

WELCOME TO THE BEEF COMMUNITY

Exciting, romantic, challenging and pioneering—that is how many popular books and movies have portrayed the lives of U.S. cattle farmers and ranchers. These portrayals only scratch the surface of what it really means to be a cattleman, and yet, they hint at something very real: cattlemen's deeply rooted values and influence on our communities, the economy, public health and the environment. With that influence comes responsibility; today's cattle farmers and ranchers take the responsibility of raising healthy cattle for high-quality, nutritious beef very seriously.

We are extremely proud of our role in feeding people. This is evident in the way we have invested in beef safety improvements, responded to consumers' beef product preferences and focused on creating the best beef eating experiences. We also are proud of our roles as small business owners, community leaders, animal caretakers, nutritionists and environmentalists. In fact, the beef industry's mission is to provide the safest, highest-quality, most consumer-friendly beef and beef products in an environmentally and economically sustainable manner.

Cattle raising in this country has a long history and an important future. Over time, the populations of our rural communities have declined to the point where the next generation of consumers will no longer have meaningful ties with the people and places where their food is raised. Our country's cattlemen want to lead the charge to reconnect our communities. This review, developed by the National Cattlemen's Beef Association (NCBA) and funded by the Beef Checkoff Program, is the first of its kind for the beef industry. It chronicles our accomplishments and what we have done well, and it identifies a vision for continuous improvement, helping us develop a roadmap for the future.

In essence, this is our story. It is about real people: the nearly 1 million U.S. cattle farmers and ranchers, making daily decisions that will help our businesses and way of life continue to be a positive influence on our country for many generations to come. It is about how everything we do thoughtfully blends the best of our time-honored traditions with modern innovation. It is about sharing why and how we make decisions and how those decisions play into the creation of high-quality beef. On behalf of cattle farmers and ranchers around the country, thank you for your interest in learning more about the beef community and how we bring beef from our pastures to your plate.



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