



THE UTAH CATTLEMAN



The official publication of the Utah Cattlemen's Association



Wow! I recently had the opportunity to go with my wife and more than 25 other people from our state to the Cattle Industry Convention (CattleCon) in Nashville, TN. This convention was attended by people throughout the world.

One of my takeaways was that Utah was represented well in the committees all over to protect, inform, preserve and solve issues that we face every day in the ranching industry. Our greatest assets are the people that are

passionate about our industry. They are willing to speak out and tell their stories in the hope that it will help to better someone else's life. Unity was a theme and that we are more powerful together.

I wanted to take a moment and share just a few things that really touched me. One of the first meetings I attended was the American National CattleWomen's Association (ANCW) opening session. They had invited Josh Dallin and Jake Hadfield, natives of the state of Utah to talk to us about mental health in the ag industry. Josh and Jake addressed the problem of suicide in our world and how prevalent it has become. They presented critical information about prevention, intervention and saving our loved ones. The bottom line is that we care about the people in our ag world and need them to be healthy; both physically and mentally. Two things that Josh shared were that a healthy mind cannot understand an unhealthy mind, and that we need professional people to help us heal.

A cool thing about this meeting was one of our own outstanding ladies, Laurie Munns of northern Utah, was honored as the Educator of the Year. She has served and been a part of the ANCW for over 40 years. Her contributions have not gone unnoticed, and we also want her to know how grateful we are for all she does for our industry. If you have a chance, send her your

congratulations.

At CattleCon we listened to motivational speakers and this year's lineup was amazing. We started off by hearing from Dale Earnhart Jr. He explained that throughout his career he was not just given a free ride because of his father's legacy, and he learned, as we all need to do, to enjoy the ride. Each moment along his journey to the top had special meaning to him and he is hoping that we can learn how to find that purpose in our own lives.

We were also able to listen to Jon Acuff, who advised us to set goals. After setting our goals he told us to give ourselves permission to dream, to try, and don't forget to allow yourself to celebrate your wins.

The Secretary of Health and Human Services for the United States addressed us as well. Robert F. Kennedy Jr. had several good messages for us. In January of 2025 he started the process of updating the dietary guidelines and the food pyramid. He felt like the past pyramid was driven by food producers and not by health and wellness.

After 11 months of his team working on it, they were able to release an updated food pyramid for the United States.

Message Continues on Page 2

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UPCOMING EVENTS

- MAR 3 DILLE RED ANGUS PRODUCTION SALE
- MAR 6-7 DOUBLE DOWN BULL & HORSE SALE
- MAR 7 UTAH HEREFORD ASSOCIATION BULL & FEMALE SALE
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- JUNE 17-18 UCA SUMMER MEETING - LOGAN, UT
- AUG 21 LEOPOLD CONSERVATION AWARD NOMINATION DEADLINE - PAGE 14

PRIVATE TREATY BULLS
PACE RANCHES - SEE PAGE 5

President's Message Continued

Protein is the number one food on the pyramid, with carbs accounting for the smallest amount. We, as ranchers and our consumers, will be the beneficiaries of the new concept. Every public school, military base and so on will be required to use the new dietary guidelines to create meals. This is a big win.

Secretary Kennedy is grateful for the beef that we are producing and encourages us to "build our herds." He knows we need more home-grown beef. Demand has really been the force that has driven our beef markets. Through the efforts and marketing campaigns for the beef checkoff we have watched our cattle prices increase. Over recent years we have seen more beef graded prime. This is a great step up from 40 years ago when only a few were receiving prime and choice on their beef. We commend you for all that you are doing through genetics, feed programs and hard work to make this happen. Well done!

It has always been exciting to be a part of the cattle industry. But we have never seen markets like we have now. Enjoy this industry and the difference that everybody is making in it. May you have permission to dream, and the ability to follow through with your goals and may you enjoy your role in helping to raise your families and promoting beef.

Bryce Tolbert - UCA President



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CattleFax Outlook Signals Cattle Cycle Turning as Strong Demand Meets Tight Supplies in 2026

The CattleFax Outlook Seminar, held as part of CattleCon 2026 in Nashville, Tennessee, shared expert market and weather analysis. The U.S. cattle and beef industry enters 2026 with strong but volatile market conditions, as historically tight cattle supplies, record-setting beef demand, and elevated policy and weather uncertainty continue to support prices, even as markets appear to near cyclical highs. Tight inventories and exceptional demand remain the dominant forces shaping the market; however, producer demographics, high input costs, and policy uncertainty point to a slow and measured expansion phase.

