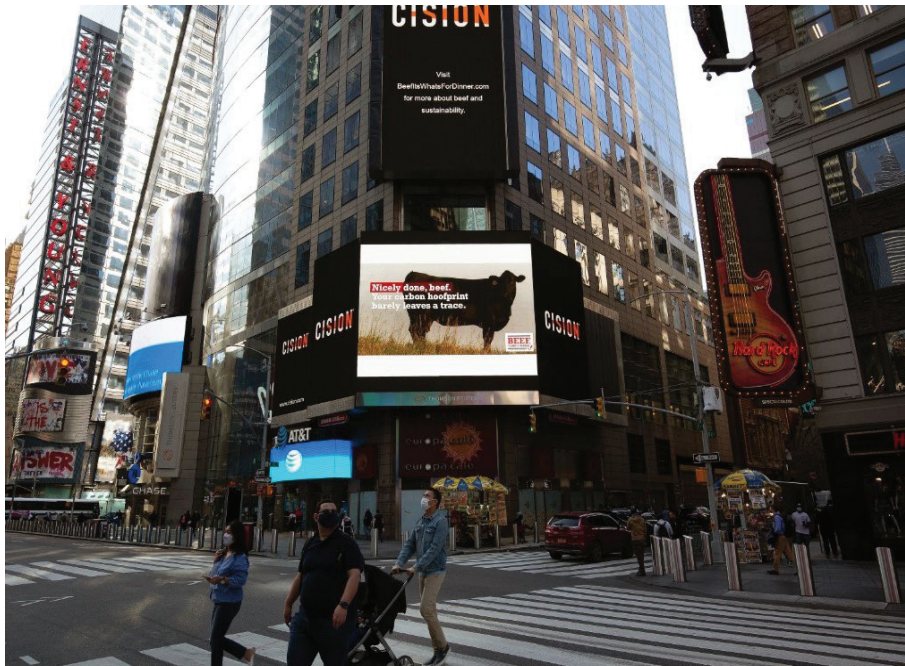


BEEF COUNCIL bullhorn



In a proactive effort to combat the misinformation about cattle production during New York City's Climate Week, the Checkoff funded this billboard in Times Square. This accompanied facts and figures about beef production distributed via social media. The Checkoff continues to ramp up proactive messages about beef production's role as a climate change solution.

SUSTAINABILITY BECOMES FOCUS FOR CHECKOFF FUNDED INITIATIVES

Here are five surprising facts about beef production and sustainability in the U.S. that you may not know.

CATTLE NOT ONLY RECYCLE, THEY UPCYCLE!

Energy from the sun → Human-edible plants → Upcycle (Cow) → High-quality protein, leather & other products

BEEF
IT'S WHAT'S FOR DINNER

Source: Council for Agricultural Science and Technology (CAST), 1999. Animal Agriculture and Global Food Supply. Task force report N. 135. July 1999. Department of Animal Science, University of California, Davis, CA, USA. Available at: <http://cgiarcenter.org/energy/download/ta99.pdf>

MORE WITH LESS

The U.S. produces 18% of the world's beef with only 6% of the world's cattle.

BEEF
IT'S WHAT'S FOR DINNER

Source: Herrero M, et al. Biomass use, production, feed efficiencies, and greenhouse gas emissions from global livestock systems. Proc. Natl. Acad. Sci. 2013; 110: 20888-20893. <http://www.fao.org/foa/sto/ta/home>

FEWER EMISSIONS

According to the U.S. Environmental Protection Agency, greenhouse gas from beef cattle only represents 2% of emissions in U.S.

BEEF
IT'S WHAT'S FOR DINNER

Source: EPA, 2019. Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2017. U.S. Environmental Protection Agency, Washington, D.C.

CARBON STORAGE

Today, U.S. grasslands utilized by the beef industry sequester and store 7.4 Pg Carbon—which is the equivalent of taking 5.76 Billion cars off the road.

