

The Idaho Beef Industry at a Glance

- By value, livestock production is Idaho's #1 agriculture sector¹. Within the livestock industry – and among all of Idaho's agriculture sectors – the value of Idaho beef production ranks 2nd in the state right behind dairy production.
- On January 1, 2023, Idaho had 2.50 million head of cattle. These were valued at \$1.75 billion².
- Idaho ranks 11th in the U.S. for cattle and calves inventory³ accounting for 2.8% of total US cattle.
- The Idaho ranching industry represents all sectors of beef production: from seedstock, cow/calf, stocker/backgrounder, feeder and processing facilities.
- As of January 2023, there were over 530,000 more cattle than people in Idaho. According to the USDA's National Agricultural Statistics Service, Idaho had an inventory of 2.5 million head of cattle at the beginning of the year; as of July 2023, the U.S. Census Bureau estimated Idaho's population to be 1,964,726.⁴
- According to the 2022 Census of Agriculture conducted by USDA's National Agricultural Service, over 43% (just over 5 million acres) of Idaho's farmland and over 9% of the state's total land is permanent pasture. This land is generally unfit for growing crops or timber, but cattle thrive on it, converting vegetation unusable by humans, into edible protein. There are few other ways this land could be used to produce food for humans.⁵
- According to the 2022 Census of Agriculture conducted by USDA's National Agricultural Service (table 16), there are 7,379 farms with beef cow inventory as of December 31, 2022.⁶

¹ Idaho State Department of Agriculture, "Livestock production – Idaho's largest agricultural sector."

[https://agri.idaho.gov/main/idaho-](https://agri.idaho.gov/main/idaho-livestock/#:~:text=Livestock%20production%20%2D%20Idaho's%20largest%20agricultural%20sector)

[livestock/#:~:text=Livestock%20production%20%2D%20Idaho's%20largest%20agricultural%20sector](https://agri.idaho.gov/main/idaho-livestock/#:~:text=Livestock%20production%20%2D%20Idaho's%20largest%20agricultural%20sector)

² USDA, National Agricultural Statistics Service, "Press Release". Released October 16, 2023.

https://www.nass.usda.gov/Statistics_by_State/Idaho/Publications/Census_Press_Releases/2023/VOP_ID_2022.pdf

³ United States Department of Agriculture, "2023 Idaho Annual Statistical Bulletin."

https://www.nass.usda.gov/statistics_by_state/idaho/publications/annual_statistical_bulletin/2023/ID_ANN_2023.pdf

⁴ United States Census Bureau, "Quick Facts: Idaho."

<https://www.census.gov/quickfacts/fact/table/ID/PST045223#PST045223>

⁵ USDA, 2022 Census of Agriculture: Idaho, "Table 8. Land: 2022 and 2017." Released in February 2024.

https://www.nass.usda.gov/Publications/AgCensus/2022/Full_Report/Volume_1,_Chapter_1_State_Level/Idaho/st16_1_007_008.pdf

- Agribusiness is Idaho's largest industry. In 2022, cash receipts for the industry were \$11.3 billion, of which cattle and calves accounted for 20.2%. This was second only to milk cash receipts, which accounted for 38%. Cash receipts from meat animals were up 32.8% in 2023, totaling \$2.3 billion.⁷
- While beef cattle are raised in all 44 of Idaho's counties, the top five counties by number of head of beef cows are Owyhee, Bingham, Cassia, Twin Falls, and Lemhi. These accounted for 33% of Idaho's inventory as of Jan. 1, 2023.⁸
- Idaho Finger Steaks are unique to Idaho. These breaded or batter-fried strips of whole beef, served with a tangy sauce have become a sought-after menu item for visitors to Idaho.⁹
- True West and CS Beef are the largest beef processing operations in Idaho, with sales through Albertsons and WinCo stores, respectively.
- About the Idaho Beef Council: The Idaho Beef Council is a state agency, created in 1967 by the Idaho legislature to serve as a marketing organization for Idaho's beef industry. It is funded by the beef checkoff program - a \$1.50 per head assessment on the sale of cattle in Idaho. The funds generated from this are used to increase consumer beef demand through promotion, research and education.
- Beef supplies a powerful package of 10 essential nutrients, providing bodies the strength to thrive throughout all stages of life. In fact, one 3 oz cooked serving of beef provides 50% of your Daily Value (25 grams) of this important nutrient. It is also a source of B-vitamins, zinc, iron and other nutrients that support an active and healthy lifestyle.¹⁰
- Nearly 40 cuts of beef – including some of the most popular cuts such as sirloin – are lean as defined by the USDA, meaning they contain less than 10 grams total fat, 4.5 grams or less of saturated fat and less than 95 mg of cholesterol per 100 grams (3½ oz), cooked, and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz). (USDA Ag Research Service Nutrient Data Laboratory)

