



BASICS OF BEEF

BEEF

®

Funded by
the Beef Checkoff.

WHO MAKES UP THE BEEF COMMUNITY?

91%

FARMS AND RANCHES
ARE FAMILY OWNED

80%

FEEDYARDS ARE
FAMILY OWNED

700K

CATTLE FARMS, RANCHES
AND FEEDYARDS IN THE
U.S. TODAY

40 HEAD OF
CATTLE

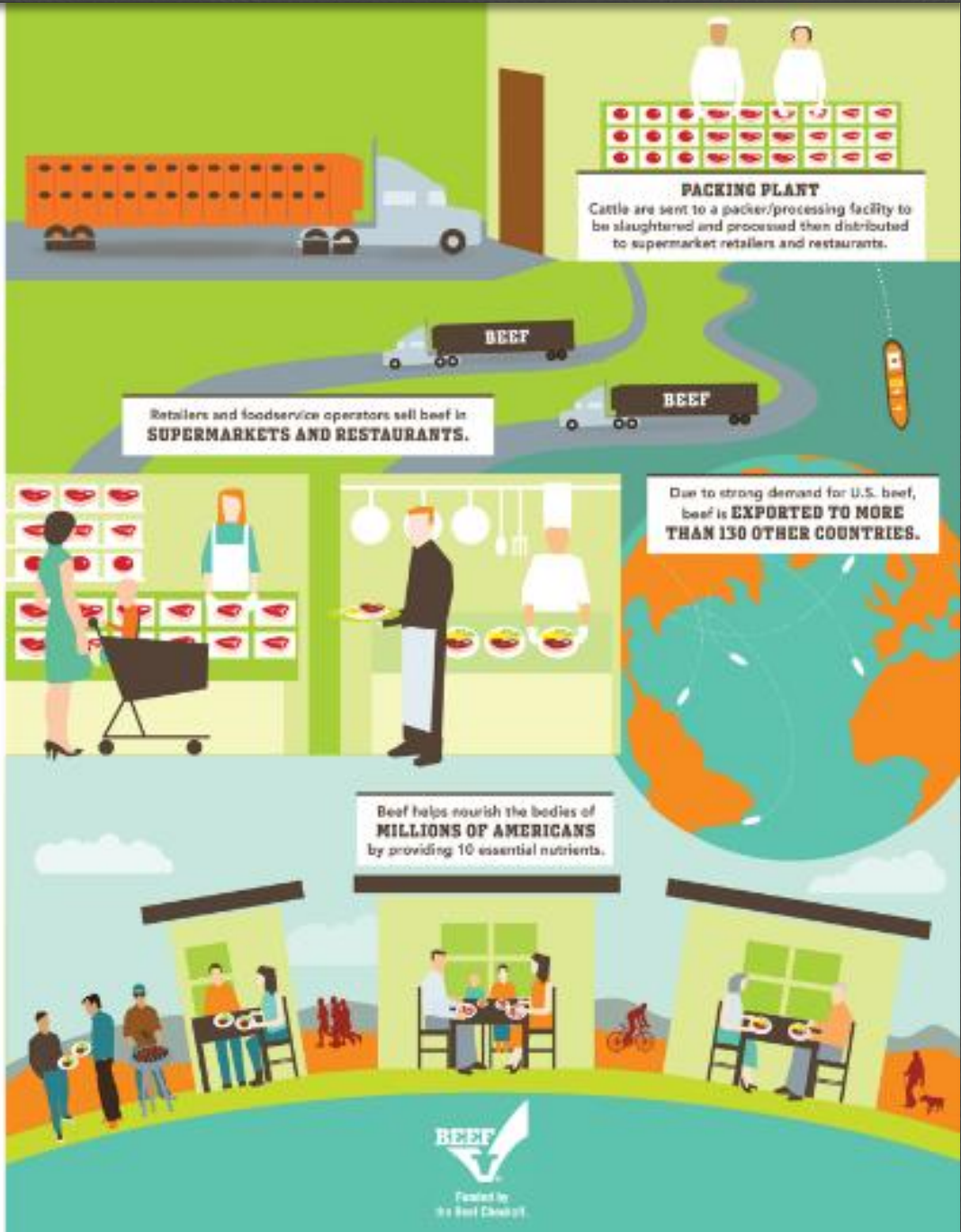
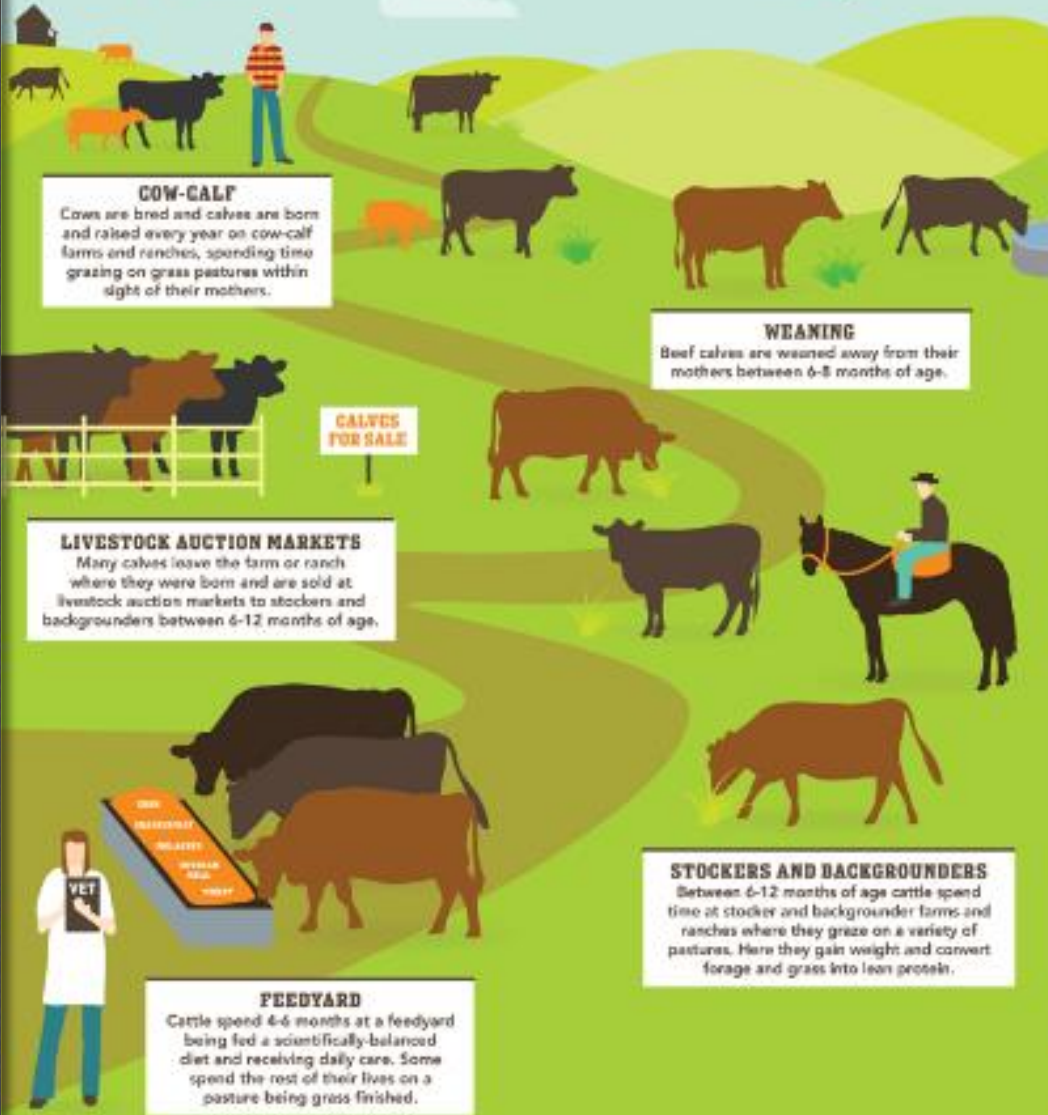
AVERAGE U.S. BEEF
COW HERD

