

A Choice for Dinner

It is natural that we have questions about the foods we consume. Is it safe? Are we receiving quality nutrition? How was the food produced?

Photo of beef cattle

As beef producers, we understand the concerns in regard to food origin and animal welfare. In fact, we care about animals we raise, too! We want to produce a high quality product for consumers, including our own families. We view it as our responsibility as stewards of those animals and the land. Therefore, we base our decisions and actions on sound science and appropriateness. Healthy animals produce healthy food, and we are in the food business.

That is why we are among 4,000 Nebraska beef producers certified in the Nebraska Beef Quality Assurance program. We continuously educate ourselves to exceed standards in treating, feeding, housing, medicating, caring for and transporting animals.

Here in the U.S., we are fortunate to have choice when we purchase food. Whether we are more concerned with price, origin or other factors, we can be assured that the product is available, safe, and labeled correctly.

Photo of beef counter
in grocery store

Support Nebraska beef producers as they work to produce the safe, high-quality beef product on your kitchen table. And, as always, fire up the grill tonight, and have some great beef.

Keywords:

Beef
Nutrition
Food
Quality
Producers
Animal welfare
Stewardship
Nebraska Beef Quality Assurance
Choice

Links:

www.nebraskacattlemen.org
www.bqa.org