BEEF
IT'S WHAT'S FOR DINNER

Source: Pendall, E., D. Bachelet, R. T. Conant, B. El Masri, L. B. Flanagan, A. K. Knapp, J. Liu, S. Liu, and S. M. Schaeffer, 2018. Chapter 10: Grasslands. In Second State of the Carbon Cycle Report (SOCCR2): A Sustained Assessment Report [Covello, N., G. Srinetha, R. Birdsey, M. A. Mayes, R. G. Najjar, S. C. Reed, P. Romero-Liu, and Z. Zhu (eds.)]. U.S. Global Change Research Program, Washington, DC, USA, pp. 399-427. <https://doi.org/10.7930/SOCR2-2018-Ch10>

REDUCED EMISSIONS

Between 1975 and 2017, the U.S. beef industry has reduced emissions from beef cattle by 30% while producing slightly more beef.

BEEF
IT'S WHAT'S FOR DINNER

Source: USDA-NASS Quick Stats Tools. Available at: https://www.nass.usda.gov/Quick_Stats/ accessed December 6, 2019.

CBB's Operating Committee Approves FY21 Checkoff Plan

The Cattlemen's Beef Board (CBB) will invest approximately \$39,380,000 into programs for beef promotion, research, consumer information, industry information, foreign marketing and producer communications during fiscal 2021, subject to USDA approval.

At the end of its September 9-10 meeting in Denver, Colorado, the Beef Promotion Operating Committee (BPOC) approved checkoff funding for a total of 13 "Authorization Requests" – or grant proposals brought by nine contractors for the fiscal year beginning October 1, 2021. The committee includes 10 producers from the Cattlemen's Beef Board and 10 producers from the Federation of State Beef Councils.

Nine contractors brought a total of \$47,725,121 worth of funding requests to the BPOC this week, nearly \$8,345,121 more than the funds available from the CBB budget.

"Producers drive all the decisions that the BPOC makes during these important meetings," said CBB and BPOC Chair Jared Brackett. "Cattlemen and women from across the U.S. and importers carefully consider every proposal to determine where we should spend these Checkoff dollars with one primary goal in mind – increasing beef demand to provide producers with the best possible value for their Checkoff investments."

"Once again, our contractors came to these meetings with some incredibly innovative ideas and projects. As always, it's a real challenge to balance the budget and distribute our limited amount of Checkoff dollars to these contractors in a way that we believe will best drive beef demand. I personally thank all our contractors and committee members for dedicating considerable time and effort to continue moving the beef industry forward." ■



Bill King, NMBC's Beef Board Director

American Farm Bureau Foundation for Agriculture

The mission for the American Farm Bureau Foundation for Agriculture, a contractor of the Checkoff, is to increase agricultural literacy. Initiatives to support their mission include:

On the Farm STEM

This year On the Farm went virtual. On September 19, participants explored the engineering and environmental science of a feedlot as well as connecting with Dr. Calkins of the University Nebraska – Lincoln to learn about muscle profiling and the genetics involved in cattle ranching.



Phenomena Found in Agriculture – Livestream Events

In July, educators from across the country participated in livestream events. They were joined by scientists and researchers from UC Davis, University of Nebraska, Agriculture Research Services, and The Nature Conservancy to gain a better understanding of

how agriculture, specifically beef production, is on the cutting edge of science.

- 595 educators engaged in the live events and e-learning modules
- Average rating: 4.7 stars out of 5
- 3270 continuing education hours earned from Cornell University

Storyline Units

AFBFA developed a middle school unit and a high school unit as part of their Storyline initiative. They also have two great introductory e-learning courses to get the conversation started.

- High School: Genetics & Heredity
- Middle School: Ecosystem Dynamics & Interactions
- Getting Started with Storyline Approach

Check out the Storyline Units and other programs coordinated by AFBFA by visiting their website, AgFoundation.org ■

For more information about your beef checkoff investment visit MyBeefCheckoff.com



2020-2021 DIRECTORS – CHAIRMAN, Matt Ferguson (Producer); **VICE-CHAIRMAN**, Zita Lopez (Feeder); **SECRETARY**, Susie Jones (Dairy Producer).

NMBC DIRECTORS: John Heckendorn (Purebred Producer); Jim Hill (Feeder); Kenneth McKenzie (Producer); Cole Gardner (Producer); Marjorie Lantana (Producer); Dan Bell (Producer)

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