

2022 ENVIRONMENTAL STEWARDSHIP AWARD

NOMINATION PACKET

ENVIRONMENTAL
STEWARDSHIP
AWARD





AWARD PROGRAM

For centuries, cattle producers have had a personal relationship with the nation's land and resources. They have assumed the responsibilities and risks of investing their lives to protect and conserve the environment. Producers depend on the land and its resources for their livelihood. Therefore, good management demands they care for the environment for their own welfare as well as for future generations.

Cattle producers, as individuals and as an industry, are actively working to protect and improve the environment, because they know environmental stewardship and good business go hand-in-hand.

Since 1991, the Environmental Stewardship Award annually recognizes outstanding stewardship practices and conservation achievements of U.S. cattle producers across the nation. Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations.

A common trait among all winners is the desire to leave the land in better condition for future generations and inspiring the next generation of land stewards. While the program highlights stewardship,

it also provides fellow cattle producers with examples and ideas which may be useful on their own farming and ranch operations.

The Environmental Stewardship Award is an initiative of the National Cattlemen's Beef Association and the National Cattlemen's Foundation, and is funded by Corteva Agriscience, McDonald's and the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture along with a partnership with the U.S. Fish and Wildlife Service.

Award winners are selected annually by a committee of representatives from universities, conservation organizations, and federal and state agencies. For guidance, the judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the sustainability of the business as a whole.

Nominations can be submitted by any organization, group or individual on behalf of a U.S. cattle producer. In the past, nominations have been submitted by a diverse mix of organizations. A partial list includes: The Nature Conservancy, NRCS, Society for Range Management, state game and parks services, state extension services, universities, wildlife organizations, and livestock groups.

AWARD TIMELINE AND EVENTS

APPLICATIONS DUE: MARCH 11, 2022

- **May 2022:** The Selection Committee meets to determine the regional winners. These winners are personally notified shortly thereafter, but are not publicly announced.
- **June 2022:** Our video crew begins to visit each of the 2022 regional winners' operation.
- **February 2023:** All seven regional winners are expected to attend the 2023 Cattle Industry Convention in New Orleans, LA. Travel and registration will be paid by the Environmental Stewardship Award for two people.
- **February 2023:** Selection Committee picks the next national winner.
- **March 2023:** National winner is publicly announced and all seven regional winners will be honored at the Celebration of America's Land Stewards Event in Washington DC in conjunction with our legislative conference. One night's stay and travel provided to regional winners.



"Caretakers of the Land" bronze gifted to National winner.

