



The official publication of the Utah Cattlemen's Association



The Utah Cattlemen's Association annual convention was held in Salt Lake City, December 4-6. In addition to policy discussions the convention focused on some of the young producers in our state. We heard from Ryder Rippstein who is from central Utah. He, along with his brother and father, have been able to start a ranching operation beginning with very little. He discussed the opportunities available and how to start small with the goal of growing bigger. Trista and Ryleigh Merrill also discussed their beginning

ranch operation. They described how they got started and what it takes to be a young rancher. Scott Crozier, Ethan Young, and Chase Crandall, graduates of the King Ranch Institute for Ranch Management, also spoke about their experiences at the institute and the educational opportunities available. They spoke about some of the challenges facing the cattle industry and how educational opportunities helped prepare them to deal with these challenges.

This past year has brought a lot of changes to the cattle industry. It has been quite a roller coaster ride. There were concerns related to some of the decisions federal land management agencies were making that took a lot of effort and engagement to make new rules and policies less impactful. It seemed like the first half of the Biden Administration was easier to work with and more friendly to agriculture than the second half. Over the last two years it seems like we have had one issue after another that impacts the ways we do business. The Public Lands Rule which allows conservation to be considered a legitimate use equal with other uses such as grazing and recreation is an example. As we close out the year, we are hopeful that some of these damaging rules and harmful legislation can be overturned or changed by the Trump Administration.

There are a couple of bills working their way through the United States House of Representatives. One bill, H.R.9062 – Operational Flexibility Grazing Management Program Act, is sponsored by Utah's third congressional district representative, John Curtis. This bill seeks to make it easier for ranchers grazing public lands to make changes to their grazing schedule when conditions merit. It would allow the agency and permittee to work together to determine the kind of flexibility in management needed to make best use of the allotment – and best use of grazing as a land management tool. Giving the ranchers and local agency personnel the ability to easily adapt to changing conditions will be a great benefit to the ranchers and the land they graze.

Another bill of interest, H.R.6441, The Ranching Without Red Tape Act, is sponsored by Representative Gabriel Vasquez of New Mexico's second congressional district. This bill will make it easier for ranchers to maintain structural improvements on their permits. Things like fences and water systems are generally the responsibility of the permittee to construct and maintain. There are times when work on these improvements requires agency approval. Many times, the local agency personnel are backlogged and are not able to review and consider the maintenance work

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Message Continues on Page 2

UPCOMING EVENTS

- JAN 9 LEACHMAN CATTLE EARLY-BIRD ONLINE SALE - PAGE 9
- FEB 1 BASIN BULL PREVIEW - PAGE 13
- FEB 4-6 CATTLE INDUSTRY CONVENTION SAN ANTONIO, TX
- FEB 8 MILES HIGH ANGUS & BURTON SIMMENTAL BULL SALE - PAGE 19
- FEB 15 REES BROS CATTLE PRODUCTION SALE - PAGE 17
- FEB 18 USU BEEF CATTLE FIELD DAY IN LOGAN - PAGE 23
- FEB 19-20 USU BEEF CATTLE FIELD DAY IN RICHFIELD - PAGE 23
- MAR 1 UTAH HEREFORD ASSOCIATION BULL & FEMALE SALE - PAGE 12
- MAR 1 DOUBLE DOWN BULL AND HORSE SALE - PAGE 15
- MAR 8 YARDLEY CATTLE CO ELITE BULL SALE - PAGE 24
- MAR 10 SPRING COVE RANCH BULL SALE - PAGE 11
- MAR 15 UBIA BULL TEST SALE - PAGE 17
- MAR 23-24 LEACHMAN SPRING BULL & HEIFER SALE - PAGE 9

PRIVATE TREATY**LUND RANCH/HOT SHOE ANGUS - PAGE 13**

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President's Message Continued

being contemplated that the work is delayed months, or even years. These delays have the potential to put the permittee into a state of noncompliance with the conditions of their grazing permit even though the agency may be the reason for the delay.

In November I had the privilege to travel to Washington D.C and testify before the House Federal Lands Subcommittee. I was asked to provide written testimony relating to the two bills I just mentioned. I gave a five-minute oral testimony and answered questions following my testimony. There was not any opposition in the subcommittee to either of these bills. Representatives Curtis and Vasquez are cosponsors of each other's bills. Representative Curtis is a Republican while Representative Vasquez is a Democrat. It is nice to see bipartisan support for such commonsense legislation. I am anxious to see how these bills progress through the next congressional session.

