



# Protein PACT – Corporate Sustainability Report (CSR) Brief

Developed for Meat Institute Members

## Instructions

This corporate sustainability report (CSR) brief is designed to help you make the most of your Protein PACT achievements and can be customized for your needs. **Use this guide to develop a short report to communicate your organization’s sustainability program to customers, consumers, and other key stakeholders. This guidance can also be used to set up other sustainability marketing resources such as website content, social media posts, brochures, or trade show materials.**

Developed through extensive consultation with Meat Institute members, sustainability experts, and across the meat supply chain, the Protein PACT is the leading sustainability framework for meat packers/processors in North America. Your participation in the program is helping to make progress and build momentum in the advancement of sustainability initiatives in the meat industry.

## A Note on Greenwashing

When engaging in sustainability communication and marketing, there is a risk of “greenwashing” through false or misleading statements about the sustainability attributes of your products or company. The Protein PACT program relies on your organization to accurately report its data. Customers and consumers are increasingly aware of the potential to overstate or misrepresent sustainability claims. **To avoid greenwashing, it is recommended that you be as specific as possible in your claims and only make claims that you can substantiate with transparent data and evidence.**

## Choosing Which Focus Areas to Include

The Protein PACT includes many focus areas and specific metrics. Narrowing down which to include in your report can be a challenge. You may consider the following questions when deciding which metrics to include and which to leave out.

- Which aspects of your sustainability program highlight your company’s impact on animal welfare, people, and the planet?
- Which sustainability topics, such as food safety, have an impact on your company’s operations and business strategy?
- Which aspects of your sustainability program are you proud of? Which set you apart from competitors?

- Which aspects of sustainability are valued by your customers? Do your customers have specific sustainability goals they are trying to achieve?
- What other sustainability metrics do you track that are not included in the Protein PACT, but worth including?

## Report Outline

Below is an outline for creating your report. Each section is expanded on in subsequent sections. It is common for meat industry sustainability reports to be organized into sections related to environmental topics, social topics, and animal welfare topics.

1. **Introduction**
2. **Environmental Sustainability**
3. **Social Sustainability**
4. **Animal Welfare**
5. **Looking Forward**

### Section 1: Introduction

The following is model language for your report’s **Introduction**. This can be used as a starting point but should be tailored to your organization. For example, if you work with a third-party auditor, consultancy, or supply chain collaborative like [Supplier LOCT](#), that would be good to mention in the introduction.

#### ***Our Sustainability Story***

*We understand the importance of sustainability in today’s world and aim to provide high quality products while respecting the people, animals, and environments we impact. We participate in the [Protein PACT](#), an industry-wide sustainability initiative that helps us track progress and integrate key focus areas into our sustainability program. We are committed to continuously improving our sustainability performance and doing right by our customers, animals, workers, and planet.*

If this report is your company’s first corporate sustainability report, you could highlight what the publication of this report means for your company with language such as, “We are proud to be sharing our first ever sustainability report, which demonstrates our commitment to continuous improvement across the areas most important to our business and the role we play in society.”

### Section 2: Environmental Sustainability – For the Planet

The Protein PACT environmental focus area contains metrics on topics such as waste handling, packaging, greenhouse gas emissions, and water use. Consider which metrics strengthen your sustainability program and which are important to your stakeholders. Choose one or more of those metrics to include in your report and use your Protein PACT profile to outline your efforts, accomplishments, and plans for improvement.

The following is model language to introduce your **Environmental Sustainability – For the Planet** section. This can be used as a starting point, but should be tailored to your organization:

***Environmental Sustainability***

*Taking care of the environment is an important aspect of our approach to corporate sustainability. We monitor and work to improve our energy use, water consumption and discharge, and air quality impacts. We value the fundamental role a healthy environment plays in bringing our products to market and want to do our part to protect these vital resources for future generations. We will continue to develop our environmental management system and sustainability program, track important data points, and improve our impacts as well as the impacts of our supply chain.*

The following are some examples of effectively translating your Protein PACT data into material you can use in your report.

<b>Environmental Focus Areas</b>	<b>Protein PACT Metric Examples</b>	<b>Communication Examples</b>
Waste	A5. A goal is established to increase waste diversion and/or reduce waste sent to landfill.	<i>We have established an internal goal for <b>reducing waste sent to landfill by 20% over the next 5 years.</b></i>
Packaging	A9. A waste reduction program is in place to reduce packaging used.	<i>Our waste reduction program includes efforts to reduce packaging volume, with a goal of <b>reducing per unit packaging by 10% over the next 5 years.</b></i>
Energy	A16. An energy use intensity (EUI) goal(s) is established.	<i>By investing in efficient production processes and renewable energy, we aim to <b>reduce our energy use intensity by 10% over the next 5 years.</b></i>
GHG Emissions	A18. Scope 1 & 2 GHG emissions data are tracked.	<i><b>We have implemented a program to track our scope 1 &amp; 2 GHG emissions across all facilities, providing key insights for our company and our stakeholders.</b></i>
Land Use	A36. A land use program or policy is in place that includes policies to address land conversion.	<i>Our land use policy helps us understand our impact on the natural environment when planning facility construction or renovation, in accordance with local rules and regulations.</i>
Suppliers	A38. Supplier or procurement programs are implemented to assess the environmental impacts.	<i>We have implemented a program to ensure that our suppliers assess the environmental impacts of their operations.</i>
Water Use	A42. A water quality program is in place.	<i>We regularly test and track the water quality of our effluents to ensure the impacts on our local watersheds are within regulatory and ecological limits.</i>

### Section 3: Social Sustainability – For Our People

The Protein PACT consists of five social focus areas: **Worker Safety, Food Safety, Labor & Human Rights, Nutrition Science, and Community Wellness**. These social focus areas contain metrics on topics such as third-party food safety audits, employee engagement, hazard assessments, and nutrition labeling.

