

The decisions being made in Washington, D.C., today will impact your farm or ranch for generations to come. Everyone with a stake in the cattle business needs to be a member of the National Cattlemen's Beef Association. NCBA's office on Capitol Hill gives members a voice when decisions are made about the cattle industry and its future.

Last year, NCBA members secured groundbreaking victories in areas related to natural resources and regulatory reform, including repealing and replacing EPA's Waters of the United States (WOTUS) rule along with significant improvements to the Endangered Species Act and National Environmental Policy Act (NEPA). Through NCBA's work to ensure a fair and transparent process, the Dietary Guidelines for Americans focuses solely on nutrition and recognizes beef's role as part of a healthy diet. It's long been a priority for NCBA to work to remove tariff and non-tariff barriers to promote U.S. cattle production and beef to markets across the world. As a result, several trade deals were implemented. Price discovery has long been a top priority for the cattle industry. NCBA will continue to work to enhance price discovery and transparency in cattle markets while bolstering the risk management tools available to cattle and beef producers. NCBA also delivered necessary tools and resources for cattlemen and women in response to the COVID-19 pandemic and will continue to work on recovery efforts for a more profitable future for producers.

TO CONTINUE THESE WINS AND PROTECT YOUR FUTURE, WE NEED YOUR HELP. JOIN NCBA TODAY AND HELP PROTECT THE FUTURE OF YOUR OPERATION.



**National Cattlemen's
Beef Association**

**WORKING TO PROTECT
YOUR RIGHTS**

**NCBA is working to protect
your rights and legacy
along with 25,000 current
members and 430 being
proud members from Georgia.**

www.NCBA.org

THANKS TO THE HELP AND SUPPORT OF OUR GRASSROOTS MEMBERS

NATURAL RESOURCES

- After years of NCBA lobbying for updates to the National Environmental Policy Act (NEPA), the Trump Administration's improvements became effective law after winning a court case against environmental groups that threatened implementation of these positive changes.
- NCBA fought for more than five years to replace the ill-conceived 2015 Waters of The United States (WOTUS) rule with the Navigable Waters Protection Rule, which was finalized this year and includes critical exemptions for cattle producers.
- Coordinated with the U.S Fish and Wildlife Service and the National Marine Fisheries Service to make improvements to the Endangered Species Act (ESA) "habitat" definition and process to designate critical habitat.
- Successfully lobbied for the passage of the America's Conservation Enhancement (ACE) Act that includes funding for depredation payments and expands predator management tools for species like black vultures and ravens.
- Supported the return of gray wolf management to states after the U.S. Fish and Wildlife Service determined the species no longer needs protection under the ESA.

2020-2025 DIETARY GUIDELINES

- Through NCBA's work to ensure a fair and transparent process, the DGAC released a much more favorable report than in 2015. This year's report focuses solely on nutrition and recognizes beef's role as part of a healthy diet.

TRADE ACCOMPLISHMENTS

- The trade deal with Japan was implemented, allowing U.S. beef imports on a level playing field with Australia and other competitors.
- China Deal Implemented. U.S. beef no longer faces retaliation from China and non-tariff barriers have been reduced or removed.
- USMCA ratified and implemented, placing the U.S. on equal footing with two of its largest export markets (Canada and Mexico).
- U.S. beef quota increased to 35,000MT in Europe.

ALTERNATIVE PROTEINS

In February 2021, NCBA released survey results that show widespread consumer confusion regarding the ingredient composition and purported benefits of plant-based fake meat products. Drawing light and providing support for the work we are doing with USDA and FDA to properly label these products and collaborate with Congress for a legislative fix to this issue.

LIVESTOCK TRANSPORTATION

The last government funding bill delayed Electronic Logging Device (ELD) implementation, for livestock haulers until September 30, 2021.

NCBA worked with the Department of Transportation's (DOT) Federal Motor Carrier Safety Administration (FMCSA) to make an emergency declaration exempting livestock haulers from hours-of-service rules at the start of the COVID-19 pandemic, with an extension until February 28, 2021. NCBA will continue its work to ensure livestock can be transported safely and sensibly across long distances.

