**Better Beef for America**

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**Background**

- The Animal Welfare Act and the Humane Slaughter Act does not protect animals from cruelty prior to slaughter.
  - In 2010, a person on average would eat 0.75 lbs. of meat per day.
    - This is 50% more than the recommended daily amount.

**What is the problem?**

- Feedlot cattle are poorly treated resulting in miserable lives and unhealthy meat.
  - About 35 million cattle were slaughtered in 2010.
- Cattle that are treated inhumanely yield beef with less nutrients.
  - According to experts, happiness plays a role in better health.
- 98% of all animals in the United States are exempted from the Animal Welfare Act.

**Solution**

- Promote new regulations regarding animal treatment in factory farms.
- Spread awareness to the public about their diets and food choices.
  - Beef is not the only food option
  - Variety of nutrients from different foods

**Mechanisms**

- Start a petition to gain support for food policy reform.
  - Present petition to Monfort, Inc. after we gain enough supporters.
  - Available at: https://sites.google.com/site/betterfeedlots/

**How will we know it worked?**

- Test cattle for nutrients after every year to compare to cattle prior to regulations.
  - Fat content, protein, vitamins.
- Assess statistics of beef purchases.
  - Food and Agriculture Organization and USDA.

**Meat Production and Prices 2010**

**Benefits**

- Healthier meat from cattle.
  - 100 fewer calories from fat.
- Improved cattle treatment will provide factory farms with a better public image.
- Boost local economy.

**Costs & Competition**

- Price hike chain reaction
  - About $1100 to raise a head, price will increase
  - Controversy (Meat Mentality)
  - Genetic Enhancements

**References**