Weather - Transition Brings Risk

La Niña continues to weaken and is expected to dissipate by March, with a transitional phase most likely through spring and early summer. Even as the ocean changes, the atmosphere typically takes four to eight weeks to respond, so weather impacts will lag.

In the near term, drought risks remain elevated across the Southern U.S. and Central Plains, with a 70% chance of intensification, especially south of I-70 and west of I-35. Spring's neutral setup may help moisture distribute more evenly, though lingering La Niña effects could still limit precipitation west of I-35. Summer outcomes hinge on how quickly a potential El Niño develops. A fast forming El Niño could deepen drought in corn growing regions while increasing precipitation in the West, whereas slower development may support more balanced moisture. By fall, El Niño becomes increasingly likely, though global climate factors could still alter its typical impacts. El Niño isn't a guarantee of rain for everyone. Other global patterns can amplify or mute its influence, so close monitoring remains essential.

Economic, Energy, and Feed Grain

Inflation continued to moderate in 2025, ending the year at 2.7% CPI growth and spending most of the year below 3%, the lowest since 2020-2021. With inflation

relatively low, the U.S. Federal Reserve lowered interest rates in 2025, finishing the year with the Prime Rate just below 7%, which is still relatively high relative to the 3% level seen from 2009 to 2021.

U.S. corn production reached a record 186.5 bu/acre in 2025, driving total output to 17 billion bushels from 98.8 million planted acres. Competitive prices and ample supply are expected to boost exports in 2026. With a 13.6% stocks-to-use ratio, corn prices should stay in the \$4-\$5/bu range. U.S. hay production increased slightly in 2025 to about 123 million tons. Hay prices are expected to average around \$145/ton in 2026. On the energy front, Bockelmann said that energy supply should remain adequate, keeping prices low and rangebound for diesel, natural gas and oil. When taking a look at competing proteins, pork and poultry markets are expected to see modest growth in 2026.

Cattle Markets

The U.S. beef cow herd decreased 280,000, while dairy cow inventories increased by 190,000 head. Cattle availability will remain constrained in the first half of 2026 due to limited feeder cattle supplies. Fed slaughter is projected to decline by 600,000 head, primarily early in the year, and non-fed slaughter is expected to remain historically tight at 5.6 million head. Total commercial beef production is projected to decline again in 2026, albeit at a slower pace than in 2025. With imports up 5% and exports down 5%, U.S. per-capita beef supplies are forecast 0.2 lbs. larger in 2026 to 59.2 lbs., the largest since 2010.

Retail beef demand remained historically strong in 2025, with record retail prices supported by steady consumption and exceptional product quality. Consumer preferences continue to favor high-protein, nutrient-dense foods, reinforcing demand even as higher prices move through the supply chain.

With 84% of fed cattle grading Choice

or higher and 12% grading Prime, the industry is well positioned to sustain premium pricing. Even as markets adjust and trade flows shift, the fundamentals supporting long-term beef demand remain solid.

Price Outlook for 2026

Cattle and beef prices are forecast to average steady to higher in 2026, with risk increasing later in the year as markets anticipate larger supplies in 2027. Cow-calf producers are expected to retain the strongest leverage as the cycle turns, supporting continued profitability for several more years. CattleFax forecast the average 2026 fed steer price at \$224/cwt., steady from 2025. All cattle classes are expected to trade higher, with 800-lb. steer prices expected to average \$335/cwt., and 550-lb. steer prices averaging \$440/cwt. Utility cows are expected to average \$155/cwt., with bred cows at an average of \$4,000/cwt.

2025 USDA All-Fresh Retail Beef prices are expected to average \$9.25/pound, however, the continued increase in retail prices has CattleFax predicting consumer resistance to further price increases, even as demand is supported by a strong economy, beef quality and dietary focus on protein. Several factors will shape the trajectory of the beef industry. The potential threat of New World Screwworm and the status of Mexican feeder cattle imports is something CattleFax is watching closely. At the same time, shifts in packing capacity are rebalancing market leverage. Finally, the dairy industry will continue to be a growth industry supplying more cattle to the beef industry, following strong financial performance in 2025.