Jeff Young
UCA President

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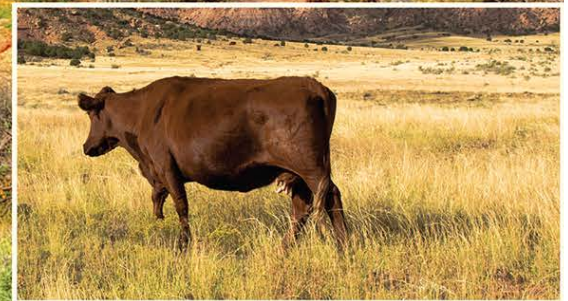


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2024 Winter Convention



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Young Rancher Panel Session:

Scott Crozier, Ethan Young, Chase Crandall, Trista & Ryleigh Merrill and Ryder Rippstein



Attendees listen in on the general session



ANCW Pres-Elect, Nikki Weston, addresses the general session attendees

2024 Winter Convention



Distinguished Cattleman Award winner Butch Jensen, his daughter Jennie Christensen, wife Jeanie and Bryce Tolbert



Spirit of the Cattlewomen Award winner Jennie Willis with her husband Jordan and UCWA President, Brandee Mills



Left: UCWA President, Brandee Mills addresses the general session attendees and highlights the Utah Beef Ambassador team Carly Christensen, Kamille Dotson, Adarely Lazos-Yanez and Ellie Lynn Johnson (not pictured)



Commissioner Craig Buttar receives the Friend of the Cattlemen Award from UCA President, Jeff Young



Brett Stuart with Global AgriTrends gives a cattle market update at the marketing breakfast

Utah Cattlemen's Classic 2024 Bull Sale Report

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Improve Rainfall Data or Bring Back Vegetative Index

Newer High Elevation Weather Stations are Costing Livestock Producers Millions

By: Brandon Willis

USDA's effort to expand insurance options for livestock producers is impressive. Pasture, Rangeland, and Forage (PRF) is a key program for livestock producers. It's a great program and it needs to continue relatively unchanged. Unfortunately, in isolated areas in the west, data used to determine PRF payments is wildly inaccurate, costing producers millions of dollars and forcing some producers to not enroll in the only insurance program meant to protect them on dry years.

The Issue

PRF is an area-based program that is insuring against the loss of precipitation. By definition, area-based programs do not take actual producer experience into account. For example, with PRF, at times, precipitation hits weather stations yet misses insured acres; at other times, the opposite occurs. Over time, these two scenarios should average out. If somebody struggles to understand this risk, then they shouldn't use PRF.

USDA's Risk Management Agency (RMA) relies on NOAA data to provide the precipitation data used for PRF. This data wasn't invented for PRF, but it has worked well in most locations. While NOAA's transparency rivals a brick wall, I have full confidence that they do their best to provide accurate data. Unfortunately, in certain areas, if the goal is to compare current precipitation with historical the data is flawed. And when I say flawed, we aren't talking it's a "bit off." Rather, it's so far off that it nearly eliminates the chances of PRF ever helping even during very dry conditions. The result? Upset producers who didn't get what they bargained for.

The Source of the Problem

The flaw in the program is seen in the western U.S., particularly in mountainous regions. The historical data, the data that producers insure against, stretches back to 1948. Early on when weather stations were installed in the west, many were put in towns or at airports. Towns and airports tend to be in valleys and at lower elevations. More recently there has been a trend to install weather stations at higher elevations, often twice as high as the original weather stations that set historical precipitation levels. These weather stations are often part of USDA NRCS' SNOTEL stations. These stations may capture much higher levels of precipitation than their valley counter parts, which results in recent precipitation totals that are higher than historic totals—dramatically in some cases.

One example of this would be in northern Utah where a historical weather station located in Rosette, Utah averages around 11.14 inches annually. In 2011 a new weather station was installed only a few miles away and it captures over 34 inches annually. Another example is a historical NOAA weather station in Kemmerer, Wyoming that has averaged 9 inches of precipitation annually since 1902, yet in 1981 the Indian Creek SNOTEL weather station was installed in 1981, and it captures 33 inches annually.

New weather stations that are at higher elevations impact the current precipitation data enough to make it nearly impossible to provide any protection to producers.

Conclusion

Ironically, in recent years there have been calls for "more weather stations," to improve PRF's accuracy.

If those weather stations are installed at higher elevations nothing could provide less accurate precipitation data. Skewed weather data has already cost livestock producers tens of millions of dollars, and, for a handful of producers, caused them to not trust USDA. It's not a minor issue and it cannot be ignored. This issue needs to be addressed for 2026.

What is the solution? What isn't the solution is a wholesale change to the PRF. We should not throw the baby out with the bathwater. Whatever changes are made need to avoid negative impacts on the program as a whole and the grids that provide accurate precipitation data.

