



Photo taken in Douglas County, Colorado, April 2023.

Almost a third of U.S. land is too rocky or dry to be used for growing food crops. But cattle can graze on and regenerate that land, naturally protecting open space and conserving precious habitats and ecosystems.¹⁻²

In fact, in the United States, animals and insects like hummingbirds, ducks, butterflies, ladybugs, elk, deer and even endangered species rely on the open land where beef cattle graze. Cattle ranching protects this land and preserves habitats that might otherwise be lost to development, forever displacing species and ecosystems we cherish.¹⁻³

While caring for their animals, beef farmers and ranchers are also sustainably managing the land for future generations to enjoy.

Learn more by scanning the QR code



Barry, Sheila. 2021. Beef Cattle Grazing More Help than Harm for Endangered Plants and Animals.

Brunson, MW and L. Huntsinger. 2008. Ranching as a Conversation Strategy: Can Old Ranchers Save the New West? Rangeland Ecology & Management 61(2): 137-147.)

Maher et al. 2020. National and State Economic Values of Cattle Ranching and Farming-Based Ecosystem Services on Federal and Private Lands in the U.S. Sustainable Rangelands Roundtable Publication