

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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NCA November Update

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

I can't believe it's already November. Hopefully everyone is surviving a busy weaning and shipping season. There is definitely no shortage of work to be done here at NCA headquarters.

The Nevada Cattlemen's Association Annual Convention is right around the corner. We have an engaging line up of speakers and events that will surely keep you informed and up to date with issues that impact our industry. At Convention, not only are Nevada Cattlemen's Association members in attendance, but members of the Nevada Land Action Association, Nevada CattleWomen, Inc., Nevada Wool Growers, Nevada Central Grazing Committee, Nevada Rangeland Resources Commission, vendors that provide services to the beef cattle industry and guest speakers to celebrate the Nevada Livestock Industry. NCA staff and officers are working hard to provide a memorable

and educational experience.

Please be sure to come to the convention and learn more about how NCA is working to increase public awareness of the Nevada livestock industry and make sure your voice is heard. Registration for the convention is on our website at nevadacattlemen.org. If you are interested in attending or would like more information, please call the office at 1-775-738-9214 or email convention@nevadacattlemen.org.

On the policy front, we saw a rather uneventful ending to the fiscal year in Congress. Congress once again failed to pass full appropriations bills for fiscal year 2025 and instead elected to kick the can down the road by approving a stopgap continuing resolution. The continuing resolution will fund the gov-

ernment until December 20th and tees up another tumultuous negotiation process. NCA will continue working to ensure that several critical provisions for livestock producers remain in place no matter the result of those negotiations. These priorities include wild horse and burro gather funding, funding to reinstate grazing on vacant allotments, and in some cases provisions that prevent the expenditure of funding on bad ideas. These include provisions that do not allow resources to be spent on listing the Greater Sage Grouse on the Endangered Species List and language that would prevent the Bureau of Land Management from allocating resources to implement their proposed "Public Lands Rule".

On a similar note, the latest deadline to reautho-

— November Update Continued on page 4 —

Wolf Pack Meats Operating in the Black, Increasing Production, Training Workforce

University of Nevada, Reno facility on track to double animals processed from two years ago

RENO, Nev. – The University of Nevada, Reno has been operating Wolf Pack Meats at its Main Station ranch, part of the University's Experiment Station unit, since 1967, harvesting, processing and producing fresh local meat for local ranchers, as well as conducting research and educating students in animal science and meat processing. But, the operation has faced challenges keeping up with the local demand from ranchers at times, as well as operating a financially sustainable operation. A little over a year and half ago, in March 2023, JD Hoagland, CEO of his own processing plant in Homedale, Idaho, was awarded a two-year contract to turn that around. He and his team have now turned that corner.

"With the tremendous turnaround, Wolf Pack Meats is now on much sounder financial footing and rapidly approaching the break-even mark," said Amilton de Mello, associate professor with the University's College of Agriculture, Biotechnology & Natural Resources, who oversees the College's animal science programs. "We're able to serve more producers, as well as supply the Northern Nevada Food Bank and Pack Provisions with some fresh local meat. We've got the right team now."

One of those team members is Tom Kulas, operations manager who came on board about a year before Hoagland and serves as the University's main liaison

for ranchers, educators and customers, as well as oversees day-to-day operations at the facility. Kulas dug up figures on the number of animals the facility has harvested over the last few years.

"We're on track to double the amount this year, compared to 2022," he said. "It's just much more efficient, a much more focused operation."

Kulas says by the end of the year, with what's booked now, the facility is on track to harvest 989 animals. That compares to 474 animals harvested in 2022. He says the facility is pretty much booked up, in terms of harvesting and processing for producers, through the end of the year. At times in the past, there was up to a one-year waiting list.

Meeting the workforce challenge

Hoagland says the turnaround has taken a lot of time, effort and teamwork. And, as is the case for many local businesses, one of the biggest challenges has been developing, training and retaining a dedicated workforce. He said the state is lacking an adequate supply of workers trained in the meat harvesting and pro-

— Wolf Pack Meats Continued on page 8 —

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PRESIDENT'S PERSPECTIVE

*Hanes Holman, President, Nevada Cattlemen's Association
Dave Baker, President-Elect, Nevada Cattlemen's Association*

Whisky's for Drinking, Water's for Fighting!

If you have lived in Nevada very long you have heard this adage and from what I have seen it is true. I am going to take this month's article to first introduce everyone (if you don't know him) to Dave Baker, your incoming President for NCA, and second let him make you aware of the water lawsuit that is going on in Baker, Nevada. NCA is preparing an Amicus Brief to help chime in on what we feel is a violation of Nevada Water Law. With that here's Mr. Baker...

Greetings, President Hanes Holman asked me to write this month's article because I am closest to a current issue that threatens many water right holders throughout the west.

My two brothers and I own and operate a ranch in Baker, Nevada near Great Basin National Park. With the exception of a couple of small supplemental wells, the irrigation water for the main ranch is provided by Baker and Lehman Creeks. These creeks originate and flow through the park (established in 1986). From the 1870s until 2012, we and our predecessors maintained the stream channels, keeping the water in the stream channels and removing obstructions as necessary. This was done using hand tools. This practice is expressly authorized by Nevada law.

