Integrity Beef
Sustainability Pilot Project and Unintended Traceability

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COLLABORATION
PILOT PROJECT GOALS

To improve the sustainability of the entire beef production value chain

Act as a model for the U.S. beef industry

Align with the vision, indicators and metrics of the USRSB

Integrate all phases of the beef supply chain
1. **Cattle will be sourced** by Noble Research Institute through Integrity Beef.

2. **Data collection and management** will be handled by Noble Research Institute.

3. **BMG will purchase cattle** from Integrity Beef and manage them through in the Progressive Beef System.

4. **Tyson Foods will purchase cattle** from BMG when finished and provide trimmings to Golden State Foods.

5. **GSF will incorporate project beef into hamburger patties** for McDonald’s to purchase.
PILOT PROJECT OBJECTIVES

• USRB Indicators* and Metrics
  • Benchmark and track progress towards metrics
  • Evaluate performance of current indicators and metrics
  • Research future indicators and metrics
• Document and share information from each phase to increase efficiency
  • Producers receive feedlot and carcass performance data

*USRB Indicators
  – Animal Health and Welfare
  – Land Resources
  – Efficiency and Yield
  – Air and Greenhouse Gasses
  – Water Resources
  – Worker Safety and Well-Being
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Traceability Benefits

• Benefits to Cow-Calf Producers
  • Producers receive feedlot and carcass performance data
  • Improve management decisions
    • Animal & genetic selection
    • Animal efficiency
    • Health
    • Efficacy of vaccines
Traceability Benefits

• Benefits to Cow-Calf Producers
  • Move from paying for pounds to paying for carcass
  • Potential to solve bigger issues, i.e. BRD
  • Reward producers for voluntarily implementing traceability
Traceability Benefits

• Benefits to the Beef Industry
  • Increased access to export markets
  • Antibiotic stewardship
  • Increased quality of product
  • Increased efficiency
    • Communication (direct vs. implied)
    • Speed of improvement
    • Feed and water consumption
    • Health
Traceability is a tool for increased business performance
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