November 26
12-1:30 p.m.
Memorial Union - Pima Auditorium

The U.S. beef industry has been committed to measuring and improving its sustainability for the past decade through the Beef Checkoff's sustainability research program. This presentation will highlight information on beef's greenhouse gas emissions, energy use, water use, and cattle's protein upcycling abilities.

Join us for presentations and a panel featuring Dr. Sara Place, National Cattlemen's Beef Association, and Arizona ranchers Drs. Chuck Backus and Dean Fish to discuss innovations in cattle genetics, rangeland resource management, beef's sustainability, animal handling, and solar use on ranches.

Snacks will be served.

RSVP: bit.ly/BeefSust