In 2012, the National Park Service (NPS) informed us that we would be arrested if we removed any debris or obstructions from the streams. In the years that followed, some of Baker Creek was diverted into a crack in a limestone cliff, resulting in a dried-up stream channel during low flows. We are only aware of one other instance of this section of the creek running dry in the history of the ranch. The NPS cut and felled trees into Lehman Creek contributing to braiding of the stream, and then planted riparian vegetation along the braids.

In the 1920s, the Nevada state engineer conducted an adjudication of Baker and Lehman Creeks and submitted it to the state court. This resulted in the Baker/Lehman decree of 1934. The National Forest Service was given notice of the proceedings and did not participate. When Congress established Lehman Caves National Monument in 1922, the government acquired water rights that were adjudicated and determined in the decree. When the park was established, Congress reserved for it only those water rights that were associated with the 1909 withdrawal of the National Forest and the 1922 withdrawal of Lehman Caves National Monument.

The McCarran Amendment is a federal law, enacted in 1952, which waives the U.S. government's sovereign immunity in suits concerning ownership or management of water rights. It enabled suits concerning federal water rights to be tried in state courts.

Baker Ranch and other plaintiffs filed suit against the Department of the Interi-

or and the National Park Service in the Nevada state court that issued the decree, pleading one claim for enforcement of the decree. After various proceedings in state court, United States District Court (USDC), and the Ninth Circuit Court of Appeals, the USDC has dismissed the case, contending that the McCarran Amendment doesn't apply, and therefore, the U.S. government is not subject to state authority over the waters of Baker and Lehman Creeks.

In *Dugan v. Rank* (1963), the Supreme Court ruled that the McCarran Amendment only applied to comprehensive adjudications. In our case, the USDC concluded that the McCarran Amendment didn't apply because the original adjudication did not consider any federal reserved rights that might be created later, and therefore, was not "comprehensive." When these two court decisions are taken together, the McCarran Amendment is effectively nullified, and the undeniable intent of a congressional act is reversed. Congress passed the McCarran Amendment to ensure that the U.S. government is treated no differently than a private appropriator of water.

Although the facts of this fall squarely within the plain language of the statute, the USDC held that the U.S. government is above the law and beyond the reach of any court if it asserts federal reserve rights that were not claimed or determined in a state adjudication that occurred prior to 1952.

As a result of this dismissal, no court has jurisdiction to prevent the National Park Service from violating the decree and diverting water that belongs to others, even though it benefits from the decree rights and the protection afforded by the decree.

If upheld, this decision could exempt the federal government from adhering to state water laws in many systems governed by state decrees. On streams governed by a pre-1952 decree, the U.S. government can now assert - for the first time - a federal reserved right to use water in a manner contrary to the rights established in the decree, and illegally use water in violation of the decree without any consequences. The stability and sanctity of any rights recognized in a state court decree that predates the enactment of the McCarran Amendment of 1952 are now in jeopardy. The decision not only jeopardizes the water rights of farmers and ranchers, but also the water rights held by many municipalities throughout the west.

If this decision is upheld, it will greatly reduce the western states' authority over water and transfer it to the federal government. Western states have the choice to oppose this decision or forfeit their authority. States and other organizations that wish to oppose this USDC decision can do so by submitting an amicus brief in support of our appeal to the Ninth Circuit Court of Appeals.

The United States District Court's decision is available here: <https://casetext.com/case/baker-ranches-inc-v-haaland-5>

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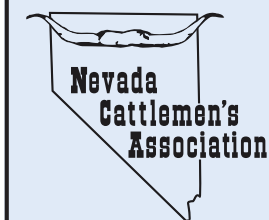
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UPCOMING EVENTS

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/convention-and-trade-show>

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://convention.ncba.org/>

NCA NEWS

November Update: *Continued from page 1*

rize a new Farm Bill also passes unceremoniously on September 30th without a push from lawmakers to pass a new bill or create an extension. Congress will have to scramble in the lame-duck session after elections to come up with some type of agreement before benefits run out at the end of the year. Several important programs related to disaster assistance, price protections, and animal disease preparedness will languish if a full authorization or extension is not completed before the end of the year. The NCA is working hard with our Congressional delegation to stress the importance of the Farm Bill to livestock producers in Nevada and maintain hope that an

agreement can be reached in the near future.

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. We greatly appreciate Fallon Livestock LLC's support over the years and hope to see you at the sale.

NCA MEMBERSHIP

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

(New members are in bold.)

- Boehringer-Ingelheim
- Mack Land & Cattle Co, Brian Parks
- Mori Ranches, Sam, Peter, Ida May, Anthony, Michael, & Quinn Mori, Andrea Sestanovich
- **Perigo Hay & Cattle, LLC, Jess Trask**
- S & L Trailers LLC
- Seal Ranches, LLC, Tyler & Mindy, Charly & Ross Peters
- Standish Farms, Kathy Sarman Pawley & Kenneth Pawley
- Tamzen Stringham
- USDA-Agricultural Research Service, Dan Harmon

NEVADA NEWS

PLC Welcomes UNR Study That Busts Common Cattle Myth

WASHINGTON (October 17, 2024) – The Public Lands Council (PLC) hailed a recent University of Nevada, Reno (UNR) study that shows that the digestive process of cattle renders cheatgrass seeds effectively inert, virtually eliminating any ability for those seeds to germinate into new plants. This study effectively busts the common myth that has incorrectly blamed cattle for spreading invasive cheatgrass plants across western landscapes through grazing.

