



The Other “S” Word



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POLL EVERYWHERE INSTRUCTIONS



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CABBRAND

**In one word, what does
STEWARDSHIP
mean to you?**



Perception Of How Cattle Are Raised For Food



What does the term “animal well-being” mean to your company?

Packer n=26	Retailer n=18	Food Service n=26	Further Processors n=14	GTO n=42
61% Animal Handling	50% Animal Handling	61% Animal Handling	36% Animal Handling	55% Animal Handling
38% Five Freedoms	39% Five Freedoms	42% Animal Comfort	28% Animal Health	52% Five Freedoms
27% Animal Comfort	33% Animals are Safe and Adequate Nutrition	23% Animals are Safe and Adequate Nutrition	28% Animal Comfort	36% Animal Health



A photograph showing a cross-section of a grassland soil profile. The top layer consists of tall, dry grasses with golden-brown seed heads. Below the surface, a dense network of roots is visible, extending deep into the soil. The soil itself is dark brown and appears rich in organic matter. The background is a clear blue sky.

We regeneratively manage for **soil health, increased soil carbon, and soil water-holding capacity** using practices based on ecological principles (4 *ecosystem processes and 6 soil health principles*) through photosynthesis, the natural biology of grasslands, and the *power of grazing animals*.

Ranch transition through regenerative grazing

Poor

Fair

Good/Excellent

Regenerative Ranching = Healthy Soils and
Healthy Financial Statements

Darr Feedlot Goals & Objectives

Quality

How do we define a “high-quality” protein?

Cost

How do we produce it so we can feed the “hungry world”?

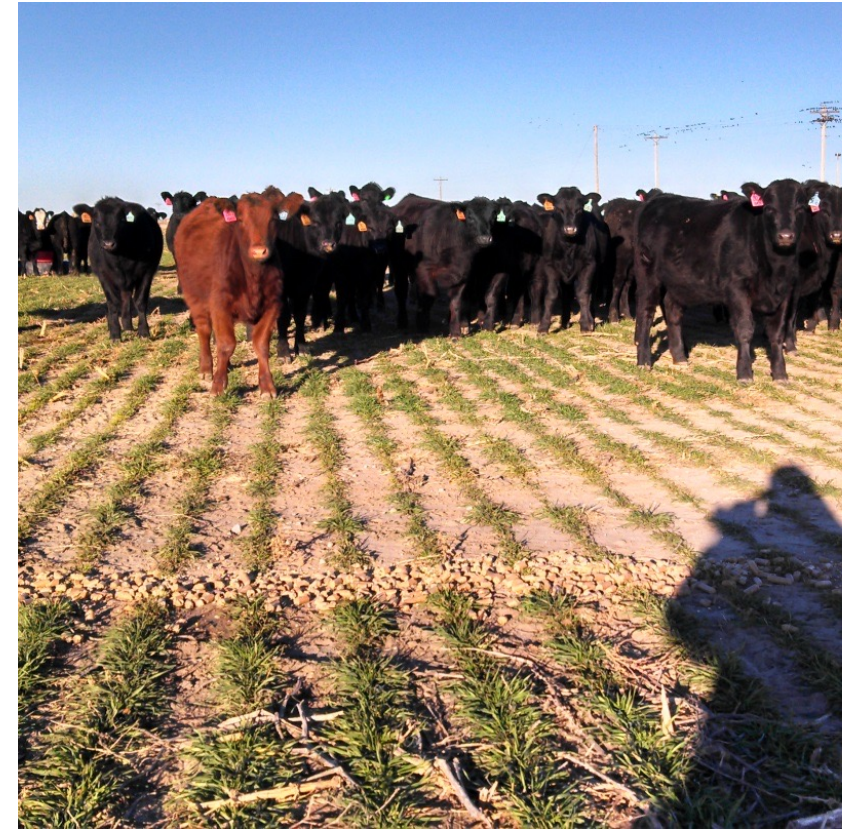
Objective Today to Discuss

Quality as safe, humanely handled upper 2/3 choice, yield grade 2 beef and

Cost as what it takes us as cattle stewards to produce a sustainable quality product.



Cover Crops and Cattle adding to Sustainability Goals





THANK YOU!