Two solutions seem likely. First, attempt to fix the data used by PRF. To do this RMA and NOAA should immediately collaborate and determine if there is a way to use the current precipitation datasets but eliminate the impact on high elevation weather stations that are "newer," and showing significantly higher levels of precipitation than previous weather stations. Second, if the NOAA data cannot be fixed, then RMA needs to offer PRF Vegetation Index (VI). VI has been tested prior to 2015 and was a successful risk management tool—something that we do not have now in these areas. Reintroducing PRF VI would create some additional work, yet, in the scheme of all the programs RMA oversees allowing producers in these regions that are in practice uninsurable would be worth the effort.

About the Author: From 2013-2017 Brandon Willis oversaw USDA's insurance programs as the Administrator of the Risk Management Agency. Prior to that, he served as a Senior Advisor to the U.S. Secretary of Agriculture Tom Vilsack. He owns Ranchers Insurance LLC.



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Utah Cattlewomen's Association



My name is Michelle Merrill from Benson, UT, and was elected to serve as the 2025 Utah Cattlewomen's Association

(UCWA) President. I come from a long line of Utah cattlemen and cattlemen and hope to serve the industry as well as they did.

We have an amazing newly elected board to help our industry throughout the state, and I look forward to working with them. Please feel free to reach out to us with ideas or concerns. This year, we were able to honor the time and talents of Jennie Willis, as she received the Spirit of the Cattlewomen award. We are thankful for the hours and hours of time she has given to support and enhance the Utah Cattlewomen's Association. It was also great to see and visit with other cattlemen throughout the state. Many have held leadership positions in this organization and have been true trail blazers in taking the UCWA to new heights and levels of success. We truly have amazing women in our state. I look up to them all and admire their agricultural determination, passion and grit!

While attending the Utah Cattlemen's Association (UCA) Winter Convention in December, as I looked around, I noticed we are missing a good chunk of our producers throughout the state. Normally I wouldn't think much of it as I know everyone is busy doing what we do best, raising quality beef for consumers. But, I couldn't help but think about the future of our industry and the great state we live in. A common topic of concern I heard at the convention was the notion that each generation is becoming more removed from agriculture than ever before. For this reason alone, we need everyone to bring their time, talent and voice to the table. We will need to be each other's biggest cheerleader as we enter an era of people knowing and understanding less about what we do. For those of you

that were in attendance, I challenge you to reach out to at least one producer in your county and invite them to join UCA and UCWA.

Furthermore, for the reasons stated above, I challenge everyone to become more involved in legislative issues regarding our industry. The 2025 General Session will run from January 21st to March 7th 2025. I encourage everyone reading this to visit www.le.utah.gov and look at proposed bills that will affect our industry. This page also provides a link to track the bills and participate virtually in the committee hearings. I'm very new to the process, but have recently learned that we need to be telling our story. Again, more and more members of the Utah State Legislature are among the increasing numbers of becoming farther removed from agriculture. We can not expect them to make educated decisions on our behalf if we are not sharing our livelihood and story with them. We need to be building relationships with our elected officials more than ever before. Our state and landscapes are vastly changing, and we need their protection and advocacy on all levels. Here are a few suggestions on how to become more involved.

1. Visit www.le.utah.gov and find your representatives and senators. This will also provide their contact information. Get a hold of them. Invite them to come see your ranch. Invite them to see how policies and laws they pass affect our industry, good and/or bad.
2. Get to know your county commissioners or county government officials. Most counties have a website with their contact informa-

tion. They can be our biggest advocates with our state elected officials. Again, invite them to come and see what/how/why you do what you do.