Despite near-term volatility, the long-term outlook remains positive. Strong domestic demand, improving beef quality, and sufficient packing capacity are expected to continue supporting profitability for the cow-calf sector as the industry moves into the next phase of the cattle cycle.

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Utah Cattlewomen's Association



UCWA was proudly represented at the annual meetings for the American National CattleWomen (ANCW) and for the Cattle Industry Convention (CattleCon) 2026.

A Legacy of Beef Education in Utah



One of our own, Laurie Munns, was honored as the ANCW Educator of the Year, which is a national recognition that reflects decades of dedication to beef education, advocacy, and promotion. Laurie Munns has long been a driving force behind beef promotion and agricultural literacy in Utah.

Through classrooms, community events, producer meetings, and consumer outreach efforts, she has helped bridge the gap between those who raise cattle and those who enjoy the end product on their dinner tables. Her work has focused on increasing consumer confidence in beef, teaching youth about animal agriculture, equipping producers with tools to tell their story, and promoting accurate, science-based information about beef nutrition and sustainability. Laurie understands that today's consumers want transparency and authenticity. She has consistently stepped forward to represent cattle producers with professionalism, warmth, and credibility — whether speaking to elementary students or engaging in policy and leadership discussions at the national level.

While her roots are firmly planted in Utah, Laurie's influence extends far beyond our borders. Through ANCW and NCBA initiatives, she has collaborated with leaders across the country to strengthen educational programming, develop promotional resources, and support unified messaging for the beef industry.

At CattleCon, ANCW meetings focused on advancing leadership development, expanding beef promotion strategies, and reinforcing the role of cattlemen as trusted voices in agriculture. Laurie's recognition as Educator of the Year underscores the importance of grassroots educators in shaping public perception of the cattle industry nationwide. She is a trusted voice in this industry.

Her award reflects her long term commitment to agricultural advocacy and leadership within cattlemen organizations while demonstrating a strong passion for mentoring the next generation. I personally have learned so much from Laurie and can't thank her enough for staying involved and sharing her expertise with me. It's safe to say I want to be Laurie Munns when I grow up!

Representing Utah with Excellence

Utah cattle producers know the importance of strong advocates. Laurie has represented our state with integrity and dedication, consistently highlighting the values that define Utah's cattle community — stewardship, family, hard work, and faith in the future of agriculture.

Her recognition at the national level brings well-deserved attention to the innovative educational efforts happening here at home. It also serves as a reminder that effective advocacy begins locally but can resonate nationally. As we celebrate Laurie Munns' achievement, we also celebrate the broader network of Utah cattlemen and producers who work daily to promote beef and protect our way of life. Congratulations to Laurie on being named ANCW Educator of the Year. Utah is proud — and the impact of your work will continue to shape the beef industry for generations to come.

Nikki Weston - Leader for the Future

Also spotlighted at CattleCon was Nikki Weston who is another outstanding Utah leader. Nikki served as ANCW President in

2025–2026. She is only the second Utah woman to hold that esteemed position. Nikki's leadership year was marked by a deep commitment to unity, educational growth, and forward-thinking advocacy. From fostering collaboration among state affiliates to elevating ANCW's voice within the broader beef industry, her presidency strengthened the organization's influence and reach. Highlights of Nikki's presidential year include:

- Representing the voice of cattlemen at national forums, connecting Utah ranching values with a nationwide audience.
- Promoting youth engagement and legacy-building initiatives that help ensure the next generation of producers and advocates are equipped, confident, and inspired.
- Supporting educational programs and beef promotion strategies that align with ANCW's mission.

Her leadership reflected the very best of Utah's ranching community — rooted in tradition, strengthened by innovation, and guided by a deep commitment to service. Like Laurie, Nikki is another example of how we stay involved and create lasting impact. It's also safe to say I want to be Nikki Weston when I grow up!

A Tradition of Utah Leadership

The ANCW meetings at CattleCon are more than administrative gatherings — they are a celebration of the women who tirelessly champion beef education, leadership, and community connection. With Laurie's educator honor and Nikki's exemplary service as President, Utah's legacy within the cattle industry continues to grow. Congratulations to both Laurie and Nikki for representing our state with distinction and advancing the beef community on the national stage. We look forward to seeing how their efforts continue to shape the future of beef education and advocacy for years to come.