PAST WINNERS

- 1991 -

I
Don Duff
Chavies, KY

II
Adams Ranch
Mike Adms
Fort Piecree, FL

III
Littrell Farms
Terry Littrell
Thompson, MO

IV
Spur Headquarters Ranch
O.J. Barron, III
Spur, TX

V
Pitchfork Ranch Co.
Jack Turnell
Meeteetse, WY

VI
Canyon Creek Ranch
Robert H. Mackey and Son
Alturas, CA

VII
Grant Country Feeders
Marc Roth
Ulysses, KS

- 1992 -

I
Waffle Hill Farm
L.R. Sayre
Churchville, MD

II
Crescent B Ranch
Fred C. Babcock
Punta Gorda, FL

III
Gerard Farms
Jeff Gerard
Spring Grove, MN

IV
Muleshoe Ranch LTD
John R. Anderson
Gail, TX

V
Smith Six Bar S Ranch
Maynard Smith
Glen, MT

VI
Oak Ranch
William M. Riggs, Jr.
Wilcox, AZ

VII
Reed Hamilton Ranch, Inc.
David Hamilton
Thedford, NE

- 1993 -

I
Vosburg Farm
Jan and Nellie Lou Vosburg
Climax, MI

II
Ridgefield Farm, Inc.
Steve Witmire
Brasstown, NC

III
Douglas Center Stock Farm
Ralph and Joyce Neill
Corning, IA

IV
Nokes Farm, Inc.
Lynn and Linda Nokes
Siloam Springs, AR

V

Yamsi Ranch
Dayton and Gerda Hyde
Chiloquin, OR

VI
Rafter F. Cattle Co., Inc.
Roger and Debbie Bowe
San Jon, NM

VII
Smith Ranch Co.
E. Smith
Wallace, KS

- 1994 -

I
Seldom Rest Farms
Bruce and Scott Foster
Niles, MI

II
Rafter T Ranch
James Wohl
Avon Park, FL

III
Gruben Farms
Clay Gruben
Summersville, MO

IV
Spade Ranch
Wesley Welch
Lubbock, TX

V
Picabo Livestock Co.
Bud N. and Ruth Purdy
Picabo, ID

VI
Carrizo Valley Ranch
Sid Goodloe
Capitan, NM

VII
Knobbe Livestock Sales
Harry and Doris Knobbe
West Point, NE

- 1995 -

I
Antietam Farms
Bill and Mary Poffenberger
Sharpsburg, MD

II
G.W. Jones and Sons
Raymond B. Jones, Sr.
Huntsville, AL

III
Oak Creek Farm
Dave and Corrine Williams
Villisca, IA

IV
Heritage Beef Cattle Co.
Joe R. Weatherly
Wheeler, TX

V
Sitz Angus Ranch
Donna Sitz
Harrison, MT

VI
Babbitt Ranches
William Cordasco
Flagstaff, AZ

VII
Clarence Mortenson
Pierre, SD

- 1996 -

I
Mossy Creek Farm, LP
Ernie Reeves

Mt. Solon, VA

II
Holmestead Co.
Charles Holmes
Marion, AL

III
Wiese and Sons
Gene Wiese
Manning, IA

V
Lee Ranch Co.
Robert E. Lee
Judith Gap, MT

VI
Allan Smith Ranch
Allan and Shirley Smith
Duchesne, UT

VII
Double M Farms Inc.
Dick and Eileen Mercer
Kearney, NE

- 1997 -

I
Triple W Farm
Mark, Edward and Scott
Williams
Marion, KY

II
Honeywood Farm
Edward C. Mitchell
Barnesville, GA

III
Lubben White Oak Farms
Dave Lubben
Monticello, IA

IV
Dunkin Farms and Rafte D.
Corp
John Dunkin
Tulsa, OK

V
Three Quarter Circle Ranch
Tony Malmberg
Lander, WY

VII
Vigen Ranch
Wendell Vigen
Killdeer, ND

- 1998 -

I
Rally Farms
Jesse M. Bontecou
Millbrook, NY

II
Poplar Hollow Farms, LLC
Charles Bryson
Brevard, NC

III
Greig and Co., Inc
Joe Greig
Estherville, IA

V
Matador Cattle Co.
Susan Marxer
Dillon, MT

VII
D. Jones Ranches
Ralph Jones
Midland, SD

- 1999 -

I
Bartlett Island Farm
David Rockefeller
Mt. Desert, ME

II

Lykes Brothers, Inc.
