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NEBRASKA CATTLEMAN

The ONLY publication dedicated to the Nebraska cattle industry.



September 2022 • Volume 78 • Issue 7

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Round bales appear through the mid-morning fog on the Diamond Bar Ranch at Stapleton. Photo courtesy of Natalie Jones.



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Are You Meeting Your Cows' Vitamin A Needs?

By Hannah Speer, Ph.D. Student, University of Nebraska-Lincoln



Of all the vitamins, vitamin A is the one that is likely to be deficient in beef cow diets. It is well-known for its role in vision, but it is also important for immune function, especially in young animals. Cattle can't synthesize their own vitamin A so it must be provided in the diet. In a typical year, cows will get plenty of vitamin A from green pasture, so deficiency is rarely a concern. Recent drought conditions over the past couple of years have resulted in cows eating more brown forage than green, which puts cow-calf herds at risk for vitamin A deficiency. Clinical deficiency is unlikely to occur in most cases, but marginal deficiencies can still impact calf health. Understanding when cows may be lacking vitamin A in the diet will help to better meet needs through supplementation.

Vitamin A in Feedstuffs: Color Matters

The color of a feedstuff will say a lot about its vitamin A content. Fresh green forage contains high amounts of a compound called beta carotene, which is used by the cow to make the vitamin A she requires to support biological functions. While consuming

fresh green forage, the cow will be making more vitamin A than she needs, so the extra vitamin A is stored in the liver and later used when dietary vitamin A intake is low. Beta carotene levels in stored forages will vary depending on storage time and conditions, but these levels rarely fulfill cow requirements, no matter how green it is. Good green hay contains 14 times less beta carotene than fresh green forage, and brown hay and forages essentially contain no beta carotene. Grains and grain by-products also contain very low amounts. Green corn silage will provide about twice the vitamin A that green hay can, but this amount is still well below what the cow requires. Bottom line: if feedstuffs aren't very green, they are not a great source of vitamin A and supplementation needs to be provided.

How Much Should You Supplement and When?

Ensuring cows receive enough vitamin A in late gestation is very important, as it can impact vitamin A concentrations in colostrum. The calf is born with no vitamin A stores and relies on colostrum to supply the vitamin A it needs. If a cow's diet is low in vitamin A during this time, it will result in low

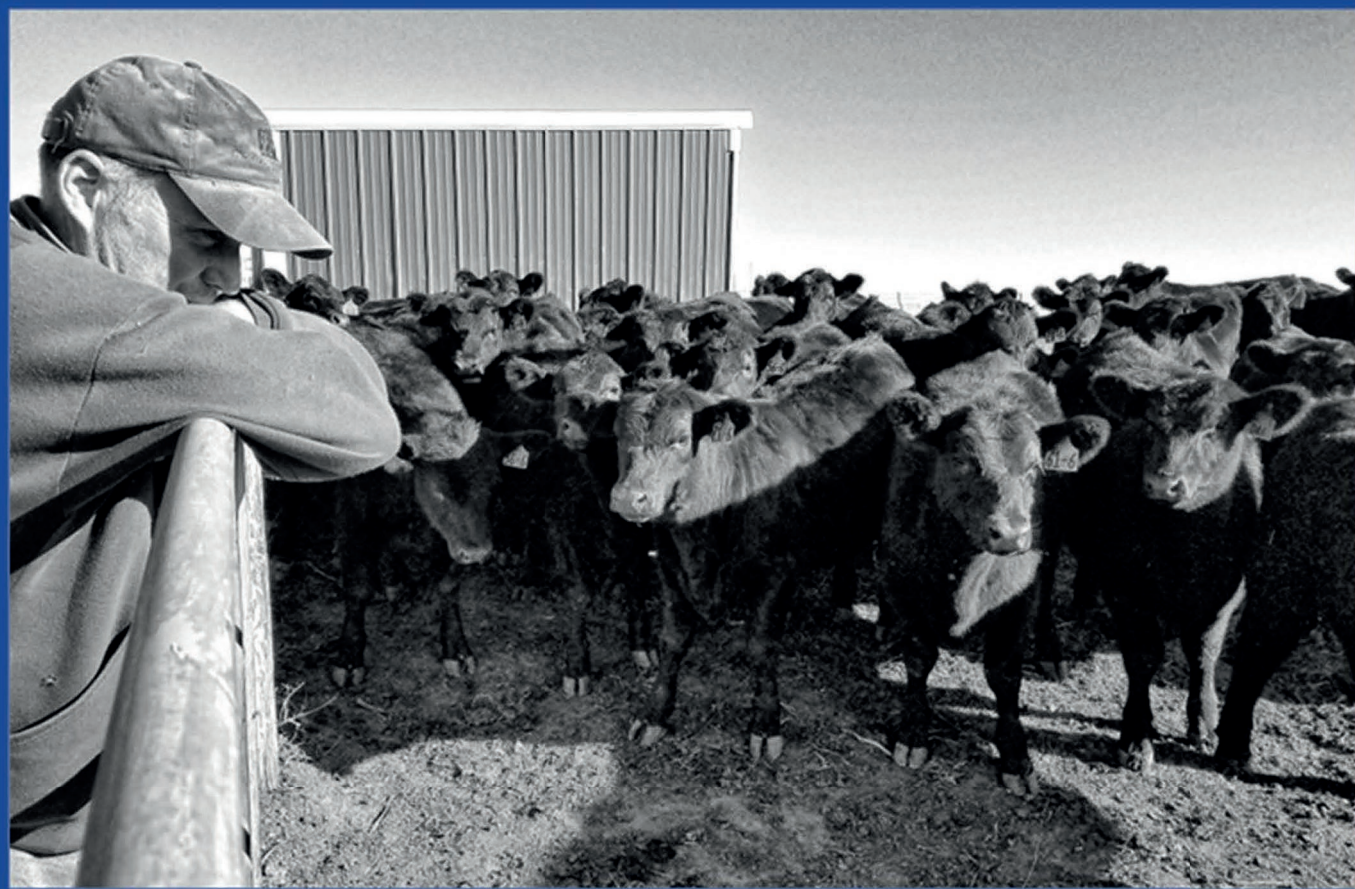
vitamin A levels in colostrum, which in turn can cause deficiency in the calf. This can have negative impacts on calf health because of vitamin A's role in the immune system. It is also important for maintaining tissue lining the gut, so a primary symptom of a vitamin A deficiency in a calf will be diarrhea in the first two weeks after birth.

Cows' supplemental vitamin A needs will vary depending on production system. Current recommendations assume cows are out on green grass for five months out of the year and have built adequate vitamin A stores to pull from to meet their needs. These recommendations will not work for the cow whose time on green grass has been cut short and has been consuming stored forages for a large part of the year or being fed primarily in confinement. Cows that have not had the opportunity to build vitamin A stores are going to require more supplemental vitamin A.

If cows are currently on green grass, they are getting more than enough in their diet to meet their needs and will get by without any vitamin A supplementation. Moving into fall and winter and consuming less green grass and more stored forages, 36,000 IU/day for pregnant cows is recommended. This means a vitamin/mineral supplement

CONTINUED ON PAGE 12

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ARE YOU MEETING YOUR COWS' VITAMIN A NEEDS? • CONTINUED FROM PAGE 10

fed at 4 ounces per head per day would need to contain 144,000 IU per pound. For cows with little to no access to fresh green forage throughout the year, the amount of vitamin A supplement needed to ensure adequate vitamin A status is not well known. Current research at the University of Nebraska is working to better define supplementation guidelines in such situations. Based on data so far, our current recommendation is that at least 90,000 IU/d, or 360,000 IU/lb in a 4-ounce mineral, should be provided during gestation.

Other Considerations

Vitamin A injections may be beneficial in cases of severe deficiency and can be a short-term fix; however, they shouldn't be used as a replacement for a good vitamin program. Supplementing vitamin A through feed will be needed to replenish stores in the long run. Injectables are not cost-effective; per unit of vitamin A, it is much cheaper to provide an in-feed supplement.

Heat, light and moisture have the potential to destroy vitamin A in a supplement. Current technologies have made vitamin A less susceptible to damage, but it is still good to minimize exposure to these elements. If purchasing a supplement in bulk, we suggest purchasing in the fall/winter when weather is cooler so vitamin A loss from the supplement is minimized.