Michelle Merrill - UCWA President

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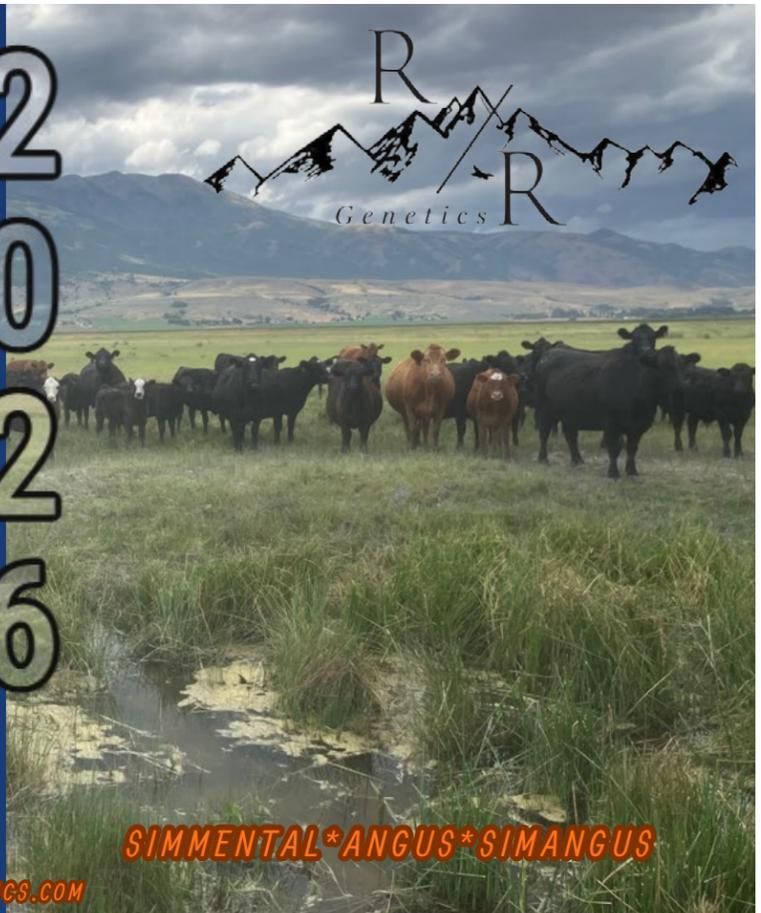
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2026

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Lot 1 - Spring Cove Arthur 5N DOB 01/07/25
REG 21284306 SIRE: Spring Cove Grant 200K
CED+6 BW+.9 WW+89 YW+162 Milk+32
CW+93 Marb+1.09 Rib+.96 SM+91 +\$C+379



Lot 2 - Spring Cove Grant N26 DOB 01/16/25
REG 221293216 SIRE: Spring Cove Grant 200K
CED+3 BW+1.0 WW+77 YW+137 Milk+23
CW+64 Marb+1.01 Rib+.56 SM+100 +\$C+327



Lot 3 - Spring Grant 23N DOB 01/15/25
REG 21288678 SIRE: Spring Cove Grant 200K
CED+3 BW+2.8 WW+87 YW+150 Milk+26
CW+75 Marb+1.11 Rib+.64 SM+80 \$C+330



Lot 102 - Spring Cove Warbucks N48 DOB 01/24/25
REG 21292995 SIRE: Pine View Warbucks L114
CED+2 BW+2.7 WW+86 YW+147 Milk+23
CW+65 Marb+1.19 Rib+.85 SM+82 \$C+325



Lot 86 - Spring Cove Warbucks 54N DOB 01/26/25
REG 21353087 SIRE: Pine View Warbucks L114
CED+9 BW+.7 WW+88 YW+151 Milk+32
CW+71 Marb+1.23 Rib+1.17 SM+101 +\$C+359



Lot 101 Spring Cove Warbucks 55N DOB 01/26/25
REG 21285490 SIRE: Pine View Warbucks L114
CED+3 BW+2.5 WW+95 YW+162 Milk+25
CW+74 Marb+.91 Rib+1.32 SM+86 \$C+326



