lands ranchers are better off because of his tireless work. He has fought for our industry and has been an advocate for livestock producers for decades,” said 2022-2024 PLC President Mark Roeber. “I am proud to be able to work alongside Dr. Goicoechea to protect and promote our ranching heritage and it is my honor to present this award to him, on behalf of all grazing permittees. His work to strengthen the livestock industry is unparalleled and he continues to be a national leader in all issues related to animal health, public lands, livestock production, and environmen-

tal stewardship.”

2024-2026 PLC President Tim Canterbury recognized Dick Loper as the 2024 Friend of PLC. Since the early 1980s, Loper has worked in Wyoming as a range consultant, advocating for ranchers and the benefits grazing has on rangeland. His relationships with staff and political officials in the Departments of Agriculture and Interior provided key insight and opportunities to improve conditions for permittees and rural communities. During his legendary career, Loper has worked extensively with state and federal agencies, grazing permittees, and other agriculture organizations and his contributions continue to impact decisions today.

“Dick Loper is a great friend to all grazing permittees and worked tirelessly to improve range management on public lands for the land and for the ranchers. He has provided a tremendous amount of support for our industry and has consistently promoted all the benefits that grazing has on the landscape,” said PLC President Tim Canterbury. “Sheep and cattle producers are so grateful to Mr. Loper for his commitment and service to this industry. Generations of ranchers will benefit from Loper’s expertise and passion to better manage our nation’s treasured natural resources.”



Public Land Council Awards

Submitted Photo

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Colorado Rancher Named New PLC President as Annual Meeting Closes

GRAND JUNCTION, CO (September 20, 2024) – The Public Lands Council (PLC) closed out their 56th Annual Meeting by announcing Colorado rancher Tim Canterbury as the new PLC President. Tim owns and operates his family ranch in Howard, Colorado, where his family has been ranching since 1879. He has previously served as a member of the PLC Board of Directors, President of Colorado Cattlemen’s Association (CCA), and chair of the Colorado Public Lands Council.

“As a fifth-generation rancher that has been involved in livestock associations for decades, I could not be more honored to serve as president and continue fighting for federal lands ranchers,” said PLC President Tim Canterbury. “We are at a critical period in our industry, where it seems like every agency rulemaking will make it harder to continue ranching on public lands. At the same time, there are more scientific studies than ever showing the benefits ranching has on wildlife, native plants, and the landscape. It is important that we protect this industry from false narratives and defend the principles of multiple use against those that want to push

livestock off of the landscape because we are proud to be stewards of these working lands.”

“Tim is the consummate rancher and advocate for this industry, who always finds the time to promote public lands ranching. We have seen incredible engagement at Annual Meeting this week, with ranchers from every western state weighing in on policy that will affect the direction of PLC and the work the new officer team will take on,” said PLC Executive Director Kaitlynn Glover. “Annual Meeting provides the perfect forum for ranchers from across the West to come together and decide how we tackle the distinctive issues that unnecessarily complicate the lives of permittees. Thank you to attendees that did the hard work to guide PLC for this coming year.”

The 2024-2025 PLC officer team, approved by the PLC General Voting Delegates, assumed their new roles at the end of this year’s Annual Meeting. Ron Cerri of Nevada was named Vice President and Robbie LeValley of Colorado was named Secretary.



Tim Canterbury

PLC Photo

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A Challenging Summer Comes to an End

By Mark Eisele, NCBA President

Summer is always a challenging time of the year and between heat, drought, and wildfires, 2024 has been no different. This year has seen over 34,000 wildfires that burned more than 6.6 million acres of land. These disasters hurt us in so many ways—the physical, emotional, and financial toll of battling the elements. Still, I see hope and resilience in our industry and there is no better example of that than the friends, family, and fellow producers who rally to our aid after each disaster.

In our world today, there are too many people who talk about helping and too few who actually step up, but in the cattle industry helping your neighbor and your community still means something. Across the country, volunteers brought fencing supplies, feed, fuel, and equipment to the areas devastated by wildfires. Many producers also donated to relief funds launched by state cattlemen's associations. This money has been used to help producers who suffered major losses and support efforts to rebuild after fires. I want to tell everyone who donated their hard-earned money, time, or supplies: thank you. Your support has made a real difference in the lives of producers across the country.

Unfortunately, it is not just wildfires across the South and West that harm our operations. For much of the year, the southeast, southwest, and Midwest have



experienced damaging drought conditions. Drought harms our pastures, reduces available grass for our cattle, and adds more pressure to our bottom line at a time when other input costs are already up.

