



NORTH DAKOTA BUFFALO ASSN. PRODUCER LOYALTY PROGRAM

The NDBA Board of Directors is proud to continue offering the Producer Loyalty Program. This program is designed to give back to producers who continue to support our sales each and every year. Below are questions and answers about the program and how it is structured.

Q. What is the current sale commission and how is it determined?

- A. Currently, producers who bring animals to the NDBA sale see a 7% commission fee for the animals that are sold. That commission fee is broke down into the following categories.
- 3% goes to the sale barn for housing the sale and use of facilities, feed, and water.
 - 2% goes to the Auctioneers for their service. We are lucky to have such reputable auctioneers like Ron Bradeen and Jud Seaman who know our business and know our market.
 - 2% goes to the NDBA to cover expenses and continue to provide our sale each and every year.

Q. How does the Producer Loyalty program work?

- A. The Producer Loyalty Program is set up to give producers a break on commission for their continual participation in the sale. The NDBA board has decided that producers will be put into one of two categories:

Category #1 - If you (the producer) have consigned animals for two consecutive years and are now consigned to our 2017 sale (third sale in three years), you will receive a 1% discount on commission on your animals sold in the 2017 sale. Simply put, you consign animals to the NDBA sale for three consecutive years and year three you receive a 1% discount on commission, making your sale commission 6%. Year four would also be 6% commission.

Category #2 - If you (the producer) have consigned animals for four consecutive years and are now consigned to our 2017 sale (fifth sale in five years), you will receive a 2% discount on commission on your animals sold in the 2017 sale. Simply put, you consign animals to the sale for five consecutive years and in year five you will basically pay cost for the sale.

POINTS TO CONSIDER:

- Consecutive years is the key point in this program. For example, if you bring animals for four consecutive years and decide not to bring on the fifth year, you will go back to 7% commission if and when you choose to consign animals to the sale again.
- The number of animals consigned does not matter. Years of consecutive consignment is the KEY.
- Special circumstances for inability to bring animals will be handled on an individual basis and a producer's reasons must be submitted to the board in writing.
- The NDBA is currently going back in our records to identify which producers qualify for which category.

We hope that this shows our members just how committed we are to providing a service for our association and that we appreciate and acknowledge the support our producers continue to give our great association.

If you have any questions please contact NDBA Executive Director, Evie Johnson, at (701) 340-6282.