

Sustainable meat...



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

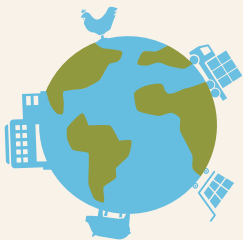


is **ACCESSIBLE, AFFORDABLE** and eaten in **MODERATION**, in
BALANCE with other nutrients, consistent with nutritional guidelines.



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**.

