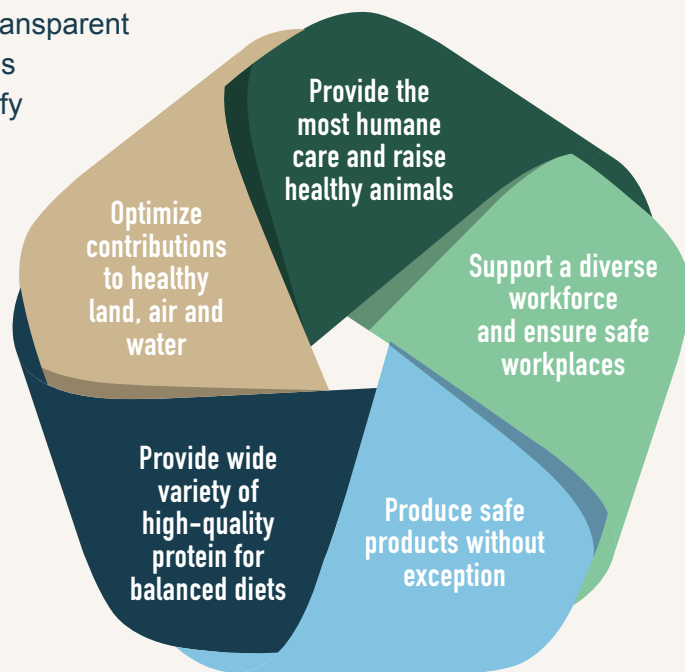


For the People, Animals and Climate of Tomorrow

Partners across animal protein are uniting in the Protein PACT - the first-ever joint effort to accelerate the entire animal protein sector's progress toward global sustainable development goals for healthy people, healthy animals, healthy communities, and a healthy environment.

To achieve the Protein PACT vision, we are establishing transparent baselines and benchmarks for our efforts, setting ambitious targets for continuous improvement, collecting data to verify and transparently report on progress, and launching comprehensive communications about animal protein's unique place in sustainable, healthy diets.



Protein PACT Partners



While today the overwhelming majority of American households choose to eat meat, dairy, and eggs, people are more conscious than ever about how food impacts their health, their communities, and the environment.

Animal protein and feed producers and processors must urgently articulate a compelling case for how choosing meat, dairy, and eggs aligns with these evolving values.

Policy makers, investors, and the meat industry's customers in food service and retail are also evaluating external pressures, internal motivations, and consumer perception as they make decisions about animal agriculture - decisions that could dramatically alter expectations for producers and processors, as well as impact consumer choice and understanding.

The Protein PACT vision unites partner organizations' efforts and goals under a common umbrella and provides a simple vision to focus our contributions, commitments, and achievements. **Our urgent task is to ensure stakeholders, decision makers, and ultimately consumers trust that meat, dairy, and eggs are part of solutions for diverse, healthy, sustainable diets.**

Putting the Protein PACT into action

Ongoing: External stakeholder engagement on NAMI metrics focused on retail/food service customers and NGOs.

July–August 2021: The Protein PACT debuts online, with targeted media and social communications roll-out strategy.

- NAMI metrics debut, and the online public survey launches on www.TheProteinPACT.org. NAMI members, suppliers and customers, and all interested stakeholders are encouraged to submit constructive feedback. Survey results will be anonymized and will inform further development, reporting, and targets.

September 2021: Public launch of revised Meat Institute metrics and targets timed ahead of the UN Food Systems Summit.

October 2021: Protein PACT summit: The first annual event for protein and sustainability will offer opportunities to engage members in person and help drive companies' implementation of Meat Institute and producer metrics.

November 2021: Additional opportunities for engagement around the UN Climate Summit.

January 2022: Creative consumer campaigns launch

- Secure data management platform goes live for NAMI members, allowing for setting baselines and tracking progress toward NAMI metrics and targets.

July 2022: First data reporting period closes. Meat Institute will analyze and aggregate data, transparently reporting baselines, determining gaps, and identifying needs for further education, resources and technologies. Annual public reports will track progress.



**Protein
PACT**

