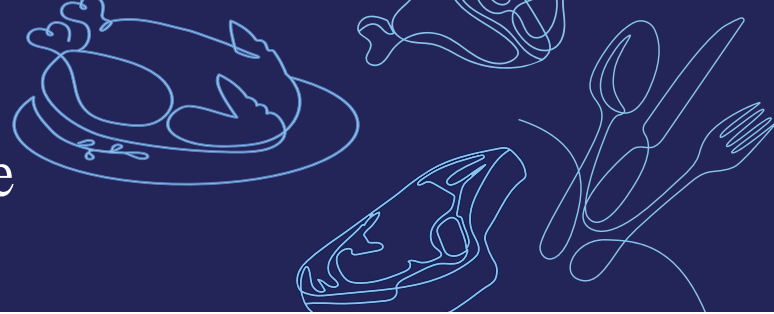




Nourishing Today  
Sustaining Tomorrow

# 2025 Nutrition Science 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.*

*Foundational metrics will be denoted by B# and are to represent the foundational expectations for the industry. 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 B#a,b,c. The a,b,c are the secondary or tertiary parts (A#a1) to the metric as applicable to a baseline or achievement metric. In general, the letter/number combinations are to help everyone denote which metric or part of a metric is being referenced.*

*Purpose: Information reported in this focus area is used for policy development and discussions to share the aggregated breadth and scope of the product offerings in the meat industry to meet consumers health, wellness and nutrition expectations.*

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## Foundational Metrics (Baselines)

Many companies produce hundreds of products. While it would be ideal to report on each product, providing cumulative label information for the total number of products is appropriate for these metrics.

### **B1. Nutrition facts regarding recommended dietary allowance of essential nutrients are provided on an approved label.**

Yes (select and move to B1a)

No (select and move to B2)

N/A – Not all products produced require a Nutrition Facts Panel (NFP). (select and move to B2)

#### **Resources:**

- [National Institutes of Health– Nutrient Recommendations: Dietary Reference Intakes \(DRI\)](#)
- Regulatory citation outlining the required format of the NFP ([9 CFR 317.300– 317.400](#), [9 CFR 381.400– 381.500](#))
- Compliance info with FDA revised nutrition facts: [Nutrition Facts Label Compliance](#)

#### **B1a. Cumulative Label Information.**

If yes selected, please include any details on the information you provide beyond the minimum nutritional requirements. This could include front-of-pack type labeling programs or nutrition information to meet other country requirements or customer requests. This data can be used to communicate how the industry is raising the bar above minimums.



## Claims vs Attributes Overview for Baseline Questions

- **Attributes** are USDA's Food Safety and Inspection Service (FSIS) defined qualities of a product.
- **Claims** are attributes of a product that has FSIS regulatory approval and are featured on or with the product.

## Attributes

### **B2. Product portfolio includes products that include the following attributes (check all that apply).**

This baseline metric applies more broadly to companies of all types, e.g. food service supplier, processor, branded product portfolio, etc. Many companies may produce products that include these attributes.

#### **B2a. Beneficial Nutrients - Attributes:**

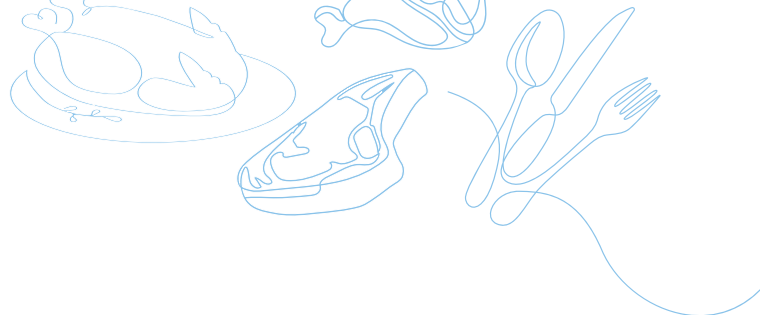
Excellent/high/rich in source of protein  
Good source of protein  
Excellent source of iron  
Good source of iron  
Excellent source of B12  
Good source of B12  
Lean  
Other, please describe. (see B2a1)  
N/A

