NCBA MEMBERS WANT TO BUY YOUR PRODUCTS!

Planned Member Purchases in the Next Two Years

95% Animal Health Products
90% NCBA members manage 90 percent of the nation’s fed cattle market
89% Fencing Supplies
86% Bagged or Bulk Feed
83% Fly Control
82% bagged or Bulk Feed
81% Scales
80% Tires for Farm Equipment
79% Livestock Watering Tanks/Systems
77% Tires for Pickup Truck
76% Feed Supplements/Trace Minerals
75% Livestock Insurance
74% Livestock Handler Equipment
73% Electronic ID Tags
72% Genetic Testing/Tracking Tools
71% Hay-Making Equipment
70% Skid Steer Attachments
69% Steel Farm Building
68% Grass Seed
67% Livestock Trailer
66% Skid Steer
65% Pickup Truck
64% Skid Steer Attachments
63% Livestock Trailer
62% Hay-Making Equipment
61% Livestock Watering Tanks/Systems
60% Electronic ID Tags
59% Gen Test Tracking Tools
58% Livestock Handler Equipment
57% Electronic ID Tags
56% Hay-Making Equipment
55% Livestock Watering Tanks/Systems
54% Skid Steer Attachments
53% Livestock Trailer
52% Skid Steer
51% Pickup Truck
50% Skid Steer Attachments
49% Livestock Trailer
48% Skid Steer
47% Pickup Truck
46% Skid Steer Attachments
45% Livestock Trailer
44% Skid Steer
43% Pickup Truck
42% Skid Steer Attachments
41% Livestock Trailer
40% Skid Steer
39% Pickup Truck
38% Skid Steer Attachments
37% Livestock Trailer
36% Skid Steer
35% Pickup Truck
34% Skid Steer Attachments
33% Livestock Trailer
32% Skid Steer
31% Pickup Truck
30% Skid Steer Attachments
29% Livestock Trailer
28% Skid Steer
27% Pickup Truck
26% Skid Steer Attachments
25% Livestock Trailer
24% Skid Steer
23% Pickup Truck
22% Skid Steer Attachments
21% Livestock Trailer
20% Skid Steer
19% Pickup Truck
18% Skid Steer Attachments
17% Livestock Trailer
16% Skid Steer
15% Pickup Truck
14% Skid Steer Attachments
13% Livestock Trailer
12% Skid Steer
11% Pickup Truck
10% Skid Steer Attachments
9% Livestock Trailer
8% Skid Steer
7% Pickup Truck
6% Skid Steer Attachments
5% Livestock Trailer
4% Skid Steer
3% Pickup Truck
2% Skid Steer Attachments
1% Livestock Trailer
0% Skid Steer

NCBA’s media properties can help you reach your target customers and market your products.

90% NCBA members manage 90 percent of the nation’s fed cattle market
10 Million NCBA members manage nearly 10 million head of beef cattle
49% of NCBA members say they are more likely to purchase from a company that supports NCBA

Data in this document is provided by the 2019 Luce Research & Marketing Study, and NCBA’s social media and Google analytics.