⁶ USDA, 2022 Census of Agriculture: Idaho, "Table 16. Beef Cow Herd Size by Inventory and Sales: 2022." Released December 21, 2022.

https://www.nass.usda.gov/Publications/AgCensus/2022/Full_Report/Volume_1,_Chapter_1_State_Level/Idaho/st16_1_015_016.pdf

⁷ USDA, Economic Research Service, "Annual Cash Receipts by Commodity." Updated February 7, 2024.

https://data.ers.usda.gov/reports.aspx?ID=17832#P25fd70e2ed224599ba111b3316889507_2_17iT0R0x12

⁸ USDA, National Agricultural Statistics Service, "Press Release". Released May 8, 2023.

https://www.nass.usda.gov/Statistics_by_State/Idaho/Publications/Livestock_Press_Releases/2023/CE_CAT.pdf

⁹ Idaho Beef Council website. "Home of Idaho Finger Steaks," Home of Idaho Finger Steaks (idbeef.org)

¹⁰ Beef.ItsWhatsForDinner. website. "Beef's Top Ten." Beef.Nutrients (beefitswhatsfordinner.com)

The MVP

[Most Valuable Protein in Foodservice]



BEEF.
IT'S WHAT'S FOR DINNER.®



Sales:



as diners tend to order more appetizers, sides, desserts and alcohol



70%
of operators say steak on the menu increases traffic²



39%
of operators say increased demand for the product is why they've increased ground beef volume²

Sustenance:

93%

Lean Ground Beef



Than Meat Substitutes

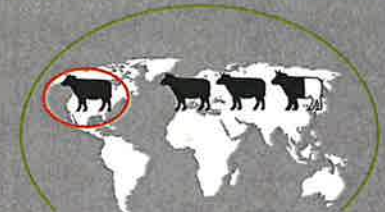


Funded by Beef Farmers and Ranchers

Sustainability:

Beef is more sustainable than ever

The U.S. has had the **LOWEST** beef emissions intensity in the world since 1996.³



Globally, it takes 2.66 cattle to produce the same amount of beef that comes from **JUST ONE ANIMAL IN THE U.S.**⁴

	Calories (kcal)	Total Fat (g)	Saturated Fat (g)	Cholesterol (mg)	Sodium (mg)	Total Carb (g)	Protein (g)
Ground Beef 80% Lean, 4 oz, raw ⁵	290	23	9	80	75	0	19
Ground Beef 93% Lean, 4 oz, raw ⁶	170	8	3.5	70	75	0	24
Ground Beef 96% Lean, 4 oz, raw ⁷	150	4.5	2	70	75	0	25
Soy-Based Burger, 4 oz, raw ⁸	240	14	8	0	370	9	19
Pea-Based Burger, 4 oz, raw ⁹	250	18	6	0	390	3	20

2021 © Cattlemen's Beef Board and National Cattlemen's Beef Association #032221-22

1. 2016 Chef and Beef Value Study (Datassential)
2. 2019 Technomic Volumetric Study

3. Climate Watch Data, Agriculture. Found on <https://www.climatewatchdata.org/sectors/agriculture?emissionType=1968&emissionsCountry=EUUS>
4. U.N. Food and Agriculture Organization, FAOSTAT Database - Food and agricultural data. Available at: <http://www.fao.org/faostat/en/#table> accessed December 6, 2019

5. USDA National Nutrient Database for Standard Reference for beef, NDB# 23572 <https://nndb.nal.usda.gov/nndb/search/list>
6. USDA National Nutrient Database for Standard Reference for beef, NDB# 23472 <https://nndb.nal.usda.gov/nndb/search/list>

7. USDA Ground Beef Calculator <https://nndb.nal.usda.gov/nndb/beef/show>
8. www.impossiblefoods.com/burger/
9. <https://nndb.nal.usda.gov/loc-app.html?food-details/797991/nutrients>

