



2021 POLICY PRIORITIES



NCBA's policy focus for 2021 advocates for a business climate which increases opportunities for producer profitability across the board.

ONGOING COVID-19 RECOVERY

- Continue protecting workers in the cattle and beef industry.
- Contribute to America's food security by strengthening the beef supply chain.
- Apply the lessons learned during this pandemic to build a stronger, more resilient, and more profitable future for producers.

IMPROVE THE BUSINESS CLIMATE FOR U.S. CATTLE PRODUCERS

- Ensure that all alternative protein products, plant-based or cell-grown, are held to fair and equal standards and labeled in a manner that truthfully represents their ingredients.
- Promote and expand the use of voluntary origin and value-added marketing opportunities that deliver value back to the producer segment and curtail non-verified blanket origin claims that fail to meet consumer expectations.
- Enhance price discovery and transparency in cattle markets while bolstering the risk management tools available to cattle and beef producers.
- Improve rural infrastructure, including the expansion of rural broadband access.

CLIMATE, ENVIRONMENT, SUSTAINABILITY POLICY

- Emphasize U.S. cattle and beef producers' ongoing commitment to environmental stewardship and sustainability.
- Promote resilient natural resources through voluntary conservation, science-based management, and continuous improvement across the industry.
- Protect America's rangeland and vast natural resources through scientifically proven fuel reduction techniques and promotion of livestock grazing as a flexible, adaptive management tool.

TRADE AND MARKET ACCESS

- Continue to remove tariff and non-tariff barriers to promote U.S. cattle production and beef to markets across the world.

ENSURE CONTINUITY ON REGULATORY ACTION

- Work closely with the Biden Administration to build on a regulatory framework that promotes stability and continuity.
- Continue to engage on ongoing regulatory policy to ensure good policy from the new administration on:
 - *Traceability*
 - *The Endangered Species Act (ESA) & the National Environmental Policy Act (NEPA)*
 - *Grazing rules and regulations*
 - *Polyfluoroalkyl substances (PFAS)*
 - *Navigable Waters Protection Rule (NWPR)*
 - *Electronic Logging Devices & hour-of-service rules*
 - *Delisting of gray wolf and other recovered species*
 - *Continuing industry success in antimicrobial stewardship and food safety*