

**FOR THE FUTURE OF
FAMILIES,
COMMUNITIES AND
BACON LOVERS
EVERYWHERE.**



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 Nebraska 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 or ranch 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.

87
PERCENT

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

39
PERCENT

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.

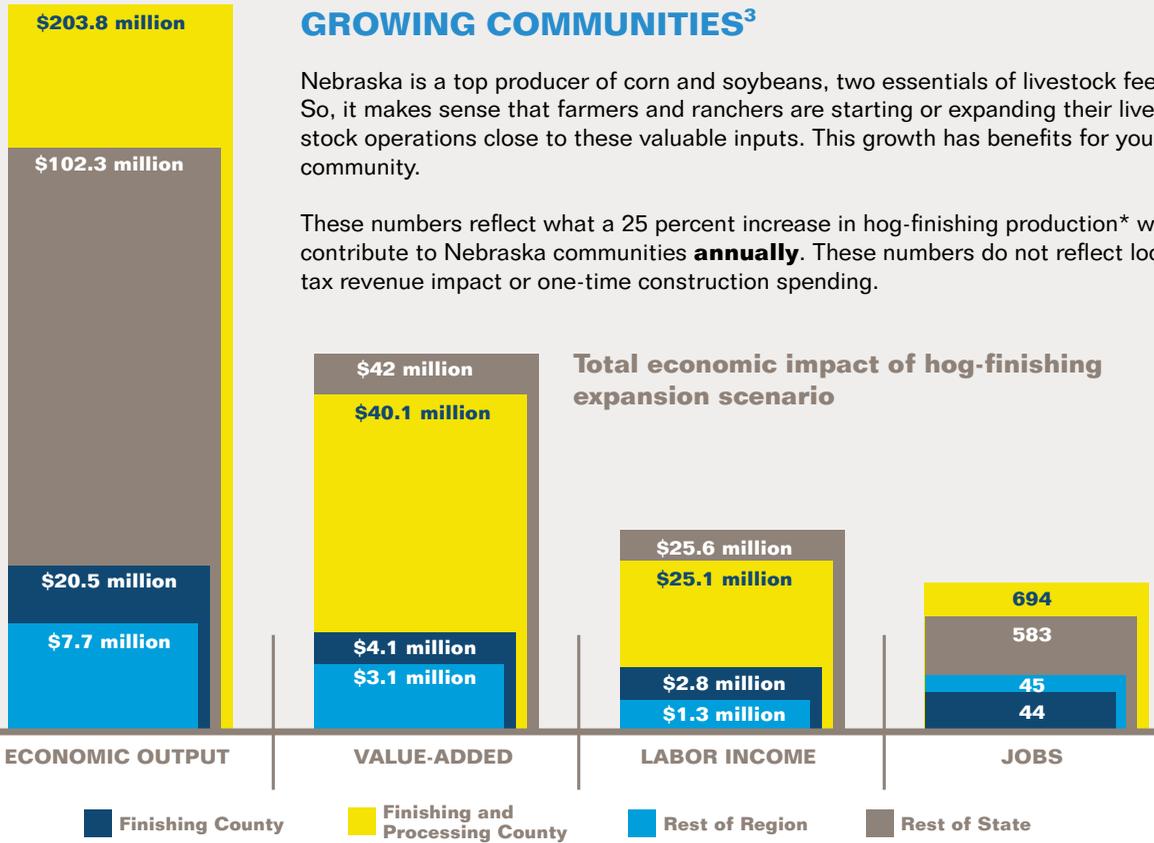
DON'T LET SIZE FOOL YOU

With multiple generations, lots of high capital investments and sometimes multiple 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 their livestock operations close to these valuable inputs. This growth has benefits for your community.

These numbers reflect what a 25 percent increase in hog-finishing production* would contribute to Nebraska communities **annually**. These numbers do not reflect local tax revenue impact or one-time construction spending.



*Scenario assumes hog-finishing production expansion of 1.3 million head per year across three multi-county regions; a total of 15 counties, two of those counties also have a pork processing facility.

NUMBERS THAT COUNT⁴

Animal agriculture's impact on the state

ECONOMIC OUTPUT

\$18.5 BILLION

TAX RECEIPTS

\$1.3 BILLION

HOUSEHOLD INCOME

\$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.

A 25 percent increase in hog-finishing production in Nebraska would mean 270 on-farm units would need to be constructed — leading to approximately **\$178 million** in construction spending alone.

Annual community contribution of hog-finishing expansion scenario³

PROPERTY TAXES (FACILITIES)

\$1.9 MILLION

PROPERTY TAXES (OTHER)

\$3.8 MILLION

LOCAL SALES TAX

\$405,000

TOTAL LOCAL TAX REVENUE

\$6.1 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.

Potential annual revenue value of manure if hog-finishing production increased by 25% in Nebraska³

\$6,180,000

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, 10,000 swine, each weighing less than 55 pounds, or 2,500 swine, each weighing 55 pounds or more as set by the Department of Environmental Quality. Specifications may vary by county ordinance.*



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

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.

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

Pork Production:

HOUSING

Then	vs.	Now ⁶
Indoor and outdoor housing; vulnerable to extreme weather, injury, predators and illness		Indoor housing; protected from the elements, illness and predators with comfortable temperatures all year round

FEED/NUTRITION

Unregulated diet including grass, clover and even table scraps		Strictly balanced rations including corn, wheat and soybean meal with added vitamins and minerals
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MANURE MANAGEMENT

Little manure containment and reuse; uncertain disposal		Sophisticated systems to capture, control and use manure as fertilizer
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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.

Improved technology = more food with fewer resources

Each pound of pork raised requires 41% less water and 78% less land⁷

2009 vs. 1959

Each pound of beef raised requires 19% less feed, 33% less land and 12% less water⁸

2007 vs. 1977

Every gallon of milk produced requires 65% less water and 90% less land⁹

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



This brochure is reprinted with Indiana Soybean Alliance permission by the Nebraska soybean checkoff, supporting our number one customer — Nebraska livestock and poultry farmers and ranchers.

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/zulau135_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>

⁶National Pork Producers Council, We Care Initiative. 2015. "Modern Pig Farming Overview." Accessed November 2015. Retrieved from: <http://www.porkcares.org/our-practices/todays-farming/modern-pig-farming-overview>.

⁷Pork 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/>

⁸Cattlemen'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

⁹Capper, J.L., R.A. Cady and D. E. Bauman. 2009. "The environmental impact of dairy production: 1944 compared with 2007." Journal of Animal Science.