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Cattlemen invite Nebraskans to celebrate beef month

This month, Nebraskans have a reason to celebrate what is on many kitchen tables across the state – beef. The month of May marks Nebraska Beef Month.

The Nebraska Cattlemen's Association's approach to the celebration includes providing information about the production of beef, as well as about the product itself.

"We know that consumers are concerned and have questions about how and where their food is raised and where it comes from," said Nebraska Cattlemen's Association Executive Vice President Michael Kelsey.

Through his role, Kelsey works with more than 4,000 Nebraska beef producers who are participants in the Nebraska Beef Quality Assurance program. The program sets standards for the care beef cattle receive in areas such as treatment, feeding, housing, medication and transportation. Through emphasis on veterinary involvement, product quality, industry responsibility and stewardship of producers, those who work in beef production are educated to provide what Kelsey describes as a nutritional, wholesome and "best-tasting" protein product.

Kelsey said that in the United States, consumers are fortunate to have the ability to rely on a high-quality product no matter their personal choices in price and origin. In fact, by voluntarily participating in programs such as the Beef Quality Assurance program, producers are voluntarily assuring consumers of the wholesomeness of the beef.

Celebrate Nebraska Beef Month by learning more about the Nebraska Beef Quality Assurance program and the strides producers take to produce a wholesome product. And, as Kelsey says, "It's springtime. Let's fire up the grill and have some great beef."