

## NCBA Vision

To be the trusted leader and definitive voice of the U.S. cattle and beef industry.

## NCBA Mission

To serve the cattle and beef industry by improving the business climate, growing beef demand, and increasing the world's access to U.S. beef.



National Cattlemen's  
Beef Association

WE'RE  
**WORKING**  
FOR  
YOU **HERE**

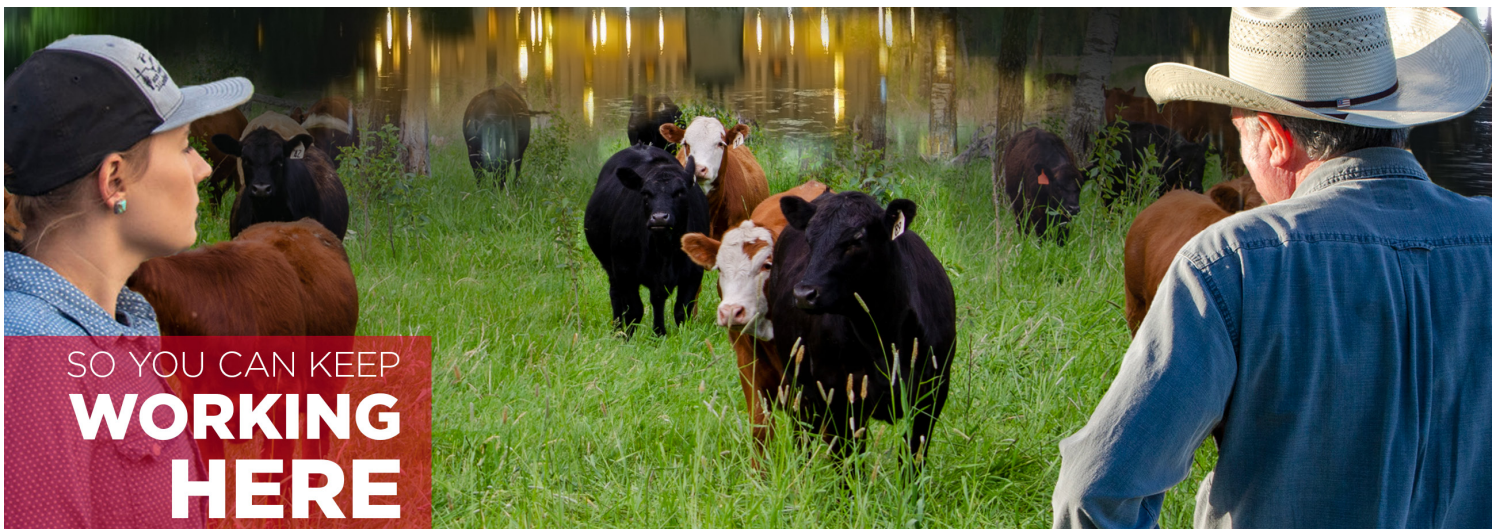
Initiated 1898, the National Cattlemen's Beef Association is the oldest and largest national trade association representing America's cattlemen and women. With more than 25,000 individual members and 60 state and breed affiliates, NCBA serves as the collective voice of the U.S. beef industry. We strive to advance the economic, political, and social interests of the U.S. cattle industry and to advocate for its policy positions and economic interests.

The decisions being made today in Washington, D.C. will impact America's farms and ranches for generations to come. To continue our way of life, we need to make sure our needs are being met in our Nation's Capital. Over 98% of the United States population is NOT involved in agriculture. With less than 2% of American's producing the

food for the entire US and beyond, we must stand together. Anyone with a stake in the beef and cattle industry needs to be a member of NCBA to ensure our voices are being heard loud and clear.