Take-Home Points

Vitamin A supplementation is important when intake of fresh green forage is limited. When the cow has been on green pasture for a good part of the year and receives good quality hay for a short period of time, less supplemental vitamin A is needed. As the amount of time spent on green grass decreases, supplemental needs will increase. To protect the young calf from vitamin A deficiency, late gestation will be a key time to provide adequate supplementation to your cows. ■ Ng ■



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CRYPTO, BLOCKCHAIN AND SELLING BEEF WITH TOKENS

By Jaclyn Wilson, Lakeside, Owner, Flying Diamond Beef

Given today's marketing landscape, there is a possibility that you may have Googled "Is there a Cryptocurrency for Dummies book?" over the last couple years. You may have also invested in crypto during that same timeframe and seen its value roller coaster, which unlike the "Beyond Meat" trend, is starting to move upward once again. Cryptocurrency, crypto, blockchain, non-fungible tokens (NFT), bitcoin – all new words in our vocabulary that seem to be so far removed from the cattle industry that they are not even on the same continent, or are they?

A little over a year ago, I was approached about being the first operation in the world to tokenize a set of feedlot steers. I will admit I had no clue what that meant, and Googling the topic only confused me more. The one thing that interested me though was the whole other level of traceability that tokenization could provide beyond

tagging, U.S. Department of Agriculture (USDA) Process Verified Programs (PVPs), etc. Let's start at the beginning.

Three years ago, two others and I started a direct-to-consumer (DTC) beef business called Flying Diamond Beef. I will be the first to admit that it wasn't the smoothest start to a business. COVID-19 pushed us faster than we would have liked, and to say we were learning a lot would be an understatement. DTCs were popping up all over the country as were packing plant labels that were using phrases like "ranch raised," "home raised" and "locally sourced." The biggest thing we forget when demand is strong is, can we prove or verify what we are saying?

An Australian company called Livestock Labs was looking for a herd to try an implantable sensor on. The sensors would give GPS location, temperature readings and heart rate, with the capability to do more in the future. In other words, the sensors could establish a

"proof of life" for an animal. After consulting with multiple entities, including the state Beef Quality Assurance (BQA) coordinator, our long-time veterinarian and the USDA-inspected packing plant where we get our DTC cattle processed to ensure that we could recover the large sensor, we jumped on board. The sensor would be used in collaboration with a California-based company called PlainSight that had been using biometrics to perform inventory control in facilities, including some within the meat processing industry. By taking a scan of the animal's face they would be able to utilize the pixel points to establish proof that the animal was who we said it was.

On June 7, 2021, we held a media event at the ranch northeast of Lakeside. We identified 20 Red Angus steers that would participate in the project. The steers had not received any growth promotants or antibiotics besides

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Biometric recognition begins with a technician, right, doing a 180-degree scan of the steer that will later be used to establish pixel points and create a digital recognition image of that individual.



Dr. Clint Kesterson, center, holds the sensor that will be implanted into the steer while technicians enter the identification information into the blockchain format.



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Rumensin. The steers were genomic tested through Neogen's Igenity Beef and selected based on their upper one-third ranking of the tenderness gene. Every steer was surgically implanted in the BQA triangle with a Livestock Labs sensor, had facial biometrics taken and was given a unique identifier to market as a non-fungible token (NFT).

An NFT is a unique token that can exist on a blockchain and cannot be replicated. NFTs can represent real-world items like real estate and artwork (digital artist Beeple sold a group of NFT's for more than \$69 million). Each token contains a non-transferable identity to distinguish it from another. For our project, we would have five tokens available for purchase on each animal: one for each quarter of beef and one for the whole animal. Unlike the majority of NFT sales, instead of just having a token in a digital wallet, the buyer would additionally receive the beef from the steer.

The NFTs could be purchased through our website www.flyingdiamondbeef.com or through another one of the entities. Buyers could use U.S. currency or

bitcoin to purchase the beef. The beef would be shipped by UPS or Southwest Cargo anywhere in the United States.

Once the steers received the sensors, they were transferred to a local bison feedyard to be finished. The sensors' antennas were also moved and set up in the new location to continue to read data. Data readings came in for a bit and then we started to see a decrease in data readings from the steers. A Livestock Lab's tech came to determine the issue, but it came down to a combination of scar tissue that encapsulated the sensors and the sensors' battery life. Identifying issues like this was the purpose of the project – to try and iron out what works and what doesn't with new technologies. Fortunately, the biometrics were still in place to identify all the cattle. The cattle were harvested December 2021 at a small USDA-inspected plant. Every package of beef was individually labeled with the animal's ID, including all ground beef, which was single-animal sourced. If the NFT on the steer was purchased, the quarter would be delivered to the

CONTINUED ON PAGE 18



Technicians set up the antenna that reads data from implanted sensors.

Flying Diamond steers on feed after being implanted with the sensors for this project.

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CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Before using Increxxa, please consult the product insert, a summary of which follows:

INDICATIONS

Beef and Non-Lactating Dairy Cattle

BRD – Increxxa Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*.

IBK – Increxxa Injectable Solution is indicated for the treatment of infectious bovine keratoconjunctivitis (IBK) associated with *Moraxella bovis*.

Foot Rot – Increxxa Injectable Solution is indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with *Fusobacterium necrophorum* and *Porphyromonas levis*.

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DOSEAGE AND ADMINISTRATION

Cattle

Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1.1 mL/100 lb) body weight (BW). Do not inject more than 10 mL per injection site.

Table 1. Increxxa Cattle Dosing Guide

Animal Weight (Pounds)	Dose Volume (mL)
100	1.1
200	2.3
300	3.4
400	4.5
500	5.7
600	6.8
700	8.0
800	9.1
900	10.2
1000	11.4

See product insert for complete dosing and administration information.

CONTRAINDICATIONS

The use of Increxxa Injectable Solution is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS

FOR USE IN ANIMALS ONLY.

NOT FOR HUMAN USE.

KEEP OUT OF REACH OF CHILDREN.

NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNINGS

Cattle

Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. This drug is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.

PRECAUTIONS

Cattle

The effects of Increxxa on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter.

ADVERSE REACTIONS

Cattle

In one BRD field study, two calves treated with tulathromycin injection at 2.5 mg/kg BW exhibited transient hypersalivation. One of these calves also exhibited transient dyspnea, which may have been related to pneumonia.

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100 mL: Use within 2 months of first puncture and puncture a maximum of 67 times. If more than 67 punctures are anticipated, the use of multi-dosing equipment is recommended. When using a draw-off spike or needle with bore diameter larger than 16 gauge, discard any product remaining in the vial immediately after use. 250 mL and 500 mL: Use within 2 months of first puncture and puncture a maximum of 100 times. If more than 100 punctures are anticipated, the use of multi-dosing equipment is recommended. When using a draw-off spike or needle with bore diameter larger than 16 gauge, discard any product remaining in the vial immediately after use.

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Indication: Beef and Non-Lactating Dairy Cattle: Treatment of bovine respiratory disease (BRD) and control of respiratory disease in cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

IMPORTANT SAFETY INFORMATION (ISI)

Not for human use. Keep out of reach of children. Do not use in animals previously found to be hypersensitive to the drug. Increxxa has a pre-slaughter withdrawal time of 18 days. Do not use in female dairy cattle 20 months of age or older.



Increxxa™
(tulathromycin injection)

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The biometrics process creates pixel points on a digital image, right, representing the photo taken earlier by technicians, left.

buyer, otherwise individual cuts up to a whole animal were still available through the website.

Was the project worth it? Yes and no. After factoring in the additional time commitment and labor necessary to develop the project, it really started to cut in on the “freebies.” At the same time, there was a lot of positive press, and a lot of conversations would not have happened if the project had not occurred.

Surprisingly, the greatest interest came from the banking industry. Imagine if a producer could have all their cattle on blockchain or as NFTs, and they would be able to take that information to the bank. Not only would it provide verification for things like note renewals, but fraud transactions would become almost nonexistent. Is there a place for blockchain or NFTs in the cattle industry? Absolutely, but trying to find how they will fit and where they will be economical will be the biggest challenge.

From a traceability standpoint, blockchain is the future. The ease of entering EID tags or biometrics on a large number of animals would increase the speed of commerce by leaps and bounds. Is it a stretch to be talking blockchain or NFT traceability when we are still trying to get producers to just put in an ear

tag? Maybe, but more and more custom marketplaces are using the verification that it provides.

Is there a place for blockchain or NFTs in the cattle industry? Absolutely, but trying to find how they will fit and where they will be economical will be the biggest challenge.

What has this project done for Flying Diamond Beef? It has made us confident that if a consumer ever questions where our cattle came from or how they were raised, we can actually prove that the steak they are eating came from an animal born and raised on our ranch. We can prove this with tangible evidence that it is what we say it is. In today's world, that means a lot.

