COW-CALF
Cows are bred and calves are born and raised every year on cow-calf farms and ranches, spending time grazing on grass pastures within sight of their mothers.

WEANING
Beef calves are weaned away from their mothers between 6 - 8 months of age.

STOCKERS AND BACKGROUNDERS
Between 6 - 12 months of age cattle spend time at stocker and backgrounder farms and ranches where they graze on a variety of pastures. Here they gain weight and convert forage and grass into lean protein.

LIVESTOCK AUCTION MARKETS
Many calves leave the farm or ranch where they were born and are sold at livestock auction markets to stockers and backgrounders between 6 - 12 months of age.

WEANING
Beef calves are weaned away from their mothers between 6 - 8 months of age.

PACKING PLANT
Cattle are sent to a packer/processing facility to be harvested and processed to be distributed to supermarket retailers and restaurants.

FEEDYARD
Cattle spend 4 - 6 months at a feedyard being fed a scientifically-balanced diet and receiving daily care. Some spend the rest of their lives on a pasture being grass finished.

Due to strong demand for U.S. beef, beef is EXPORTED TO MORE THAN 130 OTHER COUNTRIES.

Retailers and foodservice operators sell beef in SUPERMARKETS AND RESTAURANTS.