Michael A. Milicevic
Lake Placid, FL

III
Amana Farms, Inc.
John McGrath
Amana, IA

IV
Neill Cattle Co.
Joe Neill
Afton, OK

Anderson Farms and Cat-
tle Co.
Edwin A. Anderson
Longmont, CO

VI
Blanchard Ranch
Bob and Terri Blanchard
Avila Beach, CA

VII
Rhea Cattle Company, Inc.
William Rhea
Arlington, NE

- 2000 -

I
Gregg Ritter
Glasgow, KY

II
Gaddis Farms
Ted Kendall III
Bolton, MS

III
Triple U Ranch
Nathan Utesch
Correctionville, IA

IV
Morgan Cattle Company
Ralph Morgan
Chickasha, OK

V
Hanson Livestock, Co.
Dan Hanson, Jr.
Lusk, WY

VI
Johnson Land and Livestock
Darrell Johnson
Rush Valley, UT

VII
Cammack Ranch Supply
Gary Cammack
Union Center, SD

- 2001 -

I
Church's Grove Farm
Zack and Yvonne Saufley
Frankfort, KY

II
Barthle Bros.
Larry Barthle
San Antonio, FL

III
Iowa River Ranch
Dave D. Petty
Eldora, IA

IV
Holcombe Farms
David and Gayla Holcombe
Jay, OK

V
Milesnick Ranch
Tom and Mary Kay Milesnick
Belgrade, MT

VI

Smith Valley Cattle Feeders/
Centennial Livestock
Dave Wood
Colinga, CA

VII
Nagel Cattle Company
John M. Nagel
Springfield, SD

- 2002 -

I
Armstrong Farms
John and Kathy Allen
Saxenburg, PA

II
Wakefield Farms LLC
Asa Phillips, Jr.
Hartwell, GA

III
Brad Z Ranch
James M. Bradford
Guthrie Center, IA

IV
The Goodson Ranch
Larry Cannon
Blackwell, OK

V
Sieben Livestock Co.
Chase Hibbard
Helena, MT

VI
Y Bar D Ranch
George and Sharon Yard
Williams, AZ

VII
Kelly Ranch LLC
Mike, Dan and Tom Kelly
North Platte, NE

- 2003 -

I
Llangollen Farms
John Wilkins
Middleburg, VA

II
Carlton 2 x 4 Ranch
Dr. Barbara C. Carlton
Arcadia, FL

III
M and M Cattle Company
Matt Mathews
Carthage, MO

IV
Canyon View Farms
Frank and Shirley Austin
Geary, OK

V
Frasier Farms
Marshall Frasier
Woodrow, CO

VI
Work Ranch
George and Elaine Work
San Miguel, CA

VII
Barenthsen Red Angus
Mark Barenthsen
Powers Lake, ND

PAST WINNERS

- 2004 -

I
McElhanev Stock Farms
Richard McElhanev
Hookstown, PA

II
Williamson Cattle Co.
Wes Williamson
Okeechobee, FL

III
White Family Farms
Craig White
Estherville, IA

IV
Chain Land and Cattle
Corp.
Ralph Chain
Canton, OK

V
Barthelness Ranch Corp.
Leo Barthelness
Malta, MT

VI
DC Cattle Company LLC
David Cook
Globe, AZ

VII
Roise Ranch
Dustin Roise
Powers Lake, ND

- 2005 -

I
Lil' Ponderosa
Robert Boyce
Carlisle, PA

II
Lightsey Cattle Co.
Carey Lightsey
Lake Wales, FL

III
Faris Farms
Lee Faris
Mount Ayr, IA

IV
Richards Ranch
Brent Hackley
Jacksboro, TX

V
Sims Cattle Company, LLC
Scott and Shannon Sims
McFadden, WY

VI
Prather Ranch
Jim Rickert
Fall River Mills, CA

VII
Gates Angus Ranch
Gene Gates
Coldwater, KS

- 2006 -

I
Blight Farms, Inc.
Kenneth and Sue Blight
Albion, MI

II
Hayston Farms
Fred W. Greer, Jr.
Mansfield, GA

III
Clan Farms, Inc.
Nicholas Hunt
Atlantic, IA

IV
San Pedro Ranch

Joseph and Blair Fitzsimmons
San Antonio, TX

V
Thaler Land and Livestock
Co.

