

Today is _____, _____ the _____. This is Ken Morgan's Northcoast Ag Report, our lead story is about _____ when we return

LIVESTOCK AND THE ENVIRONMENT

ANGUS

THE BUSINESS BREED LIVESTOCK AND THE ENVIRONMENT

Audio with Frank Mitloehner (MIT-LEARN-ER), UC-Davis, Animal Agriculture Alliance Stakeholder's Summit

Frank Mitloehner (MIT-LEARN-ER), professor and air quality extension specialist at University of California-Davis, recently spoke at the Animal Agriculture Alliance Stakeholder's Summit in Washington D.C. Mitloehner believes in using fact-based science to advocate for animal agriculture...tape

Cut #1 :37 OC:...“eight percent.”

Consumers don't always understand how livestock efficiencies have helped reduce agriculture's carbon footprint. To make it easier, he explains with an analogy....tape

Cut #2 :43 OC:...“amount of product.”

Today, we produce more with less cattle. Mitloehner explains the four factors that led to a more efficient production system....tape

Cut #3 :37 OC:...“of livestock.”

That's Frank Mitloehner, professor and air quality extension specialist at University of California-Davis.