



IOWA CATTLEMEN'S ASSOCIATION

OUR MISSION:

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



OUR VISION

ROB MEDBERRY
President

The Iowa cattle industry contributes more than \$9.45 billion in business activity to Iowa's economy, yet is often scrutinized by outside influences, adding undue pressure and challenging our way of life. The Iowa Cattlemen's Association (ICA) stands firmly by producers to advocate and help protect the productivity and profitability of members.

Through dynamic advocacy, education, and leadership initiatives, ICA represents Iowa cattle producer interest with key stakeholders. ICA's influence is greater when we come together as one collective voice. A robust, united membership is a driving force, much more effective than going it alone.

If it is time to renew your membership, we invite you to join us. If you are already an active member, we thank you. ICA looks forward to continuing to build on the many successes highlighted within this report to advance Iowa's cattle industry.

Rob Medberry

2024/2025

IMPACT REPORT

Membership year July 1 through June 30.

GROWING GRASSROOTS OPPORTUNITIES

A theme surfaced this year for ICA - a focus on our grassroots. We demonstrated this through a dedicated effort to connect with members where they are. Through ICA-hosted events, producer visits, industry tours, banquets, and more, the ICA team had boots on the ground. These connections help ICA gain insight into policy needs, production challenges, operation opportunities, and potential member recruitment. Building these relationships offers a true grassroots perspective to represent our members.

MEETING YOU WHERE YOU ARE

Along with ICA member service advisors who travel their territories regularly, ICA leadership traveled the state, engaging with members.



BRYAN WHALEY
CEO

ON THE ROAD

I enjoyed traveling to many counties to engage with producers this year, as shown on the map. I look forward to more engagement in the upcoming year.

**PLEASE SCAN THE QR CODE
FOR A MESSAGE FROM ME.**



Bryan Whaley

POLICY **ADVOCACY**

Focused on Producer

Profitability and Productivity



LEADING THE WAY

ICA led the way in the fight against “fake meat” last year. Now, many other states and even the federal government have followed and taken action to protect real meat!

Unity is our greatest strength. As a member, you play an active role in the association’s policy development and in creating a strong, consistent, and proactive approach to state and federal engagement. Your involvement is not just appreciated, it is essential.

Visit the ICA website to learn about ICA’s policy development, involvement opportunities, and the outlined policy for this year.

Our policy guides which legislation we support or oppose, candidates we support, and how we engage with elected leaders.

ICA LEGISLATIVE ACCOMPLISHMENTS	
STATE	
Expanded protections to prohibit flying drones from spying on your farm	✓
Supported state congressional push to increase federal interstate weight limits	✓
Additional funding secured for foreign animal disease response and preparedness	✓
Restored funding for livestock vaccine development in the state of Iowa	✓
Advocated for private property rights and opposed the use of eminent domain	✓
Fought to lower property taxes and bring equity to Iowa’s property tax system	✓
FEDERAL	
Updated LIP payments for predators and adverse weather, additionally, added payments for unborn livestock	✓
Increased ‘Death Tax’ to \$15 million per individual and \$30 million per couple	✓
“Farmers First” approach through USDA farm security action plans, bolstering meat safety, and negotiating trade deals to benefit beef	✓
Expanded USDA funding for New World Screwworm prevention and response	✓



REINVEST IN ICA

Did you save on your taxes this year, thanks to the livestock capital gains deduction bill that ICA helped pass last year? Reinvest those savings in ICA and let us continue to go to work for you.

ICA IN **ACTION**

Throughout the year, ICA bolsters Iowa’s beef cattle industry through programs, events, and services that align with the advocacy, education, and leadership components of our mission. This past year, ICA had notable accomplishments.

MEMBER EDUCATION

More than 500+ members attended 11 formal producer education events

GIVING BACK

Over \$565,000 was raised at the 2024 Governor’s Charity Steer Show

GROWING LEADERS

Elevated Iowa Cattlemen’s Leadership Program with trips to the National Cattlemen’s Beef Association and Washington, D.C.

INDUSTRY EXCELLENCE

Recognition for doing the right thing -- Producer of the Year, Hall of Fame, ESAP, and Iowa Farm Environmental Leader

CATTELMEN CONNECT

Energized Iowa Cattle Industry Convention with more than 280 participants

PRODUCER INSIGHTS

Timely news and stories with the *Iowa Cattlemen* magazine, e-newsletters, and social media

RURAL VITALITY

Halftime Bar & Grill in Pleasantville won this year’s Best Burger; more than 4,000 burgers sold in May