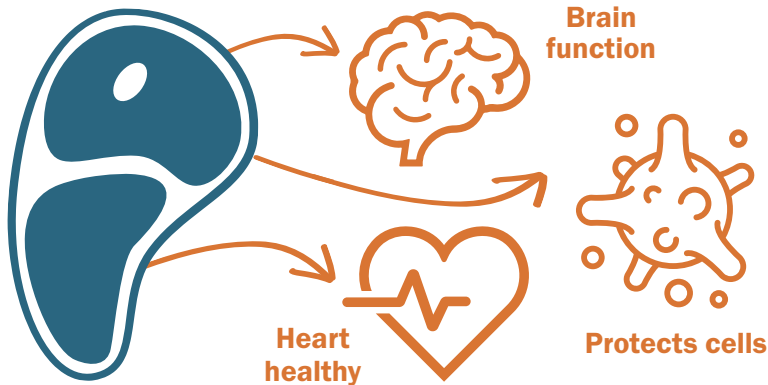


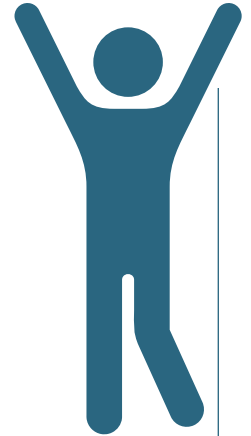
Meat and dairy power American families

Nutrient-dense animal proteins are critical sources of essential nutrients, without adding too many calories to the diet. One three-ounce serving of lean beef takes up less than 10% of a healthy daily calorie allowance while delivering half the protein recommended for adults.

Lean beef is good for your body and mind!



A 2014 study concluded that lean red meat's inclusion in the diet **supports cardiovascular health**. The selenium in beef helps protect cells from damage while vitamins B6 and B12 help **maintain brain function**.



Animal products are unrivaled sources of essential nutrients and vitamins

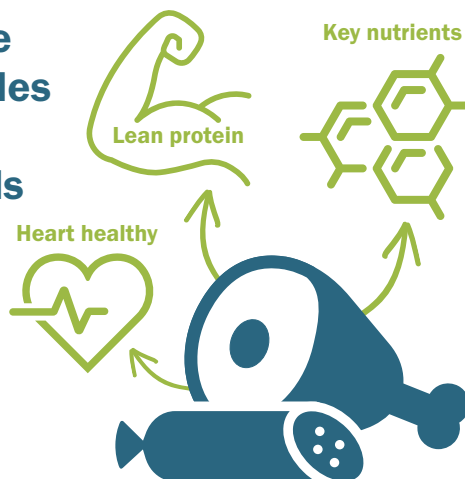


Milk's essential nutrients can be difficult to replace in a healthy dietary pattern. Three 8-ounce cups provide as much calcium as approx. 17 cups of raw kale.

The U.S. dairy community supplies the protein requirements of more than half the U.S. population and the calcium requirements of 77% of Americans

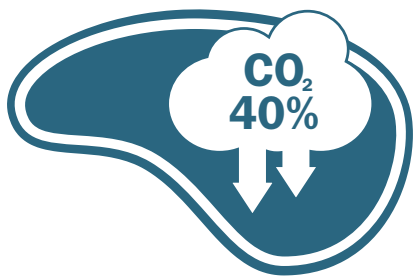
Pork is a good source of protein, and provides several important vitamins and minerals

A three-ounce serving of pork is an "excellent" source of thiamin, selenium, protein, niacin, vitamin B6 and phosphorus, and a "good" source of riboflavin, zinc, and potassium

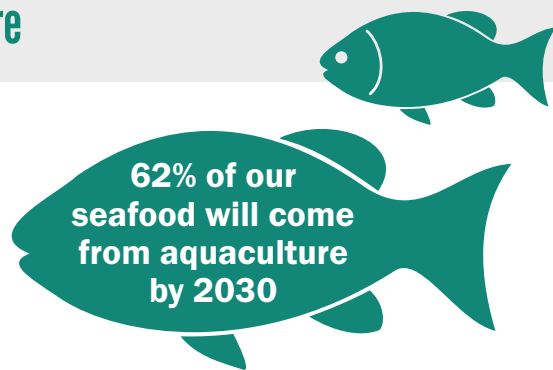


A three-ounce serving of chicken has nearly the same amount of potassium as one cup of orange juice!

Farmers and ranchers are continuously reducing the environmental impact of food production and moving to a greener future

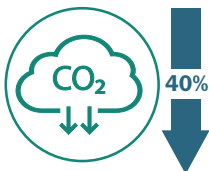


Between 1961 and 2019, the U.S. beef community, through continued sustainability efforts and improved resource use, has **reduced emissions** per pound of beef produced by more than **40%** while also **producing more than 66% more beef per animal.**



The U.S. pork community reduced land use by 76% and water use by 25% from 1960 to 2015, producing more pork today with a smaller carbon footprint per pound.

Livestock production accounts for just 4% of U.S. greenhouse gas emissions. The U.S. pork, chicken, and beef communities are reducing their water, land, and energy use



The U.S. **beef** community reduced its **emissions** per pound by 40%



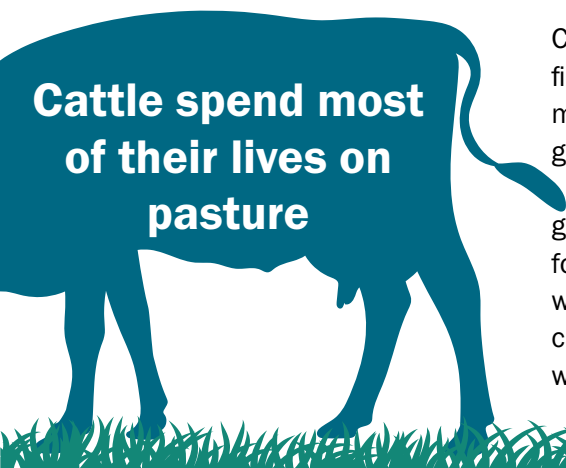
The U.S. **pork** community reduced its **energy** used per pound by 7%



The U.S. **chicken** community per pound reduced its **water** use by 71% and **land** use by 85% since 1965



Animal care remains a top priority for America's farmers



Cattle can be grass-finished or grain-finished, but nearly all cattle spend the majority of their lives on pasture eating grass. After spending the first two-thirds to three-quarters of their life grazing, grain-finished cattle will go to a feedyard for the last four to six months of their lives where they are under the supervision of cattle nutritionists. At the feedyard, they will eat a grain-based diet with hay.

Laying hens receive the highest quality care on modern farms

- Climate-controlled barns
- Continuous access to food and water
- Workers receive ongoing animal care training
- Protection from outside predators

ABOUT THE ALLIANCE: The Animal Agriculture Alliance is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation's food security with damaging misinformation. The Animal Agriculture Alliance is a partner in the Protein PACT.