THE VALUE OF BEEF IN THE SHOPPING CART



Value of shopping cart increases more than 30% with beef in the cart⁴

Avg. spend all shoppers



Avg. spend, beef in the cart



Avg. spend, beef and beer in the cart



Avg. spend, beef and wine in the cart



Proteins purchased, recent visit to grocery store³



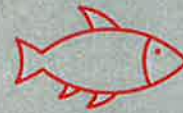
BEEF
45%



PORK
37%



CHICKEN
43%

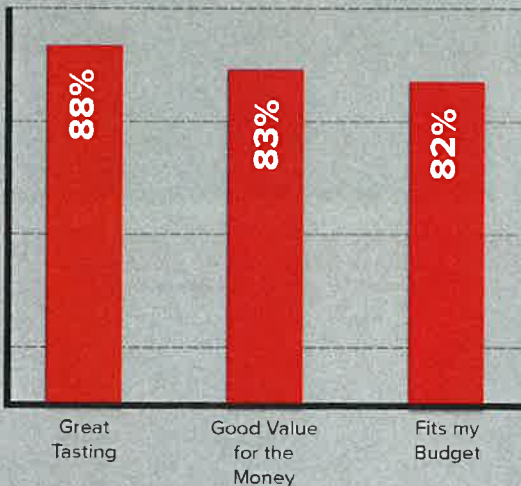


SEAFOOD
23%



MEAT ALT.
11%

Protein considerations when dining at home²



Reasons to visit the grocery store¹



heading to the grocery store to stock up or fill-in for items needed to make meals at home



heading to the grocery store for same-day purchases

¹ Kantar ShopperScope Grocery Deep Dive, February/May/August/November 2021 and 2022 and February/May/August 2023

² Consumer Beef Tracker January – June 2023, Q9/9a: "How much do you consider each of the following when you are deciding to have a meal at home/at a restaurant with beef, chicken, pork, fish, meat alternatives, or some other source of protein?", "Top 2 Box" – Always Consider, Often Consider. Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

³ Market basket study, Survey, October, 2023. PureSpectrum - "Now we'd like to understand the items you purchased. Thinking only about your most recent visit to the store for food and related items, please tell us which of the following you purchased. Select all that apply. Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

⁴ Market basket study, Survey, October, 2023. PureSpectrum - Now, thinking specifically about your meat, poultry, and/or seafood purchases, please provide the amount spent on each using the dollar amounts listed below. Now, thinking specifically about your alcoholic beverage purchases, please provide the amount spent on each using the dollar amounts listed below. Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

FAMILY-OWNED FOR GENERATIONS

More than 90% of U.S. farms and ranches are family-owned, meaning they have a vested interest in sustainability.¹



PROVIDE HABITAT FOR WILDLIFE

Cattle producers are the original conservationists, maintaining habitats for wildlife like hummingbirds, ducks, butterflies and more.²



CONVERT PLANTS TO PROTEIN

Cattle upcycle human-inedible plants into high-quality protein, which generates more protein for the human food supply than would exist without them.³

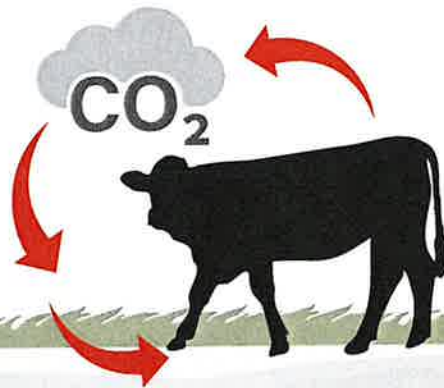


PERFECT LAND FOR CATTLE

Approximately one third of the land in the U.S. is pasture and rangeland that is unsuitable for growing food crops, but it's perfect for raising cattle.^{4,5}

STORE CARBON IN SOIL

Beef cattle regenerate land and sequester carbon naturally, simply by grazing. In fact, the U.S. land where cattle graze contains up to 30% of the world's carbon stored in soil.⁶



RECYCLE CARBON WITH CATTLE

The methane belched from cattle only stays in the atmosphere for approximately 9-12 years before being recycled back into the ground via the biogenic carbon cycle.⁷

