



Dear neighbor, cattle producer, agriculturalist, and friend,

The National Cattlemen's Beef Association (NCBA) is the national trade association representing U.S. cattle producers. Our community is made up of more than 24,000 individual members and several industry organization members. NCBA is an advocate for the cattle industry's policy positions and economic interests.

As you are probably aware, decisions that affect our freedom to operate and our profit potential are made every day in Washington, D.C. Driven by NCBA's membership, the NCBA staff is on Capitol Hill everyday standing up for you – working not only to limit government overregulation, but also standing up for the rights of American cattle producers!

NCBA's grassroots policy covers over 40 different issues. This year our focus is on opposing the Green New Deal and combating misguided climate change policy, developing regulatory framework for fake meat products, protecting the scientific credibility of the dietary guidelines, and expanding beef market access internationally.

As an NCBA member, I'm writing you today to personally ask you to join NCBA. We need your voice and strength in our membership!

NCBA also delivers one of the best member benefit packages. As a new member, you will receive:

- Voice and vote in the NCBA policy development process
- 1L bottle of Dectomax Pour-On Solution by Zoetis
- Twelve issues of the *National Cattlemen* and annual *Directions* magazine
- 50% off coupon for your entire purchase of Roper/Stetson/Tin Haul boots and apparel
- Discounts on equipment from New Holland, John Deere and Caterpillar
- Discounts on BFGoodrich® All-Terrain T/A® KO2® tires
- 15% off Cabela's/Bass Pro Shop gift cards

The battles in Washington are here to stay, and we must fight them TOGETHER.

I ask you to become part of the solution with this small, but powerful investment. Join NCBA today and help fight for the rights and the future of the beef industry. With your help, we can protect our heritage for generations to come.

Sincerely,

NCBA Member



9110 E. Nichols Avenue, Suite 300
Centennial, Colorado 80112



303.694.0305



720.259.1409



nba.org