

**PROTECTING
THE LAND,
OUR LEGACY
AND THE MOST
IMPORTANT MEAL
OF THE DAY.**



FARMERS AND RANCHERS DO MORE THAN DELIVER **SUNNY-SIDE-UP GOODNESS.** THEY ARE INVESTED IN OUR COMMUNITIES.

MORE THAN COWS, SOWS AND PLOWS

While many farms and ranches are passed from one generation to the next with pride, not everyone growing up in a farm or ranch family continues to live and work on the farm or ranch. But, 79 percent of people who have left the family farm or ranch say they remain involved and invested in the agriculture industry.¹

Agricultural jobs run the gamut — and are a viable source of economic growth beyond the gate. From food processors and commodity brokers to animal scientists and crop consultants, the agriculture industry offers job opportunities in the ag, food and renewable natural resources sectors.

Nebraska agriculture contributes²:

approximately **\$68.9 BILLION** and **more than 289,000 JOBS** to the state's economy

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.

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.³

39
PERCENT

of
farms and
ranches have
been in the
family for
three or more
generations.⁴

NEBRASKA LIVESTOCK EATS NEBRASKA CORN AND SOYBEANS

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 the next generation and your community, too.

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.



**ANIMAL AGRICULTURE IS MORE THAN A PERFECT
HAM AND CHEESE OMELET.
IT'S FARM AND RANCH FAMILIES INVESTED IN OUR LAND,
OUR COMMUNITIES AND
OUR STATE.**

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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¹United Nations and Agriculture Organization. 2014. "Family Farm Survey Report." Accessed November 2015. Retrieved from: <http://foodtank.com/news/2014/10/world-food-day-2014-toasts-family-farmers>.

²Giri, A., B. Johnson and E. Thompson. 2012. "The 2010 Economic Impact of the Nebraska Agricultural Production Complex." University of Nebraska-Lincoln, Department of Agricultural Economics.

³USDA. 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.

⁴Journal 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.