VI
Dennis and Sandra Thaler
La Grange, WY

VII
Diablo Trust Ranches
Robert and Judy Prosser
Winslow, AZ

VIII
Brown's Gelbvieh Ranch
Gabe Brown
Bismarck, ND

- 2007 -

I
Sunrise Club Calves
Paul and Beth Winegard
Shippensburg, PA

II
Dee River Ranch
Mike and Annie Dee
Aliceville, AL

III
Oak Knoll Ranch
Leon Kreisler
Salem, MO

IV
Roaring Springs Ranch
Stacy Davies
Frenchglen, OR

V
Yolo Land and Cattle Co.
Henry, Scott and Casey
Stone

VI
Woodland, CA
Alexander Ranch
Ted Alexander
Sun City, KS

- 2008 -

I
Sennett Farms Cattle Co.
Clark Sennett
Waynetown, IN

II
Yon Family Farms Inc.
Kevin and Lydia Yon
Ridge Spring, SC

III
Guge Family Farms
Mark Guge
Estherville, IA

IV
Bradley 3 Ranch
Mary Lou Bradley
Childress, TX

V
Veseth Livestock Co.
Dale Veseth
Malta, MT

VI
Babacorami Ranch Co., LLP
Ben Brophy
Sonoita, AZ

VII
Hovde Ranch LLP
Lynn and Patti Hovde
Alexander, ND

- 2009 -

I
Young Cattle Company
Rick and Jayne Young

Belmont, OH

II
Greenview Farms, Inc
Jonny Harris
Screven, GA

III
Eckenfels Farm
Robert Eckenfels
Ste. Genevieve, MO

IV
Melissa Feeders
Dr. Mark Quinn, DVM
Melissa, TX

V
Pape Ranches
Norman Pape
Daniel, WY

VI
Leavitt Lake Ranches
Darrell and Callie Wood
Vina, CA

VII
Daybreak Ranch
Jim Faulstich
and Adam and Jacquie
Roth
Highmore, SD

- 2010 -

I
Cleremont Farm, G.P.
Carl J. Lindgren
Upperville, VA

II
Deseret Cattle and Citrus
Erik Jacobsen
St. Cloud, FL

III
Couser Cattle Company
Bill D. Couser
Nevada, IA

IV
JA Ranch
J.K. "Rooter" Brite
Bowie, TX

V
Mesa De Maya Inc.
John A. Doherty
Joe and Lisa Doherty
Branson, CO

VI
T.N. Ranching Company
Butch and Jeanie Jensen,
Price, UT

VII
Sproul Ranch
Bill and Peggy Sproul
Sedan, KS

- 2011 -

I
Masonic Village Farm
Gerald L. Tracy
Elizabethtown, PA

II
Daigle Farms
David R. Daigle
Ragley, LA

III
Matador Ranch
Bob Kilmer
Matador, TX

IV
M and M Feedlot
Kent Mann
Parma, ID

Della Ranches
Jay Tanner

Grouse Creek, UT

VII
Center of the Nation Cattle
Co.
Jeff and Kim Smeenk
Newell, SD

- 2012 -

I
Glenowen Farm, LLC
Joseph Thomas
Alexandria, VA

II
Circle Square Ranch
E.L. Strickland
Ocala, FL

III
Funk Farms Trust
Koons Family and Bangert
Family
Shirley, IL

IV
77 Ranch
Gary and Sue Price
Blooming Grove, TX

V
Bold Ranch
Robert and Annette Bold
Winifred, MT

VI
Sparrowk Livestock
Jack and Beverly Sparrowk
Clements, CA

VII
Slovak Ranch
Bill and Pennie Slovak
Philip, SD

- 2013 -

I
Mountain Meadows Farm
Amiel Cooper, Brian Kemp
Sudbury, VT

II
Kissimmee Park Properties
J. Shane Platt, Carol Platt
and Family
Kissimmee, FL

III
Bittersweet Acres
Greg and Lola Wood, Chris
Wood
Greenville, IA

IV
Frank and Sims Price
Ranch
Frank Price
Sterling City, TX

V
Padlock Ranch
Wayne and Judi Fasholtz
Ranchester, WY

VI
Kualoa Ranch
John Morgan
O'Ahu, HI

VII
Switzer Ranch/Calamus
Outfitters,
Morgan Ranch
Switzer and Morgan Fam-
ilies
Burwell, NE

- 2014 -

I
Sherwood Acres Farm
Jon and Sylvia Bednarski
LaGrange, KY

II
Two Rivers Ranch
Robert M. Thomas and
Family
Thonotosassa, FL

III
Nichols Farms LTD
Dave and Phyllis Nichols,
Lillian Nichols
Bridgewater, IA

IV
Rocosa Ridge Ranch
Bruce and Barbara Berg
Dallas, TX

V
Wineinger-Davis Ranch
Russell and Tricia Davis
Ordway, CO

VI
Conlan Ranches California
True Grass Farms
Guido Frosini
Valley Ford, CA

VII
Rock Hills Ranch
Lyle and Garnet Perman
Luke and Naomi Perman
Lowry, SD

- 2015 -

I
Valley View Farms
Mike and Susan Phillips
Harrisonburg, VA

II
Bull Hammock Ranch
Wes Carlton; Mary Anne
Cruse
and Family
Ft. Pierce, FL

III
Glenn and Bev Rowe Ranch
Glenn and Bev Rowe
Lorimor, IA

IV
Burnett Ranches, LLC
6666 Ranch
Ann Marion; Joe Leathers
Guthrie, TX

V
American Fork Ranch
Stevens Family
Jed and Annie Evjene
Two Dot, MT

VI
Maggie Creek Ranch
Searle Family; Jon Griggs
Elko, NV

VII
Kopriva Angus
Jim and Karen Kopriva;
Lee Kopriva; Angela Ko-
priva
Raymond, SD

- 2016 -

I
Huntingdon Farms
John and Kathryn Dawes
Alexandria, PA

II
Stoney Creek Farm
Grant, Dawn and Karlie

PAST WINNERS

Breitkreutz
Redwood Falls, MN
IV

Turkey Track Ranch
Dale Smith and Jay O'Brien
Amarillo, TX
V

Cherry Creek Ranch
Lon and Vicki Reukauf
Terry, MT
VI

Smith Creek Ranch, LTD
Samuel Lossing, Duane Coombs,
Ray Hendrix
Austin, NV
VII

Black Leg Ranch
Jerry and Renae Doan;
Jeremy and Ashlee Doan;
Jay and Kari Doan; Jayce Doan;
Shanda and Don Morgan
McKenzie, ND

