

SAGE SIGNALS

The Voice of the Nevada Livestock Industry

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Nevada Cattlemen's Association Springtime Update

By Kaley Chapin, NCA Executive Director

It has been a busy month at the Nevada Cattlemen's Association office! The Fallon Bull Sale that we held in February was a great success this year. We have just finished closing up everything from the sale, and we would like to once again give thanks to all of our consignors, buyers, sponsors, and volunteers for your support this year.



As I am writing this NCA update, Sharon and I are packing up the NCA office and are getting ready to move into the Cowboy Arts and Gear Museum upstairs offices. Our office should be up and running in April, and please be sure to stop by!



I am also getting ready to attend the National Cattlemen's Beef Association and Public Lands Council Legislative Conference in Washington D.C. for the week of

April 1st- 4th. Attending this conference also from Nevada will be Tom Barnes, Joe Guild, JJ Goicoechea, and Ron Cerri. In DC we will have the opportunity to represent members of the Nevada Cattlemen's Association by meeting with key congressional and agency influencers to talk about specific industry policies that affect the state. I will provide a follow-up of this event within the next issue of this publication.



The NCA will be hosting a Legislative Breakfast at the Carson City Legislative Building in room 3100, Tuesday, April 30th from 7:30 a.m. to 9:00 a.m. This breakfast brings Legislators, NCA members, and other agricultural friends together to get acquainted and discuss issues relevant to agriculture. Though this

— *Spring Update continued on page 2* —

Nevada High School Students Develop Workforce and Community Building Skills at 2019 Nevada FFA Convention

More than 550 students attend Nevada FFA State Convention

(SPARKS, Nev.) More than 550 FFA students from across Nevada are attending the 2019 Nevada FFA State Convention from March 19-22. Students are competing in career development events and community service projects that provide leadership and technical skill growth for future food and agriculture careers and allow students to build their local communities.

"FFA provides students with skills to succeed in whatever their future interests and goals are," National FFA Secretary Layni LaBlanc said. "This happens in

classrooms and laboratories, at career development events, during supervised agricultural experiences or work-based projects, and within leadership opportunities within the organization."

One of these career development events was a floriculture competition, which took place at the Sparks Florist Warehouse. This event consisted of designing floral arrangements, identifying floral species and equipment and working in a team to problem solve and efficiently complete a task. These events are teaching both soft skills, like teamwork, and technical skills that can be applied in many other workplaces, including those not related to food and agriculture.

"This is my fourth year at the Nevada FFA State Convention," Leta Ikonen, Churchill County FFA student, said. "It's a great opportunity to participate in these career development events, like the floriculture competition, but it's also nice for our chapter to be recognized for what we're learning and accomplishing."

The Nevada FFA Association consists of more than 2,900 members in 29 chapters. State Convention is an opportunity for those chapters to be recognized for their accomplishments. Nevada agriculture education students contributed more than \$1.77 million to the state economy in 2017 through work-based projects where they spent more than 219,000 hours developing career skills.

For more information about agricultural education in Nevada and Nevada FFA, visit nvaged.com.

Spring Update: *Continued from page 1*

breakfast is sponsored, reservations are encouraged by calling the NCA office.

Lastly, the NCA is seeking graduating seniors interested in pursuing an education in an agricultural related field to apply for the Nevada Cattlemen's Association Annual Scholarship. The NCA will be giving this year's outstanding graduating senior a \$1,000 scholarship to attend any junior college or four-year University to study in any agriculture related field.

Eligibility requirements for the Scholarship include:

- Student must be a senior graduating from a High School in Nevada
- Student must plan to attend a Community College or a 4-year College or University
- Student must be seeking a degree in an agriculturally related field
- Student must have at least a 2.5 GPA

In addition to completing an application, candidates must also submit:

- A typewritten essay of 1,000 to 1,500 words on any current issue involving the beef industry including references cited
- A copy of the student's **official transcripts**
- **Three letters of reference**

Scholarship application forms can be downloaded from the NCA's website at www.nevadacattlemen.org, or applicants can call the NCA office at 775-738-9214 or send a request to nca@nevadabeef.org for a copy. Completed application form and all required information must be postmarked by Monday, April 15, 2019.

