

Sustainable meat...



is **NUTRITIOUS**,
HEALTHY and **SAFE**.



is **ACCESSIBLE**, **AFFORDABLE** and eaten in **MODERATION**,
in **BALANCE** with other nutrients, consistent with nutritional
guidelines.



is produced in adherence with
ENVIRONMENTAL STANDARDS that
measurably **REDUCE IMPACTS** across the
life cycle, **LIMITING** greenhouse gas
EMISSIONS and **IMPACTS** on **WATER**
quality and quantity, avoiding loss of
biodiversity and **ELIMINATING WASTE**.

comes from animals that are **RAISED WITH CARE**,
with **MINIMAL** use of **ANTIBIOTICS**, and to
standards that **RESPECT** the Five Freedoms of
ANIMAL WELFARE.



is produced through a **RESILIENT**, **FAIR**
and **EFFICIENT** food system that makes
OPTIMAL USE of **LAND** and **NATURAL**
RESOURCES.

is produced by a company that is
RESPONSIVE to the needs of society
and transparently demonstrates our
ACCOUNTABILITY to **SOCIAL** and
ENVIRONMENTAL RESPONSIBILITY.