Lot 175 - Spring Cove FEAT 158N
REG 21285016 SIRE: Sitz Feat 729H DOB 8/26/24
CED+11 BW+.2 WW+85 YW+138 Milk+29
CW+69 Marb+.74 Rib+.98 SM+96 \$C+316



Lot 184 - Spring Cove Red State 201M
REG 21129238 SIRE: Pine View Red State DOB 8/28/24
CED+9 BW-.6 WW+75 YW+140 Milk+34
CW+70 Marb+1.25 Rib+.87 SM+85 \$C+353



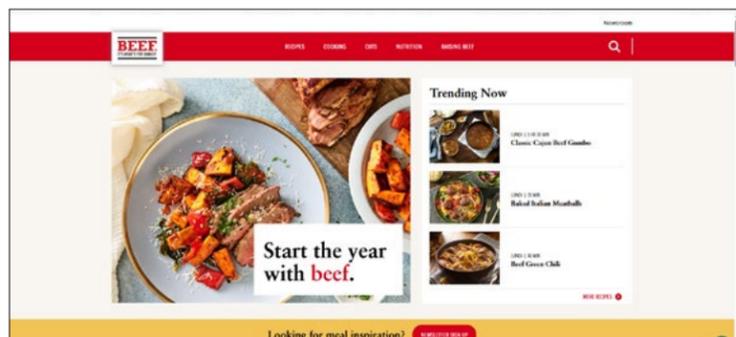
Lot 223 Spring Cove Compass 63M DOB 01/30/24
REG 21020441 SIRE: Spring Cove Compass 28H DOB
CED+4 BW+2.5 WW+80 YW+137 Milk+21
CW+58 Marb+.95 Rib+.65 SM+89 \$C+306

Spring Cove Ranch Genetics Bull Sale

FOR CATALOGS CALL OR TEXT: 208-320-8803

New BeefItsWhatsForDinner.com Website

Rationale for Enhancements and for Updating State Beef Council Sites



Significant shifts in how consumers access information online—driven largely by advancements in AI—are reshaping the digital landscape. In response, the Beef. It's What's For Dinner.® website has been refreshed to align with these changes and to strengthen its visibility across both traditional search and emerging AI-driven discovery.

The updated site introduces a cleaner, brighter visual design that was created to increase the overall user experience. At the same time, the site has been rebuilt using an AI-first content architecture, ensuring that information is structured in a way that is easily understood, categorized, and surfaced by both consumers and AI systems.

AI is rapidly transforming how information is indexed and delivered. As a result, website content must now serve two audiences simultaneously: human users and AI models. To ensure Beef. It's What's For Dinner. content is accurately interpreted and disseminated, the site incorporates several enhancements designed to improve AI comprehension and visibility, including:

• Question-and-Answer Formatting: Content is now being structured in

“People Also Ask” feature is used to identify common consumer questions, which inform new FAQ sections across BIWFD.com’s Recipe pages. State Beef Councils can also explore the “People Also Ask” feature to better understand and address consumers’ questions related to topics covered on their site (e.g., cattle production within their state, etc.).

• Content Clustering: Pages are organized into cohesive clusters that group related information and link to deeper resources. This structure signals topical authority to AI systems. State Beef Councils can also apply the same approach by ensuring that all pages related to cattle production within their region, for instance, are clearly interconnected.

• Structured Formatting: The BIWFD.com site reduces long paragraphs of copy and text, in favor of more “bite-sized” headers, bullet points, step-by-step guides, and other “crawlable” formats. This improves readability for users and, importantly, enhances AI machine comprehension. States are encouraged to adopt similar formatting practices for their copy moving forward.

• Enhanced E-E-A-T (Experience,

concise Q&A formats. These formats align with how AI systems parse and summarize information.

Google’s “People Also Ask” feature is used to identify common consumer questions, which inform new FAQ sections across BIWFD.com’s Recipe pages. State Beef Councils can also explore the “People Also Ask” feature to better understand and address consumers’ questions related to topics covered on their site (e.g., cattle production within their state, etc.).

Expertise, Authoritativeness, Trustworthiness): Content now more clearly cites credentialed experts, university research, and government sources. This transparency strengthens credibility signals used by AI systems when evaluating information quality.