Thank you for your continued support. Without your membership, the voice of the Association wouldn't be as strong as it is today.

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen's Association between February 22 and March 23, 2019.

(New members are in bold.)

- 5 D Cattle Co., James M. Delaigle
- **Anderson Cattle Company, Spencer & Jessica Anderson**
- **CAM Ranch, Charles N. Venables**
- Comanchero Cattle Co., Les L. Guilford
- **Gem State Angus Ranch, Kent Thibault**
- Todd & Ally Sceirine
- Paul T. Tueller Ph. D. CRMC
- Y3 II Ranch

CALENDAR

APRIL 1, 2019

**Elko Co. CattleWomen
Scholarship Application
Deadline**

APRIL 2 – 4, 2019

Legislative Conference

Washington, D.C.
Washington Marriott at Metro Center

APRIL 15, 2019

**NCA Scholarship
Application Deadline**

APRIL 30, 2019

**Nevada Cattlemen's
Association
Legislative Breakfast**

Room 3100, Legislative Bldg.,
Carson City, Nevada
7:30 a.m.

MAY 29 – JUNE 7, 2019

**NCBA
Young Cattlemen's
Conference**

Denver, Chicago, and
Washington, D.C.

JULY 29 – AUG 1, 2019

**NCBA Summer
Business Meeting**

Denver, Colorado – Gaylord Rockies
[www.beefusa.org/
cattleindustrysummerbusinessmeeting.
aspx](http://www.beefusa.org/cattleindustrysummerbusinessmeeting.aspx)

NOVEMBER 21 – 23, 2019

**Nevada Cattlemen's
Association
Annual Convention**

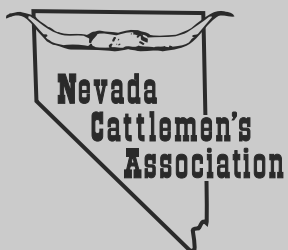
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Greetings FROM COW COUNTRY!

Sam Mori, President, Nevada Cattlemen's Association

Hello Everyone, I hope you are all doing well as we are about to shift gears from an old fashioned Nevada winter to the unknown that spring is going to provide us. From my experience in living my entire life in Nevada, it won't be boring!

The workings of our businesses seem to ramp up when seasons change as you well know. The pace at the Nevada Cattlemen's Association (NCA) is also accelerating as we are moving our office to a new location in the Cowboy Arts and Gear Museum in Elko. It is a perfect fit in venue for our Association. The move will not be at the expense of getting our job done for membership and our industry, as that is our number one focus.

The legislature is in session, and we have capable

people handling a full plate of issues that range from water to labor to funding Extension Services and much more. It is comforting to be able to represent views on behalf of the industry as it is important to and a long time asset to our state and nation.

The spring season brings us to the time of turning cattle out on rangelands that have been the topic of unprecedented discussion as to the management of these lands. As the cows go out the gate, it becomes time to stop talking about it and start implementing best-laid plans. Some, and I repeat some of the Agency folks genuinely understand the need for change and the benefit it would have on resource values. I encourage all of us to stay engaged with your range staff as some options are being looked at that may be to everyone's benefit. The horrific fires of the last two years are an example of what happens if we stay on the same path without making changes in the way

we manage these fuel loads. There have been changes made in regulations and interpretation of the regulations at the Washington D.C. level. Subsequent directives have come down to the states as to how to make pertinent changes, so let's see what implementation is going to look like.

It is a long time away from the peak of Nevada's marketing season, but I would like to mention that it is our responsibility to promote the product we produce and sell. I want to take the time to thank the Nevada Beef Council for the responsible way they have handled and maximized our checkoff dollars. It is only natural to research and promote the best protein source on earth!

Well, my friends, I will close for this month. If we at the NCA can help in any way, don't hesitate to call. God Bless,

Sam



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THE LIFE OF A RANCH WOMAN

Editor's note: The following is part of a series of stories by Ruby Uhart about the lives of women in agriculture. In Ruby's words: In my opinion her story needs to be told. Historically, people in agriculture have been a private group, not sharing the details of their lives preferring to keep their business to themselves. Now more than ever people need to understand the back ground of those who grow their food. The words "factory farms" are used all too often, removing the human element from the story of agriculture. My goal, my hope is to share the human element from the woman's perspective. These are her words, this is her story...