As we recover from disasters like wildfire and drought, we often rely on U.S. Department of Agriculture (USDA) resources like loans to repair property, livestock indemnity payments, and access to emergency grazing options. Many of these programs are an essential tool for recovering from natural disasters, but they do have a few shortcomings that NCBA is working to address.

In the past, Congress has authorized disaster relief funding based on specific natural disasters. This means that after a specific wildfire, storm, or other event, Congress needs to draft a bill, pass it through the House and Senate, and have the president sign it before relief funds ever reach producers.

Too often, this funding gets delayed due to how busy Congress gets or even for political reasons as members of Congress try to hash out policy differences. We believe this system is unacceptable, which is why NCBA has fought for Congress to pass comprehensive improvements to relief programs without the need to pass a bill after each disaster.

NCBA scored an important victory when the House version of the Farm Bill included a comprehensive strategy for disaster relief. I have had the opportunity to meet Congressman GT Thompson, chairman of the House Agriculture Committee, several times and I always tell him how important it is for Congress to support disaster programs. Without programs that provide fast relief, I know many producers will be forced out of business.

Earlier this year, the House Agriculture Committee passed Chairman Thompson's Farm Bill that included numerous NCBA victories. While the bill still needs a vote in the full House of Representatives, I encourage you to contact your member of Congress and share your support for disaster relief programs in Chairman Thompson's Farm Bill.

Although I hope you never need it, USDA does have several programs to help you recover from a disaster. The Livestock Forage Disaster Program (LFP) can help compensate you for grazing losses, the Livestock Indemnity Program (LIP) is available for livestock losses due to adverse weather and attacks by animals reintroduced into the wild or protected by law, and the Emergency Assistance for Livestock, Honeybees, and Farmed-Raised Fish (ELAP) program covers many types of losses due to disaster, including partial transportation costs to move feed to cattle or cattle to feed due to loss of grazing and forage due to an adverse weather event. All of these programs can be accessed through your local Farm Service Agency (FSA) office. They will also help you determine which program fits your situation. If you ever encounter issues with any of these programs, I encourage you to contact NCBA, as we are always looking at ways to improve these programs for producers.

Finally, as additional disaster resources become available, NCBA maintains an updated list on our website (ncba.org) with information on how to access these tools. Please continue to monitor our website for the latest information.

Working in the cattle business is not for the faint of heart. It takes incredible perseverance and determination to succeed in this business and NCBA is here to be your partner through it all. Thank you for being a member of NCBA and trusting us to represent you.

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Whatever the Direction, NCBA Will Lead

By Colin Woodall, NCBA CEO

In just a matter of weeks we will know the new political landscape that lies ahead. Regardless of the outcome, we are prepared to continue our proud tradition of being your voice and leading this industry through the next several years. We've experienced all the various combinations of political party control in our government, and we have found a way to navigate them all. We are prepared and our team has the knowledge, experience and fortitude to tackle the upcoming challenges and opportunities. We will go forward with your success at the core of our strategy.

Producer profitability and preserving the cattleman's way of life lies at the heart of all we do as an association. If we can't help you stay in business, then there is no viable U.S. cattle industry and definitely no NCBA. Every NCBA member has a different view of what our role is when it comes to profitability. I wish we had the ability to control the markets the way some believe we do, but there are many other variables that impact the bottom line. Our work in policy advocacy, producer education, and beef research and promotion all have an impact on your success.

Part of the work we do in ensuring that our industry is viable for years to come is anticipating what might impact future success. NCBA's officers and executive committee are currently working on a new strategic plan for the association. Strategic plans are critical in identifying the priorities of the association and where we want the association to go in the future. Given everything we must deal with, it can be easy to get distracted. Following a strategic plan ensures we are working on the highest priority issues that will impact your profitability and ability to pass on the farm or ranch. We would love to work on each issue that comes our way, but we just don't have the time or resources to do that.

We began the strategic planning process during the Cattle Industry Summer Business Meeting in San Diego. Attendees were invited to participate in the Richard McDonald Leadership Institute where we conducted a SWOT analysis getting feedback on NCBA's Strengths, Weaknesses, Opportunities and Threats. We received candid and helpful feedback that has been shared with the officers and executive committee. Later this month, the executive committee will meet in Denver to utilize this feedback in crafting a new strategic plan. After they complete the draft, we will circulate it to all our state and breed partners to get feedback before it is finalized and voted on during the NCBA Board of Directors meeting in February in San Antonio. The process so far has been the most grassroots focused strategic plan that I can recall.