“As a grazing permittee, I have seen firsthand how the presence of cattle on allotments drastically reduces the amount of cheatgrass and other invasive plants compared to areas without livestock. This study proves that the spread of cheatgrass is not happening through as a byproduct of grazing and should be an incentive for federal agencies to work more with ranchers on range conservation and removing invasive plants like cheatgrass that are known to fuel catastrophic wildfires,” said PLC President and Colorado grazing permittee Tim Canterbury. “It has to happen now. With over 6.1 million acres of land burned nationwide so far this year, it is past time to double down on grazing as the best way to eliminate invasive plants and protect our country's natural resources from wildfires. Thanks to the Nevada Department of Agriculture and University of Nevada, Reno for completing this comprehensive study and all they do to support the ranching community.”

The results from the UNR study confirm what rangeland managers have seen through careful management of grazed lands: the timing of grazing on federal

lands removes cheatgrass density that allows native grasses a chance to establish and grow, improving biodiversity and giving native grasses the space to establish greater dominance. These environmental outcomes are just some of the voluntary conservation work ranchers undertake to maintain rangeland, but ranchers often face serious regulatory barriers due to gaps in science or social misconceptions.

“This study is a perfect example of commonsense meeting environmental realities: livestock have long been maligned for spreading cheatgrass across the West, despite cheatgrass exploding on rangelands where livestock have been reduced or removed. At the same time, we've seen a massive increase in acres affected by catastrophic wildfire, which creates perfect conditions for cheatgrass to take over a landscape,” said PLC Executive Director Kaitlynn Glover. “What we see in the West today is a perfect storm of mismanagement and misinformation, and this study is a huge step in the right direction in applying real solutions to real problems, like late season grazing on cheatgrass stands. If seeds can't survive the digestion process, cattle are the ideal tool: grazing immediately reduces fine fuel buildup to reduce fire risk, neutralizes seeds to prevent regermination next year, and provides critical organic matter to support native grass stands in the following year. Thank you to the researchers that took the time to conduct this labor-intensive study and prove that grazing is the best conservation practice for our western landscape.”

Read more about the study at <https://tinyurl.com/yx4cfy3j>.

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Saturday, December 7th, 2024, at 12:00pm at Fallon Livestock LLC, 2055 Trento Ln, Fallon, Nevada

A portion of the sales' commission comes back to the Nevada Cattlemen's Association to help represent you on the issues that matter.

The yard crew at Fallon Livestock LLC will size, sort, and class your livestock accordingly to give you the best bang for your buck. Please plan to make arrangements early if you need transportation or Brucellosis vaccinations for your cattle. Arrangements can be made through Tommy Lee, owner of Fallon Livestock LLC at (775) 867-2020, or (775) 741-4523.

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Nevada Cattlewomen Introduce Beef Ambassadors

by Keri Pommerening, President, Nevada Cattlewomen

As summer ends, and the fall activities have begun, I hope this finds you seeing some successes in the cattle industry.

Nevada Cattlewomen are pleased to announce the beef ambassadors who were chosen to represent our group and share their passion for the cattle industry. It is our hope these aspiring cattle producers will work together as a team as they represent at various activities.

Meet Gabriella Minoletti



My name is Gabriella Minoletti and I was raised in Eureka, Nevada as a 6th generation farmer and rancher. Growing up as a farmer and rancher, I was immersed into agriculture, learning the invaluable lessons that only agriculture can teach. These lessons have contributed to my character and values of hard work and dedication. After graduation from Eureka County High

School, I have been working towards a degree in Agricultural Sciences and Secondary Education. While working towards my degree, I have been active in the Nevada FFA Association and the Young Farmers and Ranchers Club. These experiences not only sharpened my leadership skills but also provided me with a platform to advocate for the agricultural industry. Looking ahead, I plan to graduate from the University of Nevada, Reno to become an agricultural educator at a high school in Nevada. Alongside teaching, I hope to eventually start my own herd and run cattle alongside my family. I hope that I can continue being a part of different agricultural

organizations to inspire the younger generations who will become our future agricultural leaders.

Meet Lander Smith



My name is Lander Smith, a 5th generation Nevada livestock producer. It was my time spent growing up on my grandparents' ranch that fed my passion for agriculture. It was on that ranch that I learned more about life, livestock and our industry than any class has ever taught me. However, it was my time in FFA that showed me how to leverage my passion and experience to help

influence others. Serving as a Nevada FFA State Office and a run as Nevada FFA's National Officer Candidate helped me to understand the power of strong leadership and the power we all possess to advocate and influence. It was those experiences that set me up to spend the last year as the Agricultural Literacy Outreach Assistant for the Nevada Department of Agriculture where I engaged in many ag literacy events, assisted in "Ag in The Classroom" efforts, supported Nevada FFA and much more. As I continue my studies at the University of Nevada, Reno I'm excited to take the next step in my journey advocating for our industry. It just so happens that my next step is serving as a Nevada Cattlewomen Beef Ambassador!