EXTRA CREDIT: COVID-19 RELIEF WINS

- NCBA succeeded in including agricultural enterprises in the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) Paycheck Protection Program (PPP).
- NCBA successfully urged USDA Secretary Sonny Perdue and Congress to provide relief for cattle producers, resulting in the Coronavirus Food Assistance Program (CFAP), that includes \$19 billion in direct support to agricultural producers.
- NCBA delivered a second and third round of CFAP payments to help producers that were not made whole from the previous rounds. NCBA is still working to eliminate CFAP's remaining disparities and deliver to our nation's ranchers and farmers the support they so badly need.
- Secured an emergency exemption from hours-of-service rules for livestock haulers and extended that exemption for a year.

JOIN NCBA TODAY & EARN REWARDS



Norbrook®

When you join NCBA, you'll receive a FREE 2.5 liter bottle of Eprizero® pour-on wormer, compliments of our partners at Norbrook. *That's a value of more than \$200!*

ADDITIONAL MEMBER BENEFITS

In addition to protecting the livelihoods of cattlemen and women nationwide, becoming a member will also provide valuable discounts from many of NCBA's industry partners.



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2021 POLICY PRIORITIES

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

AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY

- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch with 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 or ranch.
- Protecting the beef community from attacks by animal rights activists.

NCBA.org/membership.aspx

NCBA Working for All Cattle Producers

As a cattle producer, you understand the challenges we face in making sure our voices are heard when decisions are being made in Washington D.C. That is why we are asking you to join the National Cattlemen's Beef Association (NCBA).

With a new administration in Washington D.C., it is more important than ever that the beef industry have a unified voice when regulations and legislation are being discussed. As the cattle industry's only full-time presence in our nation's capital, NCBA ensures the views of our members are considered BEFORE important decisions are made. NCBA's track record of success over the past four years has been outstanding, but we need your support to continue the protection of beef producers across the nation. Joining NCBA today will help keep the cattle business on the right path, and as a thank you for joining NCBA, our partners at Norbrook will send you a voucher for a 2.5-liter bottle of Eprizero® Pour-On -- a \$200+ value!

During the past year, NCBA was diligent in protecting your interests and ensuring the cattle business was protected from the damages caused by COVID-19 and potential government overreach.

- NCBA and its state affiliates set a path to increase cash fed cattle negotiated trade numbers.
- NCBA worked to lessen the impacts of COVID-19 by getting CFAP relief passed through Congress. In fact, USDA Secretary Sonny Perdue credited NCBA's work as the reason cattle producers had access to relief funds.
- NCBA worked to keep the supply chain open and ensuring cattlemen and women had the resources they needed during this time of crisis.
- They worked tirelessly to replace an unworkable Waters of the United States (WOTUS) rule with a solution that works for cattle producers.

- NCBA led the fight to modernize the Endangered Species Act.
- The NCBA team in Washington, D.C., continues to ensure cattle can be moved efficiently by working to provide exemptions from electronic logging device and hours of service requirements.
- NCBA played a critical role in helping small processing plants across the nation expand operations to better serve cattle producers.
- NCBA helped introduce the RAMP-UP Act which provides federal grants to small processors to help them become federally inspected.
- Likewise, NCBA also helped introduce the DIRECT Act which would allow cattle producers and processors to market state-inspected meat to consumers across state lines.

The work NCBA has done and the wins we have helped achieve will continue to be possible with a strong membership voice. The headwinds we face are getting stronger, and the cost of defending beef and cattle production in America continues to rise. Your support and investment provides you and your family with the political insurance that NCBA provides its members. Together we can continue our track record of success in the year ahead.

Join NCBA today and lend your voice to the fight as we continue to protect cattle producers and our way of life.

Don't forget, when you join now, you'll also receive a voucher for a free 2.5 liter bottle of Eprizero® Pour-On -- a \$200+ value!

Thank you for your continued support! Without you we couldn't do what we do on behalf on the beef industry!



National Cattlemen's
Beef Association