



December 12, 2018

Fellow Cattlemen and Purebred Producers,

With the start of 2019 purebred sale season, ICA would like to extend to you the opportunity to join the Idaho Cattle Association's Preferred Program. This program is offered to all ICA purebred members and is implemented at your annual production sale.

The ICA Preferred Program is broken into two different classes in which producers can enroll. The first of these options, ICA Preferred, allows ICA staff and leadership to attend your production sale. Your sale date and location will also be printed in the *Line Rider* magazine and promoted on social media and through the Executive Update. Being part of the Preferred Program provides ICA an opportunity to promote and support your operation and promote the positive role ICA has on Idaho's beef community.

The second option is the ICA Preferred Plus Program. Being a part of the Preferred Plus Program drives attendance to your sale as you benefit from promotions through ICA's publications, social media, and electronic newsletter. As an ICA Preferred Plus participant, you agree to give a \$50 discount to current ICA members on each bull they purchase from your operation. Any buyer who is not currently an ICA member will be given the opportunity to join the Association during the sale, making them eligible to receive the discount. ICA staff and leadership will attend your sale to promote membership within the Association.

2019 will be the 7th year of the ICA Preferred and Preferred Plus programs. The programs have continued to grow each year, and those operations participating have been very pleased with the successes of the programs. Enrolling in the program allows your operation to add new buyers to your list of faithful customers, as a number of buyers purchase bulls solely to support ICA. Those involved in the Preferred Plus Program have noticed that buyers are more inclined to place bids on bulls knowing they will receive a discount. Because bids are typically placed in \$250 increments, a \$50 discount on each bull purchased by an ICA member did not have a negative impact on the sale's net income.

If you would like to become a member of this successful program, or are interested in having members of our organization attend your sale, please contact me at 208-343-1615 or cameron@idahocattle.org.

Sincerely,

Cameron Mulrony
Executive Vice President