- 2017 -

II
Rusty & Jessie Thomson
Blue Lake Farm, LLC
Sharon, SC
III

Seth & Etta Smith
SFI, Inc.
Nemaha, IA
IV

Jimmy & Theresa Sterling
Sterling Cattle Company
Coahoma, TX
V

Scott & Jean Johnson
Flying Diamond Ranch
Kit Carson, CO
VI

Jim & Jeanni O'Haco
Jim O'Haco Cattle Company
Winslow, AZ

Chuck & Deanna Munson
Munson Angus Farms, LLC
Junction City, KS
VII

- 2018 -

I
Thunder View Farms
Philip & Richard Coombe
Grahamsville, NY

III
Landuyt Land and Livestock
Mike & Kari Landuyt; George &
Kris Landuyt
Walnut Grove, MN
IV

Birdwell & Clark Ranch
Emry Birdwell & Deborah Clark
Henrietta, TX
V

The Hahn Ranch
Chuck, Dusty and Buck Hahn,
Cory and Jennilee Bird, John
Hahn, Dorothy Hahn
Townsend, MT
VI

Haleakala Ranch Company
Don Young; Greg Friel

Makawo, HI

- 2019 -

I
Overhome Farm
Ronnie & Cheryl Nuckols
Crozier VA
II

Blackbeard's Ranch
Jim Strickland
Myakka City, FL

III
Didrikson Farms
Didrikson Family
Badger, MN
IV

Killam Duval County Ranch
David Killam and David Kitner
Freer, TX
V

Cundall Ranch
Larry & Ruthie Cundall
Glendo, WY
VI

Ute Creek Cattle Company
Tuda Libby Crews
Bueyeros, NM
VII

Blew Partnership
Blew Family
Hutchinson, KS

- 2020 -

I
SK Herefords
Medina, New York
II

Southern Cross Farms
Eupora, Mississippi
III

Euken-Myers Family
Lewis, Iowa
IV

Double C
Cattle Company
Springer, Oklahoma
V

Beatty Canyon Ranch
Kim, Colorado

VI
Boies Ranch
Wells, Nevada
VII

Johnson Farms
Frankfort, South Dakota

Bold: National Winner

NOMINATION AND SELECTION PROCESS

THE APPLICATIONS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

- Environmental Stewardship Practices, Accomplishments, and Goals
- Endorsements from Cattle Groups, Conservation Organizations and/or Government Agencies Economic Viability
- Local, Regional and National Leadership Activities that Improve Conservation, Stewardship and Perception of the Cattle Industry
- Sustainability and Size of the Operation

Applications for the 2022 Environmental Stewardship Award are due March 11, 2022. Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle. Individuals and families may not nominate themselves. However, we expect nominees will be involved in the preparation of the application.

Past nominees are encouraged to resubmit their application. Previous regional winners may not reapply.

The full nomination application and directions for its completion are enclosed in this packet. Along with the typed application, one nomination letter and three letters of recommendation highlighting the nominee's leadership in conservation are expected. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization. National membership is strongly encouraged.



APPLICATION GUIDE

YOUR 2022 AWARD APPLICATION SHOULD INCLUDE THE FOLLOWING COMPONENTS:

(Sections I-IV should not exceed 12 pages total)

• SECTION I — HISTORY AND DESCRIPTION OF BUSINESS AND ECOLOGICAL CONTEXT

Please identify the name of the business, the individual(s) to be recognized, address, primary contact, Phone/Fax/Email and a map indicating where the operation is located within the state. This section would provide a brief description of the operation's history, business model and ecological setting. What sector(s) of the cattle industry are primary (cow/calf, stocker, etc.)? What other enterprises are associated with the cattle operation? What are the primary ecological features of the landscape (e.g. notable watersheds, geology, topography, climatic zones, water bodies, dominant wildlife species, urban/suburban interfaces and the like)? What natural resources (e.g. mining, hunting/fishing, oil/gas, timber) contribute significantly to the operation's revenue streams? How big are the parcels of land? How much land is owned, leased (federal or otherwise)? How many beef units are raised on the operation? What is the operation's history of ownership and business structure?

