

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
- Efficiency and Yield
- Water Resources

- Land Resources
- Air and Greenhouse Gasses
- Worker Safety and Well-Being

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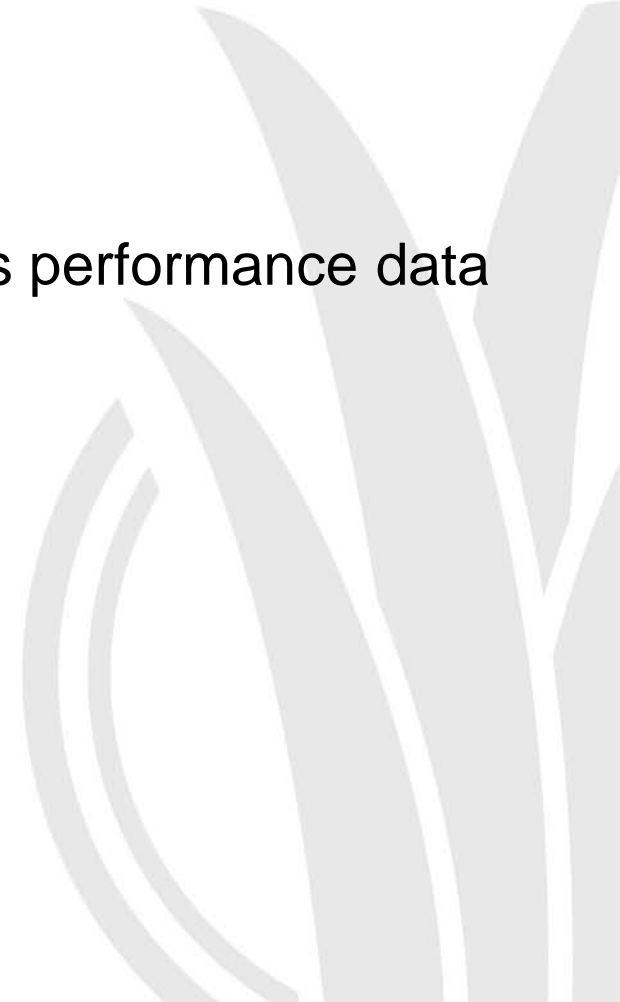
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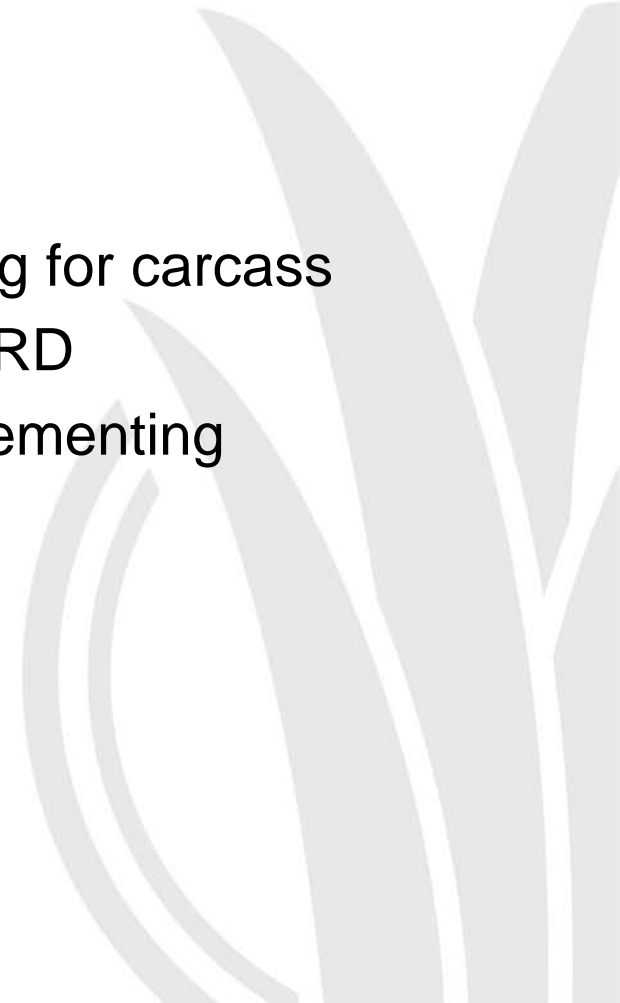
Traceability Benefits

- **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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