Goal: Support and promote the value of beef through substantiated science and collaborative engagement

Research

Benchmark & Improve Sustainability
Support scientific advancement of the life cycle assessment to measure beef sustainability using social, economic, and environmental indicators
- Define & communicate sustainable beef production
- Life cycle assessment updates
- Collection of region specific data
- Demonstrate continuous improvement

Build Trust
Demonstrate the industry’s commitment to sustainable beef by leveraging successes & opportunities across the beef value chain
- Identify improvement opportunities
- Advocate for diversity in production methods
- Demonstrate the sustainability of beef
- Sustainable diets for health

Engagement
Assure stakeholders/influencers of the beef industry’s commitment to continually improving the sustainability of beef
- Disseminate written content and visual tools
- Share results with scientific, industry & influencers
- Monitor real or perceived threats

Intended Outcome: Provide science-based evidence to inform and engage industry stakeholders on the true sustainability of beef