Sustainable meat...



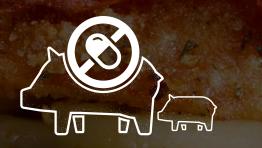
is NUTRITIOUS, HEALTHY and SAFE.



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



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 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.



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.

