

## CATTLEMEN'S STATEMENT OF PRINCIPLES

*As U.S. farmers and ranchers who raise cattle for beef, we believe in the following principles:*

- **Preserving the environment**

We exercise good stewardship of the natural resources in our care by using science-based practices and principles that protect and sustain those resources for future generations. This includes minimizing soil loss, protecting water quality, promoting biodiversity, preserving wildlife and maintaining the overall health of the ecosystem.

- **Protecting our livestock**

We are honored to be stewards of our animals, and therefore, daily work to keep them safe, healthy and secure. We provide our animals with food and water; health care that prevents, controls and treats disease; and facilities and handling practices that promote safe and humane movement.

- **Providing quality food for consumers**

We are committed to providing consumers with wholesome, nutritious and high-quality beef options that support healthy and active lifestyles.

- **Enhancing food safety**

We are committed to continuous improvements in all aspects of food safety and dedicated to investing in research that leads to the application of science-based solutions.

- **Investing in our communities**

We are dedicated to being responsible citizens and active participants within our communities. That includes providing good jobs, contributing to the local economy and investing in community improvements and charities, including youth leadership organizations and faith-based groups. Maintaining healthy and sustainable communities we live in is a core value to us.

- **Embracing innovation**

We recognize innovation based on sound science is vital to our industry as we strive to discover and apply new approaches that improve product quality and safety, animal health and environmental stewardship.

- **Creating a sustainable future**

We must operate our businesses in ways that meet consumer expectations for cattle care, environmental friendliness, beef safety and nutrition while also ensuring our economic sustainability now and into the future. Successful, profitable cattle businesses help sustain local and national economies and provide opportunity for the next generation of farmers and ranchers.

*Approved by cattle farmer and rancher leaders on the National Cattlemen's Beef Association Board of Directors at the Cattle Industry Annual Convention in Denver, February 2011.*

### **How This Review Came About**

Nearly 74 percent of people say they're very or somewhat interested in knowing more about how beef is raised and who raises it.

In response to this growing interest, U.S. cattlemen invested their beef checkoff dollars to gather information from research, public opinion surveys, farmer and rancher interviews and input from third-party experts, in order to create a starting point for continued discussion about the beef community's values and vision for the future.

### **Interactive**

[Click here to view a short video about the beef industry.](#)