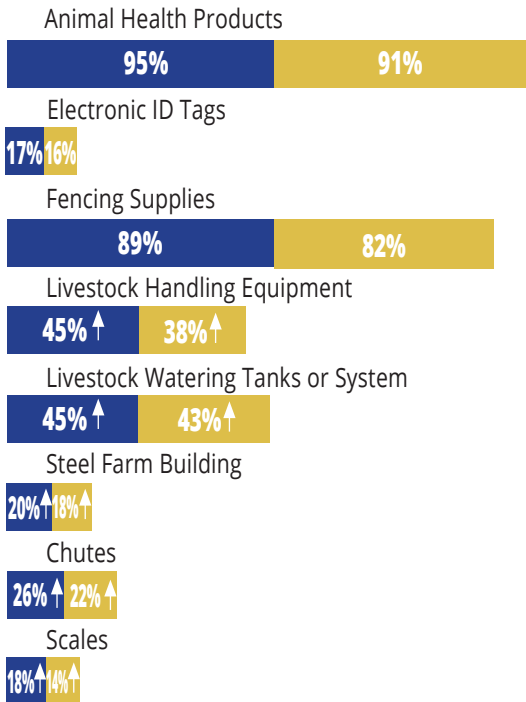


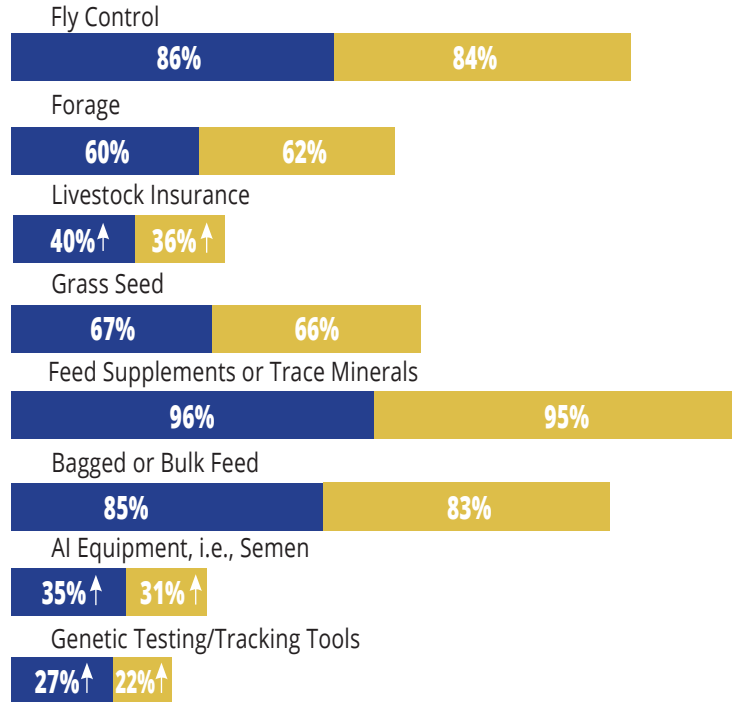
ANIMAL HEALTH AND SUPPLIERS

NCBA MEMBERS **CATTLEMEN TO CATTLEMEN VIEWERS**

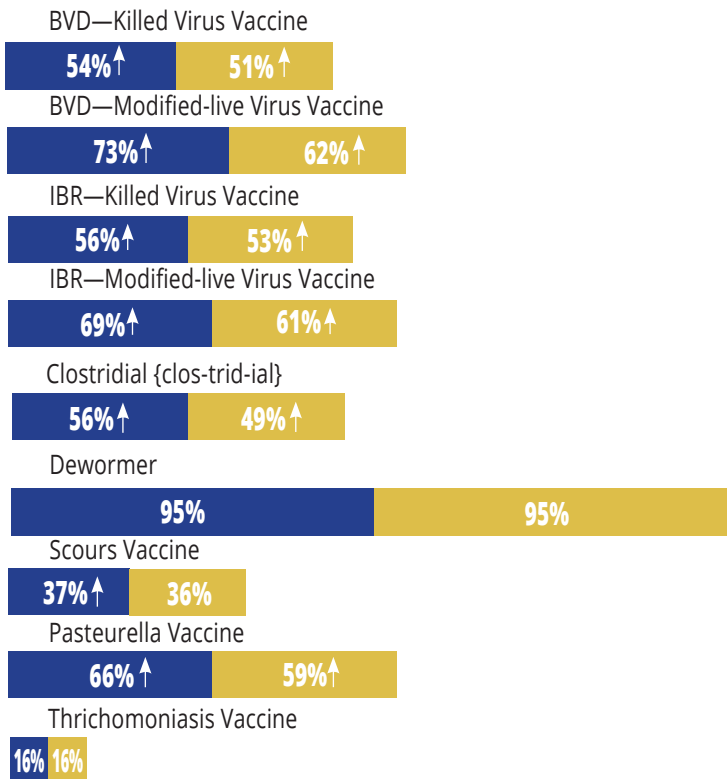
Plan to make the following purchases for their operations in the next 2 years



Plan to make the following animal health purchases for their operations in the next 2 years

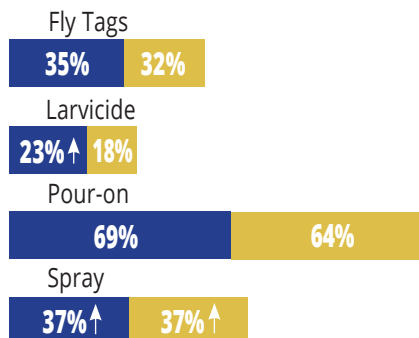


Use these animal health products



79% of NCBA members and **71%** of Cattlemen to Cattlemen viewers are utilizing a dewormer—pour on or injectable in their herds in both the spring and fall.

