


A photograph of two men in cowboy attire standing on a grassy hillside at sunset. One man is standing with his hand on his hip, looking towards the right. The other man is sitting on the ground, also looking towards the right. The sky is filled with soft, colorful clouds, and the landscape is a vast, open plain with rolling hills in the distance.

Explore Beef

There are more than half a million cattle farms and ranches in the United States. Each is as unique as the family who runs it. These folks share a common commitment: Thoughtfully raising cattle to provide you with tender, delicious, healthful beef.

A scenic view of a ranch. In the foreground, a black and white cow, a brown cow, and a white cow stand in a grassy field. A pond is visible in the middle ground, reflecting the sky and trees. The background is filled with lush green trees under a clear blue sky.

The people, the land, the legacy

“We, America’s farming and ranching families, love our land and are committed to properly caring for our cattle. Our land and our cattle sustain us. We have to be responsible stewards of these resources, while considering the best way to produce safe and healthy beef for you, the consumer, and for our own families.”

*Jan and Frank Lyons, Karl and Amy Langvardt,
Tanner and Trey
Lyons Ranch – Manhattan, Kan.
Former National Cattlemen’s Beef Association
President and former Cattlemen’s Beef
Board Director*

A day in the life of a rancher



4 a.m. I helped a cow deliver her first calf this morning. This is one of our busiest times of year because of round-the-clock monitoring to make sure all of the cows are having trouble-free pregnancies. We make sure our animals are well cared for – whether it's raining or snowing, five in the morning or Christmas day.



11 a.m. The kids and I moved a group of cows to new pasture. Rotational grazing systems like this prevent erosion and promote native grass species and wildlife habitat. A lot has changed since my great-grandfather homesteaded this ranch, but we still embrace his values of integrity, hard work and environmental stewardship that allowed him to start with almost nothing and build a tradition we continue today.



8:30 p.m. After a long day of work, our family enjoyed a great steak dinner. Sitting down to a nutritious and wholesome meal reminds me just how much goes into raising beef. It starts with the things my family and I do every day here on our ranch and continues with the people who work hard to take care of the cattle once they leave our land. Raising beef incorporates some of the latest scientific advancements in animal care and food safety, but it still depends on traditional values.

*Julie and Chad Ellingson, Stetson, Jameson, Sierra, Medora and Sheridan
Ellingson Angus – St. Anthony, N.D.*

A commitment to care

My family and I are cattle farmers, and we take pride in caring for our animals. It's not only the right thing to do morally and ethically, but it also makes good business sense. We believe quality beef begins with quality animal care. Ensuring our cattle have room to roam and grow, access to clean water, balanced nutritious feed and humane treatment are priorities for us.

Caring for animals is a family tradition handed down and improved upon from generation to generation. My three girls would agree that raising cattle is not a 9 to 5 job, and it's not glamorous. But it's a job and a lifestyle we love and one my family chose over the



convenience of city life where I grew up on the East Coast.

My commitment to proper animal care is why I participate in the beef industry's Beef Quality Assurance program. This program outlines essential elements for cattle care and provides beef farmers like me with the tools and training necessary to assure animal health and wellbeing.

*Anne and Matt Burkholder,
Ashley Grace, Megan and Karyn
Will Feed, Inc. – Cozad, Neb.
National Beef Quality Assurance
Award Winner*



Everyday environmentalists

I am an everyday environmentalist who believes in a basic philosophy passed down from my father, who founded our ranch. He told me: "Take care of the land, and the land will take care of you." Our ranch is located in the Sacramento Valley of Northern California. We conserve water on our pastures by reusing rinse water from a local tomato cannery, and we restore native trees and shrubs for the benefit of our cattle and the wildlife on our ranch. We partner with the Natural Resources Conservation Service on our solar-powered water pump and restoration projects.



Raising food for your family

Preserving, conserving and restoring this country's natural resources such as open space, grasslands, wetlands, clean air and wildlife habitat are as important to my ranching family as they are to your family. And, just like you, we always are learning how to take even better care of the environment so we can leave it in better shape for the next generation.

*Scott and Karen Stone, Austin and Carson
Yolo Land & Cattle Co. – Woodland, Calif.
National Environmental Stewardship Award Winner*

As a cattle farmer, I am proud to provide nutritious and safe food for your family and ours. This is a diverse industry where we use the resources available to us in our individual areas to raise cattle in a variety of ways. For consumers, that means beef choices such as grain-fed, grass-finished, natural and certified organic beef. The farmers and ranchers like me who bring you these choices are committed to providing you nutritious and safe food.

