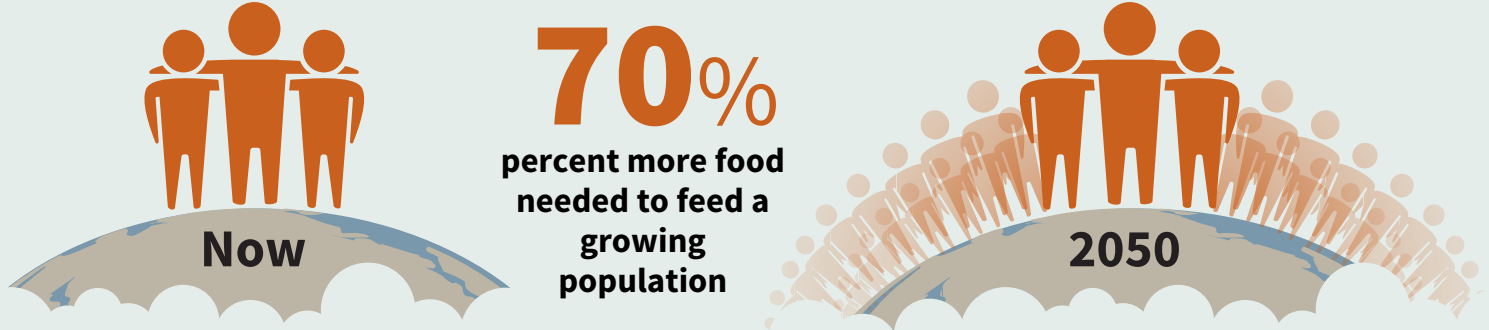


Beef Sustainability

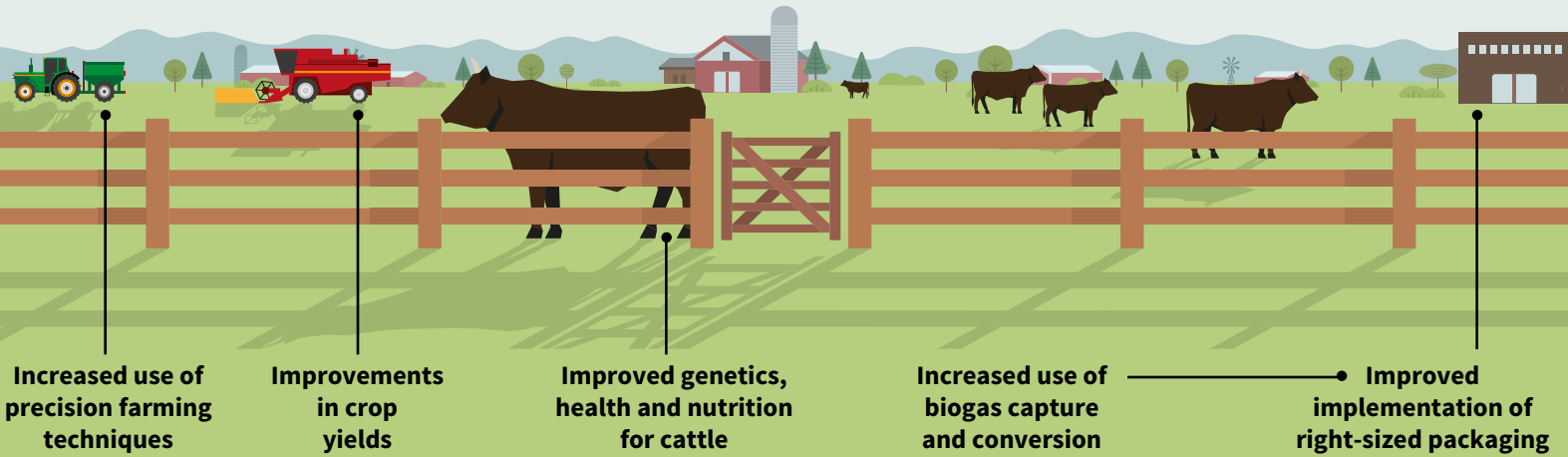
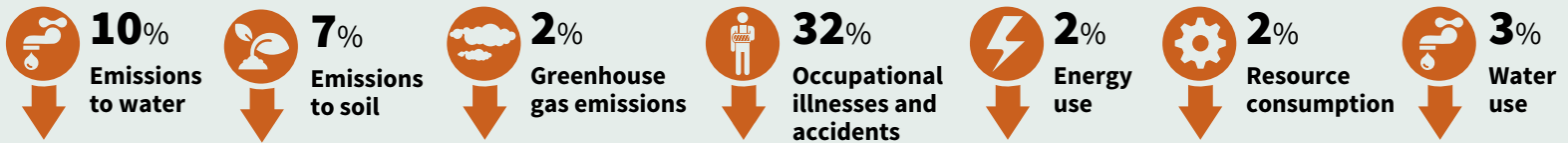


MEETING GROWING GLOBAL DEMAND BY BALANCING ENVIRONMENTAL RESPONSIBILITY, ECONOMIC OPPORTUNITY AND SOCIAL DILIGENCE THROUGHOUT THE SUPPLY CHAIN.



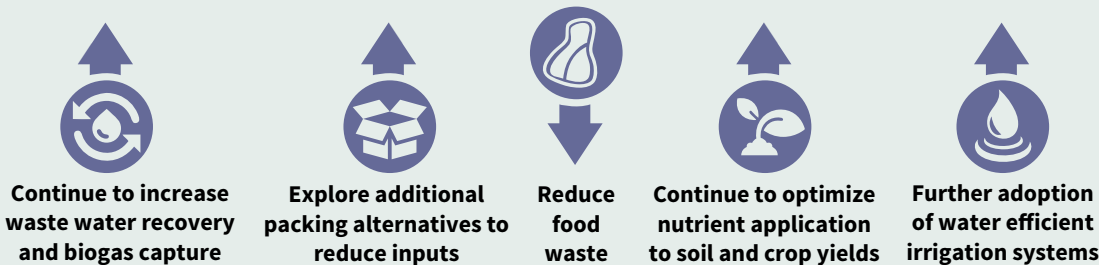
The beef industry has improved its sustainability by 5% in just 6 years to help meet those needs.

The Beef Checkoff Program launched a comprehensive lifecycle assessment to quantify and benchmark environmental, social and economic aspects of beef industry sustainability from 2005 - 2011. Improvements included:



How was sustainability improved?

Future opportunities to further increase sustainability:



Committed to a journey of continuous improvement

