

FOR THE FUTURE OF
FAMILIES,
COMMUNITIES AND
BACON'S
BEST FRIEND.



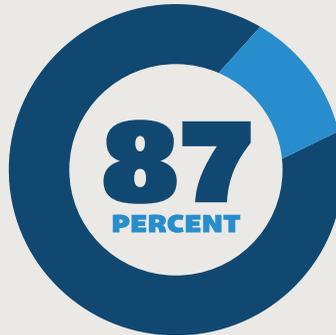
**LIVESTOCK FARMERS AND RANCHERS
BRING MORE TO THE TABLE
THAN WHAT IS ON YOUR
PLATE.
THEY ARE A PART OF THE
COMMUNITY.**

Nebraska's livestock farmers and ranchers are contributing to the strength of our communities in ways you might not realize. From improving the financial strength of our state and protecting the environment for future generations to leveraging new technology to feed a growing world, our farm and ranch families are committed to being responsible, trusted neighbors.

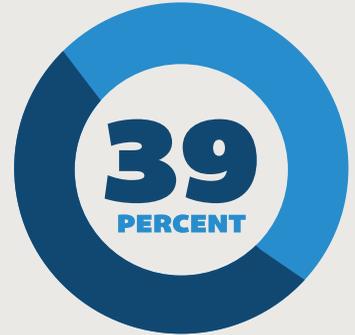


A FAMILY TRADITION

Agriculture has been a part of our communities for more than 150 years. Farmers and ranchers work 24 hours a day, 365 days a year to protect their legacy and provide for their families, and yours. Multiple generations living and working on the farm is more than just a trend — it's a tradition. A tradition fueled by passion for the land, a commitment to family and the desire to leave behind something more valuable.



of all U.S. farms and ranches are operated by families or individuals.¹



of farms and ranches have been in the family for three or more generations.²

TIED TO THEIR COMMUNITIES THROUGH YEARS OF FAMILY AND FINANCIAL INVESTMENTS, NEBRASKA'S LIVESTOCK FARM AND RANCH FAMILIES ARE BUILDING ON TIMELESS TRADITIONS WHILE PREPARING FOR FUTURE GENERATIONS.

EXPANDING OPPORTUNITIES

There are a lot of costs when it comes to planting and harvesting crops — land, seed, insurance, planters, tractors, combines and much more. High capital costs, high risk and limited access to acres can make it difficult for a young person to secure the financial backing to grow grain.

However, raising livestock is an ideal opportunity for the next generation to follow the family tradition of farming and ranching while continuing to stay and grow in the communities they have always called home. And, bring in more bacon [not just the crispy kind] — so the whole community benefits.

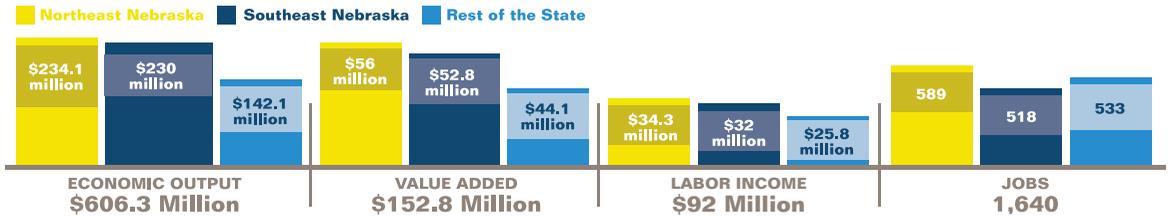
DON'T LET SIZE FOOL YOU

With multiple generations, lots of high capital investments and sometimes many families supported, farmers and ranchers often form corporations, or LLCs, to help remain economically viable. But, in the end, no matter the size, farmers and ranchers are focused on handing down the business to the next generation. The business model may have changed, but the people are the same.

GROWING COMMUNITIES³

Nebraska is a top producer of corn and soybeans, two essentials of livestock feed. So, it makes sense that farmers and ranchers are starting or expanding livestock operations close to these valuable inputs. This growth has benefits for your community.

These numbers reflect what tripling egg production* would contribute to Nebraska communities **annually**. These numbers do not reflect local tax revenue impacts or one-time construction spending.



*Scenario assumes an expansion of 20 million layers, located in two current high egg-production regions, northeast and southeast Nebraska.