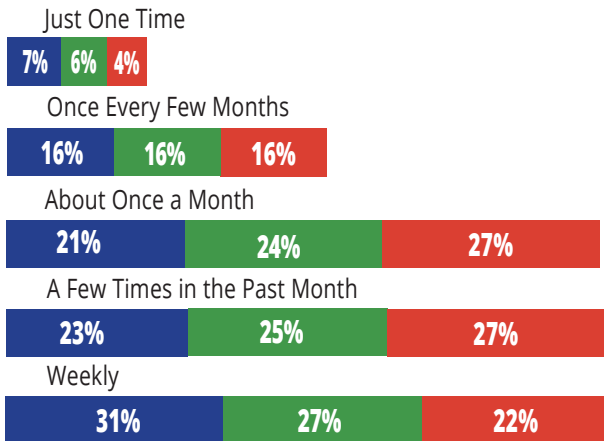
Use a variety of fly control products*



CATTLEMEN TO CATTLEMEN DEMOGRAPHICS

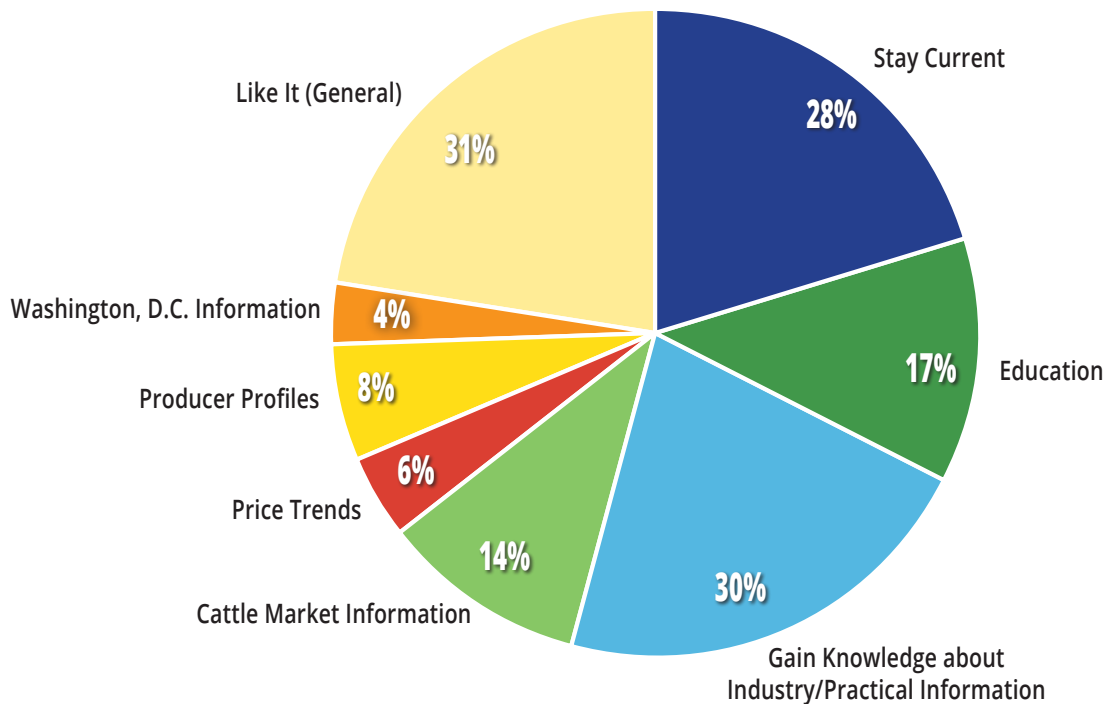
■ NCBA MEMBERS
 ■ CATTLEMEN TO CATTLEMEN VIEWERS
 ■ PRODUCERS

Frequency That *Cattlemen to Cattlemen* Is Viewed



Among NCBA members and producers, *Cattlemen to Cattlemen* is the **MOST WATCHED** agriculture-related television show compared to other leading ag-based televised broadcasts.