The sky is the limit for blockchain, especially when we start talking traceability and, specifically, disease traceability. I know we will continue to look at new programs that will utilize blockchain and EID tags, because change is coming and change sometimes can be a great thing. ■NC■

the past years. While the organization cannot rely solely on member dues as a source of revenue, the fact remains that recruiting members is critical to NC's long-term health and relevance. The larger the membership, the greater the impact when NC speaks on behalf of beef producers. At the same time, NC must find new revenue sources through programming and partnerships while maintaining its principles and values.

After giving an overview of the strategic plan, the question becomes, “Where do we stand on implementing the plan?” As stated earlier, NC excels in leadership and advocacy. I can point out many success stories, from state tax reform that resulted in reducing property taxes and federal changes through the Risk Management Agency to the Livestock Risk Protection policies that provided affordable risk protection for livestock producers.

Member relations and engagement is where the rubber meets the road. We must communicate with not only members, but with all beef producers about the work done in the areas of policy and advocacy. The Nebraska Cattlemen has a great story to tell. There are now two additional staff members to tell this story who are devoted entirely to serving membership. This is a monumental change that occurred because of the strategic plan.

There are many areas of the strategic plan that are either being completed or are ongoing (some things such as advocacy can never be marked as completed). A member survey was conducted at the beginning of the strategic plan to get a benchmark of where we were. Another survey needs to be done to gauge the improvement from the time of the first survey. This process will take some funding, which has not yet been committed. It is very important to measure our progress to see if we are meeting the goals of the strategic plan. ■NC■



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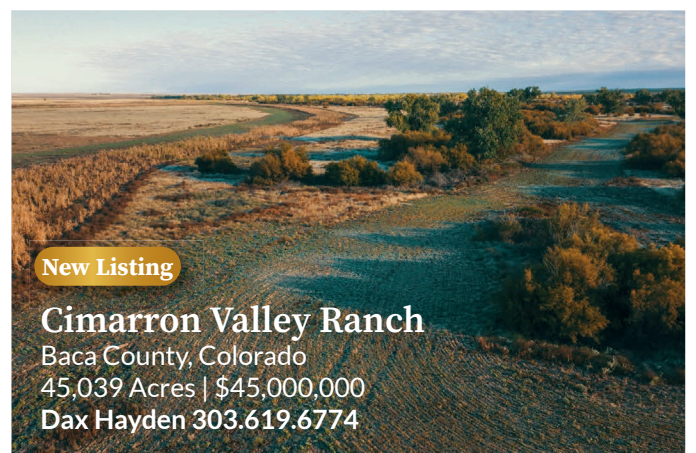
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MARKETING SEEDSTOCK FEMALES

By Kelsey Pope, Contributing Writer

While seedstock producers have become experts at marketing and selling bulls, selling females can sometimes be a different path to pave. Here's a look at practical ways to market females that may be different from selling bulls.

Preparing Females for Sale

Preparing females for sale requires advance planning, along with their planned matings. Darren Richmond, owner of Richmond Marketing Service/Richmond Photo Video, offers a unique perspective for marketing females, including the importance of planning ahead.

"For bred heifers, producers need to plan eight to 12 months in advance," Richmond says. "I suggest producers use AI with heifers bred to bulls in high demand and popular within the breed, whether that is based on the expected progeny differences (EPDs), data or show ring. It will help them sell and bring a premium."

Proper body condition is also imperative to selling females, but takes time.

"Especially with females, you need those heifers in good condition," Richmond notes. "A good picture makes an important first impression, so proper condition of that animal is a must for a high-quality picture."

Once a plan is in place for matings and body condition, there are different avenues to consider for selling seedstock females.

Consignment Sales

Whether hosting your own sale and bringing in other sellers for a larger offering, or taking part in another producer's sale, consignment sales are a popular path to securing a premium for females.

Sloup Simmentals, Seward, has been marketing Simmental genetics for more than 40 years. Owner Nick Sloup says he diversifies and markets females in several ways because people prefer to purchase cattle by different means. One of those ways includes an annual sale that involves consignors.

"By being diverse it really opens up the opportunity to meet the needs of established and new customers," Sloup says. "It's an ongoing challenge to meet the changing needs of my customers. Our biggest avenue where we offer bred females and open heifers is an annual sale that includes consignors."

Sloup has successfully marketed his cattle this way for 27 years. Having consignors along with the Sloup cattle provides customers with a choice of different pedigrees, yet similar quality cattle.

Unique to Sloup Simmentals is their offering of open heifers. Nearly 90 per-

cent of his cow herd calves in the fall, so these open heifers are sold around 13 months of age and are ready to breed.

Online Sales and Private Treaty

The Sloups also utilize online sales and private treaty offerings. In February, they held a customer appreciation sale where customers they've worked with over the years consigned females to sell.

"We put a few cattle on this sale, but a majority were our customers' cattle," Sloup adds. "We had more than 40 consignors this year and are planning to do it again in 2023."

This sale, and another annual online sale held in December, are hosted on *DPOnlineSales.com*. This online sale is a timed auction where the lots are open for a limited time for bidding by registered bidders.

"When we started the sale in December about six years ago, there were very few producers using online sales then, but now it has just exploded and there are hundreds," Sloup says. "That's the thing that has changed the most. They are not exclusive anymore, but the positive is that they are more common, making it easier for people to bid and buy cattle from any location."

CONTINUED ON PAGE 22



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Like Richmond, Sloup agrees that good pictures and videos are important for online sales and video auction.

"You can't put an average picture on a sale because the market is so competitive; they better be really good," Sloup notes. "Besides the time you have to plan for photos and video, it's also an added expense. Videos are very important for video auction, as well, rather than having cattle come through the ring."

Along with selling and promoting female sales online, Sloup says their ranch website draws a lot of people who find them through an internet search.

"Our site is constantly being updated with sale dates, updates of donors, all of the matings and bulls," he says. "This helps people come directly to the source of our information."

Private treaty sales are a way to build upon relationships with buyers. The Sloups sell females by private treaty, especially to those customers with whom they've built relationships over the past 40 years. They do limit their private treaty sales to certain times of the year so they don't hurt their female offering in upcoming sales.

Sloup has used all these marketing avenues not only to sell live seedstock females, but also embryos, a niche avenue to market their genetics.

"For us, when people think of females, they think of our donors and

"When producers are trying to move registered females, it's a lot more of a niche market than a bull sale because everyone with cows needs a bull, but there is a smaller market for those producers who will want to pay a premium for registered females."

— Jemi Nielsen

the embryos they can purchase," Sloup adds. "Our embryo market has been really good. We sell around 500 to 1,000 a year using these different marketing methods."

Marketing Females

Marketing services like Heartland Angus Marketing owned by Jemi Nielsen, can simplify the process for selling seedstock females by creating online listings, taking professional photos and videos, and creating digital and print ads.

Timing is very important in selling females. Nielsen has experienced multiple sides of marketing, including having female sales before the first of the year and also selling them along with bulls in the springtime before they calve.

"It's amazing how replacement heifers being marketed in the spring right before breeding were bringing \$300 to \$500 more than a commercial heifer running through the sale barn at the same time," Nielsen attests.

A challenge in doing a female sale is that there is a smaller customer base to reach.

"When producers are trying to move registered females, it's a lot more of a niche market than a bull sale because everyone with cows needs a bull, but there is a smaller market for those producers who will want to pay a premium for registered females," Nielsen says.

She contends that one of the main obstacles in selling seedstock females is the investment in time and money to register and market them to a smaller group of producers who are interested in those females.

When it comes to a sale type, Nielsen doesn't have a preference. Her experience with online auctions has shown that they can pull several new clients from long distances or even more local producers now used to bidding and buying online.

"At the same time, don't discount the auctioneer who brings the hype the day of the sale to in-person buyers," Nielsen says. ■NC■

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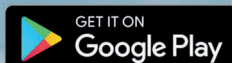
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SURVIVING SUDDEN, TRAGIC OPERATIONAL CHANGES

By Natalie Jones, Contributing Writer

Through close-knit family relationships, kind neighbors, caring church families, true friends and cattle industry members, and their faith in God, three Nebraska agriculture families have survived tragedy and not only thrived but sustained the operations long after the unimaginable loss of a spouse/parent.

According to the National Institute for Occupational Health and Safety, agriculture ranks among the most hazardous industries. In 2019 alone, 410 agriculture workers were killed in work-related injuries. Not only are these losses devastating personally to loved ones, but they can leave a business gutted from the loss of that person's operational contributions.

Years after the loss of an integral person in the operation due to a farm accident, depression and car accident, respectively, the Livingston, Lienemann and Dean families continue to carry on their respective family legacies and press on to maintain their operations located across the state.

