

IOWA CATTLEMEN'S ASSOCIATION

MESSAGE FROM THE PRESIDENT



Rob Medberry



"As stakeholders of Iowa's beef cattle industry, whether a member, potential member, or industry partner, the Iowa Cattlemen's Association (ICA) is dedicated to protecting the viability of our Iowa cattle producers and their operations.

ICA, a grassroots membership organization, relies on our members to guide our direction and support the programs we offer. As cattle production continues to come into question, ICA is committed to working with members to be a collective voice advocating for our way of life.

Your membership matters. The unified representation of many producers matters and we look forward to a continued working partnership with our members. If you are not yet an ICA member, please reach out to our team or your local county cattlemen's organization for assistance."

ROB MEDBERRY
President, Iowa Cattlemen's Association

'23- '24

IMPACT REPORT

Membership year July 1 through June 30.

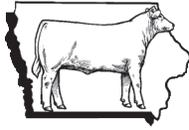
OUR MISSION:

Grow Iowa's beef cattle business through advocacy, leadership, and education.



JOIN US

Grow our influence by joining
or renewing today!



IOWA CATTLEMEN'S ASSOCIATION

MESSAGE FROM THE CEO



Bryan Whaley



"Just as the cattle industry continues to change, so has the Iowa Cattlemen's Association (ICA). A notable change this year was a new CEO. As I assumed this role, I have been energized by the passion and unwavering commitment of producers within our state.

Engaging with members has been a top priority and I have spent time traveling the state to get to know our members and better understand their concerns, challenges, and opportunities.

While some things have changed, the dedication to our members has remained the same. ICA will continue to evolve and address current and future opportunities to positively impact our members. This includes development and growth in all parts of our mission – advocacy, leadership, and education.

It also means transparency in our communication to enhance the understanding of the value of your membership. We are proud to share this annual update to provide this past year's highlights."

BRYAN WHALEY

CEO, Iowa Cattlemen's Association





OUR MISSION:

*GROW IOWA'S BEEF CATTLE
BUSINESS THROUGH **ADVOCACY,**
LEADERSHIP, AND EDUCATION.*

MEMBERSHIP PERKS TO KNOW ABOUT

CATTLE KRUSH

Receive access to this service for FREE! Cattle Krush, by Performance Livestock Analytics, is a marketing tool to give producers, lenders, and commodity brokers important insights into profit opportunities.

MARKET REPORTING SERVICE (MRS)

MRS is one of the nation's most respected sources of timely and accurate fed cattle market information and analysis. Members can participate through ICA to help you make informed fed cattle marketing decisions.

CATTLE THEFT REWARD PROGRAM / LEGAL COUNSEL

As a member of ICA, a fund is available to be paid for information resulting in the recovery of cattle stolen from a member. Limited legal counsel may also be available in other eligible legal situations.



JOIN **US**

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or renewing today!

7,000+
MEMBERS STRONG

Membership year July 1 through June 30.



Photo top left:

On March 6, cattlemen from across the state converged on the Iowa Capitol to discuss high-priority issues directly with elected officials.

Photo bottom left:

ICA participated in a bill signing for a law prohibiting drone surveillance which ICA contributed to and endorsed.

Photo right:

One of the most significant wins for ICA this year was the passing of the Meat Integrity Bill. Gov. Kim Reynolds signed this bill into law in May.



POLICY ADVOCACY

Focused on Producer Profitability and Productivity

State & Federal Policy Development

As a grassroots organization, your ICA membership allows you to play an active role in the association's policy development. These policy priorities guide the efforts we focus on throughout the year.



A Big Win: ICA's work on the Livestock Capital Gains Bill, which was signed into law, is estimated to save cattle producers \$18 million over the next five years.

The policy development process begins with member input collected throughout the year from producer conversations, our policy survey, and committee discussions. Current policy is reviewed for updates and renewal. These, along with new priorities, are brought forth to the membership at the Annual Meeting for discussion and ratification.

In a partnership with ICA lobbyist Jake Swanson, our state priorities are communicated to policymakers at the State Capitol. The 2024 Legislative Session was one of the most productive and successful sessions, marked with decisive wins for Iowa cattle producers.

At the national level, our priorities guide which recommendations our state brings to the National Cattlemen's Beef Association (NCBA) Convention and what policy we will collaborate on with other states. We also work directly with elected officials at the federal level to drive positive change for the U.S. beef industry.

YOUR VOICE MATTERS!

ICA LEGISLATIVE ACCOMPLISHMENTS

STATE	<i>Signed Into Law</i>
Increased oversight to prevent foreign ownership of agricultural land	✓
Protection against misbranding "fake meat" products	✓
Keeping experimental, lab-grown protein out of schools	✓
Agricultural classes can count toward science curriculum	✓
No drone surveillance of homes or livestock facilities without permission	✓
Reinstatement of the livestock capital gains deduction, saving livestock producers millions of \$\$\$ in taxes	✓
Review and comment on programs within the Inflation Reduction Act	✓
FEDERAL	<i>Completed</i>
Recommended an alternative program to CRP that creates a win-win for all stakeholders	✓
Submitted letter to House and Senate Ag Committees to keep the Cattle Contracts Library	✓
Reviewed and commented on the proposed Farm Bill	✓
Engaged in policy development impacting Iowa cattle producers at the NCBA Convention	✓
Collaborated on a statement to Secretary Vilsack to pause imports of beef from Paraguay	✓
Provided comments on programs within the Inflation Reduction Act	✓



EXPANDING PRODUCER INSIGHTS

2023-2024 Programs

Your ICA membership offers a variety of ways to learn and develop through educational events, networking opportunities, and resources offered by ICA to help you build your operation's success.

