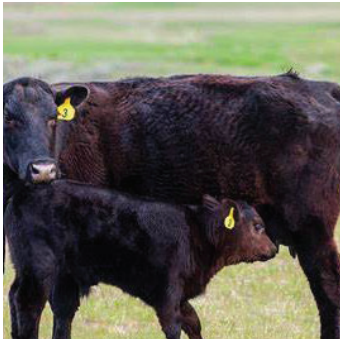


The Beef Lifecycle



Cows are bred and calves are born and raised every year on farms and ranches, grazing on grass pastures within sight of their mothers.



Beef calves are weaned away from their mothers between 6-8 months of age.



Cattle spend 4-6 months at a feed yard being fed a scientifically-balanced diet and receiving daily care. Some spend the rest of their lives on a pasture being grass finished.



Beef cattle generally have maximized their weight gain around 15-20 months of age. At that time, many are sold and leave the farm or feed yard. Some go to other farms, while others go to meat processing facilities.



Beef helps nourish the bodies of millions of Americans by providing 10 essential nutrients. Americans eat an average of 55 pounds of beef per person each year. Due to strong demand for U.S. beef, it is also exported to more than 130 countries around the world.



After being processed, retailers and foodservice operators sell beef in supermarkets and restaurants for purchase by consumers