

TRUE BEEF:

Pasture to Plate

MAKING THE FARM TO FORK CONNECTION



AMERICAN FARM BUREAU
FOUNDATION
FOR AGRICULTURE



Hi, I'm Leah



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE



Who & Where?

Who are you?

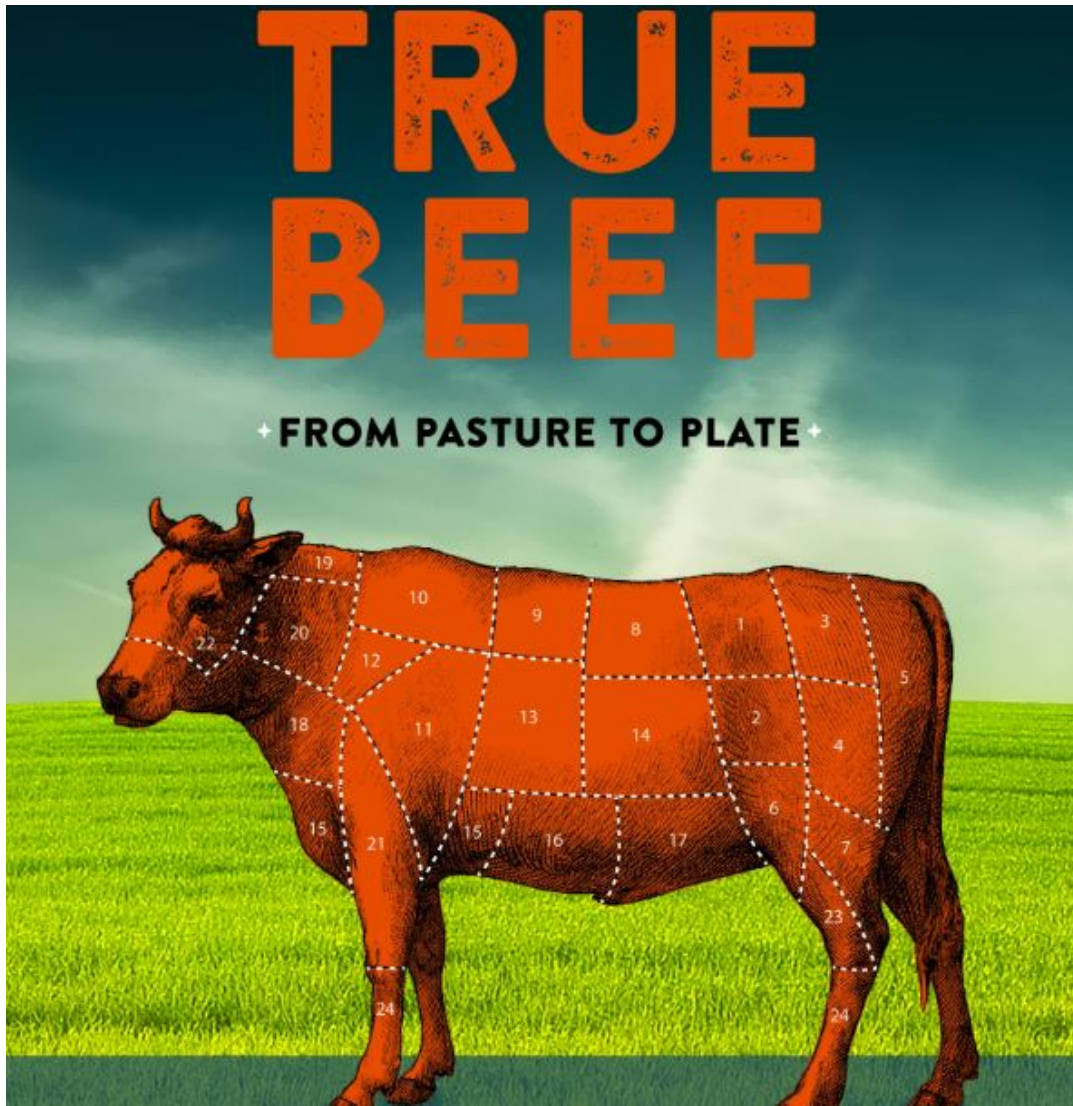
Where are you from?



