

## FAMILY-OWNED FOR GENERATIONS

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

## PROVIDE HABITAT FOR WILDLIFE

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

## 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**.<sup>3</sup>

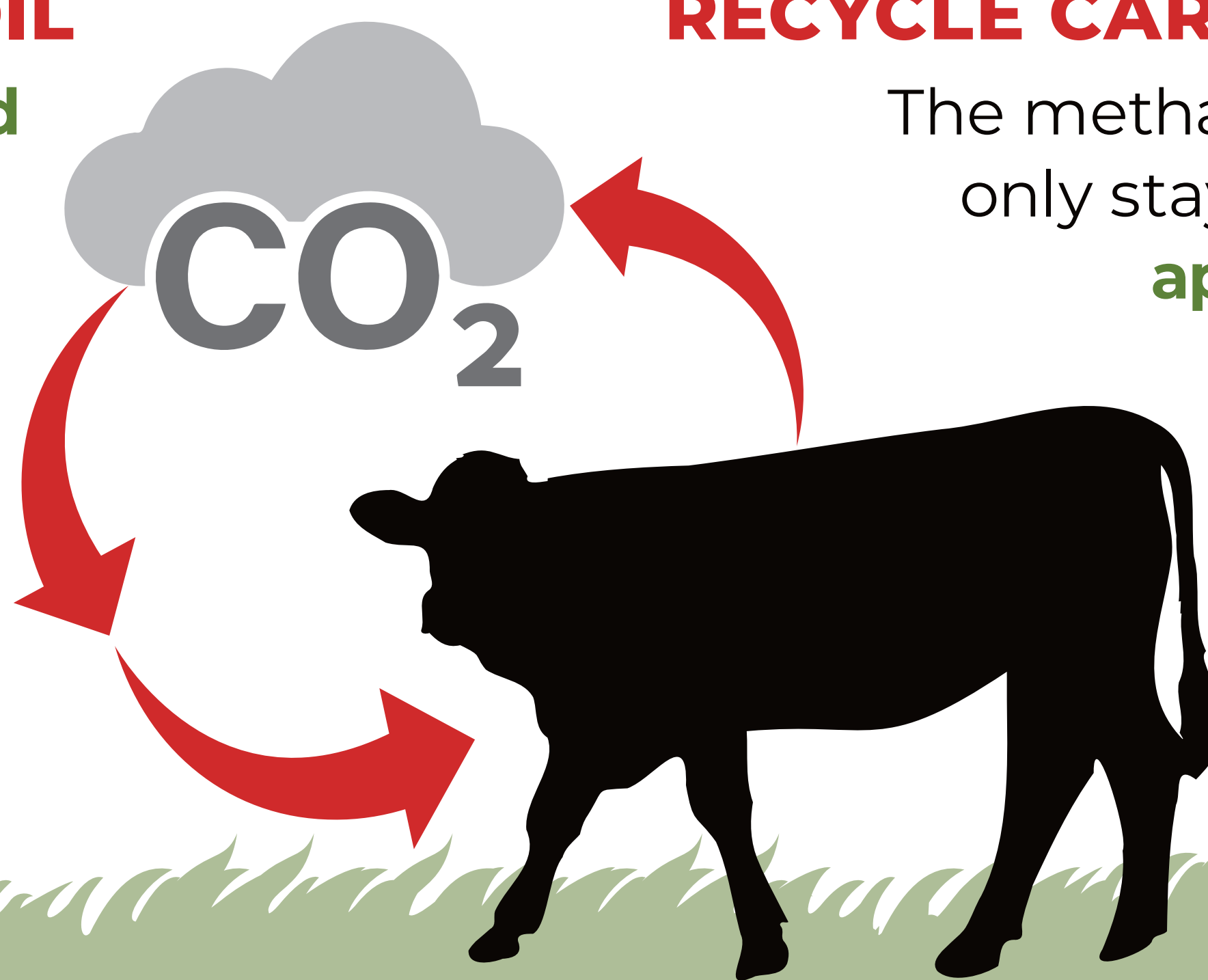


## PERFECT FOR CATTLE

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

## 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**.<sup>6</sup>



## 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 biogenic carbon cycle.<sup>7</sup>

### REFERENCES:

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