The Livingston Family

Established near Orchard in 1988 by Craig and Valerie Livingston, the 88 Ranch specializes in selling private-treaty purebred Gelbvieh and Gelbvieh-Angus Balancer bulls and heifers. Working with their three daughters, Cadrien, Carlee and Cassie, Craig and Valerie shared the same dreams and goals of ranching and being in the seedstock business. The pair of "crazy eights," as Valerie says, started off with rented acreage and one cow-calf pair in 1988 and, over time, built their herd and land base along with custom haying, artificial insemination work and farming.

When Craig Livingston was killed in a grain bin accident on April 29, 2008, he left behind his wife, 10-year-old Cadrien, toddler Carly Jo and 2-week-old Cassie Jean. The Livingstons already had plans for planting season, so Valerie went ahead with planting and carried on the operation as it was for the first year with the help of her family, nephew, church family, a neighbor and a very brave young daughter, Cadrien.

"I distinctly remember sitting down with mom after the funeral, and her asking me if I wanted to stay on the ranch or not," Cadrien says. "At that point I made a decision for my sisters, because I couldn't imagine packing up and moving to town. I was thinking about my younger sisters and how I wanted them to grow up with the values that come with the ranching lifestyle."

Raised on a farm nearby, Valerie was her father's right-hand girl and learned a great deal from him and her late husband, an excellent teacher with whom she worked side by side on the ranch.

Despite calls, questions and assumptions from locals asking when the cows and land would be sold, the gals of the 88 Ranch persisted, making bull deliveries and getting through that first year.

"I just wanted to prioritize relationships, that was the most important thing to me," Valerie says. "I got the girls involved in 4-H and the horse club, and we made time to do that as a family."

The second year after Craig's passing, they cash rented out the farm and did some haying, while continuing to maintain the cow herd; they also brought in day labor during weaning and breeding. The next step for Valerie was the decision to sell the haying equipment and purchase feed.

When Craig's Kids Foundation collected money for the girls, Valerie allowed each of her three daughters to invest in a bred heifer to build their own Gelbvieh-Angus Balancer herds. Running as one combined herd, today, the four Livingstons have grown their herd and rented acres while continuing



Carlee, Valerie, Cadrien and Cassie Livingston, left to right, continue to operate 88 Ranch, near Orchard, following a grain bin accident that claimed the life of their beloved husband and father, Craig.

CONTINUED ON PAGE 26

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to sell private treaty, running the operation together. Cadrien still finds time to be involved as the ranch's sale manager, while working full-time as a risk management specialist for Gallagher.

In a tragic situation, Cadrien says the best thing you can do for your family, in addition to not making rash decisions, is having conversations with the kids so that they have input.

"Between all of us, we refused to give up and kept pushing because it's a lifestyle that we really love, enjoy and want to keep doing," Valerie says. "We have to mention God in our lives as He has been guiding and leading us the whole way, and He's never abandoned us. I'm very thankful for knowing God and having faith that He'll step in and fill all those empty voids."

The Lienemann Family

Torri Lienemann and her children, Maci, Taylon, Sydni and Skylar, are first-generation Angus seedstock producers in Princeton. Shortly after Torri and

the driving force. The Lienemann family's operation consisted of purebred and commercial spring- and fall-calving herds, as well as feeding cattle and farming. On Nov. 24, 2018, Trevor lost his long-fought battle with depression.

At the time, each of the Lienemann kids, ages 18 to 24, were busy undergraduate or graduate students. Maci was working on her Ph.D. in California; Taylon was at a ranch in Texas; and Sydni and Skylar were in their junior and freshman years, respectively, at the University of Nebraska-Lincoln (UNL). Torri was serving as the director of graduate studies in special education at Concordia University and as a Lincoln Public Schools administrator. After much consideration, she decided to give up her career in education to focus on her family and carry on the legacy and lifestyle they had begun.

"It was not an easy decision," Torri says. "I love education, but I knew the kids wanted to continue Trevor's legacy. In order to do that, I needed to focus on the operation."



Members of the Lienemann family, left to right, Kale Mueller, Maci (Lienemann) Mueller, Sydni, Torri, Skylar, Brooke and Taylon Lienemann at their annual spring bull sale in 2019, fewer than four months after they lost their husband and father.

her late husband, Trevor, were married in 1992, they purchased six cows that turned from a hobby into a lifestyle. As the herd grew, so did the Lienemann kids' involvement in the livestock industry. The family built their operation from the ground up and, while everyone played an integral role, Trevor was

The Lienemanns are proud of their family team approach. After Trevor passed, everyone took on a different role to maintain the operation. Torri, Maci, Sydni and Skylar primarily managed the office work (organization, finances, marketing, genetic decisions,

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¹Lekeux P. Bovine respiratory disease complex: a European perspective. *Bov Pract.* 1995;29:71-75.



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nutrition, customer relations), while Taylon was in charge of everything outside of the office (calving, vaccinating, breeding, haying, daily chores). Everyone helped outside when needed, but he was the head cowboy.

“When it came to managing the cattle, we all knew what and how to do things, but we didn’t always know the ‘why’ behind it,” Taylon says. “That was all Dad. He loved to research, plan and figure out the best practices for our area.”

The Lienemanns sought assistance from experts in the area, from UNL Extension to their local veterinarian. They say the best advice they got was not to change anything for a year but instead to just keep doing what Trevor had done.

After mimicking the decisions and patterns of the operation for the first year, the family decided it would be best to simplify the operation, so they downsized and dispersed the herd in the fall of 2020. Taylon purchased cattle from the sale and, today, continues his father’s dream of raising Angus cattle with his wife, Brooke, with Torri alongside them managing the business side.

The Lienemanns’ transition continues as Taylon leads the family operation and decides on the direction he would like to move it – with his wife’s and sisters’ input of course. Aside from managing the genetics his father built, he does artificial insemination, embryo work and calving for other producers as well.

For those struggling with depression like Trevor did, there is hope. The 988 Suicide and Crisis Lifeline provides

distress. By calling or texting 988, you’ll connect to mental health professionals within the Lifeline network.

The Dean Family

Nicole (Lapaseotes) Dean had no interest in pursuing an ag career in college, despite growing up surrounded by it as part of the family business. After college, she returned to her hometown of Bridgeport and began working for



Jacob Dean, second from left, and his wife, Nicole (Lapaseotes) Dean, right, and their sons, Waylon, Claycen and Heston, left to right. The Deans took over the family operation, Coulter Ranch, following the loss of Nicole’s mother, Robin Coulter Lapaseotes, in 2014.

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her mother, Robin Coulter Lapaseotes, owner and manager of Coulter Ranch, doing everything from processing cattle to bookwork to riding pens, and one day she fell in love with agriculture.

Nicole and husband, Jacob Dean, married and moved to the ranch, and slowly they both started investing more time in helping Robin on the ranch before her passing Feb. 4, 2014. Two weeks after the loss of her mother, Nicole gave birth to their second child and continued to maintain the ranch and feedlot day to day. Before her passing, Robin had discussed transferring or selling pastures to the Deans.

“Someone had to take over right away, and it was very natural that it was Jacob and me,” Nicole says. “I was so glad she had an estate plan in place, and it allowed my dad, an accountant



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and attorneys to be open minded as to what made sense for our operation.”

Nicole says her father, Pete Lapaseotes, continues to be very knowledgeable and helpful in guiding and supporting her and her husband, along with her siblings, Costa and Cassie, and her grandparents.

Drawing from her mom’s background in mental health counseling, Nicole refused to dwell on her situation, so she counts her blessings and accepts her path and the decisions ahead of her. The Deans didn’t change anything in the operation for several years, and Nicole admits she opposed any change at first in an effort to honor her mother.

She says it’s okay to honor the person who’s passed away and their work and, at the same time, adjust the operation in order for it to make sense for the family.

The Deans have always enjoyed working together but, following Robin’s

passing, they worked on their communication skills and making decisions together, trusting each other and having patience. Today, Nicole’s focus is on her passion for the feedlot, and Jacob’s focus is on his love for the ranching side of the operation, creating a natural barrier between duties.

With three young boys, the Deans also navigated a very busy and constantly changing family life in the midst of Robin’s passing. They made the decision to cut back on the feedlot and stopped calving heifers to maintain a balanced family and work life.

“I’m glad we were able to realize where we were as a family, and that was more important than what we were doing,” Nicole says. “We loved what we were doing, but we needed to back off work a little bit.”

The operation has transitioned from using Red Angus to Charolais bulls, and they moved calving back to May and

June. They also have their crop ground custom farmed and, most recently, hired a ranch manager.

