

United Soybean Board New Site Features Farmers', Ranchers' Animal Care



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The United Soybean Board highlights all the various ways farmers and ranchers care for animals on the group's new Web pages, which feature, among other things, farmers utilizing modern animal agriculture practices – such as specialized housing that protects animals from predators, disease and bad weather – to ensure quality animal care.



"At a time when consumers can read all sorts of misleading and false claims regarding concentrated animal feeding operations (CAFO) and so-called 'factory farms,' it is important that accurate and comprehensive information is available on how farmers and ranchers really care for their animals," says Vanessa Kummer, a farmer from Colfax, N.D.

Recent data reveal that the average person consumes 584 pounds of dairy products every year, and families expect every single glass of

milk, steak and omelet to be healthy, affordable and, most importantly, safe. America's farmers and ranchers expect the same for their families, too.

Additional information on animal agriculture in America available:
http://www.unitedsoybean.org/programs/consumer_outreach/animal_welfare.aspx.

About the United Soybean Board

The United Soybean Board (USB) represents a group of volunteer farmer-leaders administering a U.S. soy research and promotion program known most commonly as the "Soybean Checkoff." Through the Soybean Checkoff, U.S. soybean farmers invest a portion of their sales in research and promotion to provide food, feed, fuel and fiber to the world. By building demand for such things as soy biodiesel, soybean meal, soybean oil, soy exports and more, USB and the Soybean Checkoff help provide profit opportunities for all U.S. soybean farmers.

On the Web:

USB: www.unitedsoybean.com/programs/consumer_outreach.aspx

Facebook: www.facebook.com/UnitedSoybeanBoard

Twitter: www.twitter.com/UnitedSoy

YouTube: www.youtube.com/user/UnitedSoybeanBoard

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