

Canada's cattle have hidden talents

Beef cattle belong in Canada's landscape, doing their job to maintain healthy ecosystems.

The environmental benefits of cattle is a powerful untold story that needs to be herd (pun intended). There's a secret life to cattle that doesn't tend to make the headlines...



Cattle keep grasslands going.

Don't take grass for granted. Canada's pasture and prairie store up to 1.5 billion tons of carbon, equal to the emissions from 3.62 million cars annually. Cultivation of grasslands can lead to a 30-35% loss of soil organic carbon.



Cattle are key to healthy soil.

Healthy soil is the secret to life. Cattle sustain soil with the nutrients from manure for healthy grass. Healthy grass = ground cover protection from blazing sun and pounding rains. Cattle are the ultimate manure spreaders.
No bull.



Cattle help birds.

Birds live in the grasslands that cattle sustain. Cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural land. Many bird species would lose their habitat to overgrowth without cattle grazing.
Keep calm. Graze on.



Cattle are 'upcyclers'.

Cattle do amazing things – they eat and digest grasses and crop by-products we can't, turning them into one of nature's most powerful proteins.

Cattle are a perfect fit with Canada's climate, pasture and prairie ecosystems. With 74% of Canada's native grasslands already lost to cultivation, grazing cattle are key to preserving these important spaces. For more info visit:
canadabeef.ca/whycanadianbeef