8 PRODUCER FORUMS

Attended by more than 500+ producers

Timely Topics:

- The In's and Out's of Cattle Implants
- BQA Certification
- Surviving the Beef Business
- Understanding U.S. Beef Grading
- Putting U.S. Beef on the World's Table
- Utilizing Genomics in Your Cow Herd

2 NCBA PRODUCER MEETINGS + ON-FARM VISITS

Exposure to national industry issues with National Cattlemen's Beef Association (NCBA) leaders

50 YEARS OF SUCCESS

In mid-December, more than 250 Iowa cattle producers and industry supporters gathered for the annual Leadership Summit for continuing education, networking, policy development, and fun.

KEEPING YOU UP-TO-DATE

Iowa Cattleman magazine

- 12 issues annually
- Distributed to more than 7,000 readers
- Educational articles from experts
- Engaging features

E-newsletters (PenCheck and Policy Periodical)

- Timely topics with bi-weekly delivery
- 40% overall open rate
- Keep up-to-speed on ICA offerings

14 IOWA CATTLEMEN'S LEADERSHIP PROGRAM

For producers looking to elevate their leadership skills and become more involved in Iowa's beef cattle industry.

- 14 participants
- Revamped this year to include valuable learning sessions locally and trips to:
 - National Cattlemen's Beef Checkoff
 - Washington, D.C.
- This program is made possible through a partnership with ICA, Iowa Beef Industry Council, and the Iowa Cattlemen's Foundation

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“It was great to have members of NCBA here in east central Iowa to discuss issues that are affecting all of us in today's volatile marketplace.”

- Producer Participant

Photo top:

Iowa Deputy Secretary of Agriculture Grant Menke addresses the crowd at the 2024 Carcass Challenge banquet.

Photo bottom:

At the 2023 Governor's Charity Steer Show in August, the People's Choice award went to the 2022 Iowa State Fair Queen Mary Ann Fox and youth exhibitor Taylor Quade.



CARCASS CHALLENGE

Competition

Iowa's only fed cattle competition that benchmarks and showcases genetics within our state.

- 62 Steers
- Final ADG = 4.23 lbs
- Champion = \$10.91 RVDof

BULL EVALUATION PROGRAM

Benchmarking

Seedstock producers gain comparison data on their bull. The program offers a sale of the superior bulls within the test.

- 2 Symbol of Excellence Sales
- 53 bulls
- Highest Selling = \$6,100



GOVERNOR'S CHARITY STEER SHOW

Giving Back

An event that illustrates the caring nature of cattlemen! In partnership with the Iowa Governor, the Iowa Beef Industry Council, and ICA, this annual event raises money for the Ronald McDonald House Charities of Iowa.

- \$501,000 raised in 2023
- 24 steers, youth, sponsors, and celebrities participated
- More than \$5 million raised since the inception

IOWA'S BEST BURGER

Community

A promotion of beef and the cattle producers who raise it, this contest shines a light on the versatility, nutrition, and deliciousness of beef. This contest is held in partnership with the Iowa Beef Industry Council.

- Winner: JJ's Bar + Grille
- Burger sales increased 208%
- 14,500 sold in May



GRASSROOTS BEGINS WITH YOU

Iowa's cattle industry contributed more than \$9.45 billion in business activity to Iowa's economy in 2023. Our industry has a tremendous impact on the state. Ensuring that cattle production remains a productive and profitable pursuit is ultimately ICA's goal. Your membership drives our efforts.

YOU THE PRODUCERS

Collectively we have more influence than individually. Your membership matters. As an association of producers our representation to key stakeholders influencing decisions has greater significance. We ask you to join us now!

YOUR COUNTY CATTLEMEN'S ASSOCIATION

ICA leverages relationships with our county cattlemen's association partners. These local groups are the conduit for the cattle industry, serving the communities they live in and representing the industry at the local level. ICA encourages you to get involved with your county cattlemen's association.

YOUR ICA MEMBER SERVICES ADVISOR

ICA's member services team is your boots-on-the-ground connection to ICA and all that is happening within the association. They are ready to listen, assist, and support our members and county organizations. Reach out to your member services advisor today!

GROWING OUR INFLUENCE



JOIN NOW

CONTACT / SOCIAL INFORMATION

IOWA CATTLEMEN'S ASSOCIATION

2055 Ironwood Court | Ames, IA 50014
515.296.2266 | www.iacattlemen.org



JOE DEVRIES
Northwest Iowa
joe@iacattlemen.org



PAIGE DOLAN
Northeast Iowa
paige@iacattlemen.org



CODY JIMMERSON
Southwest Iowa
cody@iacattlemen.org



JENNA SMITH
Southeast Iowa
jenna@iacattlemen.org