“We’re both trying to do the best we can for God, each other and our family, livelihood and agriculture, so having a common goal and trusting each other has helped a lot,” Nicole says.

Nicole’s message for anyone who has lost a loved one is to have faith in God and lean on those around you, be humble enough to ask for help, know that you don’t have to take it all on alone and that asking for help is not weak, it’s strong.

Editor’s Note: Natalie Jones is a communications specialist for the University of Nebraska-Lincoln’s Institute of Agriculture and Natural Resources. This article reflects the personal views of the author and does not represent an official position of the University of Nebraska-Lincoln. ■NG■

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Not (Quite) Your Grandfather's Fertilizer

Is Manure an Untapped Resource for Your Yields and Soil Health?

By Callie Curley, Contributing Writer

A well-known Chinese proverb says, “The best time to plant a tree was 20 years ago. The second-best time is today.”

The same can be said about evaluating your fertilizer needs. There is certainly no time like the present. But where to start? And how can you know what's best for your operation?

These questions, combined with increasing regulatory standards around manure management and record keeping are exactly what led to the founding of Nebraska-based Nutrient Advisors in 2005. Seventeen years later, the need has only grown.

“It's easy for us to think it's common knowledge, but so many don't know about the availability of manure fertilizer and what it can do for their farm,” says Andy Scholting, Nutrient Advisors co-founder and president. “We often find livestock producers who have this awesome resource – manure

– but struggle to use it effectively and efficiently. And that's what makes our expertise helpful.”

Why Now?

From household bills to operational expenses, there is no denying the impacts of supply-chain challenges and on-the-rise inflation. Fertilizer has been no exception.

“The fertilizer market has everyone scrambling for solutions,” Scholting says. “Customers who had never been interested before are calling, and natural is still cheaper than commercial.”

Leslie Johnson, animal manure management Extension educator at the University of Nebraska-Lincoln, agrees that natural manure usage became much more common during the pandemic.

“Over the last couple of years, those who hadn't used [manure], or were only using it on some of their land, started

expanding their usage,” Johnson says. “Affordability of commercial fertilizer became a limiting factor, and manure was local and easier to come by.”

Of course, this climbing demand for manure means it's no longer as easily accessible as it was just a few months ago. Johnson even reports hearing of “forward contracting” agreements for manure needs into 2023, something she hadn't seen much, if at all, across the industry previously.

Quality Factor

Decades ago, in an effort to eliminate the chance of weeds and know exactly what was being introduced to productive soil, commercial products began to grow in popularity. Scholting and Johnson agree, there's a shift already underway that has brought many crop

CONTINUED ON PAGE 36





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farmers and cattle producers back to nature's first fertilizer.

"Grandpa knew way back when that manure helped his crops," Johnson says. "He may not have known why, but he knew it helped. Along the way, many of us switched to commercial. We're seeing a trend of switching back to manure. If managed properly, it's not the weedy problem that a lot of people

thought it was, and the benefits can be really impressive."

Johnson also advocates for manure as a beneficial source of carbon, which enhances soil health.

"The organic matter that passes through the digestive system in ruminant manure also contributes additional carbon to the soil, further acting as a protective layer that can help slow

erosion in the case of heavy rainfall," she says.

In the end, it all comes down to nutrients and soil health.

"Grandpa knew way back when that manure helped his crops. He may not have known why, but he knew it helped."
– Leslie Johnson

"Manure as fertilizer is always better," Scholting says. "It has all the macronutrients and many of the micronutrients that farmers don't buy in commercial products. Applying manure gives the benefit of abundant nutrition."

Applying manure also means applying nutrients in greater amounts than what's typical in "spoon feeding" with commercial products.

"When crops have this abundant nutrition, they benefit greatly, and nutrients are no longer a limiting factor," Scholting continues. "Microbial activity in manure also contributes heavily to soil health and crop growth."

Of course, just like that third heaping portion of Grandma's famous apple pie at the family picnic, we can have too much of a good thing.

"One downside of manure is the balance of nutrients," Johnson says. "It's not uncommon for nutrients to be in the wrong ratio for what that crop and soil will need, so supplementing with [commercial] fertilizer can help with that. There is a huge benefit to using a combination of both to meet your unique needs."

Open Lot vs. Confinement

Scholting and Johnson both emphasize that manure quality is widely dependent on the operation it comes from. Open lot and confined barns



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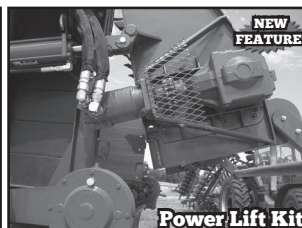
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create different manure products due to the differences in environment, storage and even feeding programs. Temperature and precipitation are key factors.

"In open lots, we lose a lot in consistency," Scholting says. "We're open to weather conditions that determine the quality of the product. When conditions are good, products will almost

always be higher quality than those from [confinement]."

What makes it a higher quality manure product? Much of it comes down to moisture. Heavy or consistent rainfall brings a lot of water into open lot systems, and manure can be mixed with mud, contaminating the product and lessening its efficiency as a fertil-

izer. In good conditions, pure manure can be scraped when dry, creating a much higher quality and more desirable product.

Where to Start?

While the benefits of integrating manure into your fertilizer model are undeniable, no one has claimed it as the "easy button."

The buying experience for commercial fertilizer is known for its simplicity: call a supplier to order a mix with exact nutrient components and wait for delivery. Manure has historically been much more hands-on, requiring logistics, additional equipment, multiple phone calls and an extended application period. Part of Scholting's business at Nutrient Advisors is providing a buying experience for manure customers that closely mimics the ease of ordering commercial fertilizer.

"Naysayers to manure will say odor, debris and compaction are reasons to avoid it," Scholting says. "The benefits of manure far outweigh any of these factors."

Johnson recommends a "manure-first" approach. Beginning with a simple analysis of your soil and the manure you plan to utilize will confirm whether it is necessary to supplement with commercial fertilizer.

"When manure comes first, you get all the benefits from those micronutrients not present in commercial fertilizers to improve soil health. Often, you do have to supplement, but taking these steps to tailor your approach will bring many rewards in long-term soil health and seasonal yields," she says.

While there are no one-size-fits-all approaches to fertilizer planning, an analysis of your needs is a great first step in setting up this year's crops – and decades of soil health – for success.

To contact Leslie Johnson, email her at leslie.johnson@unl.edu. To learn more about Nutrient Advisors, visit www.nutrientadvisors.com. ■

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A new series of billboards touting the quality beef raised in Nebraska is now on display in the Omaha and Lincoln markets. The campaign, implemented by the Nebraska Beef Council, features a Nebraska-shaped steak along with a spin off the state's slogan creating a simple but straight forward statement: "Good Life. Great Steaks."

A similar billboard message will be on display at the Omaha airport. Travelers arriving to and traveling from the airport will see the messages in the terminal walkways. The in-door signage declaring Nebraska as "Home to the Good Life and Great Steaks" will be on display through the end of September with an average of 1.2 million impressions per month.



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By Jana Jensen
NCF Fundraising Coordinator

Honoring a Legacy

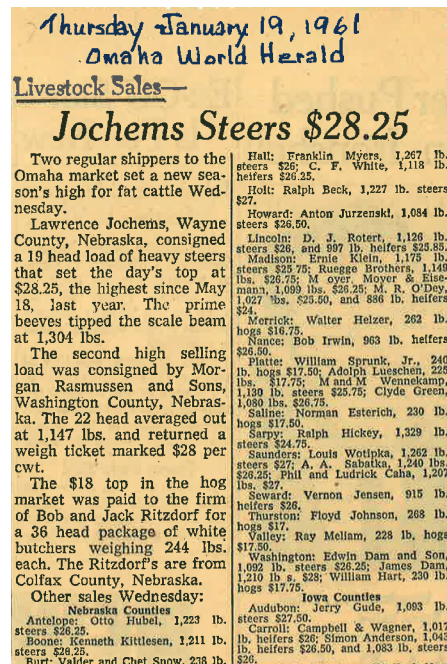
NCF Donation Memorializes Lawrence Jochens

Looking for a way to memorialize her father, Lawrence Jochens, Renee Halsey ultimately decided that donating to the Nebraska Cattlemen Foundation (NCF) Leadership Develop-

ment Endowment was the perfect way to honor her dad's memory.

Lawrence Jochens was a cattle feeder in Wayne County. Over the years, several news articles showcased Jochens' success as a cattle feeder. The first article from the *Omaha World Herald* in 1961 headlined, "Jochens steers bringing \$28.25. These beeves weighed in at 1,304 pounds." Another article showcased 21 prime heifers that set a record for that class of cattle, bringing \$1.25 over the previous record. These heifers were raised in Cherry County and fed by Jochens.

