

# 2024 Community Wellness Metrics & Guidance

Report data for the prior calendar year. This focus area pertains and is to be reported as the company or enterprise as a single entity. Only one reporter allowed for this focus area.

Purpose: Information reported in this focus area is used for policy development and discussions to share the breadth of work the industry is doing to help a community's health and wellness. More information contact staff leads:

- **Eric Mittenthal**  
Chief Strategy Officer  
[emittenthal@meatinstitute.org](mailto:emittenthal@meatinstitute.org)
- **Casey Kammerle**  
Communications Director  
Meat Institute Marketing & Communications Committee  
[ckammerle@meatinstitute.org](mailto:ckammerle@meatinstitute.org)
- **Nathan Fretz**  
Legislative Vice President  
Meat Institute Government Relations Committee  
[nfretz@meatinstitute.org](mailto:nfretz@meatinstitute.org)

## Achievement Metrics

Achievement metrics will be denoted by A#. Achievements represent opportunities for building onto the baseline metrics and opportunities for consideration to move your business forward. If you notice a A#a,b,c. The a,b,c are the secondary or tertiary parts (A#a1) to the metric as applicable to a n achievement metric. In general, the letter/number combinations are to help everyone denote which metric or part of a metric is being referenced.

# Community Wellness Metrics & Guidance

## Yes or No **A4. Company contributes to the improvement of food security.**

Examples: Donations of product, money, or time to food banks, charities, and/or natural disasters.

Note: Repeat question found under Nutrition Focus Area. It will be "graded" under Nutrition. Information entered in this module is for the benefit of the industry and to help the Meat Institute's communication and policy staff advocate and educate for the industry.

If answer yes (A4), then A4a with checkboxes will appear.

### **A4a. Company contributions were provided to (check all that apply):**

Upon checking a box(es) you will be asked to provide additional details or types of food security related activities undertaken by your company. Any details will be anonymized and may be used as examples or proof points when telling the story of the protein industry's commitment to advance nutrition science.

**\_\_\_ A4a1. Food Banks (see A4a1a)** Reminder: This metric is used to measure the Meat Institute's aim by 2025, working with the U.S. Department of Agriculture and Feeding America, the Meat Institute will measure and help fill the protein gap to ensure families in need have enough high-quality protein.

#### **A4a1a. Food Banks contributions were:**

- Donating Meat & Poultry or Combination Product
  - i. Text Box (enter quantitative number only with commas; example: 1,000)
  - ii. N/A
  - iii. Choose not to report
- Company-organized employee volunteer time at a food bank
- Monetary donation (excludes the product donation) to a food bank
  - Text Box (quantitative number only with commas; example: \$1,000)
  - N/A
  - Choose not to report

- Held company food drive for food banks. (canned goods/non-perishables)
- Donated R&D samples (product/overrun).
- Donating to programs and initiatives to improve supply chain and infrastructure improvements to national and local food bank organizations?
  - i. Capacity building support for food bank operations teams.
  - ii. Grants toward capital improvement projects focused on areas such as food safety, refrigeration, packing and labeling.

#### **A4a1b. Donations were given to:**

- Food Bank(s)
- City Sponsored Community Outreach Program(s)
- Community Hunger Program(s)
- Other

#### **A4a1c. Donated proteins to food bank were: (appears if A4a1a Product or Donated R&D Samples is selected.)**

- Beef
- Pork
- Turkey
- Chicken
- Lamb
- Veal
- Bison
- Multi-protein (sausages, hot dogs, etc.)
- Canned
- Shelf-stable
- Other

#### **A4a1d. What was the regionality of the company's donations? (appears if A4a1B is selected).**

Can check more than one category.

- Local community (local)
- Within your contributing facility's state (state)
- Multi-state area (regional)
- All of the country (national)
- Contributions went globally (global)

#### **Product Amount using the following Formula**

$[(R*4 + (C*5.333)) = \text{___ servings/meals donated}]$

R= raw products in lbs.

C = cooked product in lbs.

To convert ounces to pounds: Multiply the number of lbs donated by 4 for raw donations.

(Example: 4oz serving x 4 = 16 oz/1 lb.)

Multiply the number of lbs by 5.33 for cooked donations

(Example: 3 oz serving x 5.33 = 16 oz/1 lb.)



# Community Wellness Metrics & Guidance

## \_\_\_ A4a2. Charities Excludes Food Bank activities. (see A4a2a if selected).

### A4a2a. Charity contributions were:

- \_\_\_ 1. Donated Meat & Poultry Product
  - \_\_\_ i. Text Box (enter quantitative number only with commas; example: 1,000)
  
  - \_\_\_ ii. N/A
  - \_\_\_ iii. Choose not to report
- \_\_\_ 2. Company-organized Employee Volunteer time at a charity or charities.
- \_\_\_ 3. School Backpack Program - Supplies (stuffing, monetary funding, etc.)
- \_\_\_ 4. School Backpack Program - Food (stuffing, product donation, monetary funding, etc.)
- \_\_\_ 5. Monetary donation (excludes the product donation) to a charity.
  - \_\_\_ Text Box (quantitative number only with commas; example: 1,000)

### Product Amount using the following Formula

$[(R*4 + (C*5.333)) = \text{___ servings/meals donated}]$

R = raw products in lbs.

C = cooked product in lbs.

To convert ounces to pounds: Multiply the number of lbs donated by 4 for raw donations.

(Example: 4oz serving x 4 = 16 oz/1 lb.)

Multiply the number of lbs by 5.33 for cooked donations

(Example: 3 oz serving x 5.33 = 16 oz/1 lb.)

