It's What's For **Dinner!**



Celebrate with beef

to add a touch of quality and the chef! a sense of the exceptional to

Beef is a versatile and af- any occasion, be it a birthfordable entertaining option day or a backyard BBQ. for any celebration or spe- So explore the options, and cial occasion. When you consider beef for your next treat your friends and family celebration. There are many to a wonderful beef dish, it delicious recipe and party creates lasting memories of ideas that will help you engood times and great food. tertain friends and family Review our collections of with confidence. As an apholiday and celebration recipetizer or main course, you pes and you will see how can be sure your guests will easily beef pairs with any savor the experience and event. It's the perfect way send their compliments to

Livestock industry third in nation

- Kansas ranked third nationally with 6.3 million tionwide in commercial catcattle on ranches and in the processed with 6.5 mil- and skins exported from the crops and would be wasted feedyards as of January 1, lion head in 2008. 2009. That's two and a quarlion.
- Cattle represented 54% in 2007. of the 2007 Kansas agriculgenerated \$6.32 billion in cash receipts during 2007.
- Kansas ranked sixth nationally in beef cow numbers as of January 1, 2009, with 1.51 million head.
- Kansas ranks third in in 2007. ter times the state's human the value of live animals • In 2007, Kansas had resources into essential propopulation of over 2.8 mil- and meat exported to other 30,000 farms with cattle and countries at \$596.2 million calves.
- tural cash receipts. Cattle fed cattle marketed with 5.14 ever, not all of this land can in the United States.
 - total red meat production in 17.5 million acres of Kan- in Kansas. (Kansas Depart-2008. Beef represented 5.3 sas pasture and rangeland. ment of Labor)

• Kansas ranks third na- billion pounds of the total.

- Kansas has 46.3 million • Kansas ranked second in acres of farm ground; how- pared meat products manumillion in 2007. That reprebe used to grow crops. Cattle sents 22.9% of all cattle fed are the ideal mechanism for efficiently utilizing grasses • Kansas ranked third in and plants growing on the

These acres are not suited for • Kansas ranks first in hides the production of cultivated U.S., totaling \$419.5 million if it were not for ruminants, such as cattle, turning these tein and nutrients for human use. (Kansas Ag Statistics)

> Meat packing and prefacturing make up the largest share of the food processing industry in the state. This industry provides employment for over 18,700 people

Feel good about loving beef on your plate

Isn't it great that a food you sustain your body. Evidence big step closer to a healthier saturated fat, and less than crave can be so good for you shows that protein plays an lifestyle and at lower risk for 95 milligrams of cholesterol too? Beef is easy to love important role in maintain- disease. You should know per 3.5 oz. serving. So "go because it tastes so great, ing healthy weight, building that there are 29 cuts of beef lean with protein" while but it's also a naturally nu- muscle and fueling physical that meet government guide- following the U.S. Dietary trient-rich source of ten es- activity. And when you've lines for lean. Each one con- Guidelines. sential nutrients. The protein got all that going for you, you tains less than 10 grams of in beef helps strengthen and and your loved ones are one total fat, 4.5 grams or less of

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America's beef produc- in compliance with envi- practices to protect our Clean, plentiful water is requirements. country's natural resources critical for the economic tecting the environment. For America's beef produc- for future generations. In survival of the industry. Cattlemen and women in- ers, the land is their liveli- fact, beef producers have led Beef producers protect this corporate a variety of best hood and their legacy. They conservation efforts proving valuable resource because management practices to carefully follow science- that raising cattle and envi- it's vital to the success of ensure the beef industry is based best management ronmental stewardship go their business, and it's a quality and grass utilization

hand-in-hand. The industry government requirement. honors leaders in conserva- The Environmental Protection efforts with an annual tion Agency's Clean Water award. The Environmental Act sets forth requirements Stewardship Award not only for protecting our nation's recognizes producers who water resources, especially have successfully combined for confined animal feeding natural resource conserva- operations (CAFOs). Sometion efforts with good busi- times referred to as "factory ness practices, but it also farms" by anti-industry acencourages application of tivists, larger feedlot operanew environmental best tions actually are subject to practices across the entire strict regulations and conindustry. Beef cattle produc- stant government scrutiny. ers practice natural resource Most large feedlot owners management activities in- have a dedicated environcluding soil tests, brush mental engineer either on and weed control programs, staff or on contract to ensure grazing management plans, their operation is in compliminimum or conservation ance. Good management of tillage systems and range natural resources on farms and ranches across the counmonitoring. The Yon fam- try isn't a choice; producers ily, the 2009 Environmental know that protecting the en-Stewardship Award winner, vironment now protects the applies every day conserva- business for future genera-



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BROKER

Thanks to the Men and Women of the Cattle Industry.

We Salute You!!

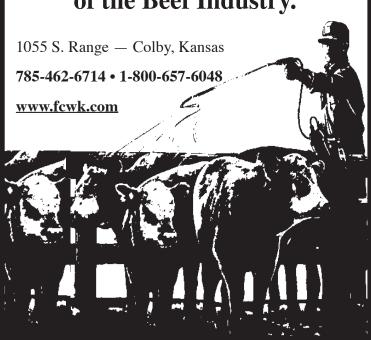


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Thanks to the cattle producers for the Beef on our tables.

We applaud you, for all your hard work!





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