

Connecting Our Vision and Values

"The Cattlemen's Stewardship Review: Connecting Our Vision and Values" is a first-of-its-kind look at the beef industry's influence on communities, the economy, public health and the environment. Research for the review was conducted with more than 1,000 cattle farmers and ranchers, more than 30 external experts and stakeholders and more than 60 studies and reports analyzed.

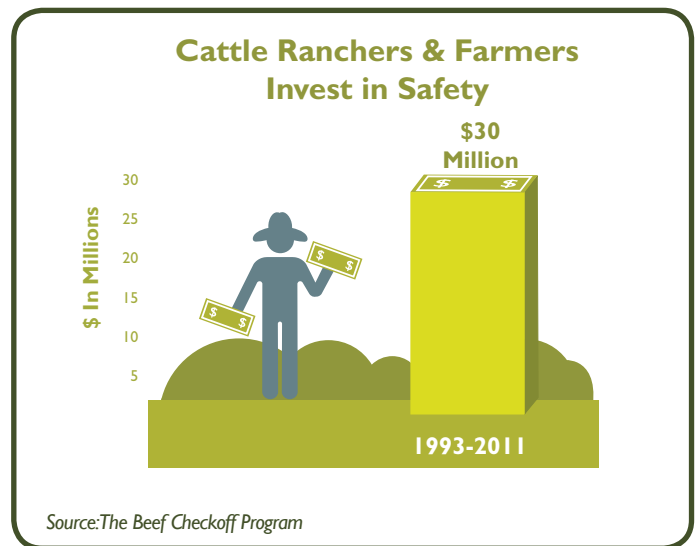
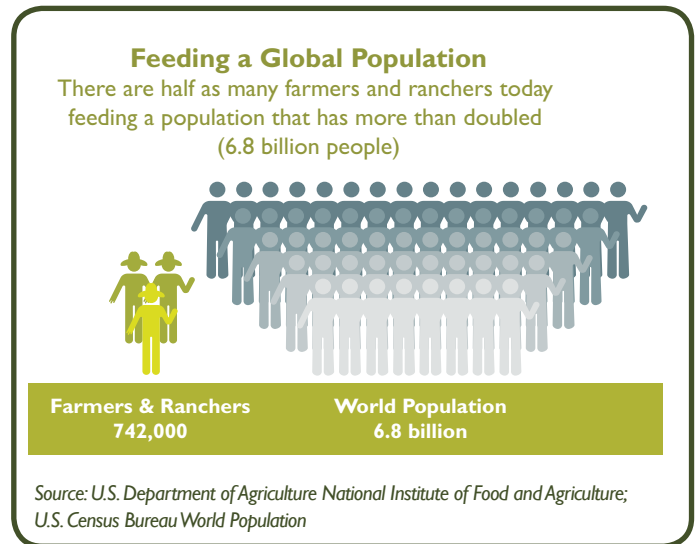
The thorough, fact-based Review is based on a statement of seven principles adopted by cattle farmer and rancher leaders. The Review gives an overview of cattlemen's accomplishments and opportunities for continued growth and improvement in the areas of:

- The Business Environment of Beef
- Good Food
- Healthy Animals
- Healthy Environment
- Strong Communities

Key Accomplishments

Some of the accomplishments identified in the Review include:

- **Feeding the world.** The U.S. produces 20 percent of the world's beef with 7 percent of the world's cattle.¹ There are half as many farmers and ranchers today feeding a population that has more than doubled (6.8 billion people).
- **Improving beef quality.** Quality beef starts with quality animal care on the farms. It is estimated that farmer- and rancher-funded Beef Quality Assurance (BQA) programs influence the handling and management of more than 90 percent of the feedyard cattle raised in the U.S. today. Due in part to these practices, the 2005 National Beef Tenderness Survey² found an 18 percent overall improvement in tenderness since 1999 and three-in-four consumers say that they have a positive beef eating experience.³
- **Protecting against pathogens.** Cattlemen have invested \$30 million since 1993 in beef-safety efforts and the entire beef industry as a whole invests \$550 million annually to beef safety efforts.⁴ Due in part to these efforts and others, there has been a significant reduction in foodborne illnesses, including reducing *E. coli* O157:H7 incidence to help meet the "Healthy People 2010" goal of no more than one case per 100,000 people.⁵



