

**DOING WHAT'S
RIGHT**
FOR THE ENVIRONMENT, OUR NEIGHBORS AND
**PERFECT HOT FUDGE
SUNDAES.**



FARMERS AND RANCHERS DO MORE THAN DELIVER THE FINEST SUMMER TREAT. THEY CARE 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.

DOING MORE WITH LESS

Nebraska's farmers and ranchers were implementing successful water and soil conservation practices long before "being green" was trendy. By participating in these practices, farmers and ranchers reduce soil erosion, improve water quality and, ultimately, preserve the long-term productivity of their farmland.

295 MILLION TONS

of soil per year is saved thanks to conservation programs in the Farm Bill¹

70% OF FRESH WATER

used in the world today is managed by farmers and ranchers¹

556,400 ACRES

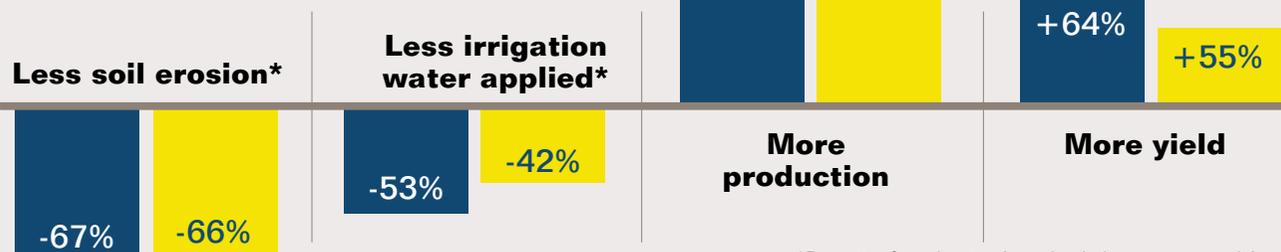
of irrigation water management practices implemented on Nebraska farmland (1977-2013)²

Committed to keeping our land and water safe, farmers and ranchers take pride in using fewer resources while producing more — which is better for the environment and their bottom line.

Livestock farms and ranches are held to higher water quality standards than manufacturing and wastewater treatment facilities, meaning they are required to have zero discharge from the farm or ranch.³

1980-2011⁴

■ Corn ■ Soybeans



*Per unit of production (e.g., bushels, cwt or pounds)

WASTE NOT, WANT NOT

It's been said that farmers and ranchers are the original recyclers, so it's no surprise that animal 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 practices for handling and storage allows producers to apply manure in optimal conditions, reducing nutrient loss and maximizing soil benefits.

Nature's Cycle



RULES AND REGULATIONS

All large animal feeding operations (AFOs) and large concentrated animal feeding operations (CAFOs) are required to obtain construction and operating permits from the Department of Environmental Quality (DEQ) to prevent waste discharges to surface and ground water.

Being "environmentally and regulatory compliant" is just a fancy way of saying we're responsible and we care.

With the help of an environmental consultant, farmers and ranchers are building or expanding their operations to the highest standards because caring for the land and water is a priority.

And, whether it's receiving operating permits from the DEQ, monitoring animal's feed based on FDA regulations or transporting animals from point A to point B (oversight from DOT, in case you were wondering), livestock farmers and ranchers follow — and often exceed — strict rules.



ANIMAL AGRICULTURE IS MORE THAN A CHERRY-ON-TOP SUNDAE. IT'S FARM AND RANCH FAMILIES DOING WHAT'S RIGHT SO YOU CAN REST ASSURED THAT OUR LAND AND WATER ARE IN GOOD HANDS.

RESPONSIBLE, TRUSTED NEIGHBORS.

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 farm and ranch families are responsible neighbors invested in their heritage, their future and the health of the community.

Learn more about Nebraska's farmers and ranchers at
www.farmersandranchers.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.

¹American Farmland Trust. Accessed February 2016. Retrieved from: <https://www.farmland.org/>

²Nebraska Department of Natural Resources. "Nebraska Soil and Water Conservation Practices Update." Accessed February 2016. Retrieved from: <https://nrc.nebraska.gov/sites/nrc.nebraska.gov/files/doc/NSWCFUpdate.pdf>

³Nebraska Department of Environmental Quality. "National Pollutant Discharge Elimination System - NPDES Program." Accessed January 2016. Retrieved from: <http://www.deq.state.ne.us/NDEQProg.nsf/%24%24OpenDominoDocument.xsp?documentid=A2845D8487A5EE2B86257CB70067B600&action=openDocument>

⁴Field to Market™ The Keystone Alliance for Sustainable Agriculture. 2012. "Environmental and Socioeconomic Indicators for Measuring Outcomes of On-Farm Agricultural Production in the United States. Summary Report, Version 2."