• SECTION II — TELL THE STORY: SUSTAINABILITY ON THE GROUND

This is the most important section of the application. It should present—in a logical, systematic way—the form that “sustainability” takes in the operation's unique ecological, economic, social and regulatory settings. What are the applicants trying to achieve and why? How successful have they been? To what, as it relates to their cattle operation, do they owe their success? The suggested outline that follows is intended to help the nominator organize his/her presentation of the relevant information in a way that embodies the candidate's thoughtful, coherent, practical strategy for achieving long-term sustainability, as it relates to your cattle operations.

AREAS OF FOCUS:

Regulatory Context/Setting — Federal, State and/or Municipal Requirements

Are there specific regulatory requirements that apply to the operations as a whole, or any of its significant components? Examples would include NPDES or state water permits, endangered-species limitations, state-designated water-quality stream segments, TMDLs (Total Maximum Daily Loads), air-pollution non-attainment status and the like. Identify them and explain how they affect the operation's strategic objectives.

Special Challenges and/or Opportunities

What are the specific challenges and opportunities that the landscape poses for the beef operation and its viability? Examples of resource challenges and opportunities might include groundwater or surface water supply and quality; riparian restoration; native plants, fish and wildlife; invasive species, erodible soils; use of recycled materials; innovations created to protect or enhance natural resources; encroaching land development; reclamation needs; etc. How do these conditions affect the range of tactics, strategies and financial resources that are available to the candidate? What is required to protect or enhance the ranch's environmental conditions and natural resources?

Environmental, Economic, Resource-Management, and Sustainability Goals

In view of the beef operation's ecological and regulatory settings, unique environmental or natural resource challenges, and special environmental opportunities, what are the candidate's primary goals? Environmental and resource-

conservation goals must be included here, but economic goals that play a vital role in making the environmental goals a practical possibility should also be described.

Partnerships, Strategies, Tactics and Practices

What did the candidate do to pursue the goals outlined in the previous section? Did the candidate enter into any substantial partnerships or land-management arrangements? Did the candidate enter into any cost-share or incentive programs with agencies or foundations? What educational and/or technical assistance resources did the candidate draw upon for help? What specific practices, structure, and/or management changes did the candidate put in place (e.g. grazing practices, erosion controls, pest management, fish and wildlife habitat enhancement, riparian restoration, etc.) that helped to achieve the operation's sustainability goals?

Outcomes and Accomplishments—benchmarks, data, before/after images, documenting success

To the greatest extent possible, document the success the operation has had in achieving its sustainability goals. Are there any measurable results? For example, has water or air quality improved? Have endangered-species populations rebounded? Has wildlife harvest, quality, or diversity improved? Does the operation use less (energy, water, imported nutrients) per unit of marketed beef? Are profit margins improving? If appropriate and credible, include any monitoring data, research data, survey data, or photographic evidence that clearly illustrates the operation's progress toward achieving its sustainable objectives.



APPLICATION GUIDE

SECTION III — SHARING YOUR ENVIRONMENTAL SUSTAINABILITY STORY

(200 words maximum)

This is an opportunity to put environmental sustainability in terms that the consuming public will understand and appreciate. What is unique about the operations's strategies, tactics or successes that will appeal to the average consumer's understanding of sustainable beef production? Why should anyone care what the candidate is doing to protect and enhance the environment and natural resources in the surrounding landscape?

SECTION IV — LEADERSHIP IN CONSERVATION WITHIN THE COMMUNITY AND THE INDUSTRY

Regional and national winners will become spokespeople for the beef industry, carrying forth the message that cattle producers are committed to good stewardship of the land and to the principles of long-term sustainability. How has the candidate demonstrated the drive and the ability to communicate that message to a skeptical, sometimes hostile public? What leadership has the candidate demonstrated that illustrates an ability to persuade fellow cattle producers to pursue environmental sustainability as a primary business objective? How well would the candidate serve as a spokesperson for the beef industry? How involved is the candidate in the state or national organization?

SECTION V — LETTERS OF RECOMMENDATION

(6 pages maximum)

No more than three letters of recommendation should be included here. These letters should emphasize the nominee's leadership in conservation, land stewardship and sustainability. Recommendation letters can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, biologists, other conservationists, etc. Each letter should be no longer than two pages.

APPLICATION TECHNICAL GUIDELINES

There is a 20-page limit for the nomination packet that includes: 12 pages for the application, 2 pages for each letter of recommendation (total of 6 pages), and 2 pages for the nomination letter. Please submit electronically, your applications will be printed on an in-house color printer.