Renee shared that her dad purchased most of the cattle he fed in Nebraska, which supports the fact that Nebraska does raise the best beef, from conception to harvest.



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The NCF Leadership Development Endowment is a perpetual account providing funding for leadership development for youth and adults focusing on the cattle industry in Nebraska.

Thank you, Renee, for memorializing your father by contributing \$10,000 to this fund that will forever assist in the development of Nebraska's future cattle industry leaders.

"My parents instilled in me the importance of giving back, and I believe my dad would be very pleased that I made this donation to the Nebraska Cattlemen Foundation in his memory," she says. "This gift will help to educate future leaders in the beef industry, and Dad would have liked that since the cattle industry was so good to our family." ■■

If you would like to memorialize someone or leave a legacy, there are many ways to accomplish that goal. Some methods are very simple and others require a little more expertise. If you wish to "give back" and are interested in providing a gift to the Nebraska Cattlemen Foundation, this endowment specifically or some other endowment, memorializing a loved one or providing a legacy gift, please contact Jana Jensen, NCF fundraising coordinator, at janajensen@nebcommfound.org or (308) 588-6299.



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By Joe Broekemeier
FNIC Sales Executive, Director of Ag



Livestock Mortality Insurance

As I'm writing this article, the weather report for today says we'll have quite a bit of afternoon sunshine allowing highs to warm into the mid-80s and dew points will drop, making for a very comfortable day with a light north breeze. It will be a picture-perfect Nebraska summer day. As Nebraskans, we know a weather report can change in an instant. Tomorrow could drop to 60 degrees as a major storm forms. Cattle can handle all sorts of weather conditions, but are we prepared if they die unexpectedly? In addition to protecting cattle from weather events, we need to consider situations like electrocution, drowning, attacks by wild animals and accidents during transit.

Your current insurance policies for property and liability may provide some protection against unexpected livestock death. Events like a fire or hailstorm, or things like theft or vandalism are

typically part of your package policy, but there are a couple things to consider before relying on this policy for sole protection. The first is your policy limits – the maximum your policy will pay for a claim. Are your limits adequate enough to cover your cattle if something were to happen? The second is a review of the policy's exclusions – the circumstances, hazards or perils that are not covered by your policy. Some incidents that may be excluded are:

- Contaminated food or water
- Hypothermia or smothering from snow or freezing rain
- Overflow of water or a mudslide that leads to drowning
- An attack from a wild animal, like a mountain lion
- Accidental shooting
- An earthquake
- A vehicle accident while in transit

After taking a careful look at your current policies and how they would respond to unforeseen events, we can take action to fill coverage gaps. For example, we could adjust your policy limits or contact the insurance carrier to discuss endorsement options. If available, endorsements may be added to your current policy to increase coverage (and potentially increase your premium). A third option is to consider the purchase of a separate livestock mortality policy.

Livestock mortality insurance protects you financially from the premature death of your cattle and covers different types of circumstances and perils than your property or liability policies. As with any policy, the price and specific coverage details vary (in addition to your unique situation). However, to give you a starting point for consideration, some policies can be purchased for \$0.35 per \$100 of coverage. For example, to cover a herd of cattle valued at \$200,000, the policy premium would be roughly \$700.

There are also livestock mortality insurance policies that cover all risks. These policies protect from almost anything imaginable with few exclusions. Their cost is must higher – \$5 to \$10 per \$100. These types of plans are typically used to protect expensive purebred cattle, show horses or high-value pets.

In addition to reviewing insurance coverages, NCIG can also review risk management strategies to protect your cattle. During this time of year when we are between extreme heat and cold, we can review the risk prevention methods currently in place. When temperatures drop, do you have wind breaks in place? Is additional feed intake available? When spring returns and brings the heat back, do you have shade and shelter available? Do you have extra water and sprinklers in place? Our loss control services are provided by our Loss Control Specialist Steve O'Connor. He has more than 30 years of experience helping clients with loss prevention strategies and creating safe work environments. Steve and the FNIC team work closely with our carrier partners to develop a risk



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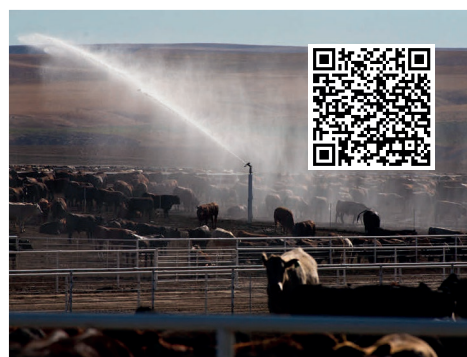
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By Mike Boehm, Ph.D.
Vice President for Agriculture, University of Nebraska,
Harlan Vice Chancellor, Institute of Agriculture and Natural
Resources, University of Nebraska-Lincoln



Celebrating Milestone Anniversaries

The 2022-23 school year is underway, and we are celebrating across the Institute of Agriculture and Natural Resources (IANR). This fall, we are kicking off a very special academic year that will mark two milestone anniversaries – the 150th anniversary of the University of Nebraska-Lincoln's (UNL) College of Agricultural Sciences and Natural Resources (CASNR) and the 50th anniversary of the IANR.

UNL's founding purpose was to connect its instruction and research directly to the needs of the people, and agriculture was a central priority from the beginning. UNL was chartered in 1869, and in 1872, the UNL Board of Regents established the College of Agriculture.

But nearly a century later, Nebraska ag leaders rightly questioned whether the

university was investing as much into agricultural research, teaching and Extension as the industry's statewide scope and impact warranted. Years of debate, uncertainty and legislative back and forth finally led to a solution: passage in 1973 of LB 149, which created IANR and ensured the continued funding for and support of agriculture and natural resources in Nebraska.

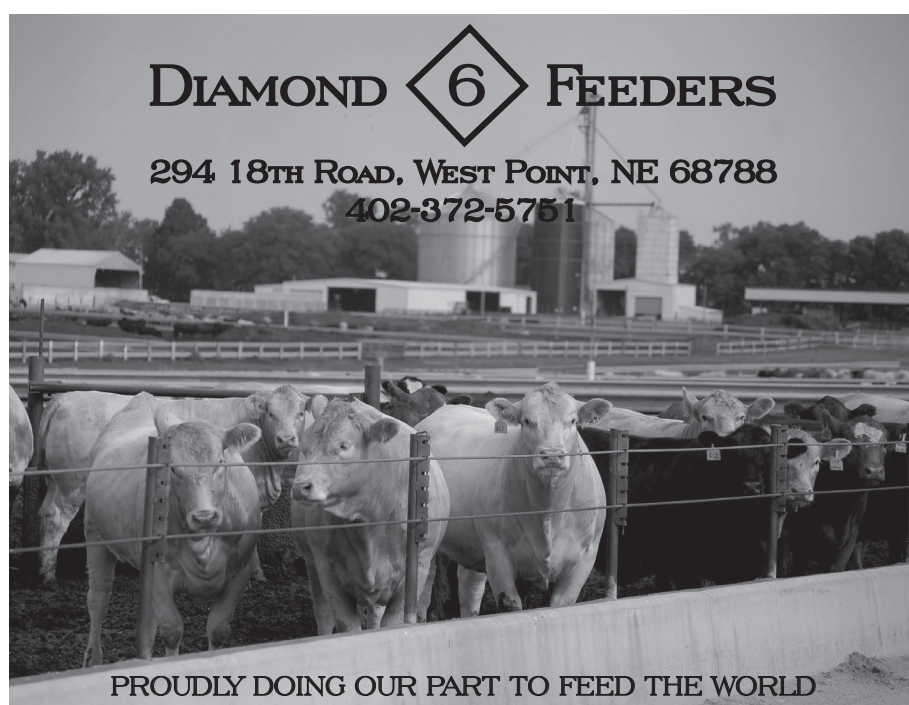
Those who championed the formation of CASNR and IANR could not have imagined the scale of modern agriculture, the improvements in management and the absolutely incredible advancements in technology. But along with all the change are several important constants, including producers' work ethic and ingenuity, and their support of CASNR and IANR. I, along with our IANR faculty and staff, am incredibly grateful

to the farmers, ranchers, land managers, ag business leaders and others involved in agriculture who continue to lend their time and invaluable insights to IANR.

