

This is an election year and there's more at stake in our nation's capital than ever before. 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 beef 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 the areas of trade and fake meat. We also delivered regulatory reform and protections in the areas of electronic logging devices, waters of the United States rulemaking, Superfund exemptions for manure along with many other important victories.

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 24,000 current members, including 384 proud members from Georgia.

[www.NCBA.org](http://www.NCBA.org)

## THANKS TO THE HELP AND SUPPORT OF OUR GRASSROOTS MEMBERS

### TRADE AND MARKET ACCESS

- NCBA worked with the Trump Administration to secure bilateral trade deals with Japan and the European Union. Both deals took effect on January 1, 2020, resulting in lower tariffs and expanded market access for U.S. beef producers. NCBA joined President Trump for the signing of both agreements.
- With the support of NCBA, the U.S.-Mexico-Canada Agreement (USMCA) was ratified in the U.S. House and U.S. Senate by an overwhelming majority. USMCA maintains our duty-free, unrestricted access to Canada and Mexico, while bringing NAFTA into the 21st Century. NCBA joined President Trump at the signing of the USMCA.
- For many years, NCBA worked closely with the U.S. government to open the Chinese market. On January 15, the U.S. and China signed Phase 1 of a trade agreement that will remove many non-tariff barriers and non-science based restrictions that have prevented U.S. beef from reaching 1.4 billion consumers in China.

### FAKE MEAT

- In March 2019, USDA and FDA announced additional details regarding lab-grown fake meat, solidifying USDA's role as the primary regulatory authority over all labeling and inspection activities. This is a huge win for the beef industry and we expect action on labeling from the USDA in 2020.
- Late in 2019, the NCBA worked with both Republicans and Democrats in Congress to introduce the Real MEAT act, that would define beef for labeling purposes, stop misbranding and consumer confusion caused by fake meat companies, and help the Federal Government enforce existing labeling laws.

### DIETARY GUIDELINES

- Ever since the 2020 Dietary Guidelines For Americans (DGA) process kicked off in 2018, NCBA has been proactive in advocating for beef, submitting comments to the DGA and nominating 8 highly qualified people, of which 2 were selected to the DGA Committee (DGAC).

### 2015 WOTUS

- The EPA finalized the repeal of the 2015 WOTUS rule in September 2019 and finalized the new Navigable Waters Protection rule in January 2020. This repeal and the new rule are great victories for ranchers and came after NCBA fought to repeal the rule in the courts, on Capitol Hill, and at the EPA.

### GREEN NEW DEAL

- The Green New Deal (GND) was a late addition to NCBA policy priorities after being introduced in Congress as a non-binding resolution, that ultimately failed to pass in the Senate with a 0-57 final vote (43 Senators voted "Present").

### 2018 FARM BILL

- Ensured continued implementation of 2018 Farm Bill.

### EPCRA

- Exempted livestock producers from EPCRA air emissions reporting requirements.

### ANTIBIOTICS

- Promoted antimicrobial stewardship by producers and preserved access to key veterinary technologies.

### ENDANGERED SPECIES ACT

- New rules to modernize the Endangered Species Act (ESA) were finalized by the Trump administration in August 2019.

# JOIN NCBA TODAY & EARN REWARDS

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, including:



## BUSINESS SALES



JOHN DEERE



STETSON  
APPAREL & BOOTS



TIN HAUL

# 2020 POLICY PRIORITIES

## FAKE MEAT

- Build on successful regulatory framework to ensure appropriate oversight and labeling of lab-grown fake meat, advance legislative and regulatory efforts to end deceptive labeling of plant-based fake meat.

## TRADE AND MARKET ACCESS

- Ensure implementation of Japan and EU trade deals, USMCA, and Phase 1 China deal, while continuing to grow and expand access for U.S. beef in key markets.

## CLIMATE POLICY

- Continue to push back against misguided climate policies while advancing the U.S. cattle industry's tremendous environmental record.

## CATTLE MARKETS

- Promote policy that creates markets free from unfair practices and manipulation.

## REGULATORY REFORM:

Aggressively pursue final rules in key regulatory issues and defend our wins:

- Waters of the United States/Navigable Waters Protection Rule
- Dietary Guidelines
- Endangered Species Act modernization and species-specific delistings
- Livestock Market Reporting Reauthorization
- Electronic Logging Devices and Hours of Service for Livestock Haulers
- 2018 Farm Bill
- Superfund Reporting Exemptions
- Comprehensive NEPA reform
- BLM Grazing Regulations and Range Reform Rollback

## 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](https://www.ncba.org/membership.aspx)

### NCBA Working for All Cattle Producers

NCBA officers and staff have been to addressing and identifying solutions to the day-to-day problems the COVID-19 pandemic has created. Over the past several months, we have worked with the White House, USDA and other agencies to see that cattle producers can continue their operations with as little disruption as possible.

For instance, NCBA's team in Washington, D.C., delivered quickly on providing relief funds for cattle producers in one of the first stimulus acts passed by Congress. We know cow/calf and stocker operations will need further assistance and NCBA is already at work to deliver additional aid for the cattle producers. We'll also continue our work to help feedlots process through the backlog of cattle to ensure there is pen space and working capital to purchase feeder calves during marketing season.

