

Beef...

It's What's For Dinner!



Celebrate with beef

Beef is a versatile and affordable entertaining option for any celebration or special occasion. When you treat your friends and family to a wonderful beef dish, it creates lasting memories of good times and great food. Review our collections of holiday and celebration recipes and you will see how easily beef pairs with any event. It's the perfect way to add a touch of quality and a sense of the exceptional to

any occasion, be it a birthday or a backyard BBQ. So explore the options, and consider beef for your next celebration. There are many delicious recipe and party ideas that will help you entertain friends and family with confidence. As an appetizer or main course, you can be sure your guests will savor the experience and send their compliments to the chef!

Livestock industry third in nation

- Kansas ranked third nationally with 6.3 million cattle on ranches and in feedyards as of January 1, 2009. That's two and a quarter times the state's human population of over 2.8 million.
- Cattle represented 54% of the 2007 Kansas agricultural cash receipts.
- Cattle generated \$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 nationwide in commercial cattle processed with 6.5 million head in 2008.
- Kansas ranks third in the value of live animals and meat exported to other countries at \$596.2 million in 2007.
- Kansas ranked second in fed cattle marketed with 5.14 million in 2007. That represents 22.9% of all cattle fed in the United States.
- Kansas ranked third in total red meat production in 2008. Beef represented 5.3

- billion pounds of the total.
- Kansas ranks first in hides and skins exported from the U.S., totaling \$419.5 million in 2007.
- In 2007, Kansas had 30,000 farms with cattle and calves.
- Kansas has 46.3 million acres of farm ground; however, not all of this land can be used to grow crops. Cattle are the ideal mechanism for efficiently utilizing grasses and plants growing on the 17.5 million acres of Kansas pasture and rangeland.

These acres are not suited for the production of cultivated crops and would be wasted if it were not for ruminants, such as cattle, turning these resources into essential protein and nutrients for human use. (Kansas Ag Statistics)

- Meat packing and prepared meat products manufacturing make up the largest share of the food processing industry in the state. This industry provides employment for over 18,700 people in Kansas. (Kansas Department of Labor)

Feel good about loving beef on your plate

Isn't it great that a food you crave can be so good for you too? Beef is easy to love because it tastes so great, but it's also a naturally nutrient-rich source of ten essential nutrients. The protein in beef helps strengthen and

sustain your body. Evidence shows that protein plays an important role in maintaining healthy weight, building muscle and fueling physical activity. And when you've got all that going for you, you and your loved ones are one

big step closer to a healthier lifestyle and at lower risk for disease. You should know that there are 29 cuts of beef that meet government guidelines for lean. Each one contains less than 10 grams of total fat, 4.5 grams or less of

saturated fat, and less than 95 milligrams of cholesterol per 3.5 oz. serving. So "go lean with protein" while following the U.S. Dietary Guidelines.

Beef producers protect environment

America's beef producers are committed to protecting the environment. Cattlemen and women incorporate a variety of best management practices to ensure the beef industry is

in compliance with environmental requirements. For America's beef producers, the land is their livelihood and their legacy. They carefully follow science-based best management

practices to protect our country's natural resources for future generations. In fact, beef producers have led conservation efforts proving that raising cattle and environmental stewardship go hand-in-hand. The industry honors leaders in conservation efforts with an annual award. The Environmental Stewardship Award not only recognizes producers who have successfully combined natural resource conservation efforts with good business practices, but it also encourages application of new environmental best practices across the entire industry. Beef cattle producers practice natural resource management activities including soil tests, brush and weed control programs, grazing management plans, minimum or conservation tillage systems and range quality and grass utilization monitoring. The Yon family, the 2009 Environmental Stewardship Award winner, applies every day conservation practices on their ranch.

Clean, plentiful water is critical for the economic survival of the industry. Beef producers protect this valuable resource because it's vital to the success of their business, and it's a government requirement. The Environmental Protection Agency's Clean Water Act sets forth requirements for protecting our nation's water resources, especially for confined animal feeding operations (CAFOs). Sometimes referred to as "factory farms" by anti-industry activists, larger feedlot operations actually are subject to strict regulations and constant government scrutiny. Most large feedlot owners have a dedicated environmental engineer either on staff or on contract to ensure their operation is in compliance. Good management of natural resources on farms and ranches across the country isn't a choice; producers know that protecting the environment now protects the business for future generations.

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We applaud you, for all your hard work!

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