

RANCHERS FEEDING KIDS

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School Districts in Malheur County, Oregon are facing multiple challenges to balance budgets while at the same time abiding by state and federal laws to provide safe and healthy meals to students through the school lunch program. The local Cattleman's Association, understanding the challenges of local school districts, decided to implement a "cattle drive" to provide beef for the counties students. The drive recruited ranchers to donate cull cattle for the purpose of being harvested, processed and prepared for use in the school's lunch program. Since its creation in a single district with a population of 75 students K-12 in 2009, the program has grown and now includes 21 schools, in six different school districts and nearly 5,000 students benefit from the beef meals. To date, the program has received 21 head of donated cattle, 17 of which have been harvested and processed for the schools. The remaining four were sold to pay processing expenses. Nearly 10,000 pounds of beef has been provided to the school districts. The live value of all donated animals exceeds \$17,000.00. Additional grant support of \$3,365.00 has also been secured to pay processing fees. Educational beef events are being conducted in each school district with the intent to educate the future consumers and voters about this critical industry. This flier was used to advertise the program to local cattle producers, the general public and school attendee's.