Cristi Walker

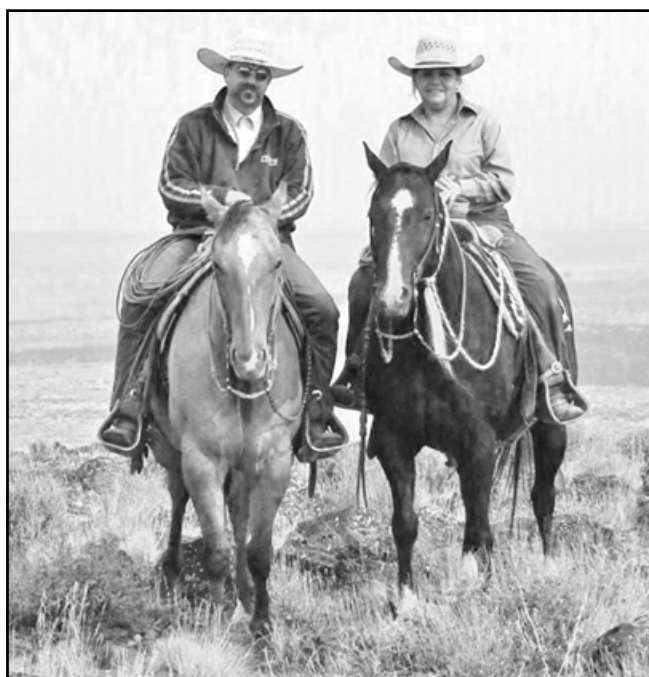
Submitted by Ruby Uhart

My name is Cristi Walker and I was born and raised in Owyhee, Nevada (Nevada/Idaho border, literally) on the Duck Valley Indian Reservation [1877] – 100 miles from the nearest town. I am of Shoshone, Paiute, Portuguese and Italian descent. My paternal Grandfather came from Pyramid Lake, my Grandmother's family from Paradise Valley and Maternal family is from the Austin, Nevada area.

Our mother, Margaret "Maggie" Cunha, was a Home Economics Teacher and our father, George Walker was a straight up Cowboy, Horseman and Cattle Rancher. We grew up tough, but learned more than most kids – somehow, I figure that taught us to do better. With that said, I left to get an education; where I chose work, over school and eventually just came "Home" - where I knew my heart was.

Today, my husband and I raise Angus cattle and have a Brood Mare Program [thanks to Bill & Marie Kane] which consists of mainly blue, red roan working cow horses [sired by a grandson of Peptoboons-mal]. We consign through the Van Norman Production Sale in Elko or we'll sell outright as people are interested. Ryan teaches Agriculture at the High School here on Owyhee and has taken up making saddles. I learned how to cover stirrups from Spider Teller and my sister-in-law Laura Estes builds our cinches.

This time of year, my daily work schedule includes waking early, layering up, getting the wood stoves loaded, hoping that the truck will start and drive to find the feed crew to get our older cows fed. Then I head to join up with the MT Ranch crew and help them feed for the day. I get home to break ice, grain and feed animals we have around the barn which varies from yearlings colts, calves, to cats, dogs and includes any stragglers. I then head up to get a tractor to load for first year heifers and believe it or not, a dang Ford truck will run by itself in low 4WD – all I have



Cristi Walker (right) with her husband, Ryan Carpenter
(Submitted Photo)

to do is jump out and onto the flatbed to feed (TG for 3 & 4x4 bales!) When I get home, I load once again for the following day and try to find something to cook for dinner. I usually have a little bit of a break while I wait for the guys to get home from school, so I attempt to get laundry or housework done...but then it starts all over and I head out to feed in the saddle horses and mares. In the midst of all of this chaos, I do try to find time to eat and also work in the saddle shop - haha!

I never really understood why people would always say there are "not enough hours in a day" – I now know! Every day is an adventure though – whether it be thick ice, mad cow, mad husbands (haha!) burnt food, tough hands, being treated like a guy sometimes or lack of fresh flowers...I wouldn't trade it for the world!

