The Illinois Beef Association (IBA) represents the consumer-driven Illinois beef industry as the spokesperson for the state’s 14,800 beef producers, influencing state and national government decisions and public opinion on behalf of the Illinois beef industry. The beef industry contributes over $800 million and about 18,000 jobs to Illinois’ economy.

IBA has represented the Illinois livestock industry for more than 40 years, and has over 60 county, multi-county and breed affiliate organizations. It is an affiliate of the National Cattlemen’s Beef Association.

IBA priorities are:

• Deliver industry information, new value-added products and enhanced profit opportunities that will produce a quality product and strengthen producers’ ability to profitably compete for consumer market share.

• Enhance consumer confidence in beef through nutrition, food safety, convenience and preparation messages to increase consumption of and demand for beef products.

• Encourage partnerships, communication and education among industry segments with special emphasis on premise and animal identification.

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