We are very excited to be working with Gabriella and Lander. They will be at the Nevada Cattlemen's Convention so if you are in Fallon at the 3C Events Center, please introduce yourself to them. I think they may just be a part of our Nevada

Cattlemen and Cattlewomen group for quite some time. We also hope to see you at our Board of Director's meeting on Wednesday, Nov 20, 5:00-6:30 pm, and our general membership meeting Nov 21, 7:30-8:45 am. Take a minute to check out our silent auction while you are there as this is how we fund our Beef Ambassador Program.

Here's to a productive November. Whether you are weaning, processing, feeding, buying, or selling cattle, take time to enjoy family.

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

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Wolf Pack Meats: *Continued from page 1*

cessing industry.

The College has programs in the works to help address this short fall, including collaborations with Western Nevada College and local high schools, and employing a mobile harvest unit for training purposes. De Mello is also working with colleagues to develop curriculum that the College plans to use for a new animal science degree program, greatly expanding animal science coursework and experiences for students. Currently, animal science is a specialization under the agricultural science degree program, which somewhat limits the specific animal science components in students' course of study, and students are wanting more education focused specifically on animal science. There's also a new state-of-the-art classroom almost finished at Main Station that will expand student offerings and hands-on educational experiences.

In the meanwhile, Hoagland says it has taken the management team a little over a year to get the workforce put together to handle the increase in production that was needed to serve producers, while putting worker safety, food safety and the humane treatment of animals at the forefront.

"We were able to get it off the ground with a handful of guys, two in particular who had experience," he said. "I had staff from my operation in Idaho come down and help train, and help out in the transition. But, it took some time – a little over a year – to get the right team of Nevada employees trained in the industry. In the end, it's been a huge win for the community, and we have a sustainable plant now."

Addressing infrastructure and equipment needs

Hoagland says they have also worked through some infrastructure challenges, identifying bottlenecks and working to reduce them. Besides meeting the demand of local producers to assist them with harvesting and processing, Wolf Pack Meats processes beef and lamb raised at various Experiment Station facilities across the state to supply to the community, only increasing the need for efficient production.

"It's all grass-fed and grass-finished," he said. "Our beef is a registered black Angus line too. We'll be getting our prime rib ready for sale before Thanksgiving. The local community really appreciates having us as a source of locally produced high-quality beef and lamb – both consumers and restaurant owners."

Hoagland says they also help youth who raise animals, such as those who participate in the Nevada Junior Livestock Show and the Lassen County Fair, to process their animals at Wolf Pack Meats.

"Those are costly for us on the processing side, but at the same time, it's very beneficial for the future of the industry," he said. "We have to invest in the kids and the future. We've also had some FFA kids come through and participate in the meat cutting side of it. It's super beneficial because they're engaging in understanding the cuts more, and learning about it. It might inspire some of them to want to become part of the workforce, planting a seed."

Between processing its own Wolf Pack Meats, and processing for producers and youth, Hoagland says the processing line has struggled to keep up with the harvesting capacity. And while that is still the case to some extent, he says they have



Photo by Claudene Wharton

Wolf Pack Meats Packaging Specialist Carli Keller enjoys using the new vacuum sealer to package local beef.

been able to take several steps to decrease that gap, as well as to expand meat offerings, that has resulted in an overall increase in production.

Last summer, they acquired a stuffer and a clipper for packaging ground beef. A stuffer is a machine that ground meat goes into, the machine stuffs it down a horn and pours it down into the casing or packaging, measuring one-pound portions. The clipper then clips, or seals off, the ends. Hoagland says before getting the new equipment, they had to use a hand stuffer, estimate the weight vacuum seal the package and label it, which was a very time-consuming process. The new machine creates consistent one-pound packages, and allows for production of about 30 pounds per minute, compared to the old process of getting around 5 pounds per minute.

This summer, Wolf Pack Meats was also the beneficiary of a gift from Antonia and

Stephen Hurst that allowed the purchase of a new vacuum sealer.

"The vacuum sealer was killing us, said Robin Schimandle," development director for the College. "The Hursts really stepped up to help us out by buying us the new one. I'm not sure people understand that Wolf Pack Meats is providing such a critical resource for small- to medium-sized ranchers. As the only local USDA-approved facility, without it, our producers can't sell their meat at retail locations."

Kulas said the new vacuum sealer has made a huge difference in the processing line, helping Wolf Pack Meats to keep up with the demand from the ranchers, as well as providing better packaging overall.

"Before, we could seal about six packages in three minutes. Now, we can do 12 packages in about 40 seconds," he said. "It seals the packages as fast as we can load them up on the machine. It doesn't back up there anymore. And, it's a better seal and helps the food last longer. As long as it's frozen immediately, it's a very long shelf life. It gives it a better presentation as well. The producers say it looks better."

In addition, the Hursts contributed funds that paid for an RFID (Radio Frequency Identification) livestock tracking system that makes weighing and tracking the animals' data easier and more efficient. With the system, an animal is tagged with an electronic technology device, the scale has an element, the worker waves a wand over the animal, and the system weighs the animal and automatically records the weight in a database. The Hursts also funded new tables for growing plants for the College's Desert Farming Initiative, as well as equipment to help maintain the Nevada State 4-H camp in Lake Tahoe.