NUMBERS THAT COUNT⁴

Animal agriculture's impact on the state

ECONOMIC OUTPUT

\$18.5 BILLION

HOUSEHOLD INCOME

\$3 BILLION

TAX RECEIPTS

\$1.3 BILLION

77,329 JOBS

Livestock benefits Nebraska and its communities.



**WITH TAX CONTRIBUTIONS,
INCREASED REVENUE
AND QUALITY JOB CREATION,
NEBRASKA'S LIVESTOCK FARMERS
AND RANCHERS
AND THEIR PERSONAL INVESTMENTS
STRENGTHEN
OUR COMMUNITIES.**

THE BARN AND BEYOND³

Expanding or adding new livestock barns benefits a community far beyond jobs and incomes. With every new barn comes property taxes, sales tax and one-time construction spending.

Tripling egg production in Nebraska would mean 55 facilities would need to be constructed — leading to approximately **\$600 million** in construction spending alone.

Community contribution of egg production expansion scenario

PROPERTY TAX (FACILITIES)

\$6.5 MILLION

LOCAL SALES TAX

\$341,600

PROPERTY TAX (OTHER)

\$3.0 MILLION

TOTAL LOCAL TAX REVENUE

\$9.8 MILLION

WASTE NOT, WANT NOT

It's been said that farmers and ranchers are the original recyclers, so it's no surprise that livestock manure is considered a precious resource. Most of the 13 essential nutrients needed for a plant to grow come from the feed that animals eat and then well, you know what happens next.

By raising animals indoors, farmers and ranchers can protect and collect this valuable natural nutrient. Following best management practices for handling and storage allows producers to apply manure in optimal conditions, reducing nutrient loss and maximizing soil benefits.

\$4,560,000

POTENTIAL REVENUE OF MANURE IF EGG PRODUCTION TRIPLED IN NEBRASKA³

Producers who raise a specific number of animals in one facility are required to follow a plan for managing manure.** It's required by regulation, but it's also one way producers are investing in their land.

***For example, a "large concentrated animal feeding operation" or "large animal feeding operation" houses, at a minimum, 55,000 turkeys or 82,000 laying hens¹ as set by the Department of Environmental Quality. Specifications may vary by county ordinance.*

Nature's Cycle



¹If the animal feeding operation uses other than a liquid manure handling system.

CARING FOR THE LAND

Nebraska farmers and ranchers depend on the land, so protecting the environment is an investment they can't afford NOT to make. Their families breathe the air, drink the water and consume the meat, poultry and dairy they raise just like you do. As your neighbors, farm and ranch families are committed to doing the right thing now and for generations to come.

BEING "ENVIRONMENTALLY AND REGULATORY COMPLIANT" IS JUST A FANCY WAY OF SAYING WE'RE RESPONSIBLE AND WE CARE.

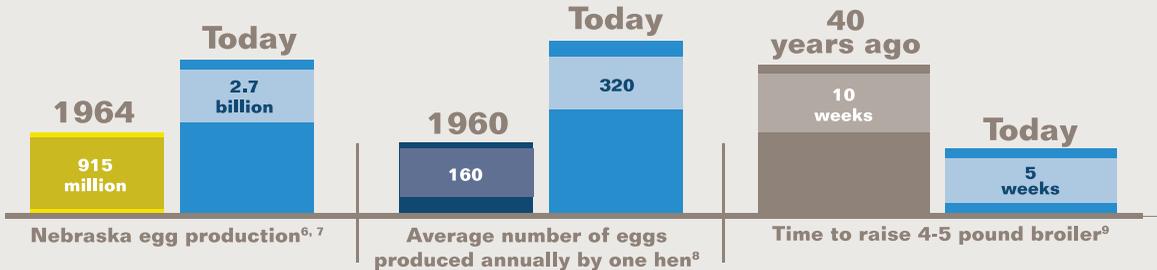
+ HEALTHY SOIL
CLEAN, ABUNDANT WATER
BETTER PRODUCTION

DOING MORE WITH LESS

America's farmers and ranchers are feeding more people using fewer resources than ever before. In fact, the average farmer or rancher supplies food for approximately 155 people in the U.S. and abroad, compared with just 26 people in 1960.⁵

IMPROVED TECHNOLOGY = MORE FOOD WITH FEWER RESOURCES

Then vs. Now



Proper animal care leads to the production of high-quality meat, milk and eggs. Improvements in livestock diets, clean, dry living conditions, regular veterinary care and advances in animal and plant breeding help farmers and ranchers do more with less.

