



WHO CARES ABOUT THE ENVIRONMENT? THOSE WHO CALL IT HOME.

Meet Sandra Vos - a first generation beef farmer who earned her Masters in Nursing before starting to beef farm near Paris, Ontario. Sandra cares for her land, her community and the cattle she raises for Canadians.

As stewards of a large portion of the Canadian landscape, Canadian beef farmers and ranchers like Sandra play a significant role in protecting the environment. This includes maintaining grasslands and pastures which increases wildlife habitat and carbon capture.

Working together, farmers and ranchers have reduced the Canadian beef environmental footprint. Through increased efficiency, it now takes 17% less water, 24% less land, while producing 15% less greenhouse gases to produce 1 kg of Canadian beef than it did in 1981.

To learn more about how beef producers like Sandra are protecting the environment for future generations, visit canadabeef.ca/WhyCanadianBeef