Another development this summer that holds further promise for Wolf Pack Meats is that Hoagland purchased Ponderosa Meats in Reno. Mutually beneficial collaborations are still being explored, but Ponderosa Meats doesn't do harvesting, so Wolf Pack Meats may help Ponderosa Meats with that. If Wolf Pack Meats gets a rush on the processing end, Ponderosa Meats may be able to help with that. In addition, Ponderosa Meats has an extra hamburger patty maker that will be going to Wolf Pack Meats, so that Wolf Pack Meats will now be able to make patties on site.

Finally, Wolf Pack Meats has upgraded its website, which now allows producers to schedule their animals' harvesting online. Customers can also buy quarter, half or whole beefs online, and there are plans to further expand online purchasing.

"Hopefully, it will just be a lot easier to schedule their animals than it has been

the last couple of years,” Hoagland said. “We’ll be able to increase that capacity and provide a level of customer service higher than it’s ever been.”

Planning for the future

Still, Hoagland says there are limitations with the current facility. He said that the processing room is small, and that they have maximized the use of the current space. Also, there are only two 18-wheelers to provide cold storage.

“The floor was designed in the 60s, and capital infrastructure is expensive, so we need to find the funds to help us build that out,” he said.

He explained that currently they process beef, pork, lamb and goat at the facility, but that meats from different animals can’t be comingled during processing. Everything has to be washed down after one type of meat before switching to processing another. That affects the production capacity for the day because it takes time to wash the processing floor down, therefore reducing efficiency.

“If we could expand the plant, we could have a line for each, increase the number of workers and increase the cold storage. We would be able to process a lot more,” he said.

The wish list includes about 2,400 square feet more, for processing, and for refrigeration and freezer storage; and some more equipment, including for packaging and smoking meat. A rough price tag would be around \$2 to \$3 million, he estimates.

Besides expanding processing, Hoagland and de Mello both mentioned that there are plans to put in a feedlot that would allow Wolf Pack Meats to raise more animals on site to provide more local meat to the community, both consumers and restaurants.

“We’re in the process of finding the right person to hire to put in and run a feed-

lot,” de Mello said. “We need it, not only to produce more local meat, but also for teaching and research.”

Finding animal science solutions for generations to come

De Mello’s thoughts drift way past the next decade or two, and he has three labs on campus where he and colleagues are looking for solutions to bigger challenges that he thinks future generations will face. The labs include the Cellular Agriculture Ottoboni Lab, the Molecular Biology Lab and the Meat Science Lab. The research is complex and interdisciplinary, including collaboration with nutrition faculty and colleagues at the University’s School of Medicine, but ultimately, it is aimed at improving human health for longevity and ensuring human health as conditions on Earth continue to change. He firmly believes that producing nutritious meat is an imperative piece of the puzzle, and speaks with a passion and concern for future generations that is inspiring.

“We are aiming for things that are not on other people’s radar,” de Mello said. “We need to figure out how we can sustainably produce meats in environments that we are going to have in the next 200-300 years. There will be extreme overpopulation, we’re using up resources, and emissions are going to be too high. These things actually keep me up at night. How can we minimize our presence here on this planet, so we can continue to survive? In order to sustainably produce meat, we need to try to consume less resources and produce more, and food needs to be more nutrient dense. We’re trying to understand how, if we were to start feeding our livestock things we haven’t fed them before, how is that going to change the molecular level, and ultimately, how is that going to impact human health?”

For more information about how to support Wolf Pack Meats and the College, contact Schimandle at Robin@unr.edu.

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BLM Seeks Nominations for Public Lands Rule Advisory Committee

Advice and recommendations will support engagement, outreach, and partnership

WASHINGTON — The Bureau of Land Management is seeking nominations for a new Federal advisory committee that will help inform how the Bureau implements the Public Lands Rule. The Committee will advise on outreach and engagement, best management practices, and the development and refinement of agency guidance to support implementation of the Rule across the country.

The Public Lands Rule provides the BLM with new tools and guidance to inform the balanced management of our natural resources. The Committee will allow the Bureau of Land Management to continue working with the public and a full range of experts to support successful implementation of the Rule, protecting our best and healthiest lands and waters, restoring those that need it, and making informed management and development decisions based on the best available science and data, including Indigenous Knowledge.

Secretary of the Interior Deb Haaland recently signed the charter establishing the Committee and is seeking 15 members to serve two-year terms. The

Committee will consist of:

- two representatives of Tribal governments;
- two representatives of State governments;
- one representative of local governments;
- two representatives of the public at large;
- at least one representative of the science community, including archaeological or historical interests;
- at least two representatives of non-governmental organizations specializing in environmental, conservation, or watershed interests; recreation interests; or hunting and fishing interests;
- at least one representative of energy or mineral development;
- at least one representative of Federal grazing permit holders or other permittees; and
- at least one representative of commercial recreation activities.

Additionally, the Secretary will appoint 15 alternates to deliberate and vote on Committee matters in

the absence of the primary representative.

The 30-day nomination period is open until November 18, 2024. Nominations should include a resume providing an adequate description of the nominee's qualifications, including information that would enable the Department of the Interior to make informed decisions to meet the membership requirements of the Committee, as well as appropriate contact information.

Nominees are strongly encouraged to include supporting letters from employers, associations, professional organizations, or other organizations that indicate support by those interest groups or communities they are representing.

Completed nomination packages or questions about the Committee should be emailed to BLM_PLR_IAC@blm.gov.