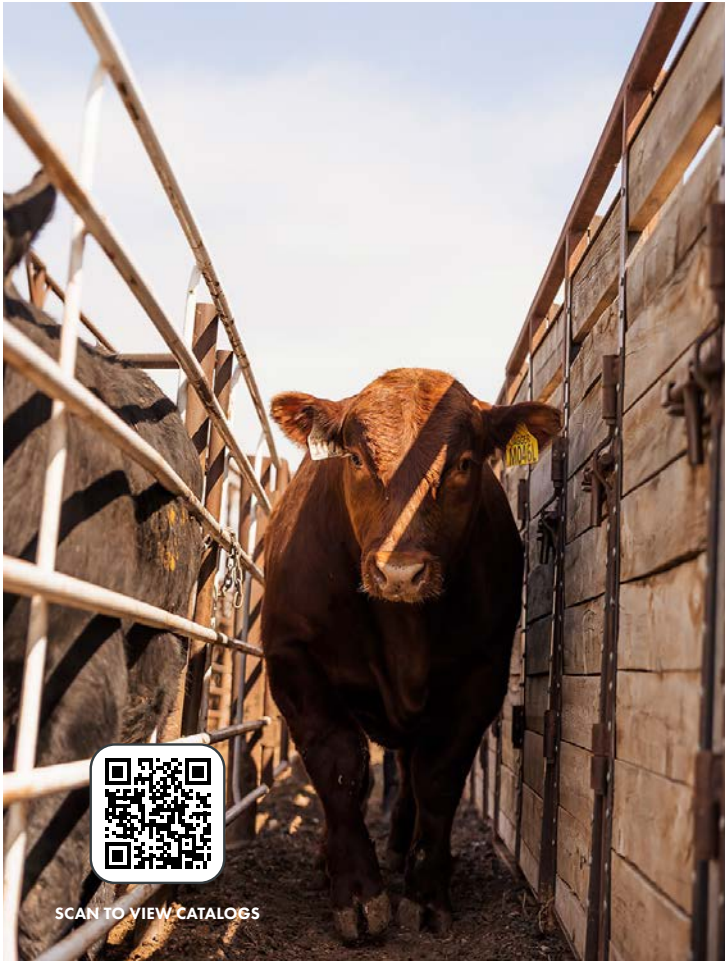
3. Most importantly, educate yourself on the current issues we face not only in our state, but on a national level as well. Reach out to the Utah cattlemen's president, Jeff Young and me to voice your concerns with what you see as potential problems or potential wins with proposed bills or policies. Your voice is needed and matters.

I personally have experienced opportunity to share my agricultural and beef heritage story with elected officials and can testify there is a great need for us to do so. They need facts, and they need to hear from us. I plead with anyone reading this article to start getting more involved, visit the website, look at the bills, and contact your elected officials. We need to ensure that our industry is alive and thriving for the next generation of cattle ranchers in this great state.

Michell Merrill
UCWA President



UCWA Board: Kitty Young, 2nd VP - Brandee Mills, Past President - Michelle Merrill, President - Jennifer Tolbert, Pres-Elect - Tucker Martin, 2nd VP - Nikki Weston, ANCW Pres-Elect Not pictured: Amy Jacobs, 2nd VP - Madelyn Kunzler - Treasurer Trista Merrill - Secretary - Melinda Broadbent, Membership Haley Davis, Historian



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ed through USDA, and is a partnership between Utah State University Extension and Roads To Independence. Utah is just one of 21 states that have the AgrAbility program. If you or someone you know works in agriculture and has a disability, please call or email program coordinator, Randall Bagley at 435-797-0350 or randall.bagley@usu.edu.


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What is WASDE and Why Should I Care?

By Dr. David Secrist, PhD - Beef Extension Specialist Utah State University



A new year is upon us! What can we expect from 2025? Optimism is strong at the ranch, and with good reason. As a follow-up on the November 2024 article, I thought I would take a little deeper dive into the drivers in our markets and what indications are for 2025. Please keep in mind that I am writing this article in early December, so if the world has changed in the last 30 days, please cut me a little slack!

The USDA releases a report on the second Friday of each month, known as the WASDE Report. WASDE stands for World Agricultural Supply Demand Estimates. The WASDE provides a production forecast and expected usage of several ag commodities, including grains, livestock, and dairy products. Corn production is of particular interest to cattle producers and none more so than the cow/calf sector.

Today, a 700-pound steer will double his weight in the feedlot. To do that, he will consume 22 pounds of corn every day for 200 days. That is over 2 tons or 78 bushels of corn! Today, that steer is worth about \$1,800. By the time he comes out of the feedlot, another \$750 will be added to his total cost, with most of that increase being corn cost.

When negotiating any business deal, it's always good to know

what the other guy is thinking. What is driving his decision-making? Selling your calves is no different. Cattle buyers are thinking about three things when deciding what to pay for your calves. 1) Performance: Will they be healthy? Will they gain and convert well? Will they bring additional value at the packing plant? 2) Feed cost: What will the price of corn be while these cattle are on feed? 3) Sale price: What will the fed cattle market be when these cattle are finished?

The first concern is largely unknown unless this feeder has fed your calves before. If so, it gives them a better idea of what to expect in the future and may (or may not) give them the confidence to bid just a little more.

The feeder has a little help with the second and third concerns. The futures market holds some clues as to what is expected for the corn price and fed cattle price. By the same token, those markets can help you understand what your calves are worth.

A spreadsheet is available on the USU Extension website at farm-analysis.usu.edu. The spreadsheet will help back-calculate calf value based on the three points mentioned above.

