

WEEKLY AG REPORT

Teri Bertotti

November 28, 2012

Good Morning. My name is Teri Bertotti from the Lassen County Cattlewomen Association. I am a third generation cattle rancher and my family has been ranching in Lassen County for over a century.

The foundation of American agriculture has always been, and continues to be, family farms and ranches. Most folks never get the opportunity to see where their food comes from. As this gap between consumers and agriculture widens, many have questions about how beef is raised. America's farmers and ranchers are proud of the role we play in raising safe, wholesome, nutritional food in an environmentally responsible way.

- Ranching is not a 9 to 5 job, but a way of life. Quality beef begins with quality care, which is why we work hard to keep our animals healthy, safe and secure, often at all hours and in all weather.
- 97% of US farms and ranches are family owned and operated, and we are dedicated to leaving the environment in better shape for future generations. Preserving our country's natural resources is very important to us.
- American beef producers offer a variety of beef choices. You can find our products at farmer's markets, supermarkets, and restaurants and you can choose between grain fed, grass-finished, certified organic, and naturally raised beef.
- We are committed to providing safe and nutritious beef. The US beef industry leads the world in food safety measures and the protein in beef is a powerful nutrient that helps strengthen and sustain our bodies. And that's wonderful because we all love beef so much!

As this holiday season approaches please remember this: the delicious food at the center of your family gatherings and holiday celebrations started on a farm or ranch like mine. I'm proud to be an American rancher, and I hope you'll join me in saying thanks to other farmers and ranchers for providing our food this holiday season.

For great beef recipes and nutrition information, please visit the California Beef Council website: www.BeefItsWhatsForDinner.com

Also, the Lassen County Cattlewomen will be drawing the names of three people who visited our Red Barn Booth at this year's Lassen County Fair. Each winner will receive \$50 in beef for their special holiday meal.

Have a great day and remember . . . **Beef, from our pasture to your plate, it's always in season.**