Each pound of pork raised requires 41% less water and 78% less land¹⁰

2009 vs. 1959

Each pound of beef raised requires 19% less feed, 33% less land and 12% less water¹¹

2007 vs. 1977

Every gallon of milk produced requires 65% less water and 90% less land¹²

2007 vs. 1944



THE FARMERS AND RANCHERS OF TODAY COMBINE GENERATIONS OF LESSONS WITH NEW TECHNOLOGIES AND SOLUTIONS TO SUPPORT THEIR FAMILIES, AND NOURISH YOURS.

ANIMAL AGRICULTURE IS MORE THAN FOOD ON YOUR PLATE. IT'S FARM AND RANCH FAMILIES GROWING COMMUNITIES, BEING RESPONSIBLE NEIGHBORS AND DOING MORE WITH LESS — FOR GENERATIONS TO COME.

Nebraska's livestock farmers and ranchers are a part of the community fabric, caring for the land and animals that feed their families, and yours.

As community leaders and economic contributors, Nebraska's livestock farm and ranch families are responsible neighbors invested in their heritage, their future and the health of the community.

Learn more about Nebraska's livestock farmers and ranchers at
www.farmersandranchersdeliver.com



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¹USDA. Census of Agriculture. 2014. "2012 Census of Agriculture Reveals New Trends in Farming." Accessed November 2015. Retrieved from: http://www.agcensus.usda.gov/Newsroom/2014/05_02_2014/php.

²Journal of the ASFMRA. 2014. "Attributes of U.S. Farms by Number of Generations the Farm has been in a Family." Accessed November 2015. Retrieved from: http://portal.asfmra.org/userfiles/file/journal/zulauf135_138.pdf.

³Giri, A., B. Johnson, T. Kabata and E. Thompson. 2014. "Nebraska's Animal Agriculture: Economic Impacts of Cattle, Hog, Dairy and Poultry Industry Changes." University of Nebraska-Lincoln.

⁴Agralytica Consulting. 2014. "Animal Agriculture Economic Analysis: Nebraska, 2003-2013. A Report for United Soybean Board."

⁵Fuels America. 2014. "How Farmers Are Feeding and Fueling the Country." Accessed November 2015. Retrieved from: <http://www.fuelsamerica.org/facts/entry/how-farmers-are-feeding-fueling-the-country>

⁶United States Department of Agriculture. Census of Agriculture Historical Archive. "1964 Census Publications. Volume 1, Part 20: Nebraska. Table B: Livestock, Poultry, and Related Products Sold: 1940 to 1964." Accessed November 2015. Retrieved from: http://agcensus.mannlib.cornell.edu/AgCensus/getVolumeOnePart.do?year=1964&part_id=374&number=20&title=Nebraska.

⁷Nebraska Department of Agriculture. 2013. "Nebraska Ag Facts Brochure." Pg. 15. Accessed November 2015. Retrieved from: http://www.nda.nebraska.gov/publications/ne_ag_facts_brochure.pdf.

⁸Purdue University, College of Agriculture Food Animal Education Network. Poultry Facts. Accessed November 2015. Retrieved from: <http://www.ansc.purdue.edu/faen/poultry%20facts.html>.

⁹Penn State Extension. Modern Meat Chicken Industry. Accessed November 2015. Retrieved from: <http://extension.psu.edu/animals/poultry/topics/general-educational-material/the-chicken/modern-meat-chicken-industry>.

¹⁰Pork Checkoff. 2012. "New Study Shows Today's Pork Production More Sustainable than 50 Years Ago." Accessed November 2015. Retrieved from: <https://www.pork.org/new-study-shows-todays-pork-production-sustainable-50-years-ago/>

¹¹Cattlemen's Beef Board and National Cattlemen's Beef Association. 2010. "Beef's Shrinking Environmental Footprint Fact Sheet." Accessed November 2015. Retrieved from: http://www.explorebeef.org/cmdocs/explorebeef/beefs%20shrinking%20environmental%20footprint_fact%20sheet.pdf

¹²Capper, J.L., R.A. Cady and D. E. Bauman. 2009. "The environmental impact of dairy production: 1944 compared with 2007." Journal of Animal Science.