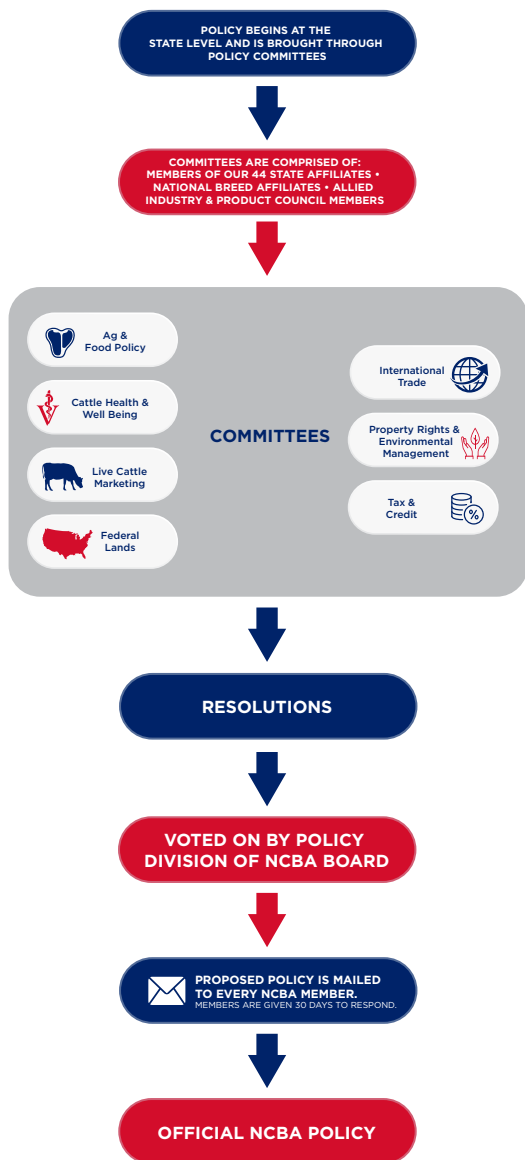
The National Cattlemen's Beef Association's goal is simple: **making business operations better for you.** We promote policies in Washington that give you the freedom to run your ranch and defend you and your property from government overreach. Every day, we see a new threat in Washington, D.C. targeting our farms, fields, and feedlots. "Animal rights" and fake meat activists pour thousands of dollars into regulating us out of business. It's hard to keep track of all these threats, especially when you have your operation to run. That is why you need a team like NCBA to advocate on your behalf.

NCBA IS WORKING EVERY DAY TO FIGHT FOR YOUR RIGHTS WITH POLICY CREATED BY CATTLE PRODUCERS, FOR CATTLE PRODUCERS. TO CONTINUE OUR FIGHT, WE NEED YOUR HELP. JOIN NCBA TODAY AND HELP PROTECT THE FUTURE OF OUR INDUSTRY.



SO YOU CAN KEEP  
**WORKING**  
**HERE**

# HOW NCBA DRAFTS POLICY



The National Cattlemen's Beef Association serves your interests through defending your operation and property from government overreach, protecting the legacy of your farm/ranch with tax relief, expanding trade opportunities that add value to your cattle, and protecting the beef industry from attacks by animal rights activists.

NCBA's policy process begins and ends with individual members. As a grassroots driven organization, individual producers set the course for NCBA's advocacy work in Washington, D.C. by submitting policy resolutions on the local and state levels. NCBA's state affiliate associations then present their proposed resolutions at our annual national meetings. From there, passed resolutions are collected on a ballot and mailed to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions then become official NCBA policy.

**Our grassroots policy process ensures that cattle producers of all sizes and in every region are well represented in the halls of Congress, the White House, and federal agencies.**

## AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY:

- Promoting the policy of cattlemen in our Nation's Capital.
- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch by advocating for tax relief.
- Adding value to your cattle by expanding trade opportunities.
- Delivering new and innovative education opportunities to help you improve the management of your farm and ranch.
- Protecting the beef community from attacks by animal rights activists.

**JOIN TODAY!**



NAME \_\_\_\_\_

BUSINESS/RANCH NAME \_\_\_\_\_

ADDRESS LINE 1 \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

CELL PHONE \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

RECRUITED BY \_\_\_\_\_

### NCBA PRODUCER

#### COW-CALF PRODUCER

- HERD SIZE
- 1-100 \$160
  - 101-250 \$320
  - 251-500 \$480
  - 501-750 \$693
  - 751-1000 \$960
  - 1001-1250 \$1,227
  - 1251-1500 \$1,493
  - 1501-1750 \$1,760
  - 1751-2000 \$2,027
  - 2001+

**\$2,027 + \$0.4053/head =**

#### STOCKER/FEDDER

**\$160 + \$0.4053/head =**

### ASSOCIATE MEMBERS

#### NON-CATTLE OWNERS, NON-VOTING

- Individual \$160
- Business \$213
- Student \$53  
(24 or younger)

#### TOTAL AMOUNT PAID

#### PAYMENT METHOD

- Check  Visa  Mastercard  American Express

Card # \_\_\_\_\_

EXP \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_



Checks payable to National Cattlemen's Beef Association