

Myth:
Cattle farmers and ranchers are not working to conserve natural resources.



Fact:
It takes 34% less land and 14% less water to produce one pound of beef today than in did in 1977.



The most necessary action that grazing on public lands performs is to preserve the health of our western ecosystems and the wide open, undeveloped spaces they offer. Cattle have taken the place of the buffalo that were a part of this environment. While buffalo are pretty cool, we have science and the experience with beef cattle to manage grazing precisely. With appropriate grazing management, native plant and animal life can thrive, and the western landscape can stay as awe-inspiring as it always has been.

Who We Are

About Us

We at Ranching Truth are a collection of ranchers, cowboys and agriculture professionals who have turned our passions into livelihoods to earn a living for our families and feed the world.

Contact Us

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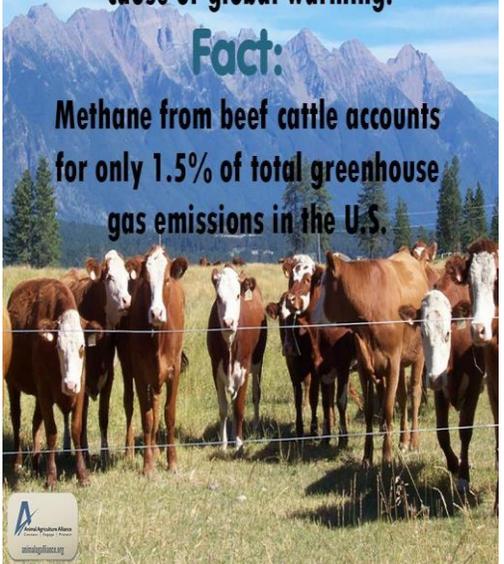
Only 1% of Americans are Farmers, and 85% of America is far removed from Agriculture, they do not understand what we do even when we tell them.

97% of Americas Farms and Ranches are family owned and operated.



Feeding The World While
Caring For The Land

Myth:
Beef cow production is a leading cause of global warming.



Fact:
Methane from beef cattle accounts for only 1.5% of total greenhouse gas emissions in the U.S.



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Grazing can “replicate natural processes and keep lands healthy.”

- National Forest Service



U.S. Ranchers feeding the World while protecting the Nations lands

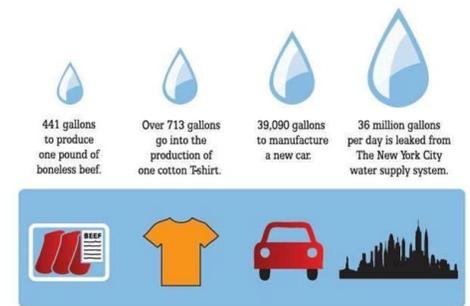
Beef Production and Land Management

Land is critical to cattle operations and their environmental efficiency. According to the Economic Research Service of USDA, approximately 85% of all land is not suitable for agricultural crops. As a result, by grazing animals on this land, ranchers double the land area that can be used to produce food.

The United States cattle industry continues to be a model for the rest of the world in terms of greenhouse gas mitigation. According to the Environmental Protection Agency, beef production accounts for only 1.5% of the country's greenhouse gas emissions, compared to 26% for transportation.

In early America, scientists estimate there were 60 million north American bison in northern America. Eastern profiteers and early settlers dwindled the herds down to the brink of extinction. Currently there are 30 million free range beef cattle, approximately half of the bison numbers in the 1800's. Cattle are slowly taking the place of the northern American bison as a more palatable, efficient and domesticated alternative. The eradication of large range animals was short sighted. Scientists have found that large animal herds such as cattle or bison promote a healthy rangeland. Cattle can improve the rangeland in many ways. This includes the spreading and planting of native grass seeds to combat erosion, naturally breaking down grass/cellulose and enriching the topsoil with organic manure. Allowing cattle to graze in their natural range setting promotes more vigorous vegetative growth, fertilizes the ground with natural organic manure, and, if well managed, can greatly improve the overall health of the land.

Soil scientist, Dr Elaine Ingham, a microbiologist and until recently chief scientist at Rodale Institute, described how healthy soil, the underpinning of civilization throughout history, is created in interaction between grazing animals and soil microbiology. Peer-reviewed research



Where does your food come from?

We are the largest beef producing country in the world, feeding families worldwide. US grown beef is a globally traded commodity. We currently produce 25.8 billion pounds of beef per year. The US currently exports 2.4 billion pounds of beef per year. Nature has a tendency to need all of its working parts working together in harmony. The rangeland cannot afford for history to repeat itself. We must continue to care for the land and provide food for a world that unfortunately does not have enough. Cattle serve a valuable role in the ecosystem by converting plants humans cannot consume into a nutrient-dense food. Iron deficiency is the most common nutritional deficiency worldwide. Beef provides the most readily available and easily absorbed source of iron. In fact, just one 3-ounce serving of beef supplies 51 percent of the Daily Value (DV) for protein, 38 percent of the DV for zinc and 14 percent of the DV for iron.