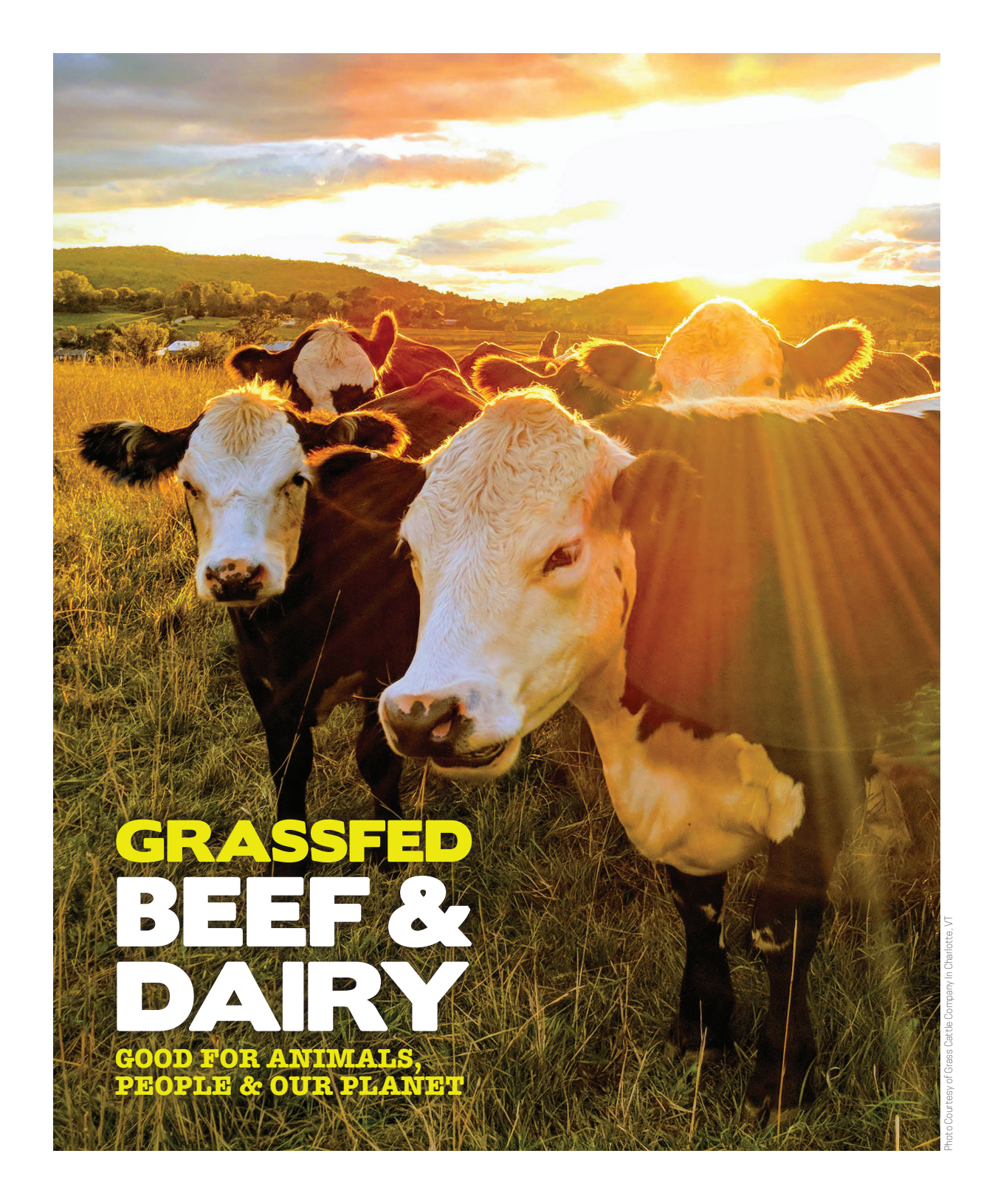


A photograph of three cows in a grassy field at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The cows are in the foreground, looking towards the camera. The background shows rolling hills and a few buildings in the distance.

GRASSFED **BEEF &** **DAIRY**

**GOOD FOR ANIMALS,
PEOPLE & OUR PLANET**



Well-managed grazing builds healthy soil.

It increases organic matter, which is critical for fertile, productive soil.

Healthy soil retains more water through periods of drought & absorbs more rainwater during severe storms.²

35% of land in the U.S. is pastureland not suited for growing crops but perfect for grazing livestock.⁴

Cattle production only represents 3% of U.S. greenhouse gas emissions.

Transportation contributes 29%. Power generation contributes 28%.¹

Healthy pastures absorb carbon from the atmosphere & store it the soil, helping to mitigate climate change.

In fact, grassfed livestock store more carbon than they emit.

These healthy pastures can take in 10% of global greenhouse gas emissions annually!³

Grassfed livestock are living in their natural habitat and eat grass, which their bodies are best suited to digest.⁵

Cheese from pasture-based dairy has distinguished texture, better color & the discernable flavor of an outstanding cheese!⁷

Well-managed pastures provide superior habitat for pollinators, birds & other wildlife.⁶

Grassfed milk and beef products are nutrient dense – providing you a better ratio of Omega-6 & Omega-3 fatty acids and higher levels of antioxidants than grain-fed products.⁸

Grassfed meat and dairy farms are essential to New England’s iconic landscape, while providing high-quality food for their communities. They support robust economies & regional food production – providing the food we need close to home.⁹



For more information and references, visit VTGRASSFARMERS.ORG

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Vermont Grass
Farmers Association
nurtures the success and
resilience of Vermont's
grass-based livestock
farmers by advancing and
promoting managed
grazing practices
that result in healthy
soils and clean water.

Our network of farmers and
producers believe in the
power of grazing animals
to create high quality meat
and dairy products and a
thriving, biologically active
working landscape.

**GRASS IS
GOOD.**

**SUPPORT THE SUCCESS OF
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