

TOPPING THE LIST FOR 2025

The new year presents new opportunities for the association. As we look to 2025, we remain optimistic about the future of the association and the Colorado beef industry. CCA is prepared to tackle challenges, seize opportunities, and build a stronger, more resilient future for Colorado's beef producers.

CCA remains committed to its mission to serve as the state's premier cattlemen's association that serves as the principal voice and advocate for Colorado beef production. Together, we can all navigate the evolving landscape and drive positive change for Colorado's cattle industry.

LIVESTOCK EXCHANGE BUILDING MOVE-IN

One of the most exciting developments in 2025 is the anticipated move-in to the historic Livestock Exchange Building at the National Western Stock Show grounds. This relocation represents more than just a change in office space; it signifies a renewed presence at the heart of Colorado's livestock industry. The move will enhance CCA's ability to serve its members, provide a central hub for industry collaboration, and reinforce our commitment to the state's ranching heritage.

2 NAVIGATING A NEW ADMINISTRATION

Policy shifts in 2025 could have significant implications (good and bad) for agriculture and livestock production. As we continue to monitor ongoing federal actions, CCA is committed to proactively engaging with policymakers to ensure the voices of cattle producers are heard and issues of importance are addressed.

3 INDUSTRY ADVANCEMENT

Colorado has lost a record and stark number of agricultural lands in production. CCA has a renewed focus on keeping agricultural lands working, whether through providing tools for generational transfer, engaging and involving the next generation, or staying at the forefront of cutting-edge research. CCA is committed to ensuring the longevity of ranching through education, research, and strategic partnerships:

▶ NEXT GENERATION

Supporting young producers through leadership programs and succession planning initiatives.

▶ EDUCATION & RESEARCH

Strengthening partnerships with institutions like CSU AgNEXT to drive innovation and sustainability in cattle production, particularly around grazing management.

▶ GRANTS & FUNDING

Pursuing funding opportunities that enhance member services and programs to enhance the member offering and impact

4 MEMBERSHIP ENGAGEMENT

Membership is the lifeblood of our organization. We depend on a strong, connected membership, whether individuals or affiliates, to drive our success. CCA is committed to meeting the needs of our members by representing their interests, advocating on their behalf, and providing opportunities for further education and engagement.

5 ISSUE DEFENSE

Advocacy and industry protection remain cornerstones of CCA's mission, and in 2025, we will continue to lead on the most pressing industry issues:

▶ WOLF INTRODUCTION

CCA is committed to ensure livestock producers have the necessary tools and protections to ensure they protect their livelihood and operations. We remain committed to exploring multiple options through engagement with governmental and agency pathways in order to find effective remedies and long-term solutions.

▶ LABOR

The agricultural industry faces a severe skilled workforce shortage, compounded by restrictive state labor laws. CCA remains engaged in ongoing litigation with an agriculture coalition to remove the Key Service Providers access provision from current state law passed in 2021. CCA is working to identify solutions to these burdensome regulations, which have become unworkable for agricultural operations. We are leveraging all branches of government to advocate for legislative and regulatory reforms that support a sustainable and viable workforce for the industry.

▶ WATER

Water remains a critical issue for Colorado's agricultural industry. CCA is dedicated to protecting the prior appropriation doctrine, ensuring that agricultural water rights are upheld. We will actively monitor and engage in policies that could impact agricultural production, particularly regarding the Colorado River and the Colorado/Nebraska compact.

▶ PRIVATE PROPERTY RIGHTS

As a fundamental and foundational principle upon which CCA was built, private property rights remain a top priority. CCA will monitor and engage in any potential legislation that could threaten these rights or result in unintended consequences for landowners and agricultural producers.

▶ LIVESTOCK THEFT

Since CCA's founding in 1867, livestock theft has remained a top issue and challenge. With record-high cattle prices, bad actors continue to pose a threat to producers. CCA is reactivating the Operation Livestock Thief program to offer a reward for information leading to convictions, ensuring ranchers have support in protecting their livelihoods.

▶ MENTAL HEALTH RANCHER WELL-BEING

As industry issues compound, prioritizing mental health and well-being within the ranching and rural communities is critical. CCA is actively engaging to bring mental health resources to rural and agricultural communities, prioritizing programs which are tailored to communicate with and support producers effectively. We aim to strengthen the resilience of ranching families.

▶ PRODUCER PROFITABILITY

While cattle prices are at record highs, so are operational costs. CCA is dedicated to reducing regulatory burdens, cutting red tape, and allowing ranchers to focus on what they do best—ranching. We aim to create a more favorable business environment that supports profitability and long-term industry sustainability at the state and national levels.