My favorite time of year would have to be late Summer/early Fall – the haying's done, we get to start gathering cows and sometimes we actually get to head to town to watch local junior rodeos or county fairs! However, our most memorable times come in June before we turn out to Fall ground. Because

we run in common with several other local families, there's always plenty happening around branding time; whether it being witness to a great early morning bronc ride to watching a nice horse working a cow at the rodear, and of course there are always plenty of laughs and good conversation over an excess of food at the "cowboy buffet" before the work begins again.

Every girl should want to become a ranch wife – there's definitely never a dull moment! In closing though, I do have to say that I am truly thankful for my husband Ryan and Monte Cummins [the son that adopted us] because I wouldn't be able to do any of this without them

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Detecting “Zombie-Native-Grassland-Ecosystems” in Nevada’s Rangelands

by Craig Carlton Dremann

In the Western United States, most native grasses are “bunchgrasses” – growing as individual plants or “bunches” isolated from one another, instead of forming a turf or mat.

“Zombie ecosystems” are native grass populations with adult plants producing viable seeds, but no young seedlings are seen, and may be a problem in rangelands all across the Great Basin.

The lack of young native grass seedlings could be caused by animals eating the seeds before they mature and fall to the ground. One easy cure would be, to allow native grass seeds to ripen every few years, so seedlings are produced to replace the old plants that die.

“Zombie Ecosystems” can also be created by grazing animals removing soil nutrients over time, causing soil nutrient and organic matter levels to fall below the “threshold levels” required by each native species seedling’s survival.

I discovered this “Zombie Ecosystem” problem in BLM sagebrush rangelands north of Reno in 1993, while working on replanting a section of the 100-mile Tuscarora gas pipeline between Susanville and Alturas, California. We measured the basal diameters of native bunchgrass populations, and placed each measured plant diameter into age classes, such as— <1 inch to 1 inch; 1-2 inches; 2-3 inches; 3-4 inches; 4-5 inches, etc.

We would measure the basal diameters of 25 to 30 plants of one kind of grass at one population, and when we found no seedlings in a population, we were able to easily detect the “Zombie Ecosystems” hidden in our midst.

You can see the results of the 1993 pipeline planting at www.ecoseeds.com/greatbasin.html

A survey north of Reno in October 2018 produced these results:

BLUEBUNCH WHEATGRASS—

“Zombie population” an example of no reproduction.

0-2 inches basal diameter – zero plants	
2-4 inches – 0	9-10 inches – 6
4-6 inches – 0	10-12 inches – 8
6-8 inches – 3	12-16 inches – 9
8-9 inches – 4	

INDIAN RICEGRASS—Example of a Reproducing Population.

0-1 inch basal diameter – zero plants	
1-2 inches – 5	4-5 inches – 1
2-3 inches – 9	5-6 inches – 0
3-4 inches – 4	6 or more inches – 0

This Indian Ricegrass population is a relative new population from along a roadside. However, the surface nutrient levels could change in the future, so another survey 10 years hence should be conducted, to confirm that it has not



Bluebunch wheatgrass plants north of Reno, is a “Zombie ecosystem” not producing seedlings for many years.

fallen into the Zombie Ecosystem nutrient zone.

CHECKING SOIL NUTRIENT and ORGANIC MATTER THRESHOLDS

When you check the Indian Ricegrass growing north of Reno, the soil organic matter threshold for seedlings was 2.2% organic matter, but when 2.0% organic matter, no seedlings survived.

For Bluebunch wheatgrass, the soil nitrogen threshold for plants growing near Susanville in 10 inches of rainfall was 32 ppm, but when nitrogen dropped to 12 ppm, seedlings did not survive.

Each native plant species has its own soil nutrient threshold and soil organic matter thresholds. For example, Poa, Indian Ricegrass and Squirreltail grasses can thrive at the lowest nutrient thresholds. However, if you want Bluebunch wheatgrass or Great Basin Wild Rye seedlings to survive, much higher organic matter and soil nutrient numbers are needed for those species.