- \_\_\_ N/A
- \_\_\_ Choose not to report
- \_\_\_ 6. Community Event Sponsor (types)
  - \_\_\_ Boys & Girls Club
  - \_\_\_ Health Walk/Fun Run (American Heart Association, Breast Cancer, Alzheimer, Adoption etc.)
  - \_\_\_ Ethnic Celebration (AfrOmaha, Cinco De Mayo, etc.)
  - \_\_\_ Domestic Violence
  - \_\_\_ Special Olympics
  - \_\_\_ Disability Awareness and/or Support
  - \_\_\_ Mental Health
  - \_\_\_ Music Program
  - \_\_\_ FFA
  - \_\_\_ 4H
  - \_\_\_ United Way
  - \_\_\_ Children's Home
  - \_\_\_ Addiction Program
  - \_\_\_ Chamber of Commerce
  - \_\_\_ University / Technical College - Ag Education Event
  - \_\_\_ Pets & Animals
  - \_\_\_ Outdoor Activities (field day, hikes, etc.)
  - \_\_\_ Sporting Events
  - \_\_\_ Community Gardens
  - \_\_\_ Sports team(s)
  - \_\_\_ K-12 Schools
  - \_\_\_ Hospitals, clinics
  - \_\_\_ Public officials/EMS (police & fire departments)
  - \_\_\_ Local, Small Businesses
  - \_\_\_ Local, Family in-need
  - \_\_\_ Donations to the local community(ies)
- \_\_\_ 7. Other - Text Box for Examples

### A4a2b. What was the regionality of the company's donations to charity? (Can check more than one category.)

- \_\_\_ Local community (local)
- \_\_\_ Within your contributing facility's state (state)
- \_\_\_ Multi-state area (regional)
- \_\_\_ All of the country (national)
- \_\_\_ Contributions went globally (global)

### A4a2c. Donated proteins for charity were:

- \_\_\_ Beef
- \_\_\_ Pork
- \_\_\_ Turkey
- \_\_\_ Chicken
- \_\_\_ Lamb
- \_\_\_ Veal
- \_\_\_ Bison
- \_\_\_ Combination protein (sausages, hot dogs, etc.)
- \_\_\_ Canned
- \_\_\_ Shelf-stable
- \_\_\_ Other - Text Box for Examples



# Community Wellness Metrics & Guidance

## \_\_\_ A4a3. Disaster Relief Excludes food banks and charities.

### A4a3a. Disaster Relief donations were:

- \_\_\_ 1. Donated Meat & Poultry Product
  - \_\_\_ i. Text Box (enter quantitative number only with commas; example: 1,000)
  
  - \_\_\_ ii. N/A
  - \_\_\_ iii. Choose not to report
- \_\_\_ 2. Company-organized Employee volunteer time at a disaster relief event.
- \_\_\_ 3. Monetary doation (excludes the product donation)
  - \_\_\_ Text Box (quantitative number only with commas; example: 1,000)
  
  - \_\_\_ N/A
  - \_\_\_ Choose not to report
- \_\_\_ 4. Held company food drive for disaster relief. (canned goods/non-perishables)

### Product Amount using the following Formula

$[(R*4 + (C*5.333)) = \text{___ servings/meals donated}]$

R= raw products in lbs.

C = cooked product in lbs.

To convert ounces to pounds: Multiply the number of lbs donated by 4 for raw donations.

(Example: 4oz serving x 4 = 16 oz/1 lb.)

Multiply the number of lbs by 5.33 for cooked donations

(Example: 3 oz serving x 5.33 = 16 oz/1 lb.)

### A4a3b. What was the regionality of the company's donations to charity? (Can check more than one category.)

- \_\_\_ Local community (local)
- \_\_\_ Within your contributing facility's state (state)
- \_\_\_ Multi-state area (regional)
- \_\_\_ All of the country (national)
- \_\_\_ Contributions went globally (global)

### A4a3c. Donated proteins for charity were:

- \_\_\_ Beef
- \_\_\_ Pork
- \_\_\_ Turkey
- \_\_\_ Chicken
- \_\_\_ Lamb
- \_\_\_ Veal
- \_\_\_ Bison
- \_\_\_ Combination protein (sausages, hot dogs, etc.)
- \_\_\_ Canned
- \_\_\_ Shelf-stable
- \_\_\_ Other - Text Box for Examples

**A4a4. Other, please describe.** Examples: Donating to local sports teams; being a good community steward; other community support efforts

# Community Wellness Metrics & Guidance

## Education and Workforce Development (Developing the Future)

### **A5a1. Scholarships** (These can be community type scholarships/awards for any purpose)

#### **A5a1a. Supported the following scholarships:**

- Scholarship Foundation
- Culinary Institute of America (CIA) Fund
- (Company Name) Scholarship
- Company scholarship to employee's children
- Tuition reimbursement to employees and their dependents
- Continuing education funded by company
- National Merit scholarships
- Other

#### **A5a1b. Supported scholarships by:**

- Donating monetarily to universities and/or organizations that fund scholarships (if checked A5a1c appears)
- Employees serve on boards and/or selection committees for scholarships

#### **A5a1c. Monetarily contributed to scholarships this past year:**

- Dollar Amount received (Insert in text box)

### **A5a2. Other contributions to education** (Skills Development) **labor/workforce** (developing the future)

## **Press Releases** (Text box for Companies to share any press releases they'd like to with the Meat Institute)

### **Other Resources**

- [Meat Institute's Nutrition, Health & Wellness Page & Committee info](#)
- [Meat Institute's Health & Wellness Recognition Awards](#) – Apply annually between January 1 – 31
- [Meat Foundation](#) (Formerly Foundation for Meat & Poultry Research & Education)