VAST MAJORITY
OF U.S. FEEDYARDS

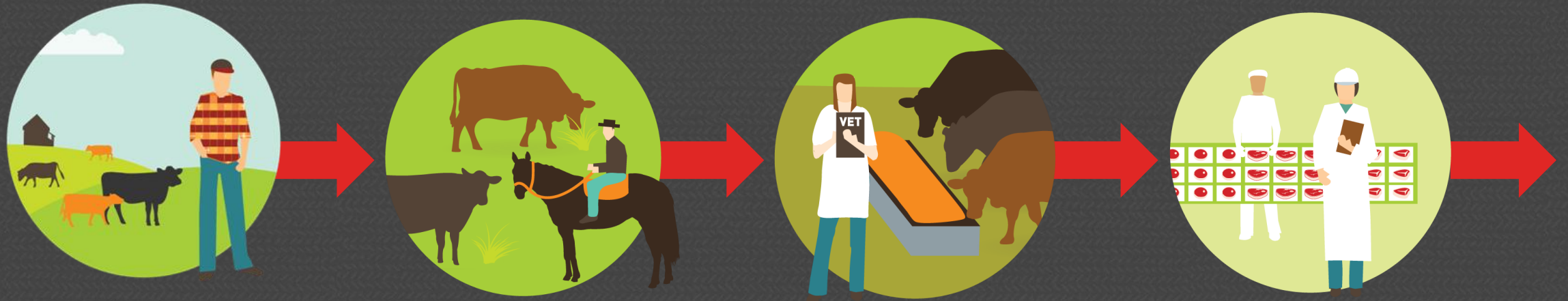
Less than
1,000 HEAD
OF CATTLE



THE BEEF LIFECYCLE



THE BEEF LIFECYCLE FROM FARM TO FORK



MOST UNIQUE AND COMPLEX LIFECYCLE OF ANY FOOD

IT TAKES FROM 2-3 YEARS TO BRING BEEF FROM FARM TO FORK

LIFECYCLE BEGINS



Cow-Calf



**COWS GIVE BIRTH
TO ONE CALF/YEAR**



**CALVES WEIGH
BETWEEN 60-100
POUNDS AT BIRTH**



**CALVES LIVE OFF
MOTHER'S MILK AND
GRAZE ON
GRASS PASTURE**

CALVES WEANED AT 6-8 MONTHS



CAN BE SOLD AT LIVESTOCK AUCTION BETWEEN 6-12 MONTHS OF AGE



GRAZE ON GRASS AS THEY CONVERT FORAGE AND GRASS INTO LEAN PROTEIN



MOST CATTLE MOVE TO FEEDYARD AND ARE GRAIN-FINISHED



SOME GRAZE ON GRASS FOR ENTIRE LIVES AND ARE GRASS-FINISHED

Stockers & Backgrounders

BALANCED DIET IN FEEDYARD



Feedyard

ROUGHAGE



GRASS & HAY

GRAIN



WHEAT, CORN & SOYBEAN MEAL

LOCAL RENEWABLE FEED SOURCES



TOPS OF SUGAR
BEET PLANTS



POTATO PEELINGS



CITRUS PULP

VETERINARIANS, NUTRITIONISTS AND CATTLE RANCHERS WORK TOGETHER



GRAIN IN CATTLE DIETS PROVIDES NEEDED ENERGY FOR MUSCLE GROWTH



EFFICIENT GROWTH MINIMIZES IMPACT ON LAND, WATER AND FEED RESOURCES



CATTLE IN FEEDYARDS TYPICALLY SEPARATED INTO GROUPS OF 50-100 ANIMALS



AMPLE ROOM TO WALK, RUN, PLAY AND LIE DOWN



Packing Plant



BEEF CATTLE
MARKET WEIGHT =
**1,200-1,400
POUNDS**



USDA INSPECTS

100% of the beef in
facilities operating
under federal inspection

BEEF'S POSITIVE ECONOMIC IMPACT

**24.8 BILLION
POUNDS**
PER YEAR



**1.4 MILLION +
FULL-TIME JOBS**

\$188 BILLION IN OUTPUT
DIRECTLY AND INDIRECTLY

\$88.25 BILLION
IN FARM GATE RECEIPTS



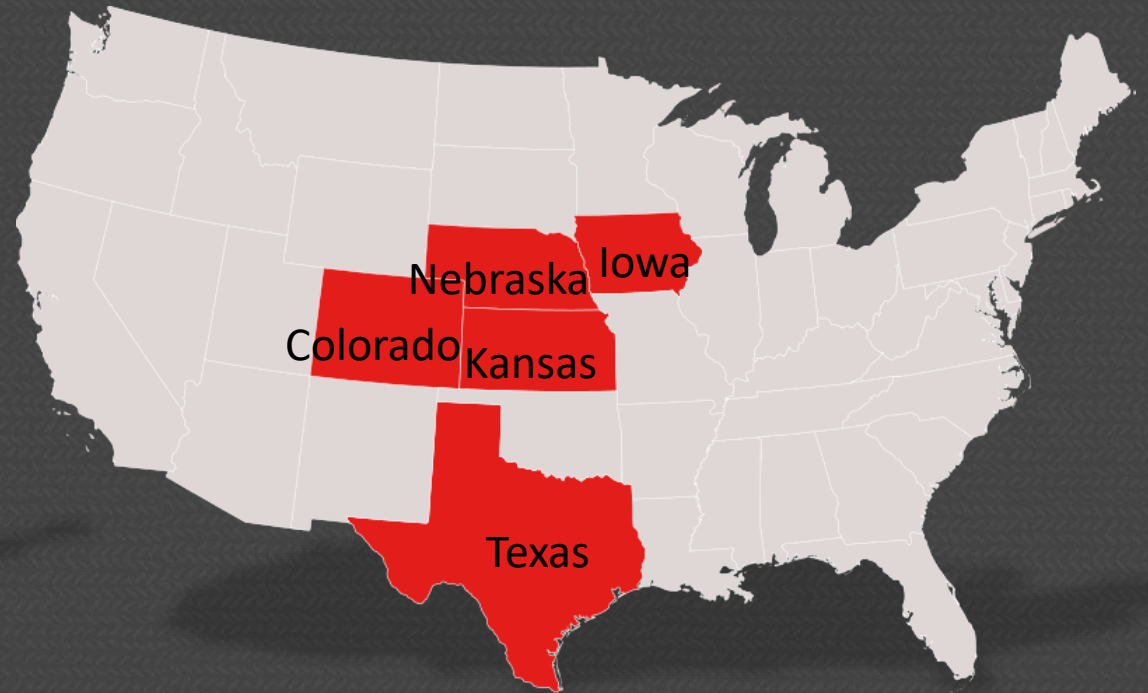
Funded by
the Beef Checkoff.

