

BEEF . . . From the Farm to You

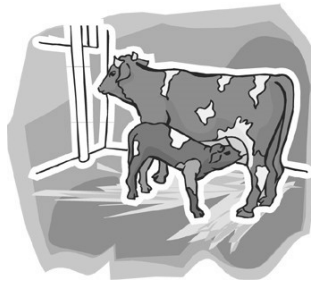
Follow the numbered signs and discover secret messages using the coding chart below.
Experience the journey from birth to beef!



When a 3 1 12 6 is born
it weighs about 90 pounds.

START

The calf drinks its mother's 13 9 12 11 and eats grass until it weighs 500 pounds.



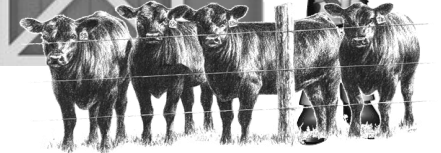
3

A one year old calf is fed 3 15 18 14
and 8 1 25 until it weighs 1,200 pounds.



5

The animal may be 19 15 12 4
at an auction or to a meat processor.



The 7 18 15 3 5 18 25 19 20 15 18 5 then cuts
and packages the beef into steaks, roasts, and ground beef.



9

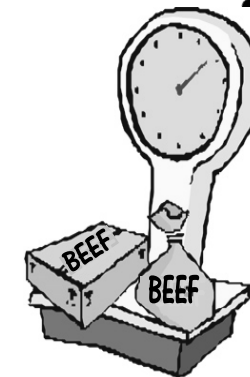
The beef cuts are delivered in 20 18 21 3 11 19 to grocery stores.



8

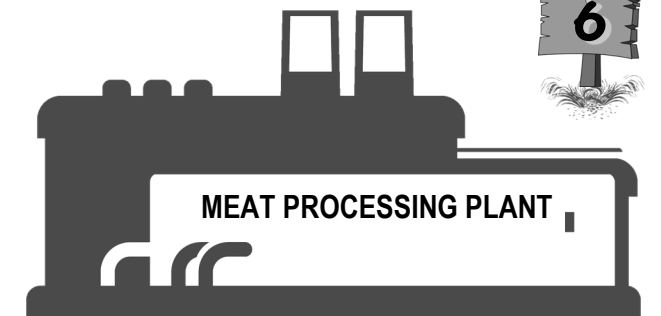
The meat from the animal
weighs about 525 pounds.
The rest of the animal
(bone, fat, hide, internal organs, etc.) is used
to make many

2 25 16 18 15 4 21 3 20 1
we use every day. (See back page)



7

The animal is made into 2 5 5 6 at the processing plant.



6

10

From the farm to you fresh 6 15 15 4,
including vegetables, fruits, dairy and meats,
is available at the grocery store!



FINISH



Eating 2 or 3 servings of
meat per week, can help
you build strong
13 21 19 3 12 5 19
and stay healthy!

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

COW BY-PRODUCTS . . . BEYOND THE BEEF!



Cattle provide us with many by-products that help us in our lives every day!

Draw a line to match the word with the correct picture.



Bones & hooves help make:

Dog food
Charcoal
Glue
Shampoo



From the hide and hair we make:

Baseball gloves
Paint brushes
Shoes
Saddles



Fats from the cow help us make:

Crayons
Paints
Soaps
Chewing gum



From the milk we make:

Medicines
Plastics
Cosmetics
Adhesives



When is a cow more than a cow?

Q A S Y S U F I T N B K
M B T A P E T S H O E S
U A I I M L I F B Y L X
P E R F U M E S I A T J
L R F S G H M T W R S B
A U R P H A C E P C F C
S X Y H O M E A H K H J
T F A C G B A K E D B W
I Y L A T U J L U R Q T
C D K N Y R L E L C L P
G N I Z V G N A G O N A
C A N D L E S T O M W O
P C O Z S R X H I B R S
B E N A V N U E N S V B
M K D B E C H R O A S T

When it is . . .

