

Two Bits



Julie Ellingson,
Executive Vice President
St. Anthony



It's not every day we in the cattle business get to celebrate a moment that truly reflects the heart of who we are and what we do, but, with the recent release of the U.S. Dietary Guidelines that elevate high-quality protein, including beef, we have reached one of those moments.

For too many years, whole foods like beef, along with the natural fats that have fed generations, were cast in a shadow of suspicion — lumped unfairly into broad strokes of “unhealthy” because they didn't fit into a narrow, low-fat, processed-food model of nutrition. Ranchers heard the messaging. Consumers heard the messaging. And, the science and reality on the ground — in kitchens and on dinner tables — often got drowned out by over-simplifications, half-truths and demonization.

But, today, we can say with pride: the truth has caught up with the work we've been doing all along.

It's been a long road. Dietary advice in the United States shifted dramatically in the second half of the 20th century — vilifying fats, elevating carbohydrates and, in the process, often marginalizing whole-food sources like beef. For decades, our product was unfairly portrayed as a risk, rather than a powerful contributor to human nutrition.

But, good things come to those who wait. Even more importantly — good things come to those who work hard while they wait. And that's what cattle ranchers have done.

What's being recognized in the new U.S. Dietary Guidelines is not accidental. It is the result of years of sweat, thoughtful breeding decisions, careful cattle selection and rigorous improvements to genetics and animal health. We didn't just raise cattle; we improved

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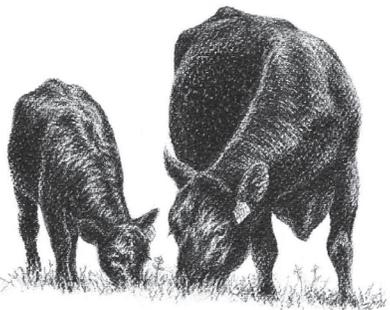
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