From the ranch to your kitchen, the entire food chain works together, sharing research findings and improving food safety techniques.

Each year, the beef industry collectively invests more than \$350 million in beef safety. As a beef farmer, I actively contribute to a research program that identifies ways of improving beef safety. Those efforts have been recognized by the government and have been pointed to as a model for other food industries.

*Roger West, Ph.D., and Ellen and Katie West
Roger West Cattle Company – Gainesville, Fla.
University of Florida Professor Emeritus*



Fast facts

According to the U.S. Department of Agriculture, nearly all farms and ranches in the United States are family-owned and operated.

Cattle serve a valuable role in the ecosystem by converting plant materials humans cannot consume into a food rich in nutrients.

There are 29 different steak, roast and ground beef options that meet U.S. Department of Agriculture guidelines for lean.

There are more than 1 million beef farmers and ranchers raising cattle in every state in the nation.

www.ExploreBeef.org



Funded by The Beef Checkoff

For more information, please contact: National Cattlemen's Beef Association
9110 East Nichols Avenue • Centennial, CO 80112 • (303) 694-0305





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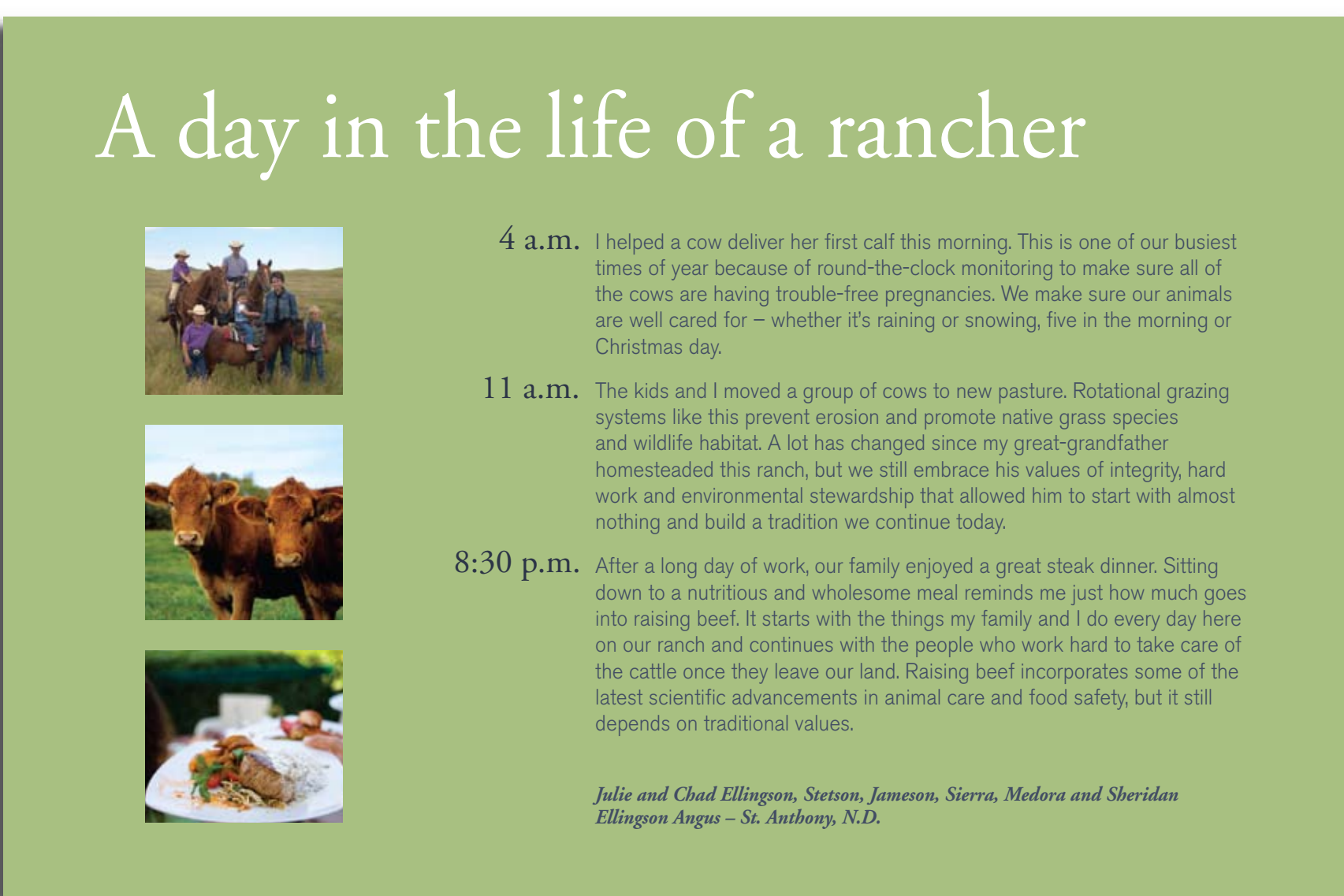
first reveal



