

### Background

- The Animal Welfare Act and the Humane Slaughter Act does not protect animals from cruelty prior to slaughter.
- In 2010, a person on average would eat 0.75 lbs. of meat per day.
  - This is 50% more than the recommended daily amount.

### What is the problem?

- Feedlot cattle are poorly treated resulting in miserable lives and unhealthy meat.
  - About 35 million cattle were slaughtered in 2010.
- Cattle that are treated inhumanely yield beef with less nutrients.
  - According to experts, happiness plays a role in better health.
- 98% of all animals in the United States are exempted from the Animal Welfare Act.



### Solution

- Promote new regulations regarding animal treatment in factory farms.

Expert recommends at least 200 ft<sup>2</sup> of living space

Better feed instead of corn

- Spread awareness to the public about their diets and food choices.

Beef is not the only food option

Variety of nutrients from different foods

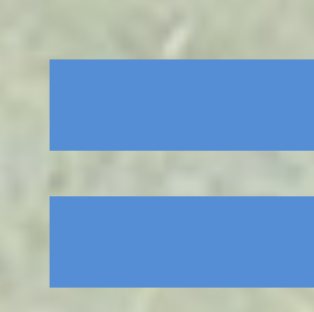
### Mechanisms

- Start a petition to gain support for food policy reform.

Social Media



Word of Mouth



Support for petition

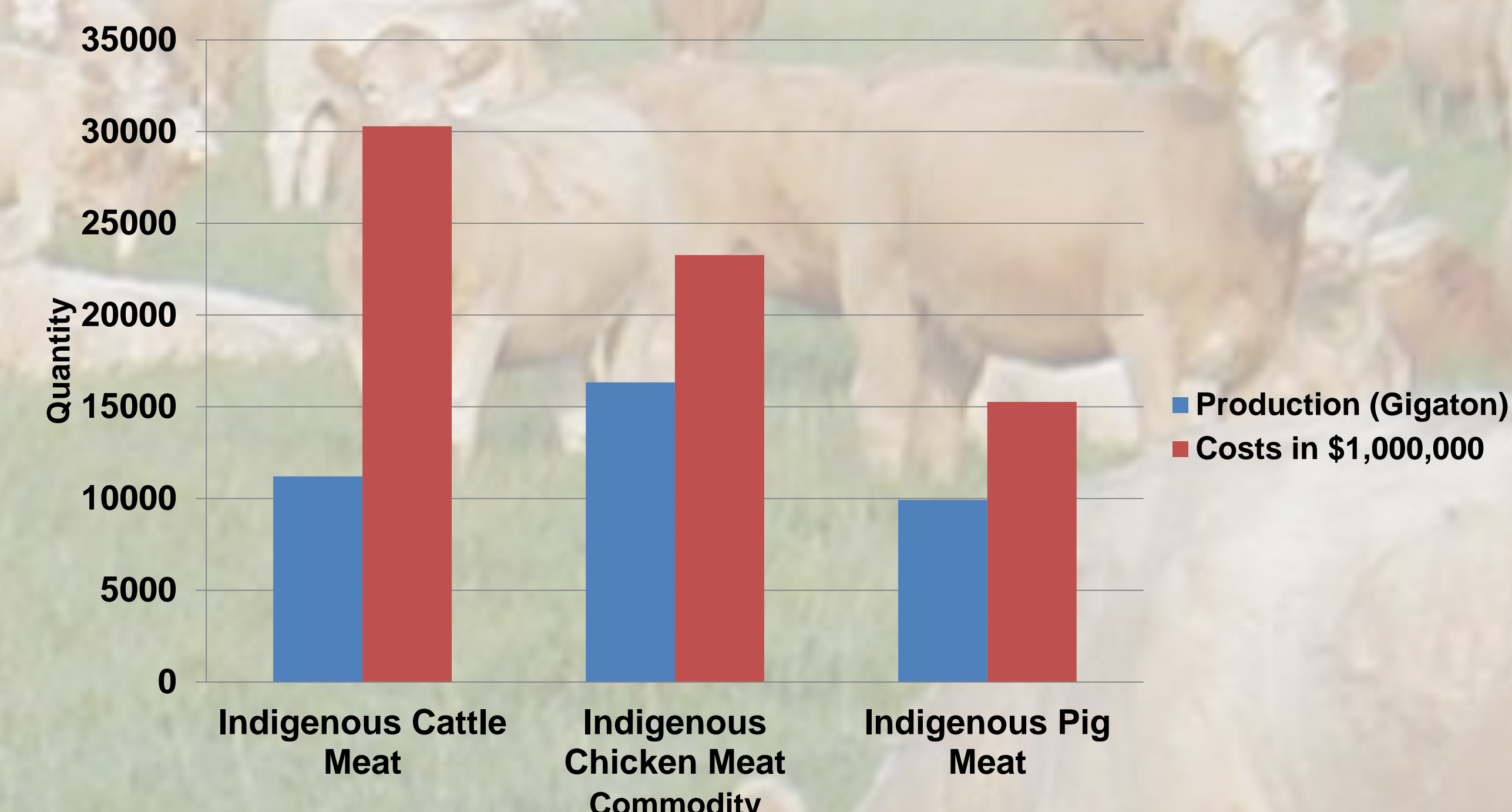
- Present petition to Monfort, Inc. after we gain enough supporters.
- Available at:

<https://sites.google.com/site/betterfeedlots/>

### How will we know it worked?

- Test cattle for nutrients after every year to compare to cattle prior to regulations.
  - Fat content, protein, vitamins.
- Assess statistics of beef purchases.
  - Food and Agriculture Organization and USDA.

### Meat Production and Prices 2010



### Benefits

- Healthier meat from cattle.
  - 100 fewer calories from fat.
- Improved cattle treatment will provide factory farms with a better public image.
- Boost local economy.

### Costs & Competition

- Price hike chain reaction
  - About \$1100 to raise a head, price will increase
- Controversy (Meat Mentality)
- Genetic Enhancements

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