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NLPA Launches New Line of Services

Colorado Springs, Colo. (NLPA - Sept. 18, 2007) -- Livestock producers have all of the challenges of raising animals plus all of the major headaches that accompany running a productive business.

The National Livestock Producers Association (NLPA) has developed *NLPA Advantage*® to help NLPA members and their customers gain a competitive advantage in their operations by providing them with a group of services that will enhance the way they do business.

Each of the unique services offered through *NLPA Advantage*® is provided by a reputable company and each can offer significant value to the cooperatives and producers that NLPA represents.

"NLPA's member organizations represent a variety of beef, pork, dairy and sheep producers from across the country, but they all have the common goal of helping their patrons improve their bottomlines," Scott Stuart, CEO and President of NLPA, said. "Our members are continually looking for ways to save money on business necessities like insurance and risk management. *NLPA Advantage*® is NLPA's response to help them

pull these services together and cooperatively help livestock producers."

Stacy Loutzenhiser, NLPA's Assistant Director of Member Services, is responsible for pulling together the *NLPA Advantage*® offerings, which include insurance products from Mutual of Omaha, financial planning from Merrill Lynch, market information from Commodity Update, health insurance from Agri-Services Agency, and risk management services from Producers Commodities.



"Our goal is to provide our members and their patrons with a set of services that will help them operate their businesses more effectively," Loutzenhiser said. "Finding quality, affordable insurance is a challenge for all producers. Also, having access to the right information at the right time is crucial to the success of any business. The services provided through *NLPA Advantage*® will assist NLPA members and their patrons in overcoming both of these challenges."

For more information about NLPA, *NLPA Advantage* or any of these service offerings, please contact Stacy Loutzenhiser at 800.237.7193, or SKLoutz@NLPA.org or visit our website at www.NLPAAdvantage.com.



NLPA Advantage[®] SERVICES

Mutual of Omaha - Mutual of Omaha has a relationship with NLPA that helps producers save time and money. As a member of NLPA, Mutual of Omaha offers you discounted rates or no-cost benefit enhancements on many of its products and services, including: critical illness insurance, disability insurance, life insurance, qualified retirement plans, business plans, long-term care insurance and annuities.



Merrill Lynch - NLPA's long-standing relationship with Merrill Lynch offers NLPA Advantage members a world-class financial analysis that will assist producers in planning for retirement, education, and your estate. A Financial Foundation Report[®] is a financial planning service that provides you with a personalized, comprehensive financial analysis that you and your Merrill Lynch Financial Advisor can use as a guide to develop strategies and tactics for managing your wealth effectively.



Commodity Update - Commodity Update leverages technology to deliver critical commodity market data and other information to your phone or other hand-held device. You have complete discretion over what information will be delivered and when. You will be able to select from a comprehensive list of commodities, exchanges and contract maturities and customize an "Information set" which will specifically compliment your operation, needs and marketing objectives. You pick the commodity information you want to watch. You determine when you want it delivered.



Agri-Services Agency (ASA) - ASA, a wholly-owned subsidiary of Dairy Lea Cooperative, was created more than 30 years ago to bring affordable insurance programs to farmers and other agribusiness owners, their families and employees. ASA offers a variety of competitively priced, high-quality benefit programs designed to give farm business owners a competitive edge and to help attract and retain good employees. ASA provides insurance to nearly 70,000 agribusiness owners and employees nationwide. ASA offers health insurance, workers compensation insurance, dental insurance, and group-term life insurance.



Producers Commodities - Producers Commodities, LLC, formerly the National Producers Service Company, a subsidiary and affiliate of the National Livestock Producers Association, was created in the 1960s when livestock futures began trading on the Chicago Mercantile Exchange. NPSC specialized in the assistance of livestock producers in developing risk management programs using futures, options and forward contracting. A member of the Chicago Mercantile Exchange, Producers Commodities, LLC, is represented on the CME Advisory Committees so that the Exchange is able to get advice on contract changes from time to time. Producers Commodities, LLC, maintains four offices to serve livestock producers nationwide: Colorado Springs, Colo. (home office), Syracuse, N.Y., Baraboo, Wis., and Sioux City, Iowa.

