

Beef Sustainability Research

Checkoff Program Roadmap through FY 2020



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