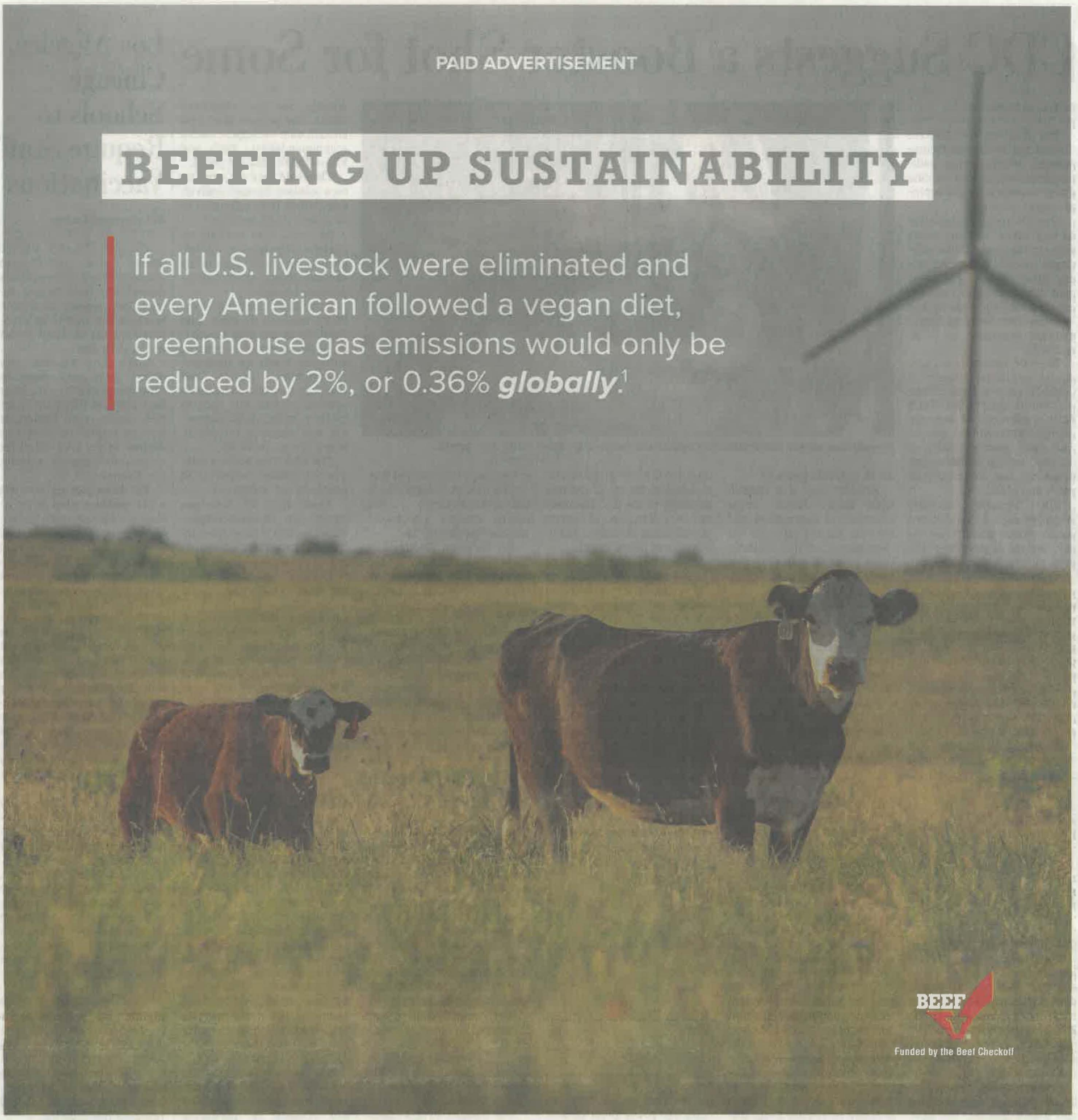
BEEFING UP SUSTAINABILITY

If all U.S. livestock were eliminated and every American followed a vegan diet, greenhouse gas emissions would only be reduced by 2%, or 0.36% ***globally***.[1]



Beef's environmental footprint may drive headlines, but the truth is, eliminating beef is not a realistic or impactful solution for climate change.

Per the EPA, beef cattle are responsible for only 2% of greenhouse gas emissions in the U.S.[2] By contrast, transportation is responsible for approximately 30%.[2]

While the U.S. already produces the most sustainable beef in the world through decades of innovation, cattle farmers and ranchers are committed to producing high-quality, sustainable beef for generations to come. In fact, between 1961 and 2018, the U.S. beef industry reduced emissions per pound of beef by more than 40%.[3,4]

Plus, cattle play an important role in protecting and enhancing our ecosystems by increasing carbon storage, improving soil health, mitigating wildfires and providing habitat for wildlife.[5-7]

We all play a role in a more sustainable future, but eliminating beef is not the answer.

Sources:

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