



**NORTH DAKOTA**  
**BUFFALO**  
*Association*

## NDBA Producer Loyalty Program

---

The NDBA Board of Directors is proud to announce the new Producer Loyalty Program. This program is designed to give back to producers who continue to support our sales each and every year.

**What is the current sale commission and why is it so?**

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 great reputable guys like Ron and Jud 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.

**How does the producer loyalty program work?**

The Producer Loyalty Program is set up to give producers a break on commission for continual participation in the sale. The NDBA board has decided that producers will be put into 2 categories.

**Category #1-** If you (producer) have brought animals for 2 consecutive years, and are now consigned to our 2014 sale (3<sup>rd</sup> sale in 3 years), you will receive a 1% discount on commission on your animals sold in the 2014 sale. Simply put, you consign animals to the NDBA sale for 3 consecutive years and year 3 you receive a 1% discount on commission. Year 4 would also be 6% commission.

**Category #2-** If you (producer) have brought animals for 4 consecutive years, and are now consigned to our 2014 sale (5<sup>th</sup> sale in 5 years), you will receive a 2% discount on commission on your animals sold in the 2014 sale. Simply put, you consign animals to the sale for 5 consecutive years and year 5 you will basically pay cost for the sale.

Points of emphasis:

- Consecutive years is the key point in this program.
  - Ex. If you bring animals for 4 consecutive years and decide not to bring on the 5<sup>th</sup> year, you will go back to 7% commission if and when you choose to bring animals to the sale again.
- The number of animals does not matter. Years of consecutive consignment is 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 list 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 President Evie Woodall or NDBA Sale Chairman Kevin Leier.

