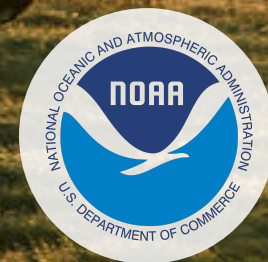


Weather & Climate Data In Action



The livestock industry is a significant contributor to the U.S. economy. The U.S. Drought Monitor (USDM) helps ranchers and federal agencies monitor drought and make informed management decisions

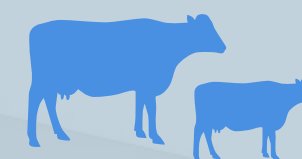
> \$100 billion

The U.S. livestock industry contributes revenue exceeding \$100 billion per year to the GDP

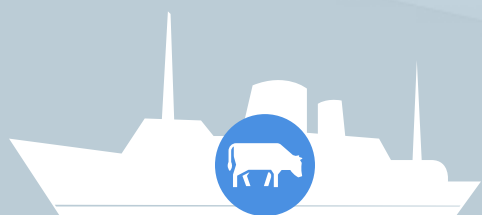


The U.S. livestock sector contributes to economic development in rural areas

Cattle production accounted for \$78 billion in revenue (2015) representing 21% of total revenue from agricultural commodities



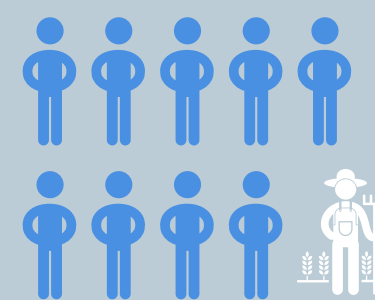
The U.S. is the world's largest producer of beef used for domestic consumption and international export



1.9 million metric tons of beef were exported in 2016



That's the weight of more than 190,000 tractors!



1 in every 10 people in the U.S. are employed in the agriculture sector (2015)

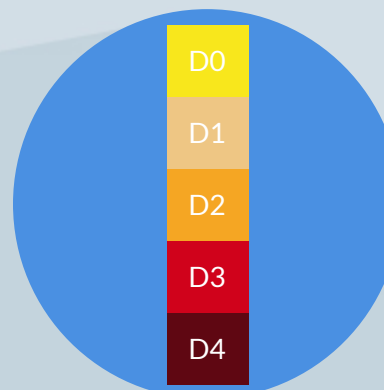
The U.S. Drought Monitor (USDM) is an online drought-monitoring map and narrative that tracks and reports the magnitude, spatial extent, probability of occurrence, and impacts of drought across the U.S



The USDM is created through a partnership between NOAA's National Centers for Environmental Information (NCEI), NOAA's Climate Prediction Center (CPC), the US Department of Agriculture (USDA), and the National Drought Mitigation Center (NDMC)



The USDM is created by about a dozen authors from partnering agencies - three are from NCEI



Droughts are ranked on a severity scale from D0 (abnormally dry) to D4 (exceptional drought)



The USDM is created using a variety of data products including NCEI's drought, temperature, and rainfall data

The USDM is used by ranchers and federal agencies to make informed decisions regarding feed supply and herd size during drought. This information is important as drought affects forage and crop growth, the food supply of livestock

Applications & value of the USDM

Ranchers



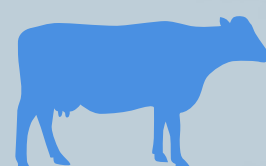
Ranchers use the USDM to assess how drought conditions will affect the market price of feed and livestock



Ranchers monitor the USDM to see if they are eligible for relief under government sponsored drought relief programs



Ranchers compare their own observations with drought conditions depicted by the USDM



Using the USDM helps to safeguard U.S. meat supply for domestic consumption and international export

Federal Agencies



Using the USDM's set drought severity categories (D0-D4) means less bureaucracy and faster relief allocation



Under the Livestock Forage Program, the USDA paid out \$2.7 billion (2015) to ranchers suffering drought-related forage losses



Using the USDM as a trigger for USDA's relief programs replaces the need for costly, independent drought assessments