

APPLICATION

Please enclose your cheque for annual Corporate Gold membership £1200.00 / Corporate membership £240.00 / Individual membership £75.00 or complete the bankers' order form below, made payable to National Beef Association and send it to: Mart Centre, Tyne Green, Hexham, Northumberland, NE46 3SG

Name:

Address:

Post Code: Telephone:

Email (for newsletter):

STANDING ORDER

To Bank plc: Address:

Please pay: Lloyds Bank plc, Malvern, WR14 4QG (Sort Code 30-95-41)

For the credit of: National Beef Association Limited (Account No 23358760)

The sum of £240.00 Corporate £1200.00 Corporate Gold £75.00 Individual

Commencing immediately and once annually thereafter.

Membership No (internal use only)

Name of Account	Sort Code	Account No

SIGNED

Please return this form to:

The National Beef Association, Mart Centre, Tyne Green, Hexham, Northumberland, NE46 3SG

NBA CORPORATE MEMBERSHIP

BY TEAMING UP WITH NBA AS A CORPORATE MEMBER, YOU ARE DEMONSTRATING TO THE BEEF FARMERS OF THE UK THAT YOU, TOO, CARE ABOUT THE DIRECTION OF THE BEEF INDUSTRY. THE INVESTMENT YOU PROVIDE WITH MEMBERSHIP AND OR SPONSORSHIPS GO DIRECTLY BACK TO THE BEEF FARMER IN FORMS OF EDUCATION, AND FURTHERING OUR POLITICAL INTERESTS WITHIN THE EU AND DEVOLVED GOVERNMENTS. THE MEMBERS OF NBA ARE STRONGLY ENCOURAGED TO SUPPORT OUR CORPORATE MEMBER'S AND SPONSORS PARTICIPATION BY UTILIZING THEIR PRODUCTS AND SERVICES.

GOLD CORPORATE MEMBERSHIP ANNUAL INVESTMENT: £1000.00 + VAT

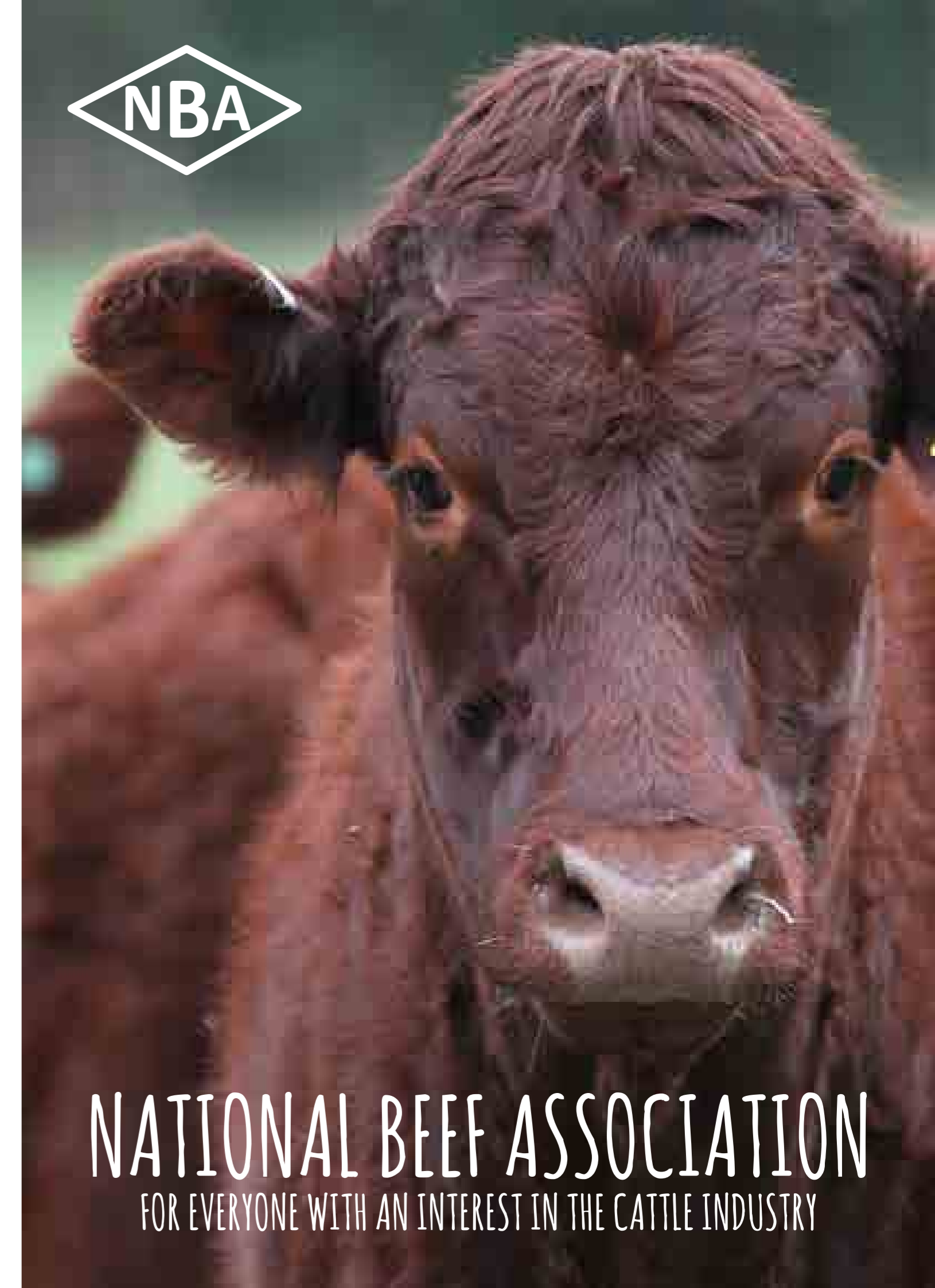
- Route to influence Governments
- Access to Industry & Government Experts
- Contribute at regional council level, or on one of our technical committees
- Your company name and logo included on the sponsor's page of each issue of the Beef Farmer
- A Web-link on NBA's website
- 20% discount off stand fee at NBA's annual event - NBA Beef Expo
- 5 Complimentary NBA Beef Expo tickets for your customers
- Acknowledgement of Gold Corporate membership in National Beef Expo event Catalogue
- 10 subscriptions to Beef Farmer Journal published quarterly (readership 10,000)
- Weekly e-newsletter (readership 15,000)

