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Better Beef for America

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Background

• The Animal Welfare Act and the Humane Slaughter Act does not protect animals from cruelty prior to slaughter.
• In 2010, a person on average would eat 0.75 lbs. of meat per day.
  o This is 50% more than the recommended daily amount.

What is the problem?

• Feedlot cattle are poorly treated resulting in miserable lives and unhealthy meat.
  o About 35 million cattle were slaughtered in 2010.
• Cattle that are treated inhumanely yield beef with less nutrients.
  o According to experts, happiness plays a role in better health.
• 98% of all animals in the United States are exempted from the Animal Welfare Act.

Solution

• Promote new regulations regarding animal treatment in factory farms.
  Expert recommends at least 200 ft² of living space
  Better feed instead of corn
• Spread awareness to the public about their diets and food choices.
  Variety of nutrients from different foods
  Beef is not the only food option

Mechanisms

• Start a petition to gain support for food policy reform.
• Present petition to Monfort, Inc. after we gain enough supporters.
• Available at: https://sites.google.com/site/betterfeedlots/

How will we know it worked?

• Test cattle for nutrients after every year to compare to cattle prior to regulations.
  o Fat content, protein, vitamins.
• Assess statistics of beef purchases.
  o Food and Agriculture Organization and USDA.

Benefits

• Healthier meat from cattle.
  o 100 fewer calories from fat.
• Improved cattle treatment will provide factory farms with a better public image.
• Boost local economy.

Costs & Competition

• Price hike chain reaction
  • About $1100 to raise a head, price will increase
  • Controversy (Meat Mentality)
  • Genetic Enhancements

Meat Production and Prices 2010

References