



The Illinois Beef Association is the 2,000+ member trade association representing the cattle and beef production industry in Illinois. With members in every county and local affiliates spread across the state, IBA serves as the collective voice of beef producers in Illinois. IBA's 30 member Board of Governors is made up of Policy and Checkoff directors as IBA is structured to be a 2-hat membership organization as well as the qualified state beef council of Illinois.

The IBA Policy Division is responsible for membership programs delivering value to adult and youth members as well as forming and advocating issues of importance to beef producers at the state and national levels.

The IBA Checkoff Division administers checkoff funded activities aimed at promoting beef through the federal \$1 Beef Checkoff and the fifty cent Illinois Beef Checkoff. These programs include producer education aimed at increasing beef quality, consumer advertising through the Beef. It's What's for Dinner campaign, and proactive issues management to tell the story of beef production in Illinois.

IBA is a policy affiliate of the National Cattlemen's Beef Association and a member of the NCBA Federation of State Beef Councils. IBA's leadership operates the federal Illinois BEEF PAC and the Illinois Beef Foundation, Inc. The association's publication, Illinois Beef, is published bi-monthly and IBA's flagship web presence is illinoisbeef.com. IBA manages the Illinois Beef Expo and the Ribeye Corral at the Illinois State Fair. The association hosts the annual IBA Summer Conference as well as numerous producer education and social events throughout the year.

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