The Chicago Mercantile Exchange (CME) quotes futures and options contracts for corn, and for feeder and fed cattle. There is a very

strong relationship between feeder cattle prices and both corn and fed cattle. You can add about 8 to 10 months to your weaning date to come up with the fed cattle contract that will best approximate the price of finished cattle when your calves will market (assuming they are going directly to a feedlot). For example, a calf weaned in November will likely be marketed between August and October. You can arrive at a corn price by averaging across the months your cattle will be in the yard.

Additionally, the December corn contract is seen as a "new crop" contract. If you are interested in the tone for corn in 2026, the December 2025 contract is your best barometer.

While these are not perfect estimates, they do give a producer some idea of what the market is expecting. Right now, the December 2025 corn contract is a little higher than the December 2024 contract. Looking out as far as the fed cattle futures will go (April 2026 at this time), the market is expecting a similar fed cattle price. That said, I would expect 2025 calf prices to be like 2024 or possibly a little higher.

As I mentioned in my last article, beef demand and the supply of cattle remain a wildcard. When will cow liquidation stop and heifer retention begin? That sounds like the subject for another article in the future!



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NCBA Responds to Dietary Guidelines Report and Reiterates Role of Beef in a Healthy Diet

The National Cattlemen's Beef Association (NCBA) reiterated the important role of beef in a healthy diet and responded to the questionable advice published in the Dietary Guidelines Advisory Committee's Scientific Report. Despite a wealth of high quality scientific evidence that beef has an important role to play in a healthy diet, the committee is advising the U.S. Department of Agriculture (USDA) and U.S. Department of Health and Human Services (HHS) that federal nutrition guidelines include a reduction in red meat consumption.

"Most Americans today already eat beef within the Dietary Guidelines for Americans (DGA) recommended levels for a healthy diet. This reduction is a solution in search of a problem," said NCBA President and Wyoming rancher Mark Eisele. "Public health advice should be based on the totality of scientific evidence. The Dietary Guidelines Advisory Committee ignored robust and rigorous scientific evidence about beef's essential nutrients and the foundational, positive role it plays in health as a preferred protein food in a variety of healthy diets for all Americans."

Obesity and chronic disease are critical health issues in our nation and eating beef is a solution. With a single, 3-ounce serving of lean beef, Americans receive half of their daily protein needs, as well as 10 essential nutrients like iron and B vitamins—all in less than 170 calories. NCBA will continue working hard to ensure the wealth of evidence in support of beef's positive role in health is available to the future secretaries and considered in the final guidelines over the coming months.

"Cutting back on beef isn't going to Make America Healthy Again. There's irrefutable evidence about the valuable role of beef and its nutrients in promoting health," said NCBA Executive Director of Nutrition Science and Registered Dietitian Dr. Shalene McNeill. "We've had 40 years of Dietary Guidelines, and during that time, beef consumption has decreased, yet Americans suffer more from obesity and chronic disease than ever before. Advising Americans to cut back on beef takes us even further in the wrong direction, putting our most vulnerable populations like women, children, teens and the aging at risk. This advice detracts from the real and most basic challenges we face with eating healthfully. Nutrition guidance should encourage Americans to have the flexibility to choose nutrient dense foods and dietary patterns they enjoy within calorie goals."

Lean beef is a proven healthy choice in a balanced diet. Beef provides essential nutrients and protein with fewer calories than non-meat alternatives. Additionally, beef is compatible with heart health, plays an important role in managing weight, and supports the nutritional needs of at-risk populations including adolescents, pregnant women, and older adults.

Cattlemen Relieved by Court Decision to Halt Corporate Transparency Act

The National Cattlemen's Beef Association (NCBA) hailed the issuance of a nationwide preliminary injunction blocking the Corporate Transparency Act from being enforced on January 1, 2025. This ruling from the U.S. District Court for the Eastern District of Texas protects millions of family farmers and ranchers from onerous reporting requirements imposed by the Financial Crimes Enforcement Network

(FinCEN), a division of the U.S. Department of the Treasury.

"The Corporate Transparency Act requires millions of family farmers and ranchers to file complex paperwork and disclose beneficial ownership information with the federal government under penalty of severe fines and jailtime," said NCBA Executive Director of Government Affairs Kent Bacus. "Across the country, cattle producers are relieved that this mandate is on hold while the law is being considered by the courts. NCBA will continue working with Congress to provide a permanent fix to the Corporate Transparency Act that protects family farmers and ranchers."

This preliminary injunction prevents the Corporate Transparency Act from taking effect until the outcome of the case *Texas Top Cop Shop, Inc. v. Garland* is fully decided by the courts. This case was brought by a Texas small business that challenged the legality of the Corporate Transparency Act. For the time being, the injunction prevents FinCEN from enforcing the act and delays the deadline to file beneficial ownership reports. This is not the first constitutional challenge of the Corporate Transparency Act, and the difference in court decisions could lead to further consideration by higher courts.

