

WOW that COW!

Cattle do more than just provide us with nutritious beef. They also make significant contributions to our lives... and the planet.

Cattle improve grass

When cattle are properly grazed, they benefit the land by:

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



Cattle are firefighters

Cattle reduce the length of grass and brush when they graze, which is helpful in reducing the spread of wildfires since there is less flammable material.

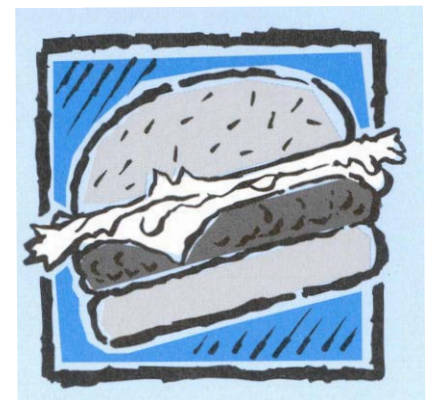
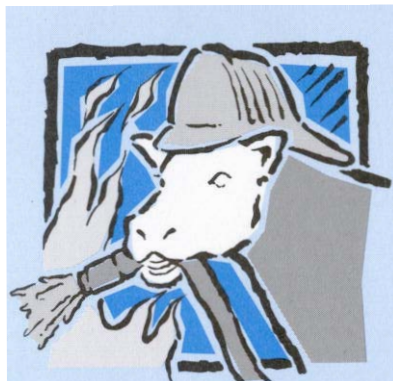
Cattle provide us with nutritious beef

Pound for pound, Americans eat beef more than any other meat. Beef contains essential nutrients necessary for good health such as protein, absorbable iron, zinc and B-vitamins.



Cattle are recyclers

Cattle primarily graze on grass, but they also eat waste products from food processing such as potato skins, distillers grains, fruit pits, almond hulls and sugar beet pulp.



Cattle provide us with things we use everyday

Cowhide provides us with leather which is used to make:

- Belts
- Boots
- Clothing
- Gloves
- Luggage
- Purses
- Shoes
- Upholstery
- Wallets
- And sporting goods

For more information, contact the

California Beef Council

4231 Pacific Street., Suite 35

Rocklin, CA 95677

916-925-BEEF (2333)

www.calbeef.org



Did you know?

One cowhide can produce:

- 144 baseballs or
- 18 soccer balls or
- 12 basketballs or
- 20 footballs or
- 18 volleyballs or
- 12 baseball gloves