

CARE FOR THE FUTURE

Beef farmers and ranchers **care deeply for the environment**. They want to care for the land that was passed on from their ancestors and leave it **better for future generations**.^{3,6}



STEWARD NATURAL RESOURCES

Cattle producers are committed to constantly improving the way they manage natural resources. In fact, the cattle industry has **reduced its water use by 29%** since 1993.²



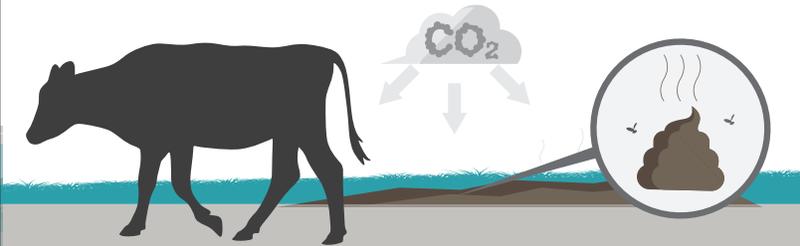
PROTECT OPEN SPACES FOR OUTDOOR RECREATION

The land that cattle graze on not only **protects the habitats of hundreds of animals**, but it **allows people to enjoy the outdoors by biking, hiking, camping and more**.¹



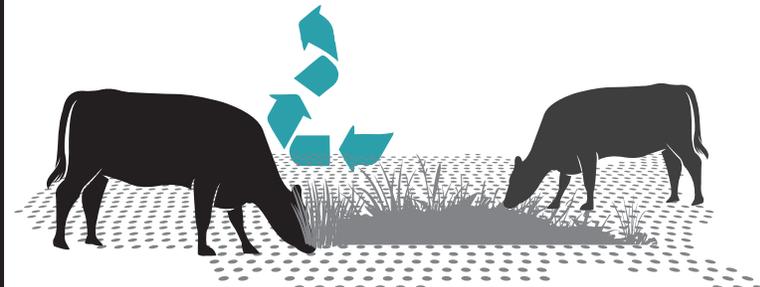
ENRICH THE SOIL THROUGH CARBON SEQUESTRATION

When cattle graze on land, **their manure enriches the soil**, which enables healthy plants to grow. This nutrient cycle also allows for **carbon sequestration**.⁴



TURN PLANTS INTO PROTEIN

Cattle use their unique stomachs to **upcycle plants that humans can't eat** and turn them into high-quality, delicious protein – beef!



REDUCE FOOD WASTE FOR SUSTAINABILITY

More than **one third of food is wasted in the United States**. If you want to make your food choices more sustainable, **consider reducing your food waste**.⁵



References

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4. Teague, W. R. 2018. Forages and Pastures Symposium: Cover Crops In Livestock Production: Whole-system Approach: Managing grazing to restore soil health and farm livelihoods. Journal of Animal Science 96(4):1519-1530
5. USDA, 2022. Food Waste FAQs. <https://www.usda.gov/foodwaste/faqs>
6. USDA-NASS. 2017. Census of Agriculture. Farm Typology. https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/Typology/typology.pdf