CONTRIBUTIONS TO STATE ECONOMIES

THE TOP 5 STATES FOR NUMBER OF
FARMS AND RANCHES
RAISING CATTLE



THE TOP 5 STATES FOR NUMBER OF
CATTLE IN FEEDYARDS WITH
CAPACITY MORE THAN 1,000 HEAD



Funded by
the Beef Checkoff.

U.S. BEEF EXPORTS

BEEF IS EXPORTED TO
MORE THAN
130
COUNTRIES



FOR A TOTAL VALUE OF
\$6.302
BILLION

TOP EXPORT MARKETS



JAPAN



CANADA



MEXICO



SOUTH KOREA

CONTRIBUTIONS TO THEIR COMMUNITY



NEARLY
**33% VOLUNTEER
WITH YOUTH**
ORGANIZATIONS



MORE THAN
**33% DONATE
TIME**
TO CIVIC ORGANIZATIONS



NEARLY
**25% HAVE
SERVED**
IN MILITARY



94% VOTE
COMPARED TO JUST 64%
OF GENERAL POPULATION



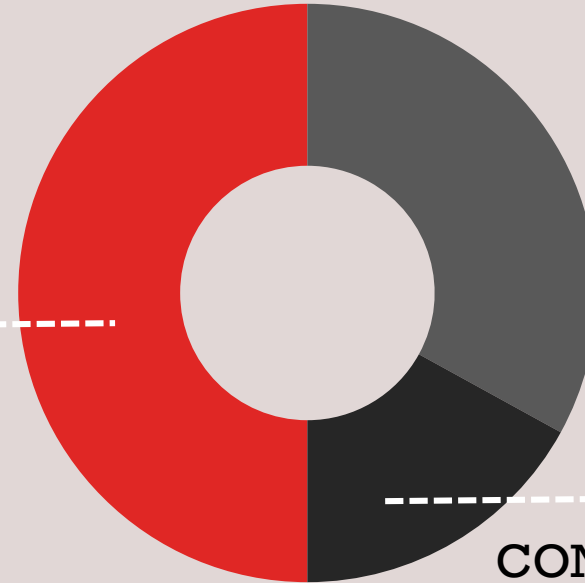
**50% HAVE RUN
FOR ELECTED OFFICE**
AND 81% HAVE BEEN
ELECTED TO SERVICE



CONTRIBUTIONS TO THEIR COMMUNITY



HALF DONATE AT LEAST
\$500 ANNUALLY
TO LOCAL AND
NATIONAL CHARITIES



NEARLY 1/3
CONTRIBUTE AT LEAST
\$1,000 EACH YEAR

COMMITMENT TO SUSTAINABLE BEEF

WORLD'S POPULATION
TO SWELL TO
9 BILLION
PEOPLE BY 2050



FOOD OUTPUT WILL
NEED TO **INCREASE**
BY ABOUT 70%

BEEF COMMUNITY LOOKING TO
CONTINUALLY IMPROVE
TO MEET THE DEMAND



Funded by
the Beef Checkoff.

RESOURCES

- [Dynamic Infographic: The Beef Lifecycle: From Farm to Fork](#)
- [Video: How Beef Goes from Pasture to Plate](#)
- [Blog Series: Meet Your Rancher Series](#)
- [Infographic: Grass-Finished or Grain-Finished](#)



BASICS OF BEEF

Thank You

[INSET EMAIL ADDRESS OF PRESENTER]

For more information visit
www.FactsAboutBeef.com



Funded by
the Beef Checkoff.