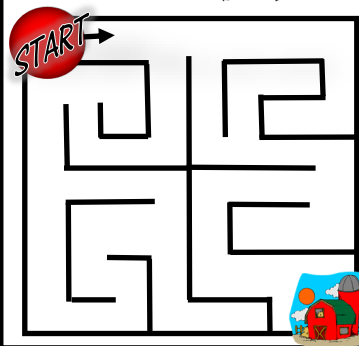
leather

crayon
plastic
hamburger
steak
soap
gum
candy
glue
paint

shoes
combs
tape
belts
film
marshmallows
perfumes
candles
roast



Help the cows find their way back to the barn!



FUN FACTS

- You can lead cattle upstairs but not downstairs. The knees of cattle cannot bend properly to walk back down.
- Dogs & cats drink by lapping water with their tongues while cattle and horses make use of a sucking action.
- From one beef animal, 750 quarter-pound hamburgers can be produced.



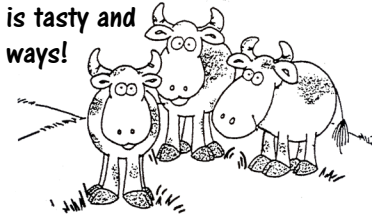
Some information included in this publication was compiled from printed resources developed through the Florida Beef Council, Iowa Beef Industry Council, Ag Mag Beef-American Farm Bureau Foundation publication and Colorado Reader-AITC publication.

EVERYTHING BUT THE . . . MOO!



This education resource is produced by the New Mexico Beef Council
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Cattle play an important part in our everyday lives. We know that the beef we eat is tasty and healthy but cattle also help us in every part of our lives. Let's explore the various ways!



DID YOU KNOW . . . ?

CATTLE IMPROVE GRASS When cattle are grazed, they benefit the land in the following ways:

- "Aerating" the soil with their hooves, which allows more oxygen and water to enter the ground.
- Pressing grass seed into the soil with their hooves, so it can start growing.
- Providing natural fertilizer in the form of manure.



CATTLE ENHANCE THE ENVIRONMENT Cattle graze on land that can't be used for anything else because the terrain is too steep or hilly for building houses, or too rocky or dry for growing crops.

- About 1.2 billion acres fall into this category which is about one-half the size of the United States (excluding Hawaii and Alaska).
- At least 90 percent is covered with grass which contains cellulose. Humans can't eat grass . . . but cattle can!
- This land would go to waste if it wasn't used for grazing cattle.



CATTLE ARE RECYCLERS Cattle mainly graze on grass, but they also eat significant amounts of non-edible foods that would otherwise go into our landfills including potato skins, fruit pits, almond hulls and sugar beet pulp, among many other foods.



CATTLE HELP FIGHT FIRES Cattle reduce the length of grass when they graze, which is helpful in reducing the spread of wildfires since there is less material on the ground to burn. Furthermore, components from their blood are utilized to manufacture fire retardants like the ingredients found in fire extinguishers.



CATTLE ARE IMPORTANT TO SPORTS One cowhide can either be made into 144 baseballs, 20 footballs, 18 soccer balls, 18 volleyballs or 12 basketballs. It takes the leather from 3.8 steers to manufacture the 72 footballs used in the Super Bowl.



CATTLE PROVIDE US WITH NUTRITIOUS BEEF AND DAIRY Beef contains essential nutrients necessary for good health such as protein, iron, zinc and B-vitamins. Farmers raise some cattle to give us milk and other cattle to give us meat. Cheese is made of milk from dairy cattle. We get beef, like hamburgers and steaks, from beef cattle.



Hereford-Beef Cattle



Holstein-Dairy Cattle

CATTLE ARE IMPORTANT TO NEW MEXICO



Families in New Mexico have been ranching cattle for over 400 years!