In this article, I'd like to thank a very special bunch – the Beef Innovation External Advisory Board, a hub for beef excellence. The board members are:

- Charlie Arnot, CEO Look East, Center for Food Integrity, Gladstone, Mo.
- Abram Babcock, president, Adams Land and Cattle, LLC, Broken Bow
- McKenzie Beals, DVM, associate veterinarian, Broken Bow Animal Hospital, Broken Bow
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- David Schuler, ranch manager, Schuler Olsen Ranches, Inc., Bridgeport
- Adam Smith, Forestry and Fire Bureau chief, Nebraska Forest Service, Omaha
- Craig Uden, owner, Darr Feedlot Inc., and Agri Steer Inc., Cozad

The formation of the External Advisory Board comes at a pivotal time. For several years now, this column has occasionally referenced the Nebraska Integrated Beef Systems (NIBS) Hub. Developed in 2016, the NIBS Hub brought together researchers and Extension professionals with expertise in genetics, ruminant nutrition, grassland systems, climate, precision livestock management, ag economics and other fields of study related to beef production to look holistically at our beef systems and what we can do to make beef production more robust, resilient and profitable.

Six years in, we have some exciting projects underway, including adaptive management research taking place at

Barta Brothers Ranch; the expansion of the Feedlot Innovation Center at the Eastern Nebraska Research, Extension and Education Center; and the establishment of the Western Ranchland Livestock Center, which brings together researchers from Nebraska, Montana and Oregon to innovate and expand precision technologies for the ranch. In Nebraska, this work is taking place primarily at Gudmundsen Sandhills Laboratory.

It was time for NIBS to get a new name, and we landed on Beef Innovation (<https://beefinnovation.unl.edu/>). Beef innovation has always been a huge part of what IANR is all about, and I suspect that will still be as true as ever when we celebrate IANR's 100th anniversary in 2073.

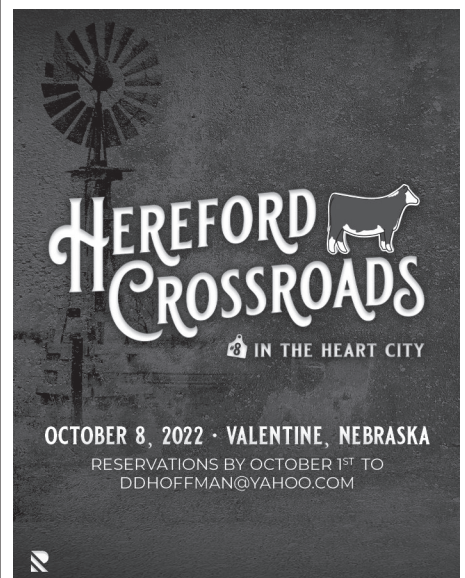
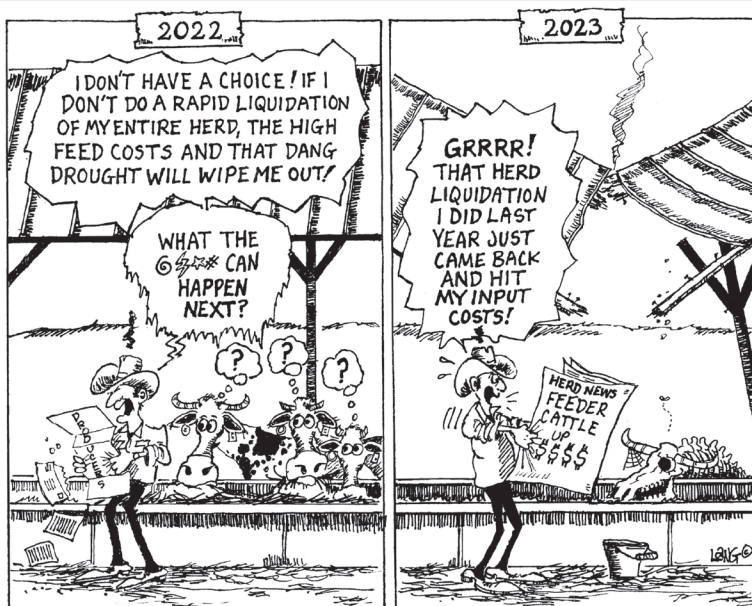
I am proud that both IANR and CASNR are among many Nebraska entities – including the Nebraska Cattlemen – that have helped shape our state's remarkable agriculture industry. In the coming year, we will look back – through articles, special events and other celebrations – on how the strong agricultural foundations of both our state and our university can and should drive our future. Stay tuned. ■ **NC** ■

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About NCIG: NCIG was established as a partnership between Nebraska Cattlemen and FNIC, formerly The Harry A. Koch Co., to provide you, Nebraska's beef producers, with risk management services specific to the work you do. This joint venture is a valuable benefit for current and new Nebraska Cattlemen members. With NCIG, you have access to a variety of leading carriers to provide a vast selection of products at competitive rates. Our team of licensed professionals provides support with claims, loss control, safety and compliance. You also have access to personal and employee health insurance options, including access to a direct primary care program powered by Strada Healthcare. Learn more at nebrascacattlemen.org/ncig or by contacting Joe Broekemeier, sales executive, director of ag, at joe.broekemeier@fnicgroup.com or (402) 861-7038. ■ **NC** ■

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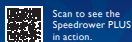


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By Ashley Kohls
NC Vice President of Government Affairs



Friend of the Court

Nebraska Cattlemen, alongside seven other Nebraska agriculture organizations, filed an amicus brief supporting the state's long-standing signature requirements for ballot initiatives. Nebraska has a multicounty signature distribution obligation for petition initiatives that require at least 5 percent of registered voters in 38 out of the state's 93 counties for the petition question to secure a place on the ballot. The proposed change in signature requirements would essentially silence the rural voice, consolidating political power to Nebraska's urban areas.

This multicounty signature requirement ensures a voice for urban and rural voters across the state by ensuring statewide support of ballot initiatives.

Multicounty signature requirements like Nebraska's reflect the very same principles of compromise and balancing of rural and urban interests that our nation was founded on.

For context and background, in May, the American Civil Liberties Union of Nebraska and Nebraskans for Medical Marijuana filed a lawsuit alleging that the state's signature requirement to place a question on the ballot is unconstitutional; specifically implying that the layers of signatures required violate the one-person, one-vote rules. In June, a federal judge agreed, issuing a stay that ordered the Nebraska Secretary of State not to enforce the multicounty rule. However, in early July, the U.S. Eighth Circuit Court of Appeals issued a stay on the lower court's injunction, reinstating enforcement of the signature requirement. I want to be explicit in noting that Nebraska Cattlemen does NOT have a position regarding the contents of this specific petition. That said, Nebraska Cattlemen greatly values the multicounty rule's necessity, thus giving our organization an opinion regarding the merits of this particular lawsuit!

Changing the signature requirements in Nebraska could open the door to endless ballot initiatives from outside groups that would threaten farms, ranches and rural communities across the state. A careful review of Supreme Court and Eighth Circuit precedent demonstrates that Nebraska's multicounty requirement does not violate the one-person, one-vote rule – a signature on a petition to qualify an initiative for a ballot is not a vote.

The brief focused on balancing differing geographic interests, explicitly concentrating on the need to give both urban and rural citizens a voice on issues that impact the entire state. The brief highlights that balancing rural and urban interests is particularly important in a state like Nebraska, where agriculture has an out-sized economic impact relative to the state's population. Given the importance of agriculture to Nebraska's economy, it is even more critical that initiative measures garner a certain threshold of statewide support before appearing on the general election ballot. The multicounty signature requirement accomplishes this goal by requiring petition initiatives to be circulated across urban and rural counties, ensuring they reach the most impacted citizens.

Nebraska Cattlemen believes that without the multicounty requirement, Nebraska's petition process allows urban interests to silence the rural voice. ■■

RELEVANT PETITION INITIATIVE FACTS

- Any person, group or association can use the petition process in Nebraska. However, only voters registered in Nebraska may sign the petition.
- In Nebraska, the number of required signatures is tied to the number of registered voters in the state as of the deadline for filing signatures.
- The deadline for filing signatures is four months before the election.
- As of July 1, 2022, there were 1,239,599 registered voters in Nebraska.
- Requirements for the types of citizen-initiated measures in Nebraska:
 - Initiated Constitutional Amendment (ICA): 10 percent of registered voters
 - Initiated State Statute (ISS): 7 percent of registered voters
- Signatures must be collected from 5 percent of the registered voters in 38 of the 93 Nebraska counties.