The Cattlemen's Stewardship Review | fact sheet

- **Improving quality beef through quality care.** It is estimated by the National Cattlemen's Beef Association (NCBA) that farmer- and rancher-funded Beef Quality Assurance (BQA) programs influence the handling and management of more than 90 percent of the feedyard cattle raised in the U.S. today.
- **Feeding practices reduce environmental footprint.** According to a Washington State University study, each pound of beef raised in 2007 compared to 1977 uses 20 percent less feed, 30 percent less land, 14 percent less water and 9 percent less fossil-fuel energy; reducing the "carbon footprint" of a pound of beef by 18 percent today.⁶
- **Increasing food-producing land capacity.** Livestock grazing is the primary use of an estimated 587 million acres of permanent grassland, pasture and rangeland. Much of the land grazed is not suitable for growing other food products.⁷ By raising cattle, farmers and ranchers more than double the land area that can be used to raise food for a growing population.
- **Giving back to the community.** Nearly one-half of cattlemen and women volunteer with a youth organization and more than one-third donate their time to other civic organizations, compared to a national average of 7 percent of all Americans.⁸
- **American values in real life.** Nearly one-fourth of U.S. cattlemen and women have served in the military, more than the national average of 14 percent, and 94 percent vote in national, state and local elections; comparatively, only 14 percent of the general population votes. One-half of cattlemen and women have run for an elected office and 81 percent have been elected to serve.⁸

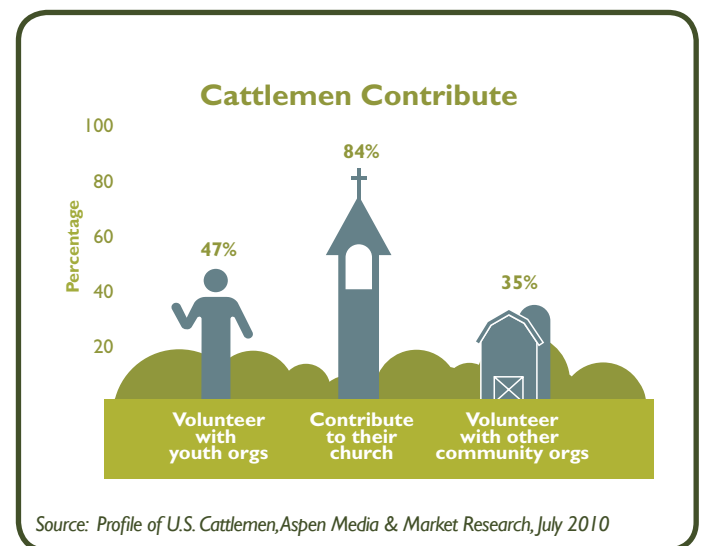
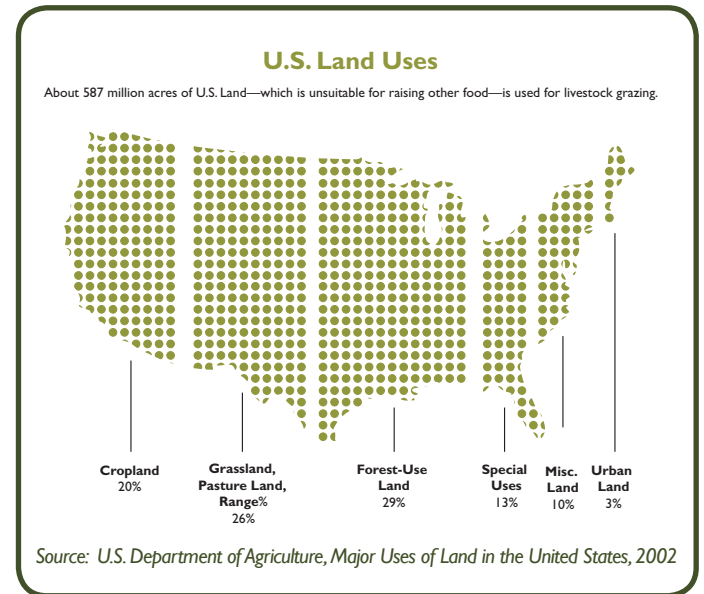
Visit www.ExploreBeef.org to download a copy of "The Cattlemen's Stewardship Review: Connecting Our Vision and Values" or to watch stakeholder interviews discussing the beef industry's accomplishments.

¹ USDA National Agricultural Statistics Service, 2011

² 2005 National Beef Tenderness Survey Executive Summary, <http://www.beefresearch.org/CMDocs/BeefResearch/2005%20National%20Beef%20Tenderness%20Survey.pdf>

³ J.C. Smith, J.D. Tatum, and K.E. Belk. International Perspective, Characterization of United States Department of Agriculture and Meat Standards Australia Systems for Accessing Beef Quality. Australian Journal of Experimental Agriculture, 2008, 48, 1465-1480.

⁴ The Beef Checkoff, 2011.



⁵ Preliminary FoodNet Data on the Incidence of Infection with Pathogens Transmitted Commonly Through Food, 10 States, 2009. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5914a2.htm>.

⁶ J.L. Capper, Comparing the environmental impact of the US beef industry in 1977 to 2007. <http://cahnrsnews.wsu.edu/2010/07/14/environmentalsustainability-of-beef-production-has-improvedconsiderably-over-last-30-years-wsu-expert-says/>

⁷ USDA, Major Uses of Land in the United States, 2002.

⁸ Profile of U.S. Cattlemen, Aspen Media & Market research, July 2010

