

MYTH of the Month

MYTH FACT

NCBA is aligned with organizations that don't support cattle industry interests.

NCBA is beholden only to its members, supporting only those policies members debate and establish during annual business meetings.

Based on its Vision to be a trusted leader and current policy to communicate about U.S. beef sustainability, NCBA sits at the same table with entities it does not always see eye-to-eye with on every issue. But it will not sit at the table with those who seek to destroy our industry.

For instance, NCBA is a member of the U.S. Roundtable for Sustainable Beef, as is the World Wildlife Fund. In this country, WWF has stated: "In the Northern Great Plains (NGP), grazing cattle on intact grasslands may be one of the best methods to prevent grasslands loss."

By contrast, NCBA will not work with the Humane Society of the United States, which supports cattle organizations opposed to NCBA. It states on its website that "100 animals annually could be spared a painful life on a factory farm by those who choose to go meat-free and eat plant-based meals instead."