While the preliminary injunction is a relief for cattle producers, we must continue fighting for a long-term solution. NCBA will continue working with policymakers to protect cattle producers from onerous reporting requirements like the Corporate Transparency Act.

Every producers' situation is different, and this information should not be construed as professional advice. Always consult your attorney and/or tax professional to determine how the Corporate Transparency Act impacts you.

4th Annual

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SALE START: 12:30 PM

Friday, February 28th

HORSE CHECK IN: 4-6 PM

HORSE PREVIEW: 6-8 PM

SALE STARTS AFTER BULL SALE

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DOUBLE DOWN BULL & HORSE SALE

Flying M Ranch Receives Utah Leopold Conservation Award



Flying M Ranch of Hansel Valley has been selected as the recipient of the 2024 Utah Leopold Conservation Award®. The award honors ranchers, farmers, and forestland owners who go above and beyond in their management of soil health, water quality and wildlife habitat on working land. Flying M Ranch's owners, Tim and Laurie Munns, were presented with the award at the Utah Farm Bureau's Annual Meeting and received \$10,000 for being selected.

Sand County Foundation and national sponsor American Farmland Trust will present Leopold Conservation Awards to landowners in 28 states this year. In Utah the award is presented with Utah Farm Bureau Federation, Western AgCredit, and Utah Cattlemen's Association.

Utah landowners were encouraged to apply, or be nominated, for the award earlier this year. Applications were reviewed by an independent panel of Utah's agricultural and conservation leaders.

ABOUT FLYING M RANCH

While ranching and wildlife can be perceived as competing threats, that's not the case at Tim and Laurie Munns' Flying M Ranch.

For decades, the Munnses have understood that a healthy landscape is key to sustainable wildlife populations and a successful cattle ranch. They achieve this by employing conservation practices that benefit livestock, wildlife, crops, rangeland, and water resources in northern Utah's Hansel Valley.

The land ethic they share with their sons, Sonny and Bud, is grounded in science, technology, and wise management. The Munns family stays up to date on sustain-

ability issues and techniques, and utilize the resources available to them through partnerships with conservation agencies and consultants.

Over the years, the Munnses converted many acres of dry cropland to perennial vegetation to prevent erosion and build soil health while enhancing biodiversity. Other parts of Flying M Ranch that were once grazed by sheep had become dominated by broom snakeweed and rabbit brush.

Tim and Laurie worked with the Natural Resources Conservation Service to remove invasive brush species and reseed the range to provide improved livestock forage and wildlife habitat. Populations of Sharp-tailed Grouse, Mourning Dove, Chukar, and Gray Partridge have since flourished.

The Munnses have enrolled 3,000 acres of their ranch in Utah's Walk-in Access program, allowing public access for upland game hunting. Likewise, biologists are welcomed to track migration patterns, survival rates, and health of mule deer, elk, and pronghorn.

Flying M Ranch had just one water trough when Tim and Laurie bought it in the 1970s. They've since installed 30 miles of water pipeline and 40 water troughs to distribute water to cattle and wildlife across thousands of acres. Cattle are grazed in Promontory in the winter, and spend their summers in nearby Caribou County, Idaho. The land use and grazing management plan they created with the NRCS allowed them to increase their herd size while improving pasture conditions.

Advancements in crop irrigation technology allows the Munns family to conserve water and electricity. Precision nozzle tips reduce the amount of water lost to evaporation. Alfalfa fields are irrigated only at night during the off-peak power rate times, which reduces the demands on the electrical grid and lowers energy costs to the ranch.

Erosion control structures such as terraces, diversions, and debris basins have been installed at Flying M Ranch to manage water movement and prevent destructive erosion from rainstorms.

Tim and Laurie were early innovators in demonstrating the grazing benefits of forage kochia which was first introduced to the United States in 1960 as an ornamental plant. The Munnses found the semi-evergreen half shrub to be highly nutritious late season grazing plant for cattle while providing cover for wildlife and upland game birds.

Well-suited for dry rangeland conditions, forage kochia competes well against aggressive annual weeds like cheatgrass. The plant is a valuable fire deterrent when used in green strips in high-risk fire areas. Tim and Laurie developed a successful business of planting, harvesting, processing, and selling certified forage kochia seed. Most seed sales are to government agencies planting it to prevent the spread of wildfires.

