



Be Beef Prepared for Sustainability

Beef farmers, ranchers and processors are dedicated to producing beef in a way that prioritizes the planet, people, animals, and progress. **Prepared Beef plays a key role in the industry's sustainability story.**



ENVIRONMENTAL STEWARDSHIP

USE OF WHOLE ANIMAL:

Prepared meats are part of the many steps the industry takes to ensure the use of the entire animal. This ability to maximize the meat being utilized from the animal reduces the amount of resources utilized on a per pound of food basis.

REDUCTION OF FOOD WASTE:

The processes of curing, salting, fermenting or smoking were designed centuries ago to extend the shelf life of meat and reduce the amount that goes to waste. Today these processes serve a similar purpose. Without these in place, it is likely that the amount of waste would increase, leading to negative impacts on the planet.



SOCIAL RESPONSIBILITY

NUTRITION:

The prepared meats category is diverse and offers choices to meet nutrition needs, tastes, budgets and personal preferences.

CONVENIENCE AND AFFORDABILITY:

Prepared beef products provide a convenient source of protein, vitamins and minerals. Because most prepared meats are pre-cooked, they offer consumers easy, on-the-go access to the nutrient density in meat.

CULTURE:

Whether it's a beef hot dog at a ballgame, a Reuben sandwich at your favorite deli or beef jerky on a hike, prepared beef products play a key role in American culture.



ECONOMIC VIABILITY

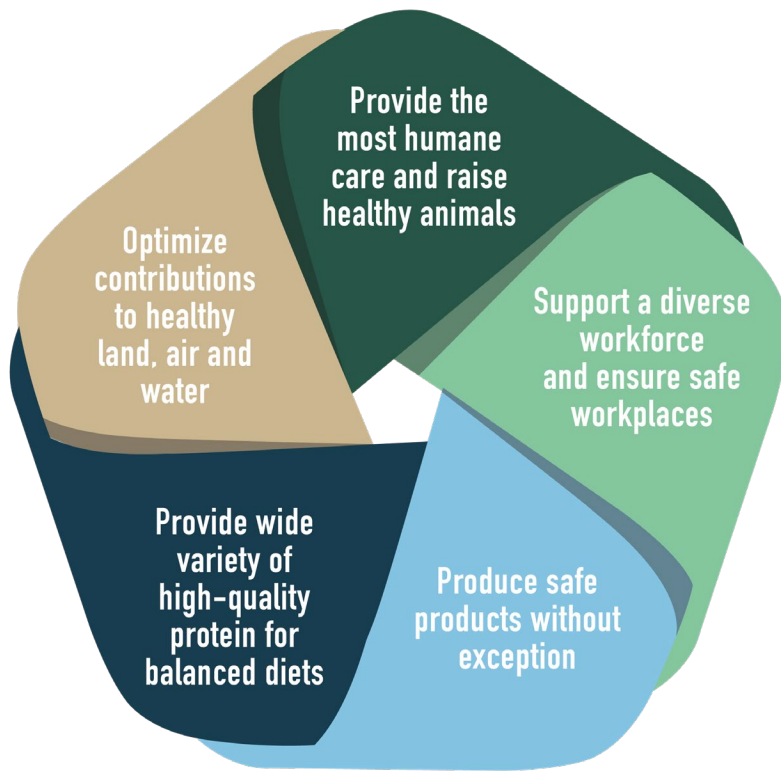
THE PREPARED MEAT SECTOR AS A WHOLE IS A \$27 BILLION CATEGORY.¹

Meat processing directly contributes more than 175,000 jobs and \$10.7 Billion in wages.² **This fuels jobs and livelihoods around the country,** from increasing the value of animals raised by farmers, to providing strong jobs to a diverse workforce to fueling local communities around the country through tax revenues from the many businesses that produce and sell them.

Environmental Stewardship +
Social Responsibility +
Economic Viability =

A SUSTAINABLE FOOD SYSTEM

The Protein PACT: for the People, Animals and Climate of Tomorrow



The North American Meat Institute, in partnership with stakeholders throughout the supply chain, has embarked on the largest-ever effort to strengthen animal protein's contributions to healthy people, healthy animals, healthy communities, and a healthy environment.

To achieve this vision, NAMI and supply chain stakeholders are establishing transparent baselines and benchmarks for our efforts, setting ambitious targets for continuous improvement, and launching comprehensive communications about animal protein's unique place in sustainable, healthy diets.

Prepared beef producers will play a major role in this, making commitments to further enhance their sustainability and deliver on those commitments publicly over the next decade. **For more, please visit, meatinstitute.org.**



Hungry for More?

A range of AHA certified prepared products can be found in our on-line, searchable [Product Center](https://www.bebeefprepared.com/product-center) at [BeBeefPrepared.com](https://www.bebeefprepared.com).

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