Currently, BLM is spending \$25 million a year to seed after fires, but according to the 2017 USGS report, 70% of the Great basin native seeding projects are failures at <https://pubs.er.usgs.gov/publication/70180019>

The changes in the rainfall and elevation will change the soil nutrient and soil organic matter threshold numbers within each species. If you start at the lowest

NEVADA RANGELAND NEWS

annual rainfall limit for the species, and the lowest elevation limits, and go up in either elevation or rainfall, then the soil nutrient and organic matter thresholds will also go up.

For example, three Great Basin Wild Rye populations only 60 miles apart, at three different annual rainfall rates, produced three nutrient thresholds, especially big changes in the organic matter requirements--

Rice Canyon 8" rainfall = Nitrogen 21 ppm, Phosphorus 27 ppm, and the Organic matter of 3.2%

Secret Creek 10" = Nitrogen 15 ppm, Phosphorus 79 ppm, and the Organic matter of 5.7%

Sage Hen Summit 12" = Nitrogen 32 ppm, Phosphorus 73 ppm, and the Organic matter of 9.3%

I am suggesting that every Nevada rancher, when they are out this year, take pocket tape measure (like a Stanley "39-130" 3 foot x 1/4 inch Power Lock Key Tape measure) into the field.

Measure the diameters of 25-30 native grass plants at their base, and measure many different kinds of native grasses growing wherever you graze, and see if any populations are producing seedlings?

If you want to share your results, send an email to craig@ecoseeds.com. If you could please include Kind of grass, County where the population is growing, Miles from nearest town, Elevation if known, plus Lat. And Long coordinates if you have them--that would be very useful.

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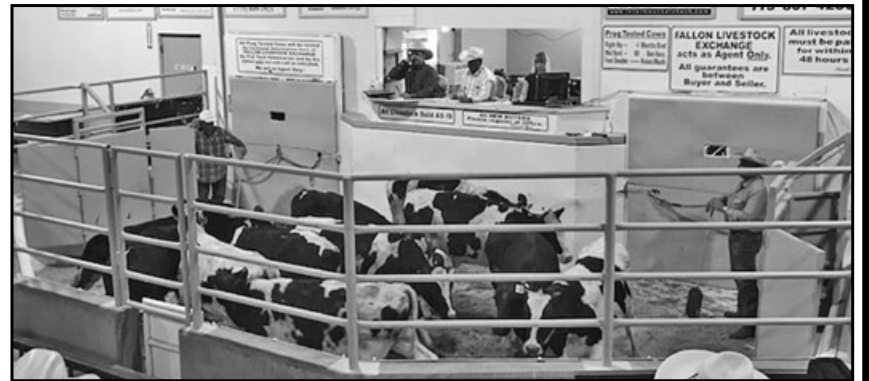
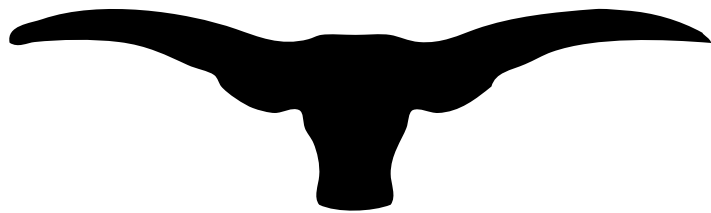
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NCBA Announces Campaign for "Fake Meat Facts"

WASHINGTON (February 6, 2019) – Today the National Cattlemen's Beef Association launched a new campaign highlighting critical questions about the production of lab-grown fake meat. The Fake Meat Facts campaign will shine a spotlight on the many unknowns that the federal government must clarify before finalizing the regulatory framework for these emerging products.

"The federal government is moving in the right direction on lab-grown fake meat oversight, but new information raises more questions than answers," said NCBA President Jennifer Houston. "The lack of scientific consensus surrounding cell-cultured protein products became crystal clear to me when I participated in last year's joint public meeting. NCBA will continue to push for increased transparency to ensure consumers know the facts about lab-grown fake meat production."

Last year, the U.S. Department of Agriculture (USDA) and Food and Drug Administration (FDA) announced a framework for regulating lab-grown fake meat.