Off the ranch, the Munnses have served in a variety of leadership positions that advance conservation practices. Laurie has served as president of the Utah Cattlewomen's Association and Tim is a long-time board member of the National Grazing Lands Coalition.

"Utah agriculture organizations are proud of the efforts our farmers and ranchers are making to conserve and sustain natural resources and their ranching and farming livelihoods," said Brent Tanner, Utah Cattlemen's Association Executive Vice President. "Tim and Laurie Munns and their family are prime examples of ranch families willing to put in the time, effort and resources to make the lands on their ranch better every day."





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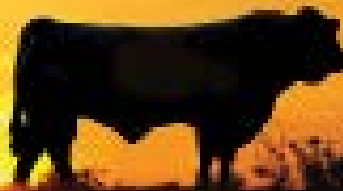
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Leveraging Beef's Role in High Protein Diet Trends

High-protein diets are all the rage these days, especially among younger folks who are all about building muscle, managing their weight, and overall well-being. Gen Z is leading this trend thanks to the influence of social media and fitness culture. A survey by the International Food Information Council (IFIC) found that 53% of Gen Z prioritized protein in their diets in 2023.¹ Additionally, consumers consistently rank beef above other proteins when considering which “is a great source of protein.”² This is a golden opportunity for retailers and restaurants to highlight beef as an excellent protein source. Beef is packed with high-quality protein, iron, and other essential nutrients, making it a great choice for health-conscious consumers.

The Popularity of High-Protein Diets

Fitness enthusiasts, influencers, and dietitians have been singing the praises of high-protein diets for helping muscle building, aiding in weight loss, and keeping energy levels up. Platforms like TikTok and Instagram are buzzing with high-protein meal ideas, and many Gen Zers turn to these platforms for inspiration. With the growing focus on fitness and healthy living, high-protein foods have become a staple in many young people's diets.

Per the USDA, a 3-ounce serving of cooked beef provides approximately 25 grams of high-quality protein, which is about half of the recommended daily intake for an average adult. In addition, beef also delivers other essential nutrients such as vitamin B12, selenium, zinc, niacin, vi-

tamin B6, phosphorus, choline, iron, and riboflavin.³

Beef is a perfect fit for this high-protein trend, offering a complete source of protein with all the essential amino acids needed for muscle repair and growth. A recent survey found that protein is a top priority when choosing meals with beef in 2024, followed by muscle growth, energy, vitamin & mineral content. Comparatively, most consumers are less concerned about managing specific health conditions when choosing a meal with beef.⁴ Retailers and restaurants that highlight beef's role in high-protein diets can attract health-conscious consumers looking for quality protein.

Retail Strategies for High-Protein Beef

Retailers can make beef a star player in high-protein diets by offering lean cuts like sirloin and tenderloin which are high in protein but lower in fat. Packaging that highlights the protein content and other nutritional benefits like iron and vitamin B12 can draw in health-focused shoppers.

Another smart move is to create high-protein meal kits featuring beef. These kits can be tailored for fitness enthusiasts or anyone looking for convenient ways to get their daily protein. A study by NielsenIQ found that sales of high-protein meal kits jumped by 18% in 2023, showing strong consumer demand for easy, protein-rich options.⁵ Retailers could also team up with fitness influencers to promote these products, offering recipes and meal-prep ideas that include beef.

Point-of-sale marketing can also be effective. Displays and labels that shout “high-protein” or “lean and nutritious” can catch the eye of shoppers looking to improve their diets. QR codes linking to recipes or nutritional info can educate consumers on the benefits of beef in a high-protein diet.

Restaurant Menu Innovation

For restaurants, the high-protein diet trend is a chance to get creative with their menus by showcasing beef as a healthy and tasty protein option. They can create dedicated high-protein sections or introduce dishes aimed at fitness-conscious diners. Offering lean beef in dishes like grilled steak salads, beef bowls with veggies, or high-protein wraps can attract customers looking to meet their dietary goals while enjoying a delicious meal.

Data from Technomic's 2023 Protein Consumer Trend Report shows that 61% of consumers are more likely to choose a restaurant if it offers high-protein options.⁶ Restaurants can also offer customization, letting diners add extra beef to their meals for a protein boost. This flexibility is especially appealing to those tracking their macronutrient intake.

Marketing beef-based dishes as part of a balanced, high-protein meal is another great strategy. Featuring dishes with beef paired with vegetables, whole grains, and other nutrient-dense ingredients can appeal to health-conscious diners. Highlighting the protein content on menus or promotional materials can help communicate the nutritional value of these offerings.

