



For Immediate Release

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Colorado Beef Council Hosts Industry Farm Tour

Colorado Consumers Learn How Beef is Produced

DENVER (XX, 2024) – The Colorado Beef Council (CBC) recently hosted its annual Beef Industry Farm Tour with over a dozen participants including dietitians, representatives from restaurant associations, and members of the all-consumer BEEF Running Team (also known as Team BEEF).

The tour provided attendees with a firsthand look at the beef production process, covering everything from the cow-calf stage to the feed yard segment. Stops included the Ochsner Ranch and the Five Rivers – Kuner Feedyard. Throughout the day, participants had the chance to converse directly with cattle producers, ask numerous questions, and learn about the use of technology in breeding decisions and animal nutrition. They also observed various animal welfare practices employed by beef producers and even got to greet a few other farm animals - a litter of newly born kittens.

Before this event, just about half of the attendees had participated in a farm tour or experienced a beef cattle production. At the Ochsner Ranch, they witnessed firsthand the workings of a cow-calf operation, asking questions and gaining insight into the careful planning and dedication involved in daily ranch activities. At Five Rivers Kuner Feedyard, they delved into animal nutrition, examining various feeds and learning about the scientific principles behind each stage of the feeding cycle.

The event was “very educational, informative and eye-opening” said John Jaramillo, President of the Hispanic Restaurant Association. “The science, technology, sustainability, and the care that goes into the cattle processes and lands is quite impressive.”

In a post-tour survey of participants, 100% of those who responded indicated that the tour positively changed their perception of the beef industry. They were particularly interested in how well the cattle were cared for both at the Ochsner’s Ranch and Fiver Rivers Feedlot.

The Colorado Beef Council started hosting farm tours several years ago to bridge the gap between consumers and beef producers. By providing immersive experiences for health professionals and consumers to learn about beef production and the families and communities it supports, CBC aims to positively influence perceptions of the industry.

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About the Colorado Beef Council

The Colorado Beef Council (CBC) manages demand and consumer confidence building programs for Colorado's \$3.4 Billion beef industry. CBC operates under the guidance of its Board of Directors who are appointed by the Governor of the state of Colorado and represent the cattle raiser, cattle feeder, dairy, beef distributor, beef marketer, and beef processor segments of the industry.

Funded by the \$1 per head beef checkoff assessment on all cattle sold in the state, CBC retains half of each dollar collected for state level education, nutrition, marketing/promotion, and communication programs and forwards the other half to the Cattlemen's Beef Board for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities. For more information, visit www.cobeef.com