CORPORATE MEMBERSHIP ANNUAL INVESTMENT: £200.00 + VAT

- Route to influence Governments
- Access to Industry & Government Experts
- Your company name included once a year in Beef Farmer on renewal of subscription
- Company name on NBA's website
- 5 subscription to Beef Farmer Journal published quarterly (readership 10,000)
- Weekly e-newsletter (readership 15,000)

WWW.NATIONALBEEFASSOCIATION.COM

The National Beef Association • Mart Centre • Tyne Green • Hexham • Northumberland • NE46 3SG



NATIONAL BEEF ASSOCIATION
FOR EVERYONE WITH AN INTEREST IN THE CATTLE INDUSTRY

WHAT ARE THE KEY OBJECTIVES OF THE NBA?

- To ensure the continued works that has been completed since the NBA's formation in 1999
- To act as the voice of the Beef Industry at the highest levels
- To ensure that the legislations governing the producers are fair and equally balanced regulations.
- To ensure that the NBA is represented at all key stakeholder and technical committees
- Engage with members - provide a voice for beef farmers (an adjudicator)
- To have a voice in decision making all along the chain from farm to fork.
- To educate and inform producers of consumers' strengths that may affect production systems
- To support and promote a National BVD eradication policy for England.
- To enable the whole of England to eventually to be TB Free
- To get the 6 day rule lifted.
- To work to strengthen the supply chains by creating more equality from within it from producer to retailers.
- To engage with retailers to demonstrate the benefits of young bull beef as this is the most efficient and environmentally sustainable production system.
- To protect the British beef trade mark and gain more promotion of British bred beef.
- To ensure that British Beef gets the proper's shelf space and recognition of its provenance on UK retailers' shelves.
- To secure clear identification of British reared beef in all outlets (retail, restaurant, catering)
- To educate consumers on the benefits of eating red meat as part of a balanced diet.
- To encourage young people into beef farming.
- Further develop regional and specialist committees.
- Maintain relationship with the press.
- Grow export market.
- Honest use of levy payer money, and monitoring of its spend by AHDB.
- Unification of the beef breed pedigree sector into one lobbying voice; central pedigree hub for discussion of any issues affecting pedigree breeding.
- Mercosur negotiations in EU; trade talks with America – both threatening significant additional imports.
- Protection of the British beef trade mark.