Timing our new strategic plan with a new presidential administration and the 119th Congress couldn't be better. As the White House and Capitol Hill get prepared for the upcoming year, we will be there to advocate based on the priorities

outlined in the plan. Producer profitability will be front and center as we tackle many of the expiring provisions from the Tax Cuts and Jobs Act of 2017. Signed into law by former President Trump, the Tax Cuts and Jobs Act included many of our requests such as doubling the Death Tax exemption amounts and indexing them for inflation. As of Jan. 1, the Death Tax exemption is \$13.61 million per person and \$27.22 million for a married couple. Equally as important was preserving stepped-up basis. These two provisions alone go a long way in protecting the majority of us in agriculture. However, at the end of 2025, these exemption levels revert to \$5 million per person and \$10 million per couple.

As I mentioned earlier, the price we get paid for our cattle is only one component of profitability. NCBA will continue our tradition of co-leading the small business and agriculture tax coalition in fighting for a tax code more favorable to cattle producers. We will address Death Tax, step-up in basis, Section 1031 like-kind exchanges, 2032A special use valuations and more as we start to see Congressional action on the tax code provisions that begin to expire at the end of 2025.

Taxes won't be the only issues we work on. New legislative challenges will arise, and we will continue to fight the regulatory burdens coming out of federal agencies, regardless of 1600 Pennsylvania's new occupant. Come January, the most important thing will be for us to get out and engage with the new members of Congress and the new administration to let them know that NCBA is the trusted leader and definitive voice of the U.S. cattle and beef industry.



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Nevada Beef Council Update — October 2024

Your Checkoff Dollars at Work

Nevada Beef Council's Summer Grilling Campaign Showcased Both the "Sizzle" and the "Steak"

What says summer more than the unmistakable sizzle of beef on the grill? From strip steaks to ribeyes to burgers and more, that one-of-a-kind aroma and backyard barbecue flavor defines the long, lazy days of summer.

For summer 2024, the Nevada Beef Council (NBC) celebrated the season with Sizzled in Nevada, focusing on all things "beef on the grill." The campaign, which ran from June 13 through July 24, featured savings on beef through the Checkout 51 mobile app or online, summer grilling recipes, videos, and a sweepstakes for a summer grilling prize pack, all housed on the campaign landing page at SizzledInNevada.com.

"We know that among our top target audiences, which include significant segments of Gen X and Millennials who are enthusiastic about social gatherings and family food events, grilling is one of the top three preparation methods, and 'taste' is one of the top three factors driving their protein decisions," said Annette Kassis, the NBC's Director of Consumer & Brand Marketing. "Our promotion for this campaign focused on reaching these family-and-friend-focused, social, younger-skewing consumers."

Working with iHeartMedia, NBC deployed media tactics that included SmartAudio radio spots that use artificial intelligence and audience profile data to enhance audience targeting and spot placement. In addition, location-based, geo-fenced mobile display ads reached target consumers on their mobile devices when they were within a one-mile



radius of retail stores, and streaming ads across the iHeartRadio app reached consumers outside the broadcast area. All media drove consumers to the SizzledInNevada.com landing page to access the Checkout 51 beef offer, sweepstakes entry, and other content. Campaign media tactics resulted in almost 2.5 million media impressions and nearly 7,500 store visits that could be tracked back to digital media.

The Checkout 51 beef offer gave consumers \$2 savings on the purchase of \$10 or more on their favorite steaks for summer grilling. The cash-back beef rebate had over 900 consumers engage with the offer by adding beef to their grocery shopping list, and more than 330 consumers redeemed the offer. "At a time when consumers are feeling the pressure of elevated grocery prices, it's beneficial to offer consumers an incentive to purchase beef so we keep them in the beef category, and not trading out of the category when grocery shopping, said Christie Van Egmond, the NBC's Director of Retail & Foodservice Marketing. "We know from the campaign metrics that those redeeming the offer are busy on-the-go families with one or more kids in the household, and it's important to keep those families fueled up with beef." Not only did the offer provide some price relief for consumers, but it also generated more than a \$5.00 dollar return on each Beef Checkoff dollar invested by Nevada beef producers—which is a win-win for both Nevada consumers and beef producers.

NEVADA BEEF COUNCIL

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