



**Nicely done, beef.**

**You transform real roughage  
into real protein.**

Cattle eat plants that we can't, and turn those nutrients into easily digestible, high-quality protein. To learn more about the upcycling process and cattle's role in sustainability, visit [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com).

**BEEF**

Funded by Beef Farmers and Ranchers

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