To measure progress, the NCBA team uses SEMRush, which provides a third-party assessment of how frequently the BIWFD.com site content appears in AI-generated results across platforms such as ChatGPT, Google AI and Perplexity AI. Because the new site has only recently launched, AI visibility metrics are not yet available but will be tracked once the site is fully crawled by AI platforms.



AI will continue to evolve, and ongoing adaptation will be required. Future efforts will include identifying which pages perform most effectively in AI results, strengthening underperforming content, and preparing for AI systems that increasingly analyze video, audio transcripts, images, and structured data.

This calendar year, guidance will be shared to support the Utah Beef Council in evaluating and updating utahbeef.org through an AI-aware lens.



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Utilize the most proven database in the industry for traits that go directly to your bottom line and give you a marketing advantage.

Now is the time to invest in bulls that excel at maternal traits and will improve your fertility, longevity and profitability.

48th Annual AZ/UT Range Livestock Workshop & Tour



March 24-26 2026

Workshop topics include:

- Matching Cattle to the Environment
- Bravo Dragon/White Sage Fires
- Livestock Disease Economics
- Mitigating Agriculture Risk
- Virtual Fencing Options
- Ranching Profitability
- Fire Post Recovery
- Rancher Highlight
- Ranch Economics
- NEPA Changes

March 24, Tuesday

North Event Center
475 E State Street
Orderville, UT 84758

-Or-

March 25, Wednesday

Grafton Building
5500 West 700 S
Hurricane, UT 84737

Registration: 7:30 am - 8:15 am

Workshop: 8:15 am - 4:30 pm

March 26, Thursday

Range Tour - Details to follow



FREE

workshop, door prizes,
lunch provided by generous
sponsors

door prizes:
rifle w/scope, dutch ovens, knives,
gloves

1 rifle will be given
away at the end of
the tour

Become a ranch
sponsor and
receive your name
and brand in our
workbook, a hat,
and a chance to
win a .22 Ruger
pistol.

Organized by:

Utah State University Extension and University of Arizona Cooperative Extension, Bureau of Land Management, Natural Resources Conservation Service, USDA, Forest Service, Kane County, Fredonia, Dixie, Upper Sevier, Canyonlands, and Hurricane/Littlefield Conservation Districts, Utah Department of Ag and Food, local ranchers, and industry sponsors

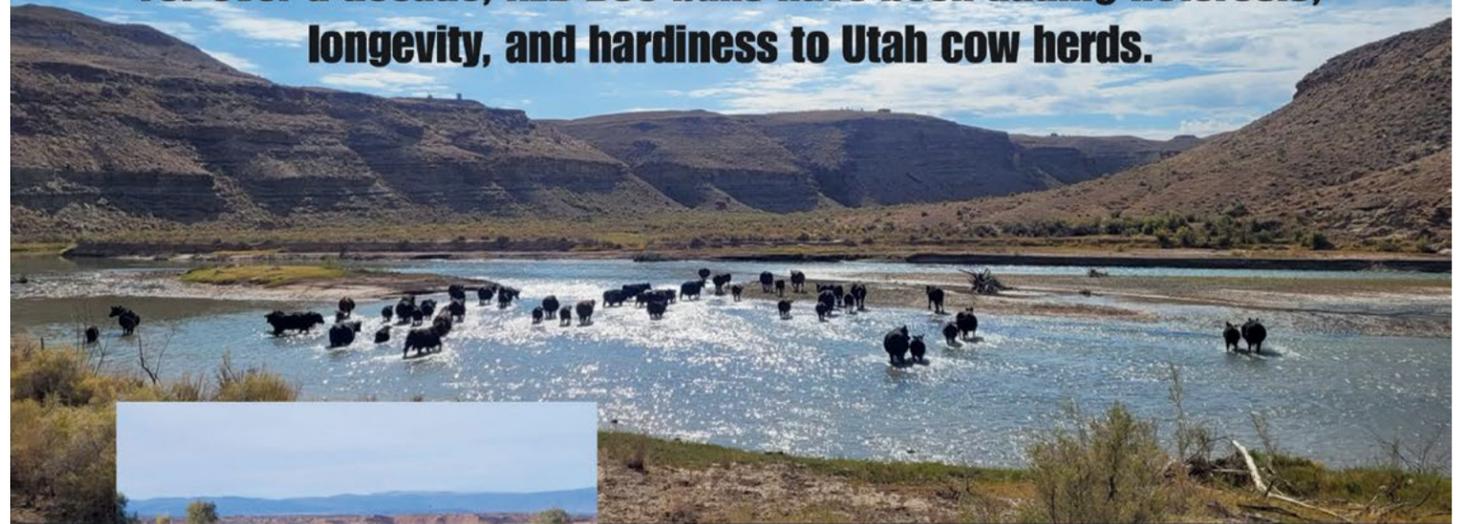


For sponsorship or registration information: scan the code or email melanie.heaton@usu.edu