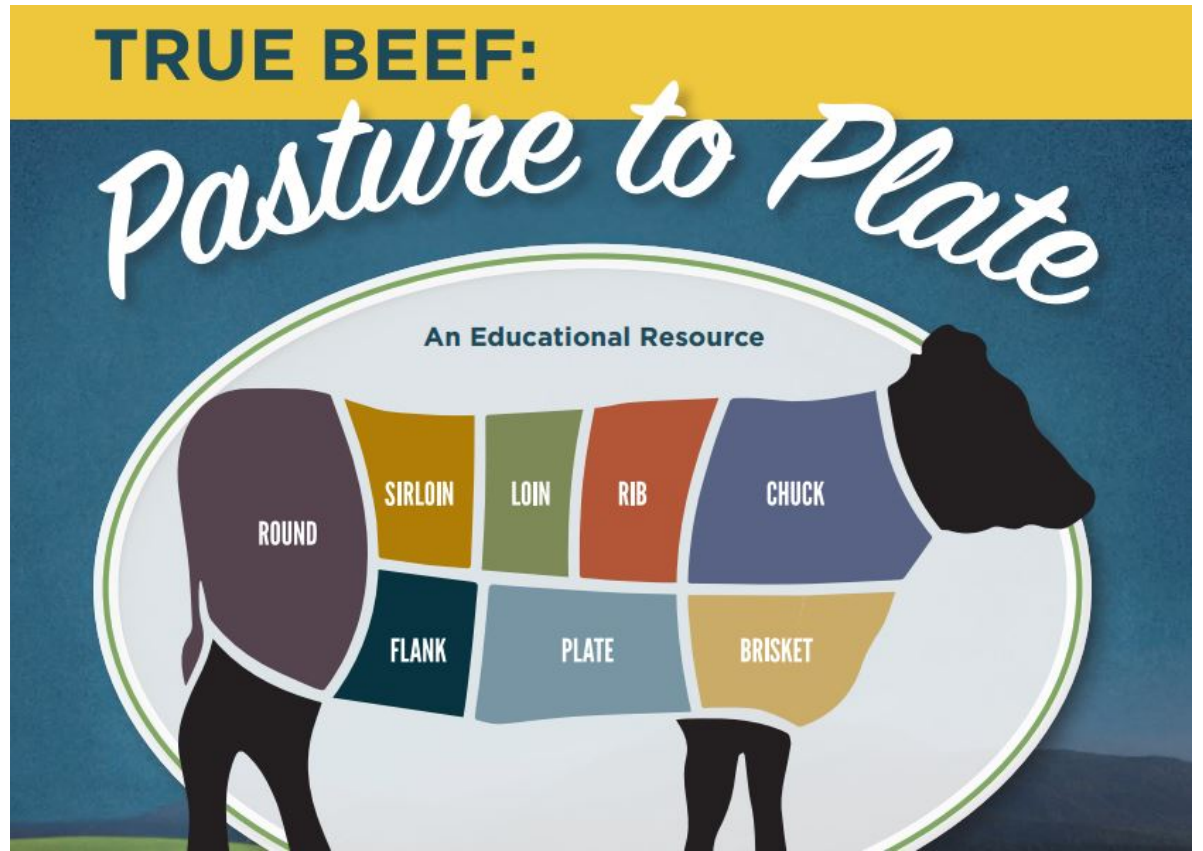
The Goal

Feel confident using
the True Beef
curriculum in your
classrooms!





Documentary



Educator Guide

Who is the target audience?



9-12 Grade
Culinary Arts
STEM

How long will this take?

- Each lesson is for a 45-90 minutes class period
- Specific cooking techniques not covered, but sets the context for them





(Show chapter 2 True Beef)

Cow-Calf

Cows are bred and calves are born and raised every year on cow-calf farms and ranches. They spend time grazing on grass pastures within sight of their mothers.