Consider which metrics strengthen your sustainability program and which are important to your customers and partners. Choose one or more of those metrics to include in your report and use your Protein PACT profile to outline your efforts, accomplishments, and plans for improvement.

The following is model language to introduce your **Social Sustainability – For Our People** section. This can be used as a starting point, but should be tailored to your organization:

**Social Sustainability**

*Everything we do depends on the wellbeing of our workers, the communities in which we operate, and the safety of our products. We’re committed to ensuring the highest standards for labor and human rights in our facilities and across our supply chain. Food safety is embedded in our company culture, and we are proud of the measures we have put in place to protect consumer safety. We also regularly contribute to local charity organizations and food banks to help foster strong communities and give back to those who support us.*

The following are some examples of effectively translating your Protein PACT data into material you can use in your report.

Social Focus Areas	Protein PACT Metric Examples	Communication Examples
Food Safety	A10. A continuous improvement achievement goal has been established beyond a passing score on a third-party food safety audit.	<i>We regularly pass our third-party food safety audits but go above and beyond by setting our own goal for continuous improvement in sanitation practices and foreign material risk assessments for all ingredients.</i>
Labor and Human Rights	A9. The company has an annual survey and/or focus group(s) measuring employee satisfaction and employee engagement.	<i>Recognizing that our employees’ satisfaction is essential to our company’s success, we engage in regular dialogue with our employees to understand what we are doing well and where we can improve our employee experience.</i>
Community Wellness	A4a1. Food Banks - Describe contributions to Food Banks using the Feeding America Formula. Each meal is roughly 1.2 pounds, giving us our meal per dollar figure.	<i>Taking care of the communities we operate in is essential to our mission. We donated over 500 meals to local food banks in our area in 2022.</i>

## Section 4: Animal Welfare

The Protein PACT animal welfare focus area contains metrics on topics such as animal transport, live animal holding and slaughter, and industry engagement. Consider which metrics strengthen your sustainability program and which are important to your customers and partners. Choose one or more of those metrics to include in your report and use your Protein PACT profile to outline your efforts, accomplishments, and plans for improvement.

The following is model language to introduce your **Animal Welfare** section. This can be used as a starting point but should be tailored to your organization. For example, if your staff that handle animals are Beef Quality Assurance or Pork Quality Assurance Plus certified, this introductory paragraph would be a good place to mention it.

### **Animal Welfare**

*We're proud of the care we take in providing high quality meat products, and that starts with high standards of animal welfare. By implementing recognized best animal care and handling practices and requiring animal welfare training for all staff handling live animals, we consistently meet and exceed industry standards. We also engage our suppliers and support them in meeting these industry animal welfare standards, ensuring responsible practices at every step in our supply chain.*

The following are some examples of effectively translating your Protein PACT data into material you can use in your report.

<b>Animal Welfare Focus Areas</b>	<b>Protein PACT Metric Examples</b>	<b>Communication Examples</b>
Animal Transport	A3. Participates in country- and species-specific transportation programs. (slaughter)	<i>As a beef packer, we participate in the BQA transport program at all our facilities and require all transporters to be trained prior to delivery.</i>
Live Animal Holding & Slaughter	A7. Maintains a written company animal welfare policy that requires direct live animal suppliers implement an Animal Welfare program that includes employee training and specific standards for animal care. (slaughter)	<i>High animal welfare standards are central to high-quality meat products. We work with our suppliers to ensure responsible practices throughout our supply chain. All our live animal suppliers must have an Animal Welfare program with PQA+ training for their staff, together these actions make sure high-quality meat products make it to your place.</i>
Industry Engagement	A9. Participates in species-specific stakeholder initiatives (e.g., industry welfare committees) to improve animal well-being. (slaughter and further processors)	<i>We're committed to improving animal welfare across the supply chain, which is why we participate in the US Roundtable for Sustainable Beef and the Meat Institute Animal Welfare Committee.</i>

## Section 5: Looking Forward

Because sustainability is a process of continuous improvement, effective sustainability communication should include an acknowledgement of ongoing planning and an expectation of continued progress. You can use your Protein PACT data as a baseline for measuring progress, as well as informing goals and targets you wish to set.

Items to include in this section:

1. Provide year-over-year data that demonstrates progress made, as well as areas of improvement.
2. Establish goals or targets for your organization over the next sustainability reporting period.
3. Describe any projects, partnerships, or initiatives that you plan to implement going forward.

## Additional Resources

Use the resources below to learn more about the national and international standards and frameworks that Protein PACT metrics are aligned with.

[GRI](#) – Related to environmental and labor and human rights Protein PACT focus areas for all industries globally.

[SASB - Meat Poultry Dairy](#) – Related to environmental and labor and human rights Protein PACT focus areas for the meat, poultry, and dairy industries globally.

[SDGs](#) – Related to environmental and labor and human rights Protein PACT focus areas for all industries globally.

[OSHA](#) – Related to labor and human rights and worker safety Protein PACT focus areas for all U.S. industries.

[U.S. Roundtable for Sustainable Beef](#) – Related to all Protein PACT focus areas for the U.S. beef industry.

[U.S. Roundtable for Sustainable Poultry and Eggs](#) – Related to all Protein PACT focus areas for the U.S. poultry and egg industries.

[Pork Cares \(We Care\)](#) – Related to all Protein PACT focus areas for the U.S. pork industry.

[American Veal Association Ethical Commitments](#) – Related to all Protein PACT focus areas for the U.S. veal industry.

[Farmers Assuring Responsible Management \(FARM\)](#) – Related to all Protein PACT focus areas for the U.S. dairy industry.