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The Stake South Dakota Beef Producers have in the Steak You Enjoy

Pierre, SD April 20, 2009 – Celebrate Earth Day this year with a juicy, lean cut of beef and know you're making an environmentally responsible and healthy food choice.

Your food choices directly link to food production methods all over the world. Beef production helps preserve our environment for future generations by protecting and restoring wildlife habitats for thousands of threatened and endangered species, maintaining hundreds of miles of rivers and streams and sustaining millions of acres of open space. When you practice "sustainable consumption," – choosing foods like beef, that are produced in ways that conserve and actually enhance our land, water, air, wildlife habitat and other natural resources – you demonstrate your commitment to our planet on Earth Day.

By celebrating with beef, you'll be supporting South Dakota's 17,000 beef producers who not only contribute \$1.87 billion to the state's economy, they work every day to protect South Dakota's native landscapes, water and air quality. Agricultural land provides habitat to 75 percent of the nation's wildlife and nationally, beef producers apply an average of 13 different conservation practices on their land to achieve goals such as preserving wildlife habitat or preventing erosion. Who has a greater stake in a healthy environment than these everyday environmentalists, some 90 percent of whom raise cattle, crops and their families on land that's been in the family at least two generations?

"America's farmers and ranchers help sustain the earth and the world's food supply. In fact, today's farmer feeds 144 people here and overseas, compared to just 46 people in 1960," notes Todd Mortenson, SDCA President and rancher from Hayes, SD. "When you eat beef, you support a South Dakota family like mine that gets up every day to care for our animals, land and the natural resources entrusted to our care."

The South Dakota Cattlemen's Association is a member-driven organization working to advance and protect the interests of all cattlemen. SDCA works to facilitate a profitable business climate and promote environmental stewardship. For more information, visit our website at www.sd cattlemen.org.