

The Council continues to work on your behalf to invest in critical projects that will have effective results. Thank you for your continued investment which targets consumers and policy makers, not producers. Below are key works the Council has done in 2020. Learn more at [calcattlecouncil.org](http://calcattlecouncil.org).

# THE CALIFORNIA CATTLE COUNCIL

## ADVOCACY

Funded the “Resilience Campaign” highlighting California cattle production in a digital campaign that had over 12 million impressions & +20,000 viewers engaged to learn more.



## RESEARCH

Provided funding to calculate forage removed by cattle grazing from California rangelands to reduce the impact of devastating wildfires.

## COMMUNICATION

Hosted two press events resulting in 20+ articles run in major media outlets to reassure consumers cattle producers continue to provide a safe & abundant supply of beef & dairy.



## RESEARCH

Supported academic experts in their efforts to explore the true impact of cattle on climate. Research continues to prove cattle can be a climate solution.

Search “Rethinking Methane” on YouTube to watch & learn more.

## ADVOCACY

Funded a campaign highlighting the benefits of livestock production on a billboard along Highway 101 in the Bay Area.



## EDUCATION

Committed to sponsoring the 2020 Dairy Sustainability Conference that will educate policy makers & regulators on the environmental leadership of California’s dairy families.

## RESEARCH

Responded to food safety concerns that produce should not be grown near a feedlot or dairy by funding research that has generated early data demonstrating the opposite.



## ADMINISTRATIVE

Developed a strategic plan that prioritizes advocacy & public affairs while ensuring projects have both clear objectives and measurable results.

## ADMINISTRATIVE

The Council budget remains true to promises made to producers to ensure minimal overhead and maximize the use of project funds.

**“Every effort will be made by the Council to limit administrative costs.”** - January 2019

**Governing Board:** Sam Avila, Xavier Avila, Jennifer Beretta, Beverly Bigger, Sheila Bowen, Bill Brandenburg, Brian Coelho, Garrett Colburn, Dave Daley, Rodger Guess, Julie Belezuoli-Hathaway, Jesse Larios, Chelsea Minor, Sarah Mora, Julie Morris, Jake Parnell, Brad Peek, Tyler Ribeiro, Brad Scott, Mike Smith and Cody Nicholson Stratton; Justin Oldfield, Executive Director