#### **B2a1. Beneficial Nutrients - Attributes: Other, please describe.**

#### **B2b. Nutrients to Limit - Attributes:**

Reduced saturated fat  
Low in saturated fat  
Saturated Fat free  
Reduced sodium  
Low in sodium  
Sodium free  
Added Sugars  
Other, please describe. (see B2b1)  
N/A

#### **B2b1. Nutrients to Limit - Attributes: Other, please describe.**



**B2c. Lifestyle or Wellness Preference – Attributes:**

- Organic (Certified)
- Non-GMO (Certified)
- Gluten free
- No added nitrates/nitrites
- No artificial claims
- Dietary preference (e.g., keto, low carb, halal, kosher)
- Clean Label (Simplified ingredient statement)
- Other, please describe. (see B2c1)
- N/A

**B2c1. Lifestyle or Wellness Preference – Attributes: Other, please describe.**

**B2d. Of the checked boxes above, does the company test for attributes?**

- Yes (see B2d1)
- No (see B2d2)
- N/A (see B3)

**B2d1. If yes, the company tests for attributes, does that apply to:**

- Beneficial Nutrients
- Nutrients to Limit
- Lifestyle or Wellness Preference

**B2d2. If no, the company does not test for attributes, why? (Optional)**

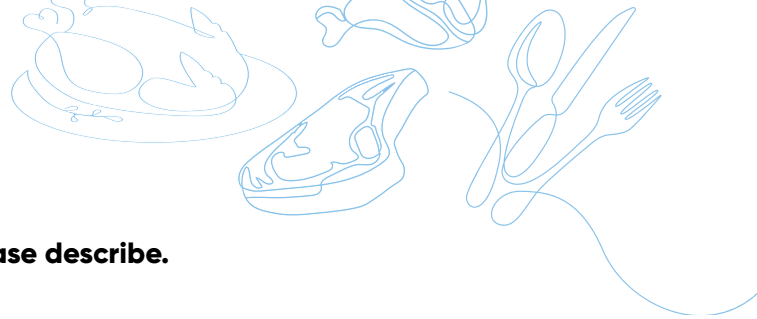
## Claims

**B3. Product portfolio includes products that include the following claims (check all that apply):**

This metric applies more broadly to companies of all types, e.g. food service supplier, processor, branded product portfolio, etc. Many companies may produce products that include these claims.

**B3a. Beneficial Nutrients – Claims:**

- Excellent/high/rich in source of protein
- Good source of protein
- Excellent source of iron
- Good source of iron
- Excellent source of B12
- Good source of B12
- Lean
- Other, please describe. (see B3a1)
- N/A



**B3a1. Beneficial Nutrients – Claims: Other, please describe.**

**B3b. Nutrients to Limit – Claims:**

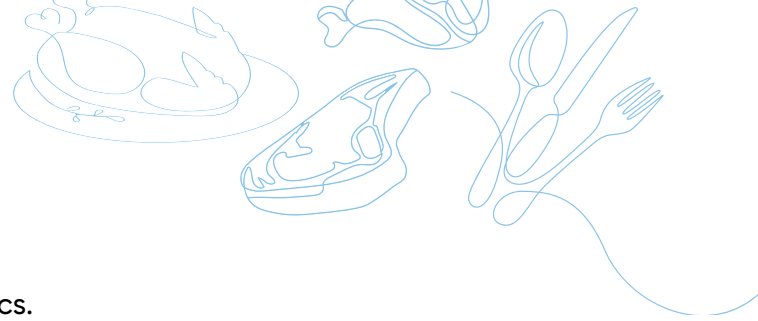
Reduced saturated fat  
Low in saturated fat  
Saturated fat free  
Reduced sodium  
Low in sodium  
Sodium free  
Added Sugars  
Other, please describe. (see B3b1)  
N/A

**B3b1. Nutrients to Limit – Claims: Other, please describe.**

**B3c. Lifestyle or Wellness Preference – Claims:**

Organic (Certified)  
Non-GMO (Certified)  
Gluten free  
No added nitrates/nitrites  
No artificial claims  
Dietary preference (e.g., keto, low carb, halal, kosher)  
Other (see B3c1)  
N/A

**B3c1. Lifestyle or Wellness Preference – Claims: Other, please describe.**



## Achievements

Reminder: The A# represents these as Achievement metrics.