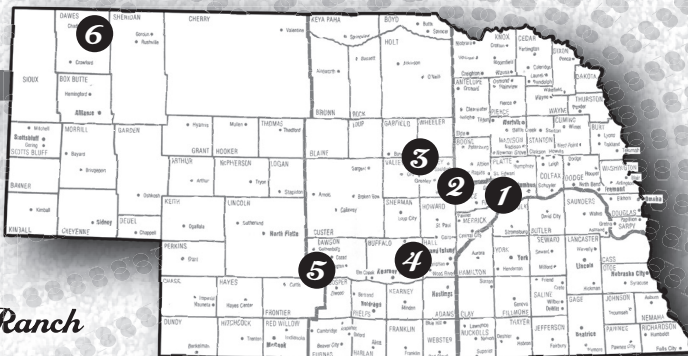
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4th Annual Cowboy Kind Female Sale:

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Greg Christo: 402-920-2901
Trevor Naber: 402-641-2576
Dustin Christo: 402-741-2950
2291 240 Ave., Albion, NE 68620
Email: gregchristo2005@yahoo.com

Show Circuit Online Sale: Tues., Sept. 20

Cattle available to view after Aug. 30

at www.christocattlecompany.com

Call to view cattle in person any time.

3. Landgren Ranch

Mark & Julie Landgren
308-654-3313 or 402-340-0673
49812 Hwy. 20, Bartlett, NE 68622

www.landgrenranch.com

Online Pasture Sale with Show Circuit:

Sat., Sept. 24

Sires: Monopoly, Here I Am,
Front and Center, Wynn In Doubt

4. Rick Schultz Cattle

Rick Schultz: 308-390-3808
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www.schultzcattle.com

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Email: russman@atcjet.net

Private Treaty Sale

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6. Sellman Ranch Show Cattle

Ryan Sellman: 308-430-3634 or 308-432-8333
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By Libby Schroeder
NC Director of Communications



Nebraska Cattlemen Disaster Relief Fund

Earlier this year, as wildfires spread across south-central Nebraska, the world watched as first responders, volunteer firefighters and families banded together in the face of adversity, showcasing Nebraskans' true strength and resilience. While many beef cattle producers are still recovering from the wildfires' aftereffects, Nebraska Cattlemen Disaster Relief Fund leadership stepped up to help our cattle community.

The Nebraska Cattlemen Disaster Relief Fund is now accepting applications

for aid until Sept. 30, 2022, from beef cattle producers who were affected by all fires reported through the Nebraska Emergency Management Association (NEMA) Watch Center. An eligible recipient is a livestock operator located in a county or tribal area where NEMA deployed state assistance.

Applicants may submit documentation for agriculture-related expenses not paid for by insurance or other governmental sources related to fencing, pens, agricultural structure repair, feed, livestock removal or additional

necessary agricultural-related costs directly associated with rebuilding from the natural disaster. Applicants must also demonstrate that expenses/losses incurred were related to agriculture production and directly caused by recent Nebraska wildfires.

A Nebraska Cattlemen Disaster Relief Fund committee will review applications and will determine eligibility of expense reimbursement on a case-by-case basis. Please check with a tax professional if you have concerns regarding tax liability resulting from fund payments. Applications must be completed and have all required documentation to be considered. Documentation can include copies of receipts for purchases of supplies, invoices for repairs, photos of the damage, etc.

A Nebraska Cattlemen membership is NOT required for an applicant to receive relief. To learn more about eligibility and how to apply, please visit www.nebrascacattlemen.org/disaster-relief-fund.

A special thank you goes to the individuals and organizations who generously donated to the Disaster Relief Fund to make this possible. It is always humbling to watch the agriculture community come together in the midst of challenges to help one another.

For any questions, please contact the Nebraska Cattlemen office at (402) 475-2333 or email disasterrelief@necattlemen.org. ■ NC ■

NC Events

Husker Harvest Days


Catch the Nebraska Cattlemen membership team at the 2022 Husker Harvest Days, Sept. 13-15, in Grand Island. We will be set up in the Bill's Volume Sales booth in the northwest quadrant, booth number 356. Stop by, say hi and register for a drawing while visiting the show.

Feeder Calf Tour

A joint feeder calf tour with Sandhills Cattle Association, Sandhills Affiliate of Nebraska Cattlemen and the Nebraska Cattlemen Cow-Calf Council will be held Thursday, Sept. 22. Stops will include John and Richard Fairhead, Jason Fairhead, lunch at Bowring Ranch, Brock Moreland, Shane Wobig and Travis Anderson. A social and evening meal is being planned. For more information, contact the Nebraska Cattlemen office at (402) 475-2333.

Upcoming Affiliate Meetings

Over the next few months, Nebraska Cattlemen (NC) affiliates will be busy hosting fall producer meetings. We are excited to share that some affiliates that have not been active for a few years have been planning and are ready to host meetings in their areas. We encourage members to attend these events and invite a neighbor or family member to attend with you. Not only do these events provide networking opportunities with fellow beef producers, but it is a chance to get updates from NC leadership and staff. The NC member services staff members hope to see you at an upcoming meeting. If you have any questions about your membership, please call the Nebraska Cattlemen office at (402) 475-233 or email Jessica Rudolph at jrudolph@necattlemen.org. Visit the Nebraska Cattlemen website for a list of all upcoming affiliate meetings.



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Calendar

September

- 5 NC Office Closed
- 13-15 Husker Harvest Days, Grand Island
- 15 Rick Schultz Cattle Online Bid-Off, showcattleconnection.com
- 19 Burke Cattle Annual Pasture Sale, showcattleconnection.com
- 20 Christo Cattle Co. Online Sale, sconlinesales.com
- 22 NC Joint Feeder Calf Tour, Merriman area
- 24 Landgren Ranch Online Pasture Sale, sconlinesales.com
- 29 Sellman Ranch Show Cattle Online Sale, sconlinesales.com
- 30 Jeffries Red Angus Bull & Female Dispersal, Checotah, Okla.

October

- 3 BQA & BQAT Certification, Ogallala
- 4 BQA & BQAT Certification, Lexington
- 5 BQA & BQAT Certification, Geneva
- 6 BQA & BQAT Certification, Columbus
- 7 BQA & BQAT Certification, Bridgeport
- 7 BQA & BQAT Certification, O'Neill
- 8 Hereford Crossroads in the Heart City, Valentine
- 11 NC Board of Directors Meeting, Lincoln

- 11-12 R.A. Brown Ranch Annual Sale, Throckmorton, Texas
- 14 Fink Beef Genetics Charolais Female Sale, Randolph, Kan.
- 15 Fink Beef Genetics Angus and Charolais Bull Sale, Randolph, Kan.
- 28 PAC Cornhole Tournament, Lincoln
- 29 NC Tailgate Party, Lincoln

November

- 24-25 NC Office Closed

December

- 3 Burke Cattle Cowboy Kind Female Sale, Genoa
- 6 Cattlemen's College, Kearney
- 7-9 NC Annual Convention & Trade Show, Kearney
- 12 BQA & BQAT Certification, Norfolk
- 13 BQA & BQAT Certification, Beatrice
- 13 BQA & BQAT Certification, St. Paul
- 14 BQA & BQAT Certification, McCook
- 14 BQA & BQAT Certification, Thedford
- 26 NC Office Closed

2023

January

- 30 APEX Cattle Annual Bull & Bred Heifer Sale, Dannebrog

February

- 1-3 Cattle industry Convention & NCBA Trade Show, New Orleans, La.

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Nebraska Cattlemen in Action

Region 5 Meeting



Burwell, Lower Loup and West Central Nebraska Cattlemen affiliates attend the Member Services-Region 5 meeting in Loup City on July 14 and receive updates from NC President Brenda Masek, standing.

Open House at Northeast Community College



Cuming County Feeders and Nebraska Extension Beef Systems Educator Alfredo DiCostanzo host an open house at Northeast Community College on July 12. The group toured the Veterinary Technology Building, Acklie Family College Farm and discussed hands-on learning opportunities for the cattle industry.

Saunders County Visits NC Office



Members of the Saunders County Livestock Association visit the NC office on July 7. NC affiliates are encouraged to visit the NC office.

Cedar County Cattlemen Meeting



Ashley Keiser, left, Ty Dybdal, middle, and Alex Heine, right, give updates to attendees during the Cedar County Cattlemen meeting on June 28 in Hartington.

Region 7 at McLean Beef



Vice Chair of Member Services-Region 7 Rod Keil, standing, interacts with affiliate officers at McLean Beef during the Region 7 affiliate officer meeting on July 13.

Iowa Cattlemen Visit NC



Iowa's Madison County Cattlemen affiliate tours the NC office on July 29 to learn more about how NC serves beef cattle producers.

NC-PAC Supported Candidate Wins Special Election



NC President Brenda Masek, right, congratulates NC-PAC-supported candidate Mike Flood, left, for his victory in Nebraska's First Congressional District's special election on June 28.



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