BEEF Protein Benefits
IT'S WHAT'S FOR DINNER? Research shows that consuming high-quality protein may help you achieve and maintain a healthy weight and preserve and build muscle.^{1,2}

Enjoy a heart-healthy diet!
Heart-healthy diets with high-quality, lean protein help maintain normal blood cholesterol levels and normal blood pressure.^{3,4}

Protein supports strength!
Protein helps support strong, lean bodies.⁵ Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.⁶

Get more from your workout!
Studies show exercise is more effective when paired with a higher-protein diet, and complete proteins, like beef, provide the amino acids necessary for muscle-building and recovery.⁷

What are complete proteins?
Proteins are made up of amino acids. Your body needs 20 amino acids, but only nine are essential, meaning they must come from food. Your body can make the remaining non-essential amino acids. Proteins that contain all nine essential amino acids in proportions most useful to the body are called complete or high-quality proteins. Proteins sourced from animal foods are complete proteins while most plant foods, with the exception of soy and quinoa, are incomplete proteins.

Why beef?
A 3-oz serving of cooked beef provides approximately 25 grams of high-quality protein plus 9 other essential nutrients in one tasty package.⁸ High-quality protein, like beef, contains the essential amino acid leucine, which research shows activates the muscle-building switch in the body.⁹

The Role of Social Media and Influencers

Social media is a big driver of dietary trends, especially for Gen Z. Fitness influencers, nutritionists, and health coaches often share content about the benefits of high-protein diets and meal ideas featuring beef. Restaurants and retailers can tap into this trend by partnering with influencers to promote their high-protein beef offerings.

Collaborations with influencers can create engaging content that shows how beef can be part of a healthy, protein-rich lifestyle. Recipes, cooking demos, and “what I eat in a day” videos featuring beef can be particularly effective in reaching younger audiences. Working with fitness influencers who already promote high-protein diets can also add credibility and build trust with potential consumers.

Addressing Health Concerns

While promoting beef as a high-protein option, it’s important to address any health concerns consumers might have about red meat. Highlighting the benefits of lean cuts and promoting recommended consumption amounts can help ease worries about fat and cholesterol. Providing information on the essential nutrients in beef, like iron, zinc, and vitamin B12, can help consumers

see the broader health benefits of including beef in their diet.

Transparency is key for health-conscious consumers. Providing detailed nutritional information and sourcing details can reassure those concerned about their health and the environment. Restaurants and retailers that emphasize responsible sourcing and nutrition can effectively position beef as part of a balanced, health-focused diet.

Conclusion

The high-protein diet trend offers a great opportunity for retailers and restaurants to promote beef as a nutritious and valuable protein source. By highlighting lean cuts, offering high-protein meal options, and leveraging social media, businesses can connect with health-conscious consumers, especially Gen Z, who

are keen on maintaining a fit and active lifestyle.

To appeal to this demographic, transparency, creativity, and alignment with health and wellness values are crucial. By embracing these strategies, retailers and restaurants can position beef as an essential part of a high-protein diet, meeting the needs of modern consumers while supporting overall health and well-being. Find more info about lean beef at beefitswhatsfordinner.com.

Sources:

1. International Food Information Council (IFIC). (2023). Gen Z and Protein Consumption Trends.
2. Consumer Beef Tracker, 2019 – June 2024. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.
3. U.S. Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 28 (Slightly revised). Version Current: May 2016.
4. Consumer Beef Tracker January – June 2024. BB!4r1: How often do you think about each of the following when choosing a meal with beef? (Select one response for each row.) Analysis: National Cattlemen’s Beef Association, contractor to the Beef Checkoff
5. NielsenIQ. (2023). High-Protein Meal Kit Sales Data.
6. Technomic. (2023). Protein Consumer Trend Report.

Utah Cattlemen's Association

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51 to 100 head.....	\$130
101 to 200 head....	\$160
201 to 300 head....	\$190
301 to 400 head....	\$220
401 to 500 head....	\$250
501 to 750 head....	\$325
750 to 1000 head..	\$400
Over 1000 head....	\$125 + .30/hd
<u>Feedlot Operators</u>	
\$175 plus 10 Cents Per Head	
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<i>NON-VOTING (MAY NOT OWN CATTLE)</i>	
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National Dues...	\$213

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Optional ANCW (national) dues are an additional \$60
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<u>Cattle Owned:</u>	<u>Dues</u>
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101 to 250 head.....	\$340
251 to 500 head.....	\$510
501 to 750 head.....	\$736
751 to 1000 head.....	\$1,020
1001 to 1250 head.....	\$1,304
1251 to 1500 head.....	\$1,586
1501 to 1750 head.....	\$1,870
1751 to 2000 head.....	\$2,154
2001 head and up.....	\$2,154 + \$0.4307/head
<u>Feedlot/Stocker Operators</u>	
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