USDA will have primary oversight of food production and labeling, while the FDA will have oversight of cell collection and cell growth. However, as NCBA noted at the time, many details still need to be worked out. Additional information about the production, composition, and safety of cell-cultured protein is needed to inform the development of a comprehensive framework that protects consumers.

"It is critical that manufacturers make samples of their cell-cultured products available for independent, objective analysis," added NCBA Senior Director of Government Affairs Danielle Beck. "Until then, stakeholders will be forced to base their assessments on the unverified claims of manufacturing companies and fake meat activists."

Cattle and beef producers provide consumers with extensive resources on the production of real beef. Learn more about how beef goes from pasture to plate at www.beefitswhatsfordinner.com/raising-beef.

2019 NCBA POLICY PRIORITIES

Fake Meat

- Develop regulatory framework that protects health and well-being of consumers, prevent false and deceptive marketing, and ensure a level playing field for real beef products.

Trade and Market Access

- Promote a bilateral trade agreement with Japan, secure swift passage of the U.S.-Mexico-Canada Agreement, and expand U.S. beef market access in China.

Dietary Guidelines

- Protect scientific credibility of Dietary Guidelines and promote accurate information about the nutritional advantages of beef as part of a balanced diet.

Green New Deal

- Oppose the Green New Deal and combat misguided climate change policies that unfairly target producers.

Regulatory Reform and Implementation

- Ensure full implementation of 2018 Farm Bill.

- Maintain Electronic Logging Device (ELD) delay for livestock haulers and find a permanent solution to overly restrictive Hours of Service rules.

- Finalize new water rule to replace the disastrous 2015 Waters of the U.S. rule.

- Exempt livestock producers from EPA air emissions reporting requirements.

- Complete modernization of the Endangered Species Act, National Environmental Policy Act, and federal grazing regulations.

- Promote antimicrobial stewardship of producers and preserve access to key veterinary technologies.

To learn more and view NCBA's full 2019 Policy Book, visit www.policy.ncba.org.

FAKE MEAT FACTS

As the U.S. Department of Agriculture (USDA) and the Food and Drug Administration (FDA) work toward finalizing a comprehensive regulatory framework for lab-grown fake meat, critical questions about production and food safety must be addressed.

1. Will the FDA evaluate the pre-market safety of the products?

The initial announcement of the regulatory framework made no mention of a pre-market safety evaluation, which FDA has traditionally been responsible for conducting.

2. Will a USDA veterinarian inspect animals that provide cells for the culturing process?

Ante-mortem inspection of every animal is a fundamental component of inspection and should be applied to livestock used in the cell-cultured protein manufacturing process.

3. When and how will oversight of the production process transition from FDA to USDA?

The framework notes that an oversight transition will occur during the "cell harvest stage" but does not provide details on the specific timing and mechanics.

4. How will antibiotics be used in the production process?

Despite the claims of some manufacturers, independent scientists have noted that antibiotics will be used in the production process and raised questions about the impact on the finished food product.

5. How will food safety risks change when cell-cultured products are manufactured at commercial scale?

Risks associated with commercial production may differ from the risks associated with production in the research and development phase.

6. Is the finished product safe for human consumption?

Fake meat industry representatives claim that the technologies used in cell-cultured manufacturing are widely-used and understood, but the finished product must still be evaluated for safety.

7. How does the finished product compare to conventionally-produced meat on a scientific level?

Manufacturers claim that cell-cultured products will be identical to conventional meat but have thus far not provided evidence of compositional and nutritional similarities.

8. Have the finished products been analyzed by independent scientists?

In the absence of independent, scientific evaluation of cell-cultured products, assessments will be based on the unverified claims of manufacturers and limited academic research.

SOURCE: www.beefusa.org/CMDocs/BeefUSA/OnePager_FakeMeatFacts.pdf

Nevada Cattlemen's Association Offers Quality Workers' Compensation Program to Nevada's Ranch and Farm Owners



The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen's Association offers an affordable workers' compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

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Nevada Beef Council News & Notes

Your Checkoff at Work

By Nevada Beef Council Staff

Launching “Chuck Knows Beef”

Over the last several months, the Beef Checkoff Program has been working to reach broader audiences by tapping into the realm of Artificial Intelligence (AI), helping consumers bring modern technology to the kitchen in new and exciting ways.

