

ACTION ALERT: Chipotle Announces They Will Source Grass-Fed Beef From Australia

On May 29, [Chipotle CEO Steve Ells announced through a blog in the Huffington Post](#) that the restaurant chain will start sourcing grass-fed beef from Australia because they are unable to meet their supply needs for "Responsibly Raised" beef (which Chipotle defines as raised without hormones or antibiotics, among other things) from producers in the U.S. "In 2013, our company purchased about 45 million pounds of domestic Responsibly Raised beef; but the U.S. supply isn't growing quickly enough to match our demand," says Ells. "... rather than meet the shortfall with conventionally raised beef from cattle treated with growth hormones and antibiotics, we decided to take this opportunity to start sourcing more truly grass-fed steak. So in addition to expanding our supply of beef raised without growth hormones or antibiotics, we are particularly excited to be able to serve more beef that comes from cattle raised entirely on grass."

Ells says he hopes Chipotle's "demand for grass-fed beef will help pave the way for more American ranchers to adopt a grass-fed program, and in doing so turn grass-fed beef from a niche to a mainstream product. We're optimistic that our decision to serve grass-fed beef from Australia is one small step in the larger journey of restoring the practice of raising great American beef entirely on grass.

This is not the first time Chipotle has tried to position one way of raising food as better than another; however, it's the first time they have suggested that the U.S. beef community doesn't produce the type of beef they want to serve in their stores. We asked two California ranchers, one organic/grass-finished and one conventional/grain-finished, for their thoughts on Chipotle's announcement in [this post on FactsAboutBeef.com](#).

What You Can Do:

- Please share the Facts About Beef post through your different online properties (Facebook, Twitter, blogs).
- Below are some sample tweets and Facebook posts that you can use. We have also included some messages that you can incorporate into your social media conversations or blog posts.

Sample Social Media posts:

- **SHARE ONLINE:**
- Share the FactsAboutBeef.com blog post through your social properties. *If you*

are a state partner, we encourage you to share this through your organization company properties, as well as your personal social properties.

- **Twitter Strategy:** Tweet @Chipotle, encouraging the restaurant to #CallDarrell at 951-389-4FWI for their beef needs.
- Recommended Twitter posts, utilizing the hashtag #CallDarrell and the phone number 951-389-4FWI:
 - Hey @Chipotletweets, want responsibly raised beef? #CallDarrell at 951-389-4FWI More info: <http://bit.ly/1ktZaa2>
 - Beef producers raise responsible beef and can supply. For more info @chipotletweets, #CallDarrel 951-389-4FWI More info: <http://bit.ly/1ktZaa2>
- **Facebook Strategy:**
 - Recommended Facebook post:
 - Myth: Beef producers can't meet Chipotle's define of responsible raised beef.
Fact: Beef producers are happy to supply Chipotle's needs.
If you agree - please share this post with your followers.
<http://bit.ly/1ktZaa2>
- **WRITE A LETTER:**
 - Write a letter to Chipotle (whether you are a grass-finished or grain-finished beef producer) explaining how you raise responsible beef and offer to supply Chipotle with responsibly raised beef. Send a copy of your letter to FYI@beef.org so that we can track how many letters are sent and how many producers reach out.
Chipotle Mexican Grill, Inc.
Attn: Steve Ells, co-CEO
1401 Wynkoop St Suite 500
Denver, CO 80202
- [Submit a comment to Chipotle online](#) explaining how you raise responsible beef and offer to supply Chipotle's stores with beef that was raised with integrity. Send a copy of your comment to FYI@beef.org so we can track how many are submitted.
- Comment on the [Huffington Post](#) announcement and offer to supply Chipotle with beef.

Key Messages:

- The beef community wants to have a conversation with companies and

organizations that are making business decisions when it comes to beef because we're committed to being part of the solution.

- The United States is a world leader when it comes to responsibly raising high-quality and safe beef and we raise a variety of beef choices, from grain-finished to grass-finished, organic to naturally-raised.
- There are more than 800,000 cattle farmers and ranchers who raise beef in the United States who are always happy to have conversations about the needs of customers, including Chipotle, and find ways to meet their sourcing needs. We're disappointed that Chipotle is suggesting that they can't find adequate supply of responsibly-raised domestically and we'd like to talk with them about their challenges and see how we can be part of the solution.
- Consumers and customers can feel good about buying beef because all beef producers are committed to responsibly raising high-quality, safe beef that they're proud to serve to their own families.