

# FACTS FROM THE DOCUMENTARY

## CULTURE & ECONOMY

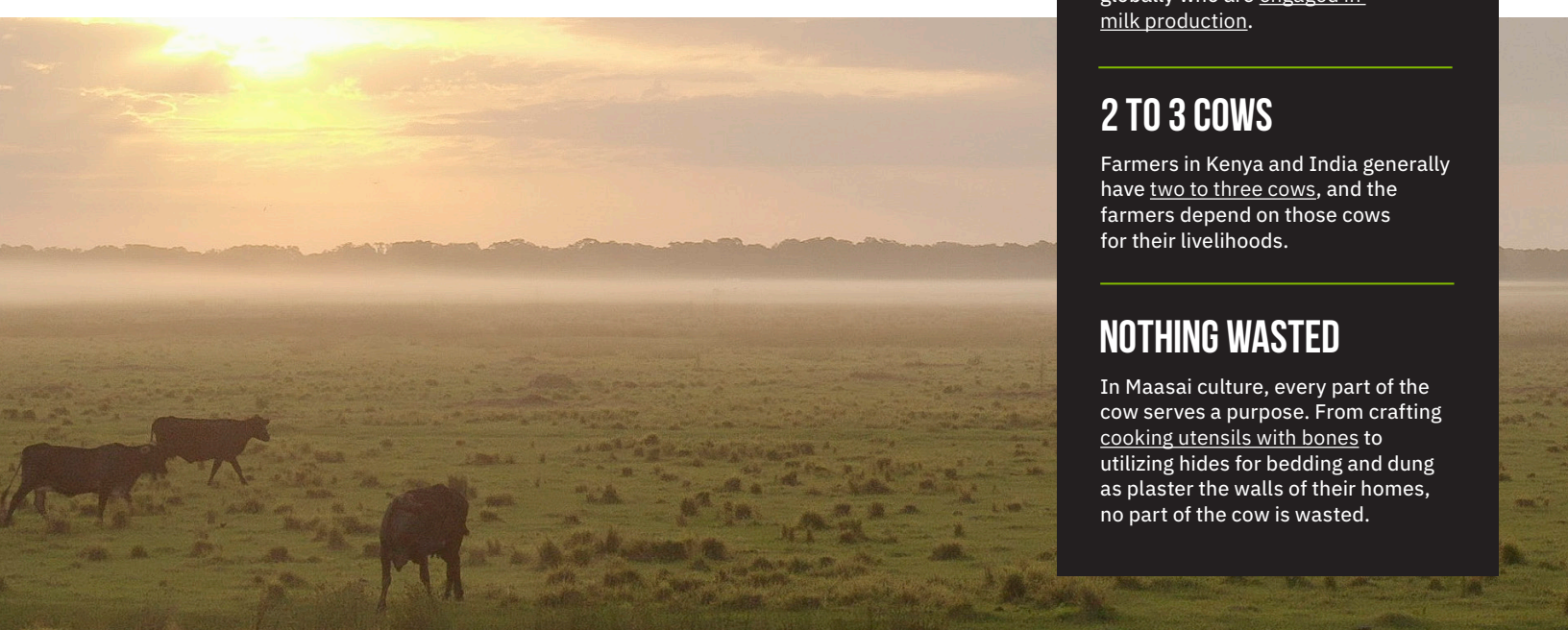
### A JOURNEY OF EXPLORATION

Amid narrow views about cows and climate change, award-winning journalists Michelle Michael and Brandon Whitworth spent nearly three years traveling to more than 40 global locations to get an up-close look at the social, financial, nutritional and environmental impact of cows — and to explore the possible repercussions of a world without them.

Here's a snapshot of what they learned about the impact of cows on cultures and economies around the world.

“Behind every Maasai man, there is a cow.  
**It is a part of me.**  
I cannot live without a cow. Everything in life connected for me  
**to survive is because of a cow.”**

—Joel Saitore Gilisho, Maasai Warrior, Kenya



## WORLD WITHOUT COWS

*Did you know?*

### \$1 TRILLION

The estimated global market value of cattle and associated industries is approximately \$1 trillion USD.

### 14%

Milk and dairy products account for 14% of global agricultural trade.

### 1 IN 10 PEOPLE

800 million people worldwide depend on cows for their livelihoods.

### 1.5 BILLION COWS

The global cattle population is estimated at 1.5 billion, which amounts to one cow for every five people on Earth.

### 150 MILLION HOUSEHOLDS

Dairy sustains the livelihoods of millions of smallholder farmers globally who are engaged in milk production.

### 2 TO 3 COWS

Farmers in Kenya and India generally have two to three cows, and the farmers depend on those cows for their livelihoods.

### NOTHING WASTED

In Maasai culture, every part of the cow serves a purpose. From crafting cooking utensils with bones to utilizing hides for bedding and dung as plaster the walls of their homes, no part of the cow is wasted.

# HOW COWS SHAPE OUR WORLD

Michelle and Brandon's journey took them from the heartland of the United States to Kenya, India, Brazil and beyond, all in pursuit of answering one seemingly simple question: "Are we better off in a world without cows?"

Here's a sampling of the numerous facts they discovered about how profoundly people depend on cattle in many regions of the world.



## India



### 300 million cows

India is home to the [largest concentration of livestock](#) in the entire world.

### 455,000 miles

Lined up nose to tail, India's 300 million cows would [stretch 455,000 miles](#) and [circle the Earth 18 times](#).

### A quarter of world hunger

[Nearly 1/4](#) of the world's undernourished population is in India, but India is [the world's largest](#) producer and consumer of milk.

### 10–20x less milk

The 300 million cows in India greatly outnumber the 9 million cows in the U.S. — but the cows in India [produce 10 to 20 times less](#) milk than American cows.

## Brazil



### 200 million cows

Brazil has [the largest commercial cattle herd](#) in the world.

### Double the cows

Brazil has more twice as many cows as the U.S. but [produces 5 billion fewer pounds of meat](#).

### 1/2 a billion cows

Together, Brazil and India are home to [half a billion cows](#), which is more than the cows left in the rest of the world combined.

## U.S.



### 92 million cows

The United States is home to the [third largest](#) and most productive cattle herd in the world.

### 1/3 fewer cattle

The U.S. [produces the same amount](#) of beef today as it did in the 1970s — with a third fewer cattle.

### 27 billion pounds

Cows in the U.S. produce [27 billion pounds of meat every year](#). While there are twice as many cows in Brazil as there are in the U.S., Brazilian cattle produce 5 billion fewer pounds of meat.

### 6 billion pounds

The state of Kansas alone is home to 30,000 cows and produced [6 billion pounds](#) of meat in 2019.

## Africa



### 1/4 of all people

By 2050, [one quarter of all human beings](#) on planet Earth will live in Africa.

### 2 million Maasai

Rural communities around the world depend on cows for survival — including [the 2 million members](#) of the Maasai tribe in Kenya.

### 1.3 billion people

Currently, 1.3 billion people call Africa home — and that population is [expected to double](#) over the next 30 years, making Africa a central component of global conversations about food security, sustainability and economic development.

### Cows as currency

In the culture of the Maasai people, a man's [wealth and status](#) within the community all depends on the number of cows he owns.