When answering these achievement metrics, check ALL applicable boxes in each column to indicate yes. If no, leave unchecked.

Within the achievement metrics, we use a commit, track, deliver, made public framework. This framework is to show the company's or establishment's progression as it relates to meeting this metric and possibly going above and beyond the metric (deliver/made public).

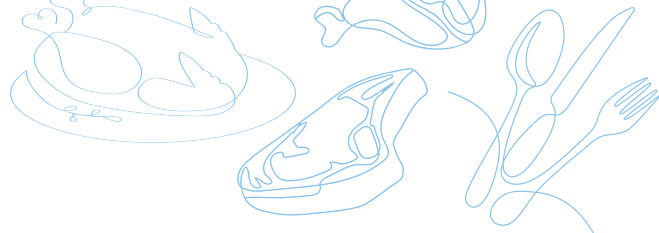
In general, across all focus areas unless clarified under the metric, the following will be your guiding definitions for commit, track, deliver, made public, not applicable, and choose not to report.

- **Commit (C)** - Means internally the company has stated a commitment to the metric.
- **Track (T)** - Means internally the company has a mechanism for measuring/recording/reporting information supporting this metric.
- **Deliver (D)** - Means the company is meeting the internal goal(s) or commitment(s) pertinent to this metric. For some metrics, Deliver may refer to using the information to identify opportunities for improvement and demonstrate a gap closure or going above and beyond meeting the metric.
  - » If Deliver (D) is checked in this achievement chart, you will be asked to provide examples of how you are delivering.
- **Made Public (P)** - At the company level, information regarding this metric has been published, printed, or posted publicly displaying our commitment to this metric externally. Examples: posted on the company website; included in an ESG report.
- **N/A (NA)** - Not Applicable
- **Not Reporting (NR)** - Choose not to report on this metric

The question mark (?) after each metric provides guidance on how to report for each individual metric. If there is nothing specific to that metric for interpretation assistance, then the definitions of commit, track, deliver, and made public as written above prevail.

Example: If you are reporting for 3 establishments, the max number you can input is 3.

		C	T	D	P	NA	NR
NUTRITION INFORMATION	<b>A1. Nutrition-related information is voluntarily provided to customers and/or consumers.</b>						
	Nutrition related information can be provided to customers/consumers through a variety of means, e.g. print, digital, in store, on package, etc. This type of information can include information on dietary guidance, food preparation, recipes, and food safety among others. Information can be provided in general to customers or consumers, but it can also address unique needs of subpopulations, like those identified in the <a href="#">2020-2025 Dietary Guidelines for Americans</a> , e.g. specific nutrient needs in certain life stages, e.g. adolescent girls or the elderly.						



		C	T	D	P	NA	NR
VOLUNTARY NUTRITION INITIATIVES	<b>A2. Voluntarily participates in nutrition initiatives.</b> <i>Note: A2a and A2b Only applies to manufacturers of retail or direct to consumer products, including co-manufacturing/co-packing.</i>						
	<b>A2a. Industry led initiatives address three topic areas:</b>						
	1. In-store (e.g. Guiding Star or Point of Purchase)						
	2. On-package (e.g. Facts Up Front, Smart Label)						
	3. Online (e.g. company or product website; Instacart)						
	<b>A2b. Third-party initiative (public or private) that does not require validation or verification by a third-party. (e.g. FDA Sodium Targets; National Sodium &amp; Sugar Reduction Initiative).</b>						
	<b>A2c. Third-party initiatives require validation or verification by a third-party. There are two types of participation.</b>						
	1. Fee-based Initiatives (e.g. AHA Heart Check, non-GMO verified, certified organic.);						
	2. Non-fee-based initiatives (e.g. USDA Foods, Smart Snacks)						

If you put a check mark in the "Deliver" column above the following will appear:

**A2a1. If Delivering on in-store initiatives, what program(s) are you participating in?**

Guiding Star  
Point of Purchase  
Other

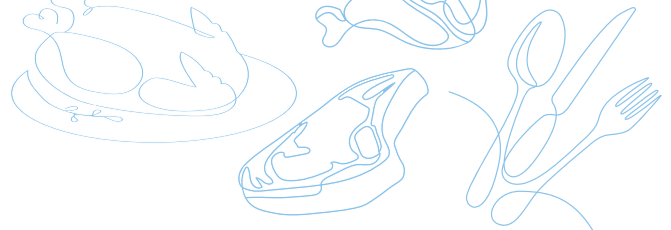
**A2a2. If Delivering on on-package initiatives, what program(s) are you participating in?**

*Note: This does NOT include claims on-package (report claims on B3).*

Facts Up Front  
Smart Label  
Other

**A2a3. If Delivering on online initiatives, how are you accomplishing this metric?**

Company or Product Website  
Retail Website (providing the information to retail customers) examples: grocery store, box stores, etc.  
Restaurant Website (providing the information to restaurant customers)  
Instacart  
Uber Eats  
Door Dash  
Other



**A2b1. If Delivering, Third-party initiative (public or private) that does not require validation or verification by a third-party. (e.g. FDA Sodium Targets; National Sodium & Sugar Reduction Initiative).**

FDA Sodium Targets  
National Sodium & Sugar Reduction Initiative  
Other

**A2c1a. If Delivering on fee-based initiatives that is certified or verified, what initiative(s) are you participating in?**

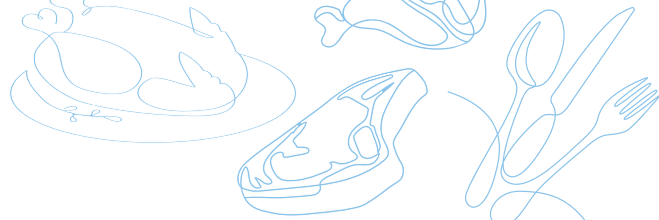
Note: Not tracking lifestyle or weight loss diets.

AHA Heart Check  
Non-GMO Verified  
Certified Organic  
Certified Gluten Free  
Certified Halal/Halal  
Certified Kosher/Kosher  
Global Animal Partnership (GAP)  
Other

**A2c2a. If Delivering on non-fee-based initiatives (e.g. USDA Foods approved vendor), what initiative(s) are you participating in?**

Example: USDA School Foods Program (USDA Foods – Breakfast, Lunch, Snacks).

Breakfast  
Lunch  
Smart Snacks  
Other



### A3. Company contributes (financial or in-kind) to the advancement of nutrition science.

Yes No

Company contributions to the advancement of nutrition science include financial or in-kind support for nutrition research or education. This support should be considered in terms of resources (financial and time).

- Financial support of nutrition research includes contributions to the Meat Foundation or other programs administering or conducting research as well as direct research sponsorship. This does not include R&D.
- In-kind support for nutrition research could include participation in projects or on an advisory committee.
- Support for the advancement of nutrition education could include sponsoring programming, outreach or exhibits at nutrition or health focused conferences, e.g. American Society for Nutrition or the Food and Nutrition Conference and Expo.
- Internal and external commitments to health and wellness programs like workplace nutrition or healthy lifestyle programs.
- Both informal and formal partnerships, e.g. MyPlate National Strategic Partner, to advance nutrition apply to this metric.
- Membership in Programs

If answer yes to A3, then A3a with checkboxes will appear.

#### A3a: We contribute to Nutrition Science through (check all that apply):

Upon checking a box(es), please provide additional details about the Company's commitment or activities. 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.

##### A3a1. Nutrition Research (see A3a1a and A3a1b)

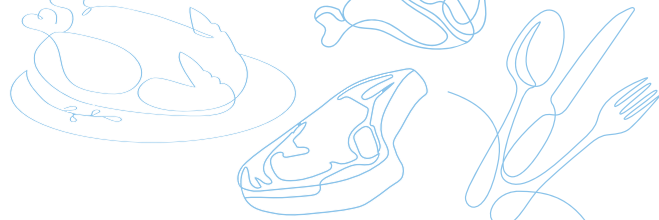
##### A3a1a. How do we contribute to nutrition research?

- Contribute Financially (\$)
- Contribute with Expertise (time & knowledge)
- Other, please describe.