- Weaning: Beef calves are weaned away from their mothers between six and eight months of age.



Livestock Auction Markets

Many calves leave the farm or ranch where they were born and are sold at livestock auction markets to stockers and backgrounders between six and twelve months of age.



Stockers & Backgrounders

Between six and twelve months of age, cattle spend time at stocker and backgrounder farms and ranches where they graze on a variety of pastures. Here they gain weight and convert forage and grass into lean protein.



Feedyard

Cattle spend four to six months at a feedyard being fed a scientifically-balanced diet and receiving daily care. Some spend the rest of their lives on a pasture being grass finished.



Packing Plant

Cattle are sent to a packer/processing facility to be slaughtered and processed. Then the beef is distributed to supermarket retailers and restaurants.



Supermarkets and Restaurants

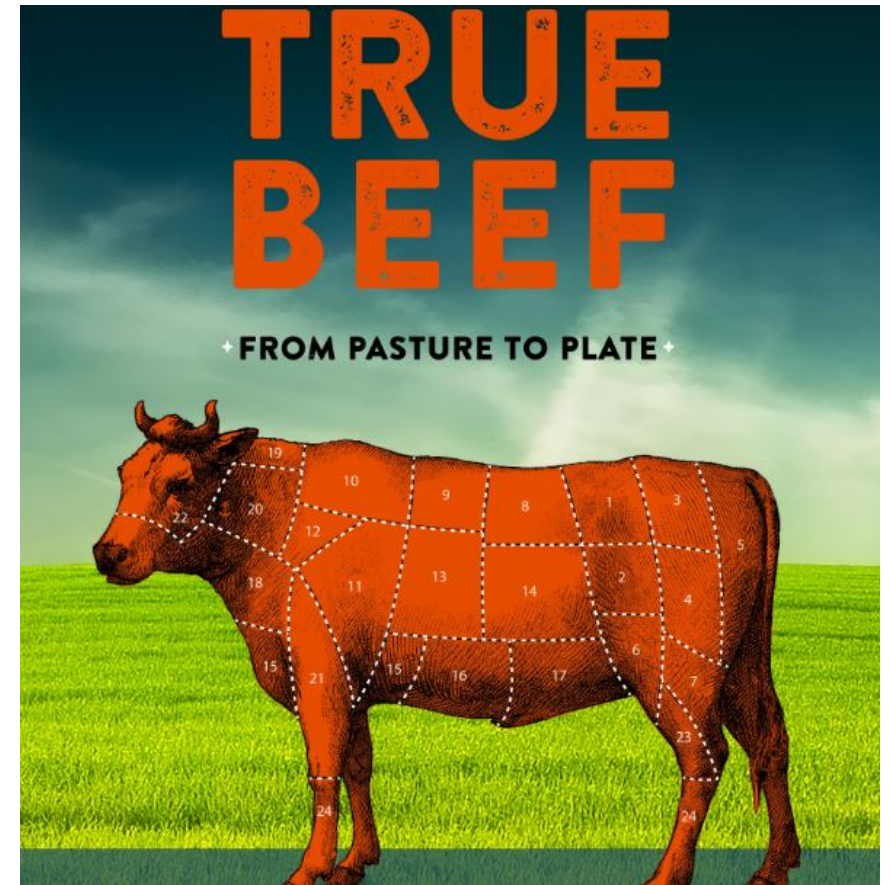
Retailers and foodservice operators sell beef in supermarkets and restaurants.



How do I get the video?

There are two ways to get the documentary:

- Purchase and download on Vimeo at vimeo.com/ondemand/truebeef
- Order a DVD copy in the Foundation store at <https://www.dmsfulfillment.com/FarmBureau>



How do I get the educator guide?

<http://www.agfoundation.org/on-the-farm/learn-about-beef>

Looking for more resources?

Recipes, nutrition, food preparation, food safety and more!

- www.beef.org
- www.beefitswhatsfordinner.com
- www.beeffoodservice.com
- AFBFA resource catalogs



Thank You!

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