WHAT HAS THE NBA ACHIEVED FOR BRITISH BEEF FARMERS IN RECENT YEARS?

- Working with other organisations for the benefit of beef farmers and agriculture as a whole.
- Devised plan for orange markets.
- NBA heavily promoted AFU system.
- Ensured a much more balanced view between all parties, from producers to processors.
- Lobbied at the highest levels on behalf of British beef farmers on a range of issues: Animal Health. Supply Chain Issues. Red Tractor – to prevent imposition of unacceptable trademark conditions. Movement
- Developed 4 specialist committees to support key sectors: TB. Policy. Pedigree. Animal Health (standardised through CHCS)
- Unification of the beef breed pedigree sector into one lobbying voice.
- Revised NBA terms and conditions of sale by pedigree committee.
- Lobby for agricultural = ombudsman either through a grocery coded adjudicators or a stand-alone organisation

WHAT ARE THE CHALLENGES FACING THE BRITISH BEEF INDUSTRY GOING FORWARD?

- TB – currently taking a massive number of breeding stock out of the system.
- Keep suckler cow herds to a profitable and sustainable level
- Mislabelling of imported beef with an oversupply of our market place.
- Grading standards supervision showing large differences in returns.
- Price fixing by a small number of major processors.
- Gold plated assurance standards being applied by supermarkets making British beef too expensive compared to imported competition.
- Losing a major supermarket demand for young suckler bulls: Put pressure on processors who have stopped buying continental bulls to reverse their decision.
- Grow the export market: Top quality, high provenance grass reared assured suckler beef. 5th quarter beef (offal).
- Penalties for heavy carcasses (400+ kgs): Processing heavy weight carcasses so that they do not get penalised (done in Europe). Store and suckled calf prices will fall due to producers not being able to take them to heavier weights and get a margin.

WWW.NATIONALBEEFASSOCIATION.COM

WHY JOIN?

THE NBA IS A HIGHLY COMMITTED, CHARITABLE ORGANISATION AND A PROACTIVE AND IMPORTANT INDUSTRY BODY. OUR MEMBERSHIP PROGRAMME IS INTEGRAL TO THE LONG-TERM FUTURE SUSTAINABILITY OF THE ASSOCIATION AND THE BRITISH BEEF INDUSTRY. SINCE ITS INCEPTION IN 1999 THE NATIONAL BEEF ASSOCIATION, (NBA) HAS GROWN FROM STRENGTH TO STRENGTH, AND TODAY, IT REMAINS THE ONLY DEDICATED VOICE FOR BRITISH BEEF FARMERS. THE BEEF INDUSTRY HAS, AND WILL CONTINUE TO FACE MANY CHALLENGES, AND THROUGH THE REVENUE GENERATED FROM YOU AS A MEMBER THE NATIONAL BEEF ASSOCIATION CAN ENSURE:

- That that working on your behalf is a strong Management team and a Board who meets regularly to protect the industry and continually drive it forward
- The continued engagement with the Government and Devolved Administrations to defend the interest of beef farmers across England, Scotland, Wales and Northern Ireland.
- The continued representations of Beef Farmer's views and concerns in Government.
- We help to direct the course of future regulation, offer advice, overturn bad regulation and improve existing legislation.
- The British Beef industry is continually promoted and supported at all levels.
- That there are Regional Committees spread across the UK and Ireland - dedicated forums which hold regular meetings and events for members.

Membership starts at £75 per year, with many members electing to pay more for the services they receive. The membership programme operates on a rolling year basis and offers you many benefits which include:

- Weekly electronic NBA Newsletter, detailing; latest industry developments, pricing, marketing information and NBA updates
- Quarterly Beef Farmer magazine
- Opportunities to present your questions to the Committee
- Access to the members-only section of the NBA website
- Discount entry fees for NBA Beef Expo and other NBA events
- Free use of the NBA Terms & Conditions of Sale for Pedigree Cattle

We hope to welcome you as a member of the NBA in the near future, if you have any questions please feel free to contact The NBA Head office on 01434 601005 or by email at info@nationalbeefassociation.com