

# NCBA Works to Increase Profit Opportunities for Cattle/Beef Producers

NCBA Works to Increase Profit Opportunities for Cattle/Beef  
The National Cattlemen's Beef Association's (NCBA) mission is to increase profit opportunities for the cattle and beef industry by enhancing the business climate and building consumer demand.

Since its inception in 1898, NCBA has served as the primary marketing and trade association for America's cattle ranchers. Through the years the association has been known by many different names, with each evolution aimed at improving cattle producers' bottom line.

Today, NCBA's state and breed affiliates represent 230,000 cattle producers. Ninety percent of NCBA's 27,000 individual members are cow/calf producers, stockers and feeders. The remaining represent other sectors of the industry, such as market operators, dairymen and agriculture businesses. The association represents producers who control 90 percent of the U.S. fed cattle market and 18 million beef cows.

NCBA is solution-oriented and the only association addressing all issues facing cattlemen. NCBA has offices in three cities. The headquarters in Denver houses member services, research, education, issues management and consumer marketing. In Washington, D.C., NCBA manages the largest agriculture lobby in the capital, working on issues such as the environment, taxes and trade. The New Product and Culinary Center in Chicago develops great tasting beef and veal products and recipes, and works to help meet the needs of today's consumer.

NCBA has two distinct divisions – the Policy Division and the Federation of State Beef Councils or Checkoff Division.

## Policy efforts

The Policy Division is the industry's largest membership organization. It influences national beef industry policy and provides producer education to members. NCBA member dues, allied industry and product council investments, and other non-checkoff revenue sources fund the Policy Division.

NCBA policy positions come from producers through their state and breed organizations to NCBA national meetings. Policy is proposed to the appropriate committee and if approved is sent to the NCBA Board of Directors. At the annual membership meeting members may, by a simple majority, ratify or reject any policy brought forward by the board. After the annual meeting, all members may vote on policy by mail ballot. The one man, one vote principle applies.

NCBA's history, reputation and membership ensure attention from the nation's lawmakers. In an increasingly urban Congress, it is important to educate members of Congress about the complexities of life on a cattle operation.

These are some of the recent issues championed by the association. NCBA member-funded efforts:

- Moved quickly to change the tide of negative press related to the isolated case of Bovine spongiform encephalopathy (BSE) in Washington state before it could have a substantial impact on domestic beef producers.
- Work to create new markets and reopen closed markets for American beef. With 96 percent of the world's population living outside U.S. borders, foreign markets present great growth opportunities.
- Continue to push for animal health programs, preventing the introduction and spread of foreign animal diseases, and educating lawmakers about the importance of cattle health research.
- Are helping develop a national animal identification system that will aid in the surveillance of animal health.
- Have successfully pushed for changes to the tax code that save farmers and ranchers an estimated \$4 billion.
- Work with federal agencies to create science-based laws regarding the environment.
- Resulted in a five-year provision to maintain grazing rights for public lands users.
- Are dedicated to creating a successful, voluntary and producer-driven country of origin labeling program.
- Helped obtain relief from Congress for drought- and disaster-stricken areas.

In addition, NCBA is a premier source of production education information to help producers be as efficient and profitable as possible. Some of the educational opportunities made available to members include the Cattlemen's College, Beef Quality Assurance program and the Integrated Resource Management initiative. NCBA also works with states to sponsor local workshops.

### *Checkoff-funded efforts*

The Federation of State Beef Councils coordinates with the Cattlemen's Beef Board to implement the industry's Long-Range Plan and contracts with the Beef Board to conduct specific checkoff programs. The Beef Board has no connection with NCBA's policy division, and no checkoff time or money is invested for policy purposes, nor is any Beef Board contractor permitted to profit from checkoff work.

The Federation oversees beef promotion, research, consumer information and related activities funded by voluntary investments from state beef councils through their portion of the checkoff. State beef councils appoint members to sit on industry advisory committees and the Federation Board of Directors.



As a Beef Board contractor, NCBA implements national programs including advertising, channel marketing and educating influencer groups. It manages issues that threaten consumer confidence in beef and serves as a catalyst in research to ensure beef safety and meeting consumer expectations.

In 1980 beef demand began a 20 year slide. The advent of the \$1-per-head checkoff in 1986 gave cattlemen a tool with which they could change the industry to more closely meet consumer expectations. In 1998 the drop in beef demand leveled off, and demand has been on the rise ever since.

Today, beef is more convenient than ever. It is leaner and can be purchased guaranteed tender. It's easier to find in the grocery store and easier to learn how to cook. Today, beef is just about anything the customer wants, and more importantly for cattlemen, "it's what's for dinner," just as the checkoff-funded advertisements say.

NCBA's consumer marketing team takes the research findings conducted with checkoff dollars and helps the retail and foodservice sectors convert them into beef products that consumers want. This team helps consumers see beef as a meal solution.

Most importantly, NCBA's consumer marketing program is about looking ahead and making sure consumers always have the beef they want.

For more than a hundred years, through mergers, reorganizations, world wars, international depressions, ever-changing politics, and the ebb and flow of consumer tastes, the National Cattlemen's Beef Association has persevered to keep the voice of the American cattle industry strong. NCBA looks forward to the future!

### **National Cattlemen's Beef Association**

9110 E. Nichols Avenue #300 • Centennial, CO 80112

303/694-0305

Web site: [www.beefusa.org](http://www.beefusa.org)