

FAMILY-OWNED FOR GENERATIONS

More than **90% of U.S. farms and ranches are family-owned**, meaning they have a vested interest in sustainability.¹



PROVIDE HABITAT FOR WILDLIFE

Cattle producers are the **original conservationists**, maintaining habitats for wildlife like hummingbirds, ducks, butterflies and more.²

CONVERT PLANTS TO PROTEIN

Cattle upcycle human-inedible plants into high-quality protein, which generates **more protein for the human food supply than would exist without them.**³

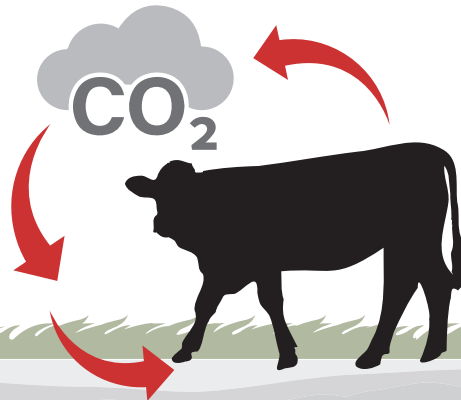


PERFECT LAND FOR CATTLE

Approximately **one third** of the land in the U.S. is pasture and rangeland that is **unsuitable for growing food crops**, but it's **perfect for raising cattle.**^{4,5}

STORE CARBON IN SOIL

Beef cattle **regenerate land and sequester carbon naturally**, simply by grazing. In fact, the U.S. land where cattle graze contains **up-to 30% of the world's carbon stored in soil.**⁶



RECYCLE CARBON WITH CATTLE

The methane belched **from cattle** only stays in the atmosphere for **approximately 9-12 years** before being recycled back into the ground via the biogenic carbon cycle.⁷

References

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Funded by
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ARMS# 011222-24