

RIDE TO HIDE



It takes 2-3 years to bring beef from farm to fork. During that time, ranchers must care for cattle by keeping them healthy, managing their diets, and practicing good welfare.

Between 15 and 25 footballs can be produced from 1 cowhide.



More than 97% of beef cattle farms and ranches are classified as family farms.

One cowhide will be used to produce 11 basketballs or 144 baseballs. It takes 3,000 cow hides to supply the NFL for an entire year.



1. DOWNLOAD FAIR REALITY APP
2. PRESS  TO START SCANNING

3. SCAN IMAGE WITH ICON IN SCANNER VIEW 
4. ENJOY THE AR EXPERIENCE