References

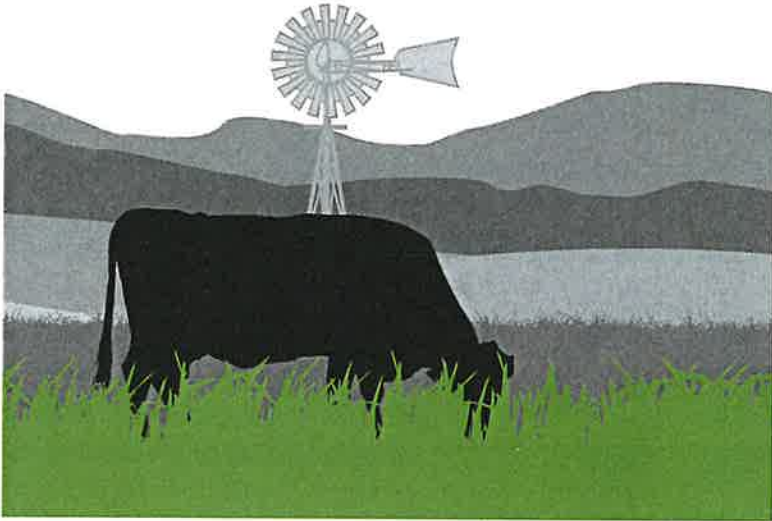
1. USDA-NASS. 2017. Census of Agriculture. Farm Typology. https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/Typology/typology.pdf
2. Barry, Sheila. 2021. Beef Cattle: Grazing More Help than Harm for Endangered Plants and Animals.
3. Baber, J.R. et al., 2018. Estimation of human-edible protein conversion efficiency, net protein contribution, and enteric methane production from beef production in the United States. *Trans. Anim. Sci.* 2(4): 439-450.
4. USDA-ERS. 2021. Economic Research Service using data from the Major Land Use data series. Available at: <https://www.ers.usda.gov/data-products/major-land-uses.aspx>
5. Brooks, Ashley et al. 2017a. Carbon Footprint Comparison between Grass- and Grain-finished beef. OSU Extension, AFS-3292.
6. Silveira, et al. 2012. Carbon sequestration in grazing land ecosystems. University of Florida Extension. <https://edis.ifas.ufl.edu/pdf/SS/SS57400.pdf>
7. UC Davis. 2020. Clear Center: The Biogenic Carbon Cycle and Cattle. <https://clear.ucdavis.edu/explainers/biogenic-carbon-cycle-and-cattle>



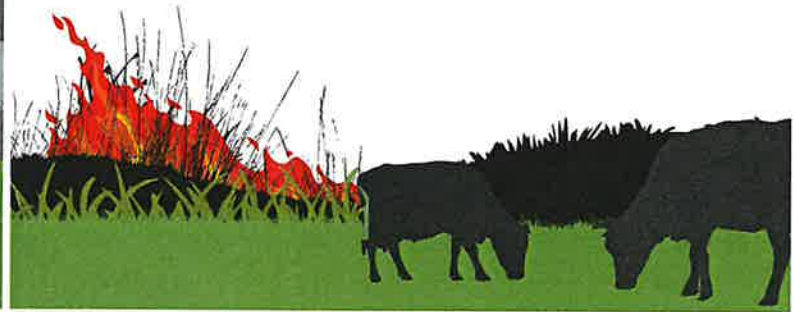
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Cattle grazing helps to manage plant and grass overgrowth.^{1,2}



By grazing in the winter, cattle reduce fuel that would burn in a wildfire during hot and dry months.^{1,2}



Cattle grazing also helps the soil retain moisture, which acts as a way to protect against the impact of fires.¹



By reducing fire risk, cattle also protect wildlife in the area from losing their habitats.^{1,2,3}



References

1. Davies et al. 2005. Winter grazing can reduce wildfire size, intensity and behaviour in a shrub-grassland. International Journal of Wildland Fire. https://ow.1.oregonstate.edu/sites/agscid7/files/eaic/attachments/854_winter_grazing_2015.pdf
2. Taylor, Charles. 2006. Targeted Grazing to Manage Fire Risk. University of Idaho. Found on: https://www.webpages.uidaho.edu/rx-grazing/Handbook/Chapter_12_Targeted_Grazing.pdf
3. Converse et al. 2006. Small Mammal Responses to Thinning and Wildfire in Ponderosa Pine-Dominated Forests of the Southwestern United States.



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