Electronic applications are preferred and a complete PDF document is suggested with all the pieces compiled in a single document.

Please do not send nominations in notebooks or binders. Please keep your font size at 12 points. A sample of a winning application from previous years can be found online at www.EnvironmentalStewardship.org.

Completed application must be postmarked by March 11, 2022 and sent to:

**National Cattlemen's Foundation
Environmental Stewardship Award
9110 E. Nichols Ave., Suite 300
Centennial, CO 80112
303-694-0305 • esap@beef.org**

SPONSORS



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Ranchers rely on Corteva for best in class pasture solutions including DuraCor®, GrazonNext® HL, PastureGard® HL, MezaVue®, Remedy Ultra® and many other herbicides, plus LANDVisor™ advanced brush management. LANDVisor combines sophisticated imagery, data, technology and expert guidance to give you confidence in your land management decisions. (LANDVisor.Corteva.US)

With a dedicated team specializing in Range and Pasture Management, Ranchers get the expertise they need in a partner, leading products, a robust pipeline and superb custom services. Visit RangeAndPasture.com for more information including a complete list of range and pasture solutions.



**NATURAL RESOURCES
CONSERVATION
SERVICE (NRCS)**

Since 1935, the USDA Natural Resources Conservation Service has delivered conservation solutions so agricultural producers can protect natural resources and feed a growing world. Our vision is a world of clean and abundant water, healthy soils, resilient landscapes and thriving agricultural communities through voluntary conservation. NRCS is helping private landowners improve the health of their operations while protecting our natural resources for the future and ensuring the long-term sustainability of American agriculture. NRCS employees provide sound, science-based on the ground technical assistance tailored to farmers' and ranchers' specific needs. Participation in NRCS conservation programs and initiatives is voluntary. The USDA is an equal opportunity provider, employer and lender. For more information visit www.nrcs.usda.gov • www.usda.gov



U.S. FISH & WILDLIFE SERVICE

The Partners for Fish and Wildlife Program is the U.S. Fish and Wildlife Service's private lands program. This voluntary program provides financial and technical assistance to ranchers to improve fish and wildlife habitat by providing such things as alternative water

sources, fencing, grass seeding, wetland restoration, invasive species control, and riparian/stream restoration. Visit www.fws.gov for more information.



MCDONALD'S

McDonald's is the world's leading global foodservice retailer with more than 37,000 locations in over 120 countries and territories around the world. Nearly 90% of McDonald's restaurants worldwide

are owned and operated by independent local men and women. It is one of the world's biggest buyers of beef and



take our responsibility of leading the industry towards more sustainable production practices seriously. McDonald's is committed to beef sustainability, and supporting the farmers and ranchers who raise the beef served in its restaurants. McDonald's is proud to be a national sponsor for the National Cattlemen's Beef Association's Environmental Stewardship Award Program which celebrates the producers leading the way toward a more sustainable industry. To learn more about how McDonald's supports beef production that is environmentally sound, protects animal health and welfare, and improves farmer and community livelihoods please visit the Beef Sustainability page on corporate.mcdonalds.com.



**NATIONAL CATTLEMEN'S BEEF
ASSOCIATION**

National Cattlemen's
Beef Association

The National Cattlemen's Foundation advances the future of the beef industry with passion and urgency. The Foundation provides educational opportunities, scholarships, and a home for the National Cattlemen's Beef Association's Environmental Stewardship Awards Program. For information about the National Cattlemen's Foundation a 501(c)(3) organization, visit NationalCattlemensFoundation.org, call 303-694-0305 or email ncf@beef.org.



**NATIONAL CATTLEMEN'S
FOUNDATION**

The National Cattlemen's Beef Association (NCBA) is the largest national organization representing America's cattle industry. Founded in 1898, NCBA is the industry leader in education, advocating for cattle and beef producers and preserving the industry's heritage and future. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org. NCBA promotes common sense and cost-effective practices that can be applied to livestock production to benefit the environment and a healthy bottom line. For more than two decades, NCBA has worked to recognize outstanding stewards of our nation's land, air and water resources through the Environmental Stewardship Award Program. For more information about NCBA please visit NCBA.org.



environmentalstewardship.org

303-694-0305

esap@beef.org

APPLICATION

DEADLINE:

MARCH 11, 2022