

NATIONAL RURAL UTILITIES COOPERATIVE FINANCE CORP /DC/
 Form 424B3
 December 02, 2013

Filed Under Rule 424(b)(3), Registration Statement No. 333-177949 Pricing Supplement Number 306 Dated Monday, December 2, 2013 (To: Prospectus Dated November 14, 2011 and Prospectus Supplement Dated November 17, 2011)

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survival Option |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 63743FSE7 | 100% | 100% | 1.550% | | Fixed | 3.000% | MONTHLY | 12/15/2021 | 01/15/2014 | \$2.75 | Yes |

Redemption Information: Non-Callable

| CUSIP Number | Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survival Option |
|--------------|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-----------------|
| 63743FSF4 | 100% | 100% | 1.900% | | Fixed | 3.500% | MONTHLY | 12/15/2024 | 01/15/2014 | \$3.21 | Yes |

Redemption Information: Non-Callable

National Rural Utilities Cooperative Finance Corp
 Offering Dates: Monday, December 2, 2013 through National Rural Utilities Cooperative Finance Corp
 Monday, December 9, 2013 Trade Date: Monday, December 9, 2013 @ 12:00 PM ET Settlement Date: Prospectus Dated November 14, 2011
 Thursday, December 12, 2013 Minimum Denomination/Increments: \$1,000.00/\$1,000.00 Initial trades settle flat and clear SDFS: DTC Book Entry only DTC number: 0235 via RBC Dain Rauscher Inc.
 Agents: Citigroup, Comerica Securities, J.J.B. Hilliard, W.L. Lyons, Inc., Morgan Stanley, UBS Investment Bank, Wells Fargo
 If the maturity date or an interest payment date for any note is not a Business Day (as term is defined in Prospectus), principal, premium, if any, and interest

for that note is paid on the next Business Day, and no interest will accrue from, and after, the maturity date or interest payment date.

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