For more information about the nomination process, please contact Carrie Richardson, National Advisory Committee Coordinator, Bureau of Land Management, 1849 C Street NW, Washington, DC 20240; phone: (202) 742-0625, email: crichardson@blm.gov.

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NCBA Slams Dietary Guidelines Advisory Committee Recommendations

WASHINGTON (October 22, 2024) – Today, the National Cattlemen’s Beef Association (NCBA) slammed the Dietary Guidelines Advisory Committee’s unhinged recommendations that propose replacing high-quality proteins like beef with beans, peas, and lentils.

“The preview meeting of the Dietary Guidelines Advisory Committee this week stands out as one of the most out-of-touch, impractical, and elitist conversations in the history of this process,” said NCBA Vice President of Government Affairs Ethan Lane. “After 22 months of public discussion and lip service to transparency,

we are disappointed by the number of chaotic new directions that were proposed at the literal last minute. We would laugh at the suggestion that beans, peas, and lentils are going to replace lean red meat and fill all the nutrient gaps Americans are facing if it weren’t such a dangerous and deceptive idea.”

“We’ve had more than four decades of Dietary Guidelines advice, and during that time red meat consumption has declined, yet obesity and chronic disease is on the rise. 70% of the calories in the U.S. diet are plant based. Now, the committee wants to reduce red meat intake even further, marginalizing the 80% of the population who identify themselves as meat eaters,” said NCBA Executive Director of Nutrition Science and Registered Dietitian Dr. Shalene McNeill. “These recommendations put some of the most vulnerable at risk for nutrient gaps, especially older Americans, adolescent girls, and women of child-bearing age. Beef contributes only 5% of the calories in the American diet, but more than 5% of essential nutrients like potassium, phosphorous, iron, B6, niacin, protein, zinc, choline, and B12. It’s baffling that we are trying to get Americans to cut out red meat when the evidence indicates nutrient deficiencies and chronic disease are increasing as red meat consumption declines. As a registered dietitian and nutrition scientist, I am concerned that basing guidelines on highly academic exercises, hypothetical modeling, and weak science on red meat will not produce relevant or practical guidelines and will not help us achieve healthier diets.”

The Dietary Guidelines Advisory Committee is tasked with delivering recommendations to the U.S. Department of Agriculture and the U.S. Department of Health and Human Services as the agencies craft the 2025-2030 Dietary Guidelines for Americans.


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How the Death Tax Almost Killed My Ranch

By Mark Eisele, NCBA President

My path in the cattle industry looks different from many. Growing up, I always knew I wanted to be a rancher. My family had a ranch in Wyoming, but there was limited opportunity to take on that operation and I knew that if I truly wanted this life, I would need to build a ranch of my own.

As a teenager, I baled hay and worked on local ranches, and eventually I became a hired hand at the historic King Ranch in Cheyenne, Wyoming. The King Ranch in Cheyenne was established in 1911 as a sheep operation but transitioned to cattle in the 1960s. I loved the ranch, I loved working with the cattle, and I could think of no better way to make a living than by being a rancher.

As an employee, I grew close with the owners Ann and Jerry King. The Kings had no heir to pass the ranch on to, and I think they appreciated how excited I was to make a living in the cattle business. Eventually, I became a partner in the King Ranch with the ultimate goal of owning the ranch outright.

But my dream of ranching in Wyoming with my family was almost shattered by one thing — the Death Tax. Just seven days into 2011, Mrs. King passed away. Once the funeral arrangements were finished, I heard from lawyers that if I wanted to keep the ranch going, I had to cut a check to the federal government to pay the Death Tax. The Death Tax, also known as the federal estate tax, is the government taxing your possessions that pass on to another person. It's a cold, cruel tax that hits at a moment of immense family tragedy.

At the time, we were operating under what I describe as a siege mentality. The King Ranch had survived so many challenges. We survived even as the "cattle free by '93" campaign raged across the West to end livestock grazing on public lands by the year 1993. We survived wildfires, harsh winters, drought and everything else nature threw at us. We worked through numerous threats from the Endangered Species Act. I did not want the ranch to close up under my watch in order to pay a tax bill or because of other government regulations. I knew I needed to be proactive so, in the early '90s, I started contacting experts in a variety of areas to make sure the ranch was in as good of a position as possible.

After Mrs. King's passing, because I was a non-blood heir, the Death Tax burden I was facing was potentially 50%. Think about that for a moment and imagine a tax bill for half of the value of your farm or ranch. That should be terrifying, and it



certainly was for me. Thankfully, because of the estate planning work I did 10 years prior with tax professionals, accountants and even former IRS agents, I was able to find ways to reduce my tax burden. Their work cost us more than \$30,000 at the time and that bill cut deep into our bottom line, but it was so much cheaper than paying more than half of the ranch. When all was said and done, the Death Tax we ended up paying was around 15%.

As I travel the country, I hear similar stories from other cattle producers about how their farming and ranching dreams were almost cut short by tax bills from the IRS. My personal experience with the Death Tax is exactly why I am so fired up to fight against tax increases in every form. I am proud of the ranching legacy I built with my family, and I never want to see another producer forced to sell off cattle, turn their land over to developers, or exit the cattle industry for good because of a tax bill.

