

## A PART OF OUR HISTORY

Cattle for milking, meat, and locomotion accompanied the earliest **European settlers** to Canada, becoming one of the major economic drivers of Manitoba's economy. Herds were grazing the Red River Valley by 1824.

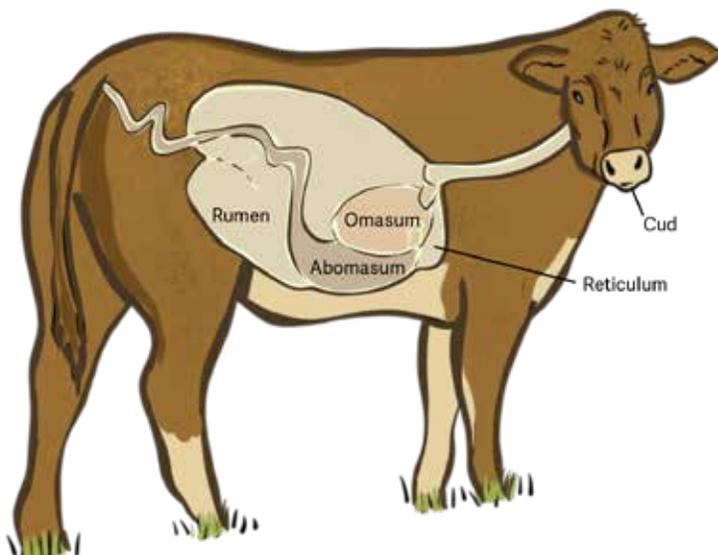


## THE GREAT OUTDOORS

Beef cattle can live comfortably outdoors **all year round**. In summer, their coats protect them from the sun and heat. In the winter, their coats grow thick to protect them from the cold and snow.

## BEEF CATTLE ARE RUMINANTS

This means that they have a **four-chambered stomach**. Cattle's stomachs contain tiny microbes that allow them to digest fibrous material like grass, which our single stomach can't digest.



## KEEPING YOU STRONG AND HEALTHY

Beef provides us with **zinc, iron** and **protein**. Zinc helps build bones and fight disease, iron gives us energy, and protein builds muscle and helps repair body tissue.

## CATTLE AND THE ENVIRONMENT

A lot of land isn't suitable for growing crops. However, cattle can graze on this land and provide us with nutritious food. Many cattle ranchers use a **planned grazing system**. This means they move cattle between pastures to make sure the land isn't over-grazed.



All beef is antibiotic free!



## COWS HAVE DOCTORS, TOO!

**Veterinarians** help farmers prevent their cattle from getting sick. They give advice on ways to keep the herd healthy, including vaccination against disease. When animals do get sick or injured, farmers call veterinarians.

## SO MANY USES

Besides providing us with tasty beef, parts of cattle are also used to make items such as:

All cattle are required to have an ear tag, which contains a unique number for the purpose of food safety and traceability.



- Jell-O
- Marshmallows
- Crayons
- Violin Strings
- Film
- Piano Keys
- Glue
- Lipstick
- Ice Cream