##### A3a1b. Where do we contribute to nutrition research?

- University or College
- Foundation(s) (examples AMSA Foundation and Meat Foundation)
- USDA
- Community Organization and NGOs directly supporting or conducting consumer research and/or education.
- Participating on the Meat Institute's Health & Wellness Committee
- Participating on other industry committees or task forces focused on nutrition research (example: National Pork Board's Nutrition Task Force)
- Other, please describe.
- Choose not to report



**A3a2. Nutrition Education (see A3a2a)**

If checked, please describe the company's contributions to Nutrition Education to employees and in the workplace. (Example: Nutrition Scholarships)

**A3a2. We contribute to nutrition education by:****A3a2a. Internal Education, Professional Development**

Company supports the education of an employee(s) in nutrition to develop professionally.

Participating/attending conferences, events and/or webinars

Participating/attending Certification Course

Participating/attending College or University Class

Providing expertise and leadership by actively engaging in Associations doing nutrition education work.

Other, please describe.

**A3a2b. Internal Education, Corporate**

Company provides nutrition education to the employees and in the workplace to improve their nutrition.

Hosting conferences, events and/or webinars

Providing training and/or informational resources to employees

Providing nutrition education at/for health care centers, specialty care facilities, caregiver education

Developing specialty food products for special dietary and nutritional needs (cancer, diabetes, etc.)

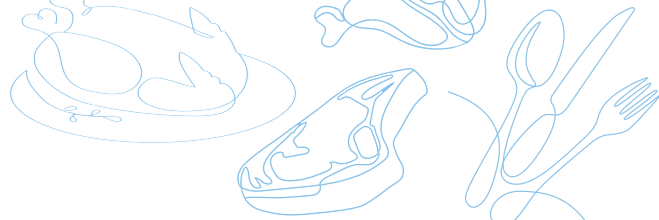
Offer benefits with access to nutrition and wellness resources. (e.g. Company Healthy Lifestyle Program.)

Partnership with outside health care experts (E.g. access to dietitians, weight loss/management counseling)

Health Equity initiatives (E.g. Environmental and Systemic Barriers to Health See CDC Resource)

Established a cross-function (multi-department) internal council, committee or team to discuss nutrition, health and wellness opportunities

Other, please describe.



### **A3a2c. External Education, Consumer & Community**

Nutrition education for customers, consumers outside of the workplace or in the community where the establishment(s) are located.

- Hosting/participating/attending conferences, events, and/or webinars
- Providing expertise and leadership by actively engaging in organizations doing consumer education nutrition education work.
- Providing expertise and leadership by actively engaging in organization doing community nutrition education work.
- Supporting or conducting academic research and/or education to consumers in local community
- Supporting or conducting consumer research and/or education in local community
- Collaborating with USDA (US Department of Agriculture) Extension
- Collaborating with nonprofit organizations and/or local Universities/colleges
- Providing nutrition education at community health care centers or specialty care facilities or caregiver education
- Other, please describe.

### **A3a3. Membership Organizations that conduct education and/or research.**

Intent: Gathering information for membership organizations that are for individual employees and/or company memberships supported by company resources. Not looking at academic education/research.

- a. American Society of Nutrition
- b. Academy of Nutrition and Dietetics
- c. American Meat Science Association (individuals)
- d. Food Research Institute
- e. Industry Associations, Councils, Checkoffs, etc.
- f. International Association of Food Protection (IAFP)
- g. Meat Institute
- h. Labeling Professional Organizations
- i. Other

## **A4. Company contributes to the improvement of food security.**

**Yes No**

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

*Note: Repeat question found under Community Wellness 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.*

### **Other Resources:**

- Meat Institute's Nutrition, Health & Wellness Page & Committee info  
[https://www.meatinstitute.org/Health\\_Wellness](https://www.meatinstitute.org/Health_Wellness)
- » Meat Institute's Health & Wellness Recognition Awards – Apply annually between January 1 – 31 [https://www.meatinstitute.org/awards/Health\\_Wellness\\_Recognition\\_Awards](https://www.meatinstitute.org/awards/Health_Wellness_Recognition_Awards)
- » Meat Foundation [www.meatfoundation.org](http://www.meatfoundation.org)