



the **FACTS**

Busting the Grass-fed Beef Myths

The Bottom Line

Marketing claims that grass-fed beef is healthier or more eco-friendly are a myth. Grain-fed and grass-fed beef are defined by production, marketing and taste distinctions, not by nutritional or environmental differences. The No. 1 reason consumers purchase beef is taste. Grain-fed beef, like the *Certified Angus Beef*® brand, delivers the superior taste consumers desire.

All Cattle are Grass Fed

Cattle spend the majority of their lives in pastures eating grass. Grain-fed cattle spend 50-75% of their lives grazing and are on a grain-based diet for a relatively short period of time—four to six months (only 120-180 days).

Understanding Nutritional Claims

Marketing claims that grass-fed beef is healthier than grain-fed beef are not true. Statements that grass-fed beef has higher levels of Vitamin A, Vitamin E, omega-3 fatty acids and conjugated linoleic acids are accurate; however, the differences are not significant enough to impact health.

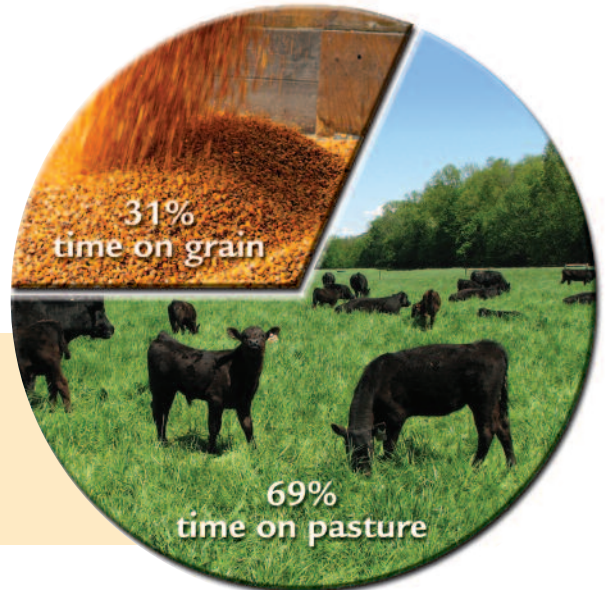
Beef is an excellent source of zinc, iron and protein, plus many B vitamins. However, it should not be considered a reasonable source of omega-3 fatty acids.

Environmental Facts

Pasture- or grass-fed meat is perceived to be more eco-friendly than grain-fed beef. However, the time needed to grow an animal on grass to harvest weight is nearly double that of grain. This means that *energy use* and *greenhouse gas emissions* per pound of beef are *increased three-fold in grass-fed cattle*.

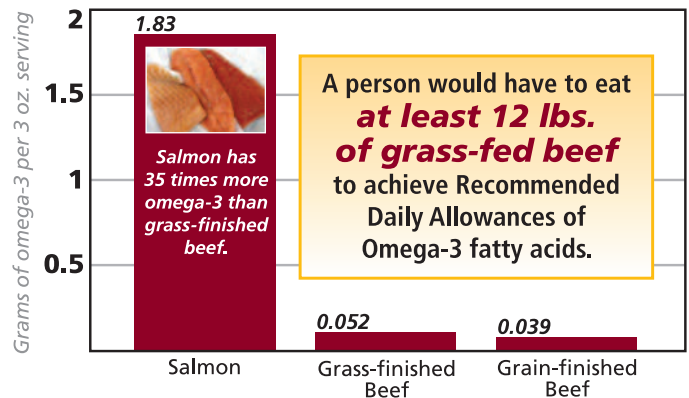
It is important to understand the entire U.S. agricultural sector accounts for only 6% of annual U.S. greenhouse gas emissions according to the Environmental Protection Agency. Livestock production is estimated at only 2.8% of total U.S. emissions.

In total, finishing the current U.S. population of 9.8 million fed-cattle on pasture would require an extra 60 million acres of land, that's about the size of Wyoming.

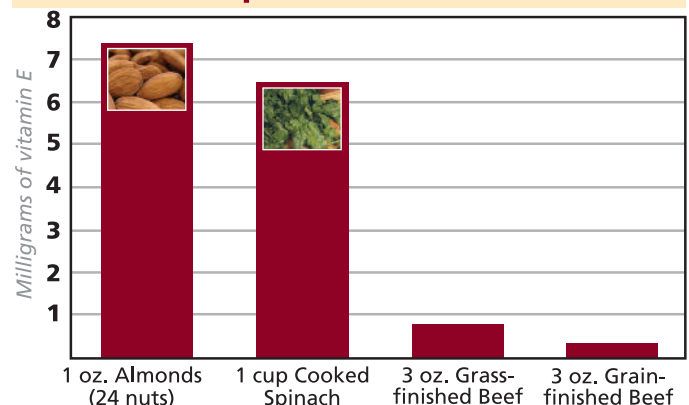


Based on 16 months at harvest, 150 days on grain

Omega-3 Comparisons *



Vitamin E Comparisons *



*Source: Cattleman's Beef Board BEEF FACT SHEET: Understanding the Different Kinds of Beef in the Marketplace