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California Cattle Industry Extends Resilience 2020 Campaign

Highlights efforts to meet supply chain issues in the face of historic low cattle prices

SACRAMENTO, Calif. — As California closed down its economy to help flatten the curve, California’s cattle industry launched Resilience 2020 to reassure consumers and policy makers that regardless of the severity of the pandemic, the industry would continue to produce a safe and plentiful supply of beef.

As the country emerges from this crisis, the California Cattle Council in conjunction with the California Cattlemen’s Association has extended the campaign to not only highlight worker safety measures, but also the sustainability practices that make this state a world leader in beef production.

“Over the past month, the California cattle industry has engaged policy makers and consumers through press conferences, media interviews, paid advertising, and social media channels. Our resilience as cattlemen and women has made us undeniable leaders in sustainable beef and dairy production and our shared resilience as Californians will ensure we emerge stronger than ever,” said Dave Daley, Chairman of the California Cattle Council.

Mark Lacey, the President of the California Cattlemen’s Association, said, “We’re reminding folks that this is California and resilience lives here. Our members have created a sustainable legacy built with handshakes and firm commitment to raising healthy animals, a clean environment, and a safe workplace – because that’s what makes California home.”

To learn more about our nation’s beef supply and what makes Californians leaders in sustainable beef production, as well as how industry leaders are working to keep ranchers updated on the significant and fast-moving responses to the current crisis, visit www.calcattlemen.org/resilience.

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The California Cattle Council was established through a referendum conducted by the California Department of Food and Agriculture. The California Cattlemen’s Association is a non-profit trade association that represents California’s ranchers and beef producers in legislative and regulatory affairs.

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