

BETTER BURGERS

FOR OUR HEALTH, THE ENVIRONMENT, FARMERS AND ANIMALS

THE PROBLEM Americans eat at least **20 billion** burgers a year. Producing all those burgers requires massive amounts of water, fuel, chemical fertilizers and pesticides. It also generates large amounts of greenhouse gases, toxic manure and other pollutants that contaminate our air, water and bodies.

LET'S MAKE BETTER BURGERS Better burgers are made using domestic organic and/or grass-fed beef from well-managed animals raised humanely on pasture without the use of routine antibiotics or hormones. You can make them even better by replacing **30-50%** of the meat with mushrooms or veggies. By using less meat, you can cut a burger's carbon footprint & afford healthier, better quality, third-party certified beef.* Better veggie burgers can be made using all organic veggies, legumes & grains.

FARMERS & COMMUNITIES

FAIR PRICES FOR FARMERS CREATE ALTERNATIVE MARKETS TO BIG AGRIBUSINESS

SUPPORTS LOCAL RANCHERS, SUSTAINABLE MEAT BUSINESSES & GOOD JOBS

CLEANER AIR & WATER



REDUCES IRRIGATED WATER USE

REDUCES WATER POLLUTION
NO TOXIC PESTICIDES & FERTILIZERS IN OUR WATER

ENVIRONMENT

PROTECTS SOIL, BIODIVERSITY & HABITAT FOR BEES, BUTTERFLIES & OTHER CRITTERS



CARBON IS SEQUESTERED AS SOIL ORGANIC MATTER, BUILDING HEALTHY SOILS

30%

70%

GRASSFED BLENDED BURGERS

HIGHER IN...
OMEGA 3s, VITAMIN E,
LINOLEIC ACID

LOWER IN...
CALORIES, SATURATED
FAT, CHOLESTEROL,
& TOXIC PESTICIDE
RESIDUES

NO ADDED GROWTH HORMONES OR MISUSE OF ANTIBIOTICS

MORE HUMANE TREATMENT & LIVING CONDITIONS FOR ANIMALS

ANIMAL WELFARE



MUSHROOMS, VEGGIES, LEGUMES AND GRAINS ARE A GOOD SOURCE OF FIBER, MICRO-NUTRIENTS AND IMMUNE BOOSTING ANTIOXIDANTS.

HEALTH

*Better beef is domestically sourced from animals that eat primarily grass; are raised on pasture with no routine antibiotics, hormones, growth promotants or GMO feed; or come from local/regional farms and businesses certified by USDA Organic, American Grassfed Association (AGA), Certified Grassfed by AGW, Animal Welfare Approved, GAP (Level 4-5+) or Food Alliance.

Learn more and find recipes and suppliers of pre-made blended burgers at betterburgers.org