NCBA is fighting to defend our farming and ranching legacy. The current Death Tax exemptions sunset at the end of 2025, but a solution is needed sooner rather than later. I often ask, "How many times does a family have to pay for a farm or ranch before they actually own it." That's why we'll keep the fight going on our end so you can keep doing what you love: running your farm or ranch, caring for your family, and producing a high-quality protein that consumers demand.



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Put The Shotgun Down

By Colin Woodall, NCBA CEO

Did you know there are cattle producers in this country who use birdshot to move cattle? I can't believe we have to have this discussion, but it is critical that we do. More importantly, it must stop. Peppering the backside of an ornery bull or cow in hopes of flushing them out of the brush is unacceptable, and it violates everything we stand for in caring for our cattle. I expect many of you reading this are surprised to learn that some producers are pulling the trigger and blasting away. However, we have feedback and data showing it is a significant industry problem.

As a contractor to the national Beef Checkoff, NCBA conducts the National Beef Quality Audit. The 2022 audit results determined that foreign objects found in beef are making it through the beef supply chain and, ultimately, being found by some customers. Imagine the joy of a beautiful cut of beef only to have that excitement dashed when you find birdshot pellets. All packing plants that participated in the audit reported finding foreign objects during the harvest and fabrication of market cows and bulls. A majority of the plants reported that their customers found foreign objects in the beef products they received. We have also had foreign customers complain about



"This kind of feedback tells us this is not a random problem."

foreign objects being found in the beef we have exported to them. This kind of feedback tells us this is not a random problem. In fact, it has been an issue reported in previous National Beef Quality Audits. Unlike other beef quality issues identified in the audits, this one has yet to get better.

Foreign objects include more than just birdshot. Other foreign objects discovered include buckshot, bullets, wire, needles, darts and other objects. Every packing plant reported finding birdshot, though. Every single one. For comparison, only 18% of the packing plants reported finding needles. One

might think hunters are responsible for the birdshot. Knowing a few hunters myself, I do believe that could be a small part of our problem. However, there is no way hunters with poor aim or a lack of respect for livestock account for every cow and bull processing plant finding birdshot in the carcasses they process.

There is a state Beef Quality Assurance (BQA) coordinator who I love to watch give presentations about this issue. She is firm with the audience and not afraid to tackle this issue head on. After calling out the problem, she explains why peppering cattle with birdshot is unacceptable and publicly challenges them to stop. I usually watch the crowd when she gets to that part of her presentation because the reactions are priceless. Most of those in the audience are appalled, but you always see a few who start to look down at their boots. This is not a hunter issue, this is our issue.

We have spent so much time and effort on beef quality over the years. Just look at the increasing percentage of beef grading Choice or Prime. It is amazing to see what we have done, and our consumers are responding by keeping demand high for our product. The Checkoff-funded research team works on beef product quality projects every day. The product quality research program is one of the foundational research programs funded by the Checkoff and includes the study of beef quality, muscle traits and characterization, carcass traits, muscle tenderness and yield, flavor and palatability, and new technologies. The product quality research program utilized Checkoff funding to help discover and fabricate the now popular and ubiquitous Flat Iron Steak.

The research team utilizes the results of the National Beef Quality Audit to determine the next challenges they need to tackle. A few pages further into this edition of National Cattlemen you will find the first of three articles that detail work the research team is leading on yield grading. This is exciting research that probes improving the yield grading equation which hasn't been updated since the original work was done in the 1950s and '60s. This team never stops in their quest to improve beef products and improve producers' opportunities to reap the rewards, but we must help them. If you use a shotgun loaded with birdshot shells to move cattle, then I am asking you to stop. If you know somebody who is doing this, please speak up and ask them to stop. We have more than enough challenges coming our way these days. Let's not do things that make it even harder on ourselves. I'll end where the title started... put the shotgun down.



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NEVADA BEEF COUNCIL 2023 ANNUAL REPORT

DEAR FELLOW NEVADA BEEF PRODUCERS,



Driving beef demand is the Beef Checkoff's number one goal. The Nevada Beef Council supports and works toward that goal by responsibly and transparently investing your Beef Checkoff dollars in programs designed to reach and engage the modern consumer. These programs include promotion, research, industry information, consumer information, foreign marketing, and producer communication. They are all aimed at affecting consumer preference and driving beef demand. The board and staff of the Nevada Beef Council work hard to ensure the success of these programs in achieving these goals.

This annual report of Nevada Beef Council activities is intended to provide you with a better view into what your Beef Checkoff investment does in Nevada to drive beef demand. We have seen short cattle supplies for some time now nationally, and Nevada has been no exception. This has led to steep budget cuts for our programs here in Nevada as well as our investment in national programs. Doing more with less is what the board and staff work toward year-round to make the best investments of your Beef Checkoff dollars. For more information about the Nevada Beef Council or Beef Checkoff, I encourage you to visit www.nevadabeef.org or www.beefboard.org.

Sincerely,

Jay Dalton, Chair

Nevada Beef Council

PROMOTING BEEF



The Nevada Beef Council (NBC) partnered with Camarena Tequila and the California Milk Advisory Board's Real California Hispanic cheese and crema to put beef and Tequila at the center of Nevada's Cinco de Mayo celebrations with Tacos, Tequila y Más. This multi-partner, multi-platform campaign included in-store point-of-sale, Over the Top (OTT) TV spots geo-targeted to homes within a 5-mile radius of retailers, drive-time broadcast weather reports, geo-targeted digital ads, and a dedicated website offering cash-back on beef, promotional partner offers, recipes, and other engaging content. All marketing efforts combined for this campaign generated 2.2 million impressions, and more than 30,000 tracked store visits. Consumers earned \$3 cash-back when they purchased \$10 or more of fresh beef from nearly any of the state's big box retailers, large and small chain supermarkets, independent grocery stores, and local meat markets.