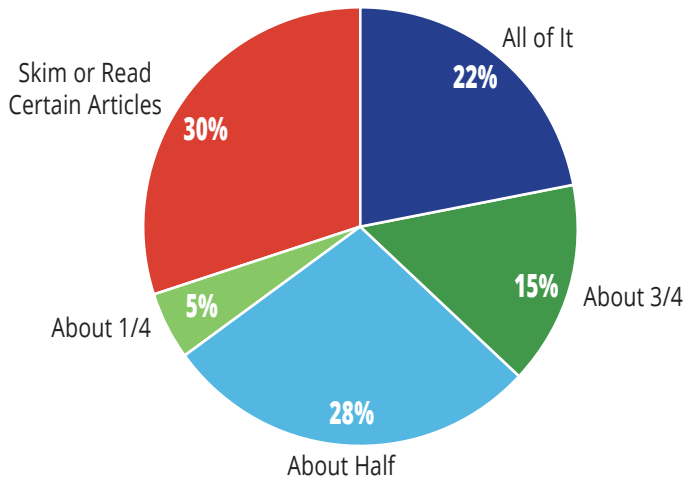
Why do producers watch *Cattlemen to Cattlemen*?*



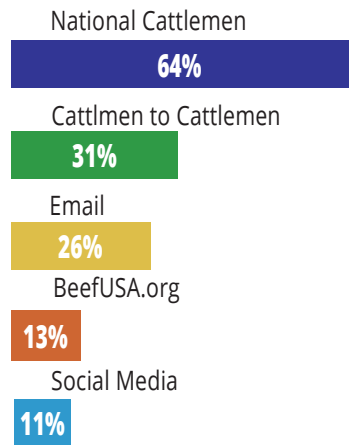
NATIONAL CATTLEMEN DEMOGRAPHICS

The *National Cattlemen* has an average pass-through readership of **2** people/household

Most of NCBA Members Read Half or More of the *National Cattlemen* Each Month



The *National Cattlemen* Is the Preferred Way for Members to Receive Information on NCBA



2016 Aspen Market Readership Survey