The people, the land, the legacy

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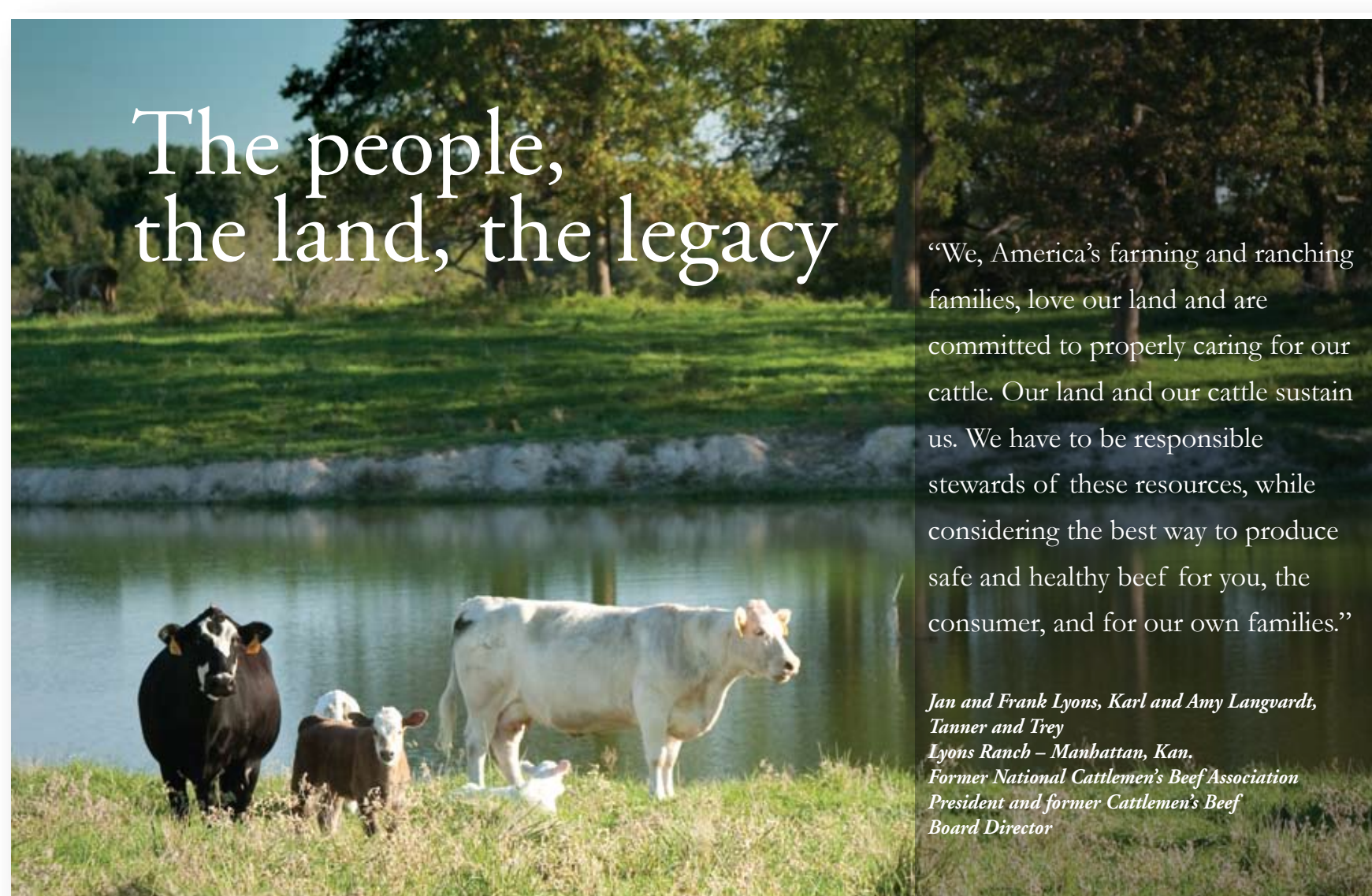


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interior spread



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