Late last year, “Chuck Knows Beef” (powered by Google AI) was introduced to the world in a soft-launch phase. Through months of fine-tuning and “educating” Chuck, the beef community has helped bring the virtual assistant up to speed on all things beef.

Chuck was fully launched in March, and is now an all-knowing virtual beef expert designed for the new generation of family cooks who are looking for food inspiration and information. If you have a smart speaker, you can enable Chuck on both Amazon Alexa and the Google Home app to ask questions about beef recipes, cuts and cooking methods. Chuck can also answer questions about production, like antibiotic use, sustainability, nutrition, and more. The team behind Chuck’s development monitors the conversation flow daily to update with new information as needed.

The use of this ever-evolving technology in everyday activities is increasingly popular. Over 40 percent of people use their smart speakers in the kitchen, and almost half of all smart speaker users have used their device to find a recipe or to get cooking advice or assistance. Chuck Knows Beef allows the beef community to provide a unique tool to help people get to know more about and work with beef in their home kitchens, and allows our industry to step up to the plate in terms of adopting technological advancements for more engaging consumer interactions.

Get to Know Chuck

Interested in seeing how Chuck works for yourself? Follow these steps to enable Chuck on your device.

Amazon Alexa

- ✓ Download the Amazon Alexa app on your smartphone.
- ✓ Follow the sign-in prompts to sign into your Alexa account.
- ✓ Open the Alexa app on your smartphone.
- ✓ Tap the Alexa icon at the bottom of the screen.
- ✓ Tap the Allow button to give Alexa permission to access your microphone.
- ✓ Tap on the drop-down menu bar on the

top left, and then tap on “Skills & Games” towards the bottom.

- ✓ Type “Chuck Knows Beef” into the search bar at the top of the screen.
- ✓ Once you see the Chuck Knows Beef skill icon, tap on the icon and it will take you to a page where you can tap on “Enable skill”.
- ✓ You are ready to use Chuck Knows Beef! Simply say “Alexa, open Chuck Knows Beef”.

Google Home

- ✓ Download the Google Assistant app on your smartphone.

- ✓ Follow the sign-in prompts to sign into your Google account.
- ✓ Open the Google Assistant app on your smartphone.
- ✓ Tap the Explore icon (it looks like a compass) at the top right of the screen.
- ✓ Alternatively, you can visit <https://assistant.google.com/explore/>
- ✓ Search for “Chuck Knows Beef” in the search bar at the top of the screen and tap on the result.
- ✓ Tap “Send to device” and select the Google Home device or phone linked to your account.
- ✓ If enabled and visible, you can select “Try It” without adding it to your actions.
- ✓ To use Chuck Knows Beef, say “Ok Google, talk to Chuck Knows Beef”.



Opportunities to Get Involved

Interested in learning more about checkoff-funded programs, both nationally and here in Nevada? Or, perhaps you’d like to take a more active role in the activities and efforts of the Nevada Beef Council?

There are two ways for producers and checkoff investors to get more engaged, and one is as simple as visiting a web site. The Cattlemen’s Beef Board recently launched The Drive, a new communications tool designed for beef producers and cattle professionals that delivers straightforward, transparent news, results and insights about your checkoff investment. A monthly e-newsletter will be delivered to the in-boxes of producers around the country, and a quarterly print version of the newsletter will be mailed to tens of thousands of producers. You can sign up for either format by visiting www.drivingdemandforbeef.com.

More locally, the Nevada Beef Council is currently accepting applications for two board seats that will open in May. Beef producers representing the cow-calf sector who are interested in becoming a council member can submit their applications for consideration by April 30.

The council meets three times annually – twice in person, and once via conference call. Council members provide feedback, guidance and input on the activities and programs of the NBC. Applications are available at www.nevadabeef.org, or call 877-554-BEEF (2333) to request one to be mailed or e-mailed to you.

Learn more about your beef checkoff at www.mybeefcheckoff.org, or visit www.beefitswhatsfordinner.com.

NEVADA BEEF COUNCIL

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