

# Setting the PACE

by Susan Rhode, director of communications and public relations



## Salute to the LAND

Since this issue of the *Angus Journal* recognizes stewards of the land, it seems appropriate to dedicate this month's PACE to cattlemen and the environment.

Cattlemen own or manage more land in this country than any other industry. We raise our cattle primarily on the hundreds of millions of acres of U.S. land unsuitable for crop production.

However, that land produces renewable resources like grass and forage. Cattlemen use those resources, as well as feed grains and harvested roughages not edible by humans, to produce a



healthful, nutritious food for humankind. We are stewards of the miraculous cycle of sun to grass to cattle to human food.

Cattlemen take resources seriously and invest millions of

their own dollars every year to maintain and to improve the land and water they use. It's an investment in the future. Good conservation practices are key to preserving our way of life on Earth.

Do consumers realize the commitment and investment cattlemen have made in the land and its resources? Probably not. As professional land stewards, cattlemen have a duty in sharing their knowledge of the land and how to care for it with consumers.

Here are five stewardship practices cattlemen use to help care for the natural resources on their farms and ranches. Pass these tips on to consumers who also can use the same practices on their yard or property to help sustain the environment. A team approach to land stewardship, no matter how large or small everyone's piece of the earth may be, is the first step we all can take in Setting the PACE!

### 1. PLANT GRASSES

Grasses are the best ally against soil erosion; they serve as a natural filter for runoff. Avid gardeners and homeowners can plant hearty and pleasing types of grass to promote healthy topsoil. Many types of grasses, such as fescue, are planted around cattle ranches for land conservation and sustainable grazing. Encourage consumers to ask their local lawn and garden center about what grasses are best for their lawns.

### 2. COMPOST

Cattlemen have been composting for generations because organic compounds make the land rich and fertile. Composting is easy, even

if you don't live on a farm. Start by composting materials like grass clippings and leaves. There are many uses for compost, such as bedding and fertilizer. Encourage consumers to learn more about enriching the soil by visiting their local library or exploring the Internet for new ideas that will make their lawns lush and their gardens grow.

### 3. CONSERVE WATER

Water sustains all life on Earth. Cattlemen have employed water conservation for generations to help themselves and their livestock survive dry seasons. Everyone can conserve water by fixing leaky faucets, using water-efficient appliances around the house, and watering gardens and lawns in the early morning or late evening. Your local water department can provide more water-saving tips.

### 4. SUPPORT WILDLIFE

A majority (87%) of cattlemen have areas on their farms and ranches that support wildlife. And more than 86% of cattlemen have reported wildlife populations have increased or stayed the same on their land for the past 10 years. Whether in a city or rural area, you can help wildlife in your area by planting certain flowers, legumes and seed plants that feed birds and smaller animals. Local wildlife organizations can give you some helpful suggestions.

### 5. RECYCLE

We all know that cattle are nature's own recycling machines. Some cattlemen feed their cattle byproducts from the production of vegetables, cereal and candy. Consumers can do their part by recycling materials found in the home, such as steel, plastics, newspapers, glass and aluminum, through local recycling programs. For more information, consumers can contact their local solid-waste authority.

## Our Pride and JOY

Congratulations to Green Creek Ranch, Steamboat Springs, Colo., the 2000 *Angus Journal* Land Stewardship Award winner. All Angus breeders and cattlemen should take a few notes on how Bill Gay and his family care for their land and its precious resources. A big thanks to the *Angus Journal* for bringing environmental issues to the forefront with this award. Together we all can increase awareness of the role cattlemen play as stewards of the land. Thank you for helping us set the PACE!

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## The last WORD...

Share your knowledge. It's a way to achieve immortality.

— Unknown