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For over a decade, RED DOC bulls have been adding heterosis, longevity, and hardiness to Utah cow herds.



First calf heifer with Red Doc sired calf

"We are in northeastern Utah, on the Colorado border. In 2020, we started using Santa Gertrudis bulls. We were looking for a breed that would perform better in the hot, rugged, brushy and insect ridden river bottom, as well as, have the durability to travel and get out and hustle on the range. As a result of switching to Santa Gertrudis bulls, our calves weaning weight is heavier, the cross cows are great mothers."

Adam and Joslyn Percival,
Roosevelt, Utah, 5200 ft. elevation.

REDDOC ★
RedDocFarm.com farm ★



22nd Annual
RED HOT
BULL SALE
April 10 & 11
Bosque, New Mexico
150 Bulls Sell
Online Bidding
DVAuction
Broadcasting Real Time Auctions

Scooter Sanchez (505) 980-5093 | Emilio Sanchez (505) 507-7781 | Adolfo Sanchez (505) 507-2898

YARDLEY CATTLE CO. 53rd ANNUAL Elite BULL SALE

180 HEAD OF ELITE SIMMENTAL, SIMANGUS, ANGUS AND MAINE ANJOU BULLS



N256, PB SM ASA: 4624570
BRIDLE BIT RECHARGE X SFI ACHIEVEMENT
BW: 71 API: 155

www.yardleycattleco.com • 1pm MDT in Beaver, UTAH
Steven Yardley (435) 310-1725 • Gib (435) 691-8688
View the auction live • DVAAuction.com



N426, 5/8 SM 3/8 AN ASA: 4624575
YARDLEY TOP GUN X SVF STEEL FORCE
BW: ET WW: 838



N261, PB SM ASA: 4624569
YARDLEY LUXURY X SFI ACHIEVEMENT
BW: 66 WW: 675



N334, 3/4 SM 1/4 AN ASA: 4624572
REMEDY 1054J X W/C BANCHOR
BW: 82 WW: 741



N320, ANGUS
MUSGRAVE AMBITION X O'REILLY FACTOR
BW: 78 WW: 700

SATURDAY, MARCH 14TH 2026

Bulls are DNA, PAP, and fertility tested with yearling weights and ultrasound data. CALL TO REQUEST A CATALOG (812) 525-0359



19th Annual Bull and Female Production Sale

Saturday **March 28, 2026** 1pm (MST) At the
Ranch 7673 E Hwy 40 Jensen UT 84035

Progeny from: Sustain



*The Largest Sale in
Northeastern Utah*

*Herd Summers at
8,500ft in Elevation*

March
28, 2026

- Selling:
- 50 Yearling Black Angus Bulls
 - 10 Yearling Simmental Bulls
 - 3 Yearling Hereford Bulls
 - Select open Heifers
 - Select Bred Females

- Bulls will be PAP tested.
- Delivery on five or more bulls within 150 miles.
- Free Feeding for bulls until May 1st, 2026
- High Performing Cattle
- Sale will be on

LiveAuctions.TV

Sires in use: Broadview • Sustain • Congress
• County Road • Discipline • DV Patriot • DV
Growth Fund • Institution • SAV Rainfall •
Statesman • Tommy Boy • Shell Shocked •
Standout • Vision • Mc Clintock • Iron Horse •
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Randy (435) 828-1111 Randan (435) 828-1116 Jake (435) 828-8391 Waylon (435) 790-1390

Request a Catalog: rvranch@easilink.com or www.rvbarangus.com

THE RV BAR HERD IS NOW IN ITS FOURTH GENERATION AND CONTINUES TO GROW AND EXPAND WITH SUPERIOR SEEDSTOCK.