The Nevada Beef Council (NBC) partnered with Camarena Tequila and the California Milk Advisory Board's Real California Hispanic cheese and crema to put beef and Tequila at the center of Nevada's Cinco de Mayo celebrations with Tacos,

RETAIL E-COMMERCE CAMPAIGN

The NBC, in collaboration with the National Cattlemen's Beef Association (NCBA) as a contractor to the Beef Checkoff and manager of the *Beef. It's What's For Dinner.*® brand, launched a back-to-school e-commerce campaign with a major national retailer for six weeks in the fall of 2023. The nationwide campaign was supported by additional funding from NBC to increase advertisement exposure to Nevada consumers through onsite and offsite digital ads featuring *Beef. It's What's For Dinner.*® branding. Onsite ads were placed directly on the retailer's website, facilitating online shopping at Nevada's 43 in-state locations, while offsite ads on various websites directed consumers to the retailer's website with a "shop now" option. The campaign which highlighted beef as a versatile and nutritious meal option during the back-to-school season had 1,031,485 digital ad impressions in Nevada. The Nevada stores included in this campaign saw over \$1.88 million in beef sales, resulting in \$187.54 return on ad spend (ROAS). That means for every Beef Checkoff dollar invested by Nevada in this campaign on advertising, \$187.54 was traced back to Nevada beef sales!

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Hensler, North Dakota
Chair, Federation of State Beef Councils



THE POWER OF PARTNERSHIPS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the Federation each year, and more than 50% of the Federation’s annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to ▼▼▼

PROMOTION

STATE BEEF COUNCILS SUPPLEMENT: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It’s What’s For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It’s What’s For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It’s What’s for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS



Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

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INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.

BEEF ON THE RADIO



To celebrate Family Meals Month, the NBC launched a radio advertising campaign in Las Vegas emphasizing the role of beef in bringing families together while supporting a healthy diet

and lifestyle. The campaign featured radio ads that were strategically aired during peak drive times from Monday through Friday over a span of four weeks. These ads were broadcast across four stations, resulting in an estimated 309,600 gross impressions. Additionally, these ads reached an estimated 145,484 listeners.

ANNUAL MEAT CONFERENCE



ANNUAL MEAT CONFERENCE

The NBC staff participated in the Annual Meat Conference (AMC) held in Dallas, Texas. Organized by the Food Marketing Institute (FMI) and North American Meat Institute (NAMI), in collaboration with the Beef Checkoff, the event returned to an in-person format after a hiatus since 2020. The event served as a pivotal

gathering for meat professionals to explore current trends and consumer insights in meat retail. Attendees, including an NBC representative, engaged in informative sessions such as The Power of Meat 2023, featuring insights from Anne-Marie Roerink of 210 Analytics, and discussions on topics like Case Ready Meat and the 2023 Market Outlook for Meat and Poultry led by industry experts. The conference also included a tradeshow showcasing new products and innovations in meat industry packaging and labeling. NBC staff utilized the conference to foster industry relationships, gain valuable education, and collaborate with stakeholders to enhance support for retailers in the beef sector.

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LEARN MORE



The NBC has created a 2023 update video that provides more detailed program summaries. To learn more about how the NBC put your dollar to work in 2023, watch the program update video by scanning the QR code with your smartphone above.

RENO ACES PARTNERSHIP



The NBC teamed up with the Reno Aces Minor League Baseball team to spotlight cattle ranchers and beef producers through a promotional campaign at Greater Nevada Field during a record-breaking May to September 2023 season. This initiative emphasized the nutritional benefits of beef and highlighted ranchers' dedication to sustainability and animal welfare. Baseball fans at the concourse concession stands watched a 20-second closed-captioned video featuring 2022 Environmental Stewardship Award winner Fulstone Ranch. The video, which emphasized

the ranch's environmental work, played on twelve concourse TV screens as part of a continuous 9-minute loop airing throughout all home games. Beef's nutritional benefits were in the spotlight on four digital kiosk screens in the park's heavily trafficked outfield section. A performance-focused beef protein graphic appeared for 20 seconds on a continuous 9-minute loop throughout all home games. 2023 was a great year for the Aces, with the highest total attendance since 2015 and a new record in wins (88) on the field. More than 370,000 fans attended home games, with more than 200,000 of them exposed to NBC messaging.



**Nevada
Beef
Council**

NEVADA BEEF COUNCIL FINANCIAL REPORT FISCAL YEAR ENDED DECEMBER 31, 2023

PROGRAMS

Consumer Information	\$77,012
Promotions	\$44,271
Producer Communications	\$4,019
Total Programs	\$125,302

SUPPORTING SERVICES

Collection and Compliance	\$24,110
Administrative Expenses	\$25,033
National Program Investment	\$12,000
Total Supporting Services	\$61,143

Total Expenses **\$186,445**

Nevada Beef Council Annual Report