



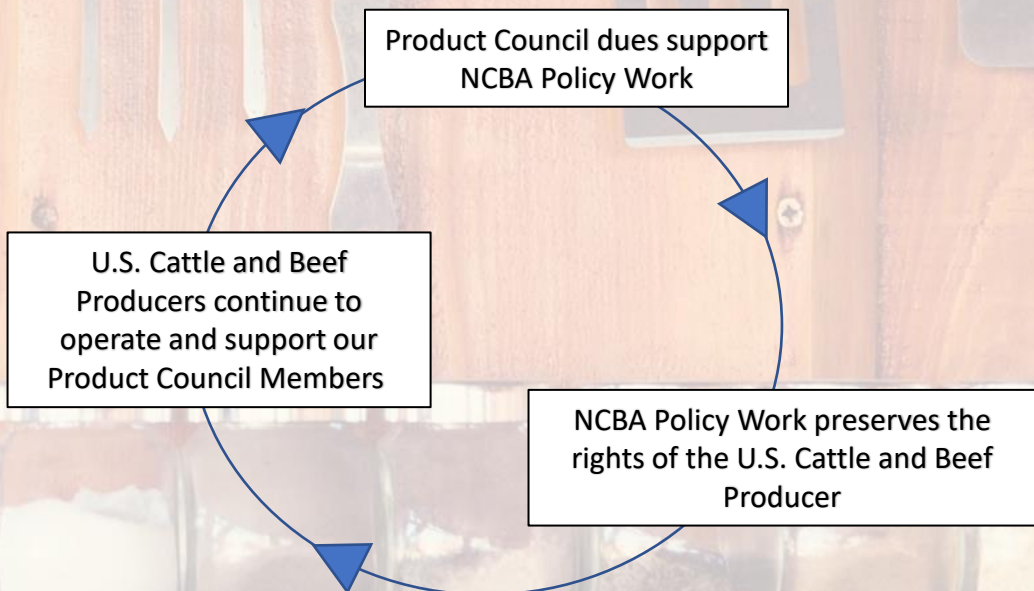
National Cattlemen's
Beef Association

Product Council Membership

The beef industry is in the middle of some of the most complex, controversial, and challenging public policy debates. Your customers, beef producers, are directly impacted by dominant legislative and regulatory agendas. The resolution of these issues will define the future of our industry.

By teaming up with NCBA, the oldest and largest national cattle association in this industry, as a Product Council member you are demonstrating to U.S. Cattle and Beef Producers that you also care about the direction of the beef industry. The investment you provide with dues and sponsorships goes directly back to the grassroots producer in forms of education, leadership development, and furthering our political efforts in Washington D.C.

Our industry is important to the fabric of this nation – environmentally, nutritionally, and economically.





Reasons to Join

When you join NCBA's Product Council, your business is truly a cut above the competition. Not only do you receive member benefits that have a positive impact on your bottom line, but you are also adding your voice to more than 24,000+ grassroots members!

Grassroots leadership

The volunteer leaders of NCBA are cattle producers.

Inclusive and responsive

Individual members introduce policy at NCBA meetings or through their state organizations. All members have the opportunity to vote on all association policies.

Influential

NCBA is highly respected in Washington, D.C., and has a reputation for being influential with top policy-makers.

Forward-thinking

Through a variety of educational programs—including Cattlemen's College[®], Cattle Learning Center and the Young Cattlemen's Conference—NCBA helps members succeed and become leaders in the industry.

Memberships & Benefits



NCBA Memberships	20	50
Monthly Corporate Partner Digital Newsletter	✓	✓
Weekly CattleFax Update Digital Newsletter	✓	✓
Invitation to quarterly webinars with NCBA CEO and Vice President of Government Affairs	✓	✓
Invitation to Beef Industry Forum and voting for Product Council ex-officio non-voting member for Executive Committee	✓	✓
Company Listing at: Convention & Summer Business Meeting	✓	✓
Company Listing: National Cattlemen, Directions and Beef Resource Guide	✓	✓
Logo and Link on NCBA.org Product Council page	✓	✓
Opportunity to use Product Council Member Logo	✓	✓
Involvement in Key Policy Issues by Leadership with DC	Communication	Assistance
Opportunity to reach NCBA's membership twice a year		✓
Access to free NCBA Office Space and Culinary Center for Company Meetings		✓
Bi-Annual CattleFax market update Webinar		✓
Ability for one company representative to serve on a NCBA Policy Committee(s) of choice and Board of Directors		✓
Ability for one executive member to serve as an ex-officio non-voting member on the NCBA Executive Committee		✓
Product Council Summit held at NCBA Denver Office		✓

Become A Product Council Member Today



Annual Investment of \$11,300



Annual Investment of \$28,300

Contact Us at:

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