Cattlemen and women will need access to additional feed, so NCBA has asked USDA to allow emergency haying and grazing on CRP land. Not only will this provide feed, it will help keep feed costs lower by increasing the available supply. This will be particularly important if areas of drought begin to develop in portions of the United States.

Since this crisis began, NCBA has focused on keeping cattle and beef moving through the supply chain. The supply and demand whiplash created by shutdowns and re-openings had a massive impact on the cattle and beef industries. When the virus began to appear in processing plants, NCBA worked with the White House to encourage President Trump to sign an Executive Order to ensure cattle harvest would continue. While worker safety is critical, so too is beef processing and thanks to the efforts of the President, the U.S. Centers for Disease Control and Prevention, U.S. processing capacity continues to increase from the lows weeks ago.

NCBA also worked to deliver a win for its members with USDA's Coronavirus Food Assistance Program, as well as a rule that helps U.S. agricultural employers avoid disruptions in lawful agricultural-related employment.

Of particular importance to producers in the Southeast United States, NCBA worked with the Department

of Transportation to waive truck weights and hours of service regulations to make certain cattle could continue to move during the outbreak. We also worked with the Small Business Administration (SBA) to make sure that qualified cattle producers could access the SBA Paycheck Protection Program and the Economic Injury Disaster Loan program. We also engaged a team of industry-leading economists to examine the economic impact of COVID-19 so that relief funds allocated by Congress would help cattle producers.

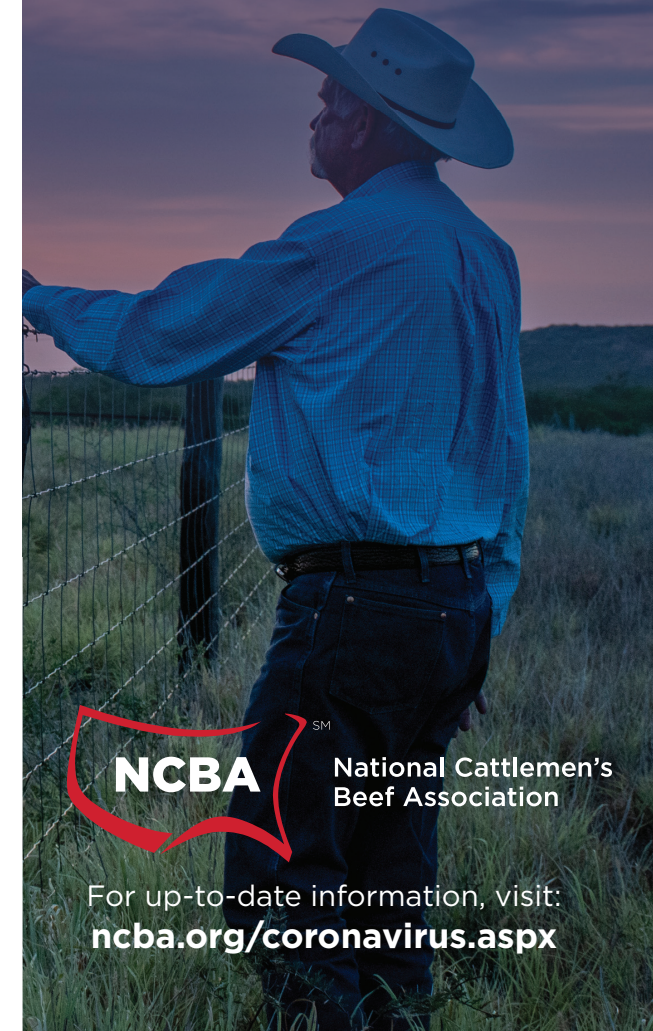
In April, after discussions with state affiliates and volunteer leaders, NCBA asked USDA to expand its investigation into the Holcomb packing plant fire to include market activity related to the pandemic. Within six hours USDA announced the investigation would be expanded. We'll get answers sooner since government agencies won't be starting from scratch. Secretary of Agriculture Sonny Perdue also told NCBA leaders USDA would rely on other agencies such as the Department of Justice to complete a thorough investigation.

NCBA also engaged members of the NCBA Livestock Marketing Council and USDA to ensure auction markets received an extension for filing Packers and Stockyards annual reports. We also worked with USDA and FDA to ensure there would be no beef recalled from plants where workers might test positive for the virus and made certain those workers would be designated as "critical" by Department of Homeland Security.

Ethanol plant closures have limited the availability of distiller's grains, causing issues for cattle feeders, and affected the supply of carbon dioxide (CO<sub>2</sub>), leading to disruptions for companies that depend on the gas for everything from commercial refrigeration systems to beverage manufacturing. NCBA engaged a coalition to request that the Trump administration address the issue.

Without these accomplishments the beef and cattle business would have been shut down for nearly three months. Markets have been challenging and times are hard but NCBA is the only national cattle industry association working on every issue affecting cattlemen and cattlemen since the first day of this crisis. The NCBA team will continue the fight.

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



**NCBA**

National Cattlemen's  
Beef Association

For up-to-date information, visit:  
[ncba.org/coronavirus.aspx](https://ncba.org/coronavirus.aspx)