

What is Beef Sustainability?

Sustainability is a balance of three concepts, or pillars: **social responsibility, economic viability and environmental stewardship.**

Three Pillars of Sustainability

Environmental



- Increase biodiversity
- Manage carbon and water footprints
- Support wildlife habitats
- Improve soil and rangeland health

Economic



- Support rural economies
- Increase affordability of beef
- Improve rural livelihoods
- Increase profitability for farmers and ranchers

Social



- Prioritize animal welfare
- Increase worker safety and wellbeing
- Improve food security
- Prioritize human health
- Encourage outdoor recreation
- Preserve beef industry culture and traditions

U.S. beef farmers and ranchers care deeply for the environment and have a vested interest in sustainability.¹ They have been dedicated to producing high-quality, sustainable beef for decades, which has resulted in the U.S. producing the most sustainable beef in the world. In fact, the U.S. has had the lowest beef greenhouse gas emissions intensity in the world since 1996.²⁻⁴ Between 1961 and 2019, the U.S. beef industry reduced emissions per pound of beef by more than 40% while simultaneously producing more than 75% more beef per animal.²⁻⁶ Through prioritizing the planet, their cattle and their communities, beef producers have been able to increase efficiency while working to protect and conserve the land that they have been entrusted to manage and that we all depend on.⁷

References

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Funded by
Beef Farmers and Ranchers

ARMS #011325-04