

The True Aussie Sustainability Journey

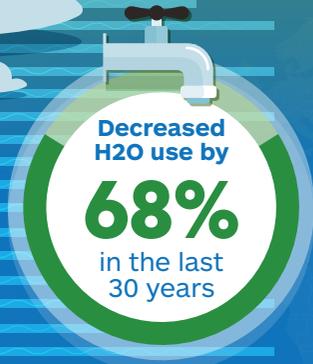


Australia's beef and lamb producers lead the world in sustainable practices. From our free-range grasslands Down Under to your plate in the USA, sustainability is built into every step along the way.

From Australia... → Across the sea → To your plate

Real impactful change on Aussie farms and in plants has resulted in positive environmental impacts.

Reducing water usage



Ongoing conservation of grass and tree cover

Reducing greenhouse gas emissions from cattle and sheep



Improving biodiversity and soil health.

Putting more carbon into the soil than out

Shipping is the most environmentally efficient form of transport. Better than trucks or planes.



Less than **5%** of greenhouse gas emissions, water and energy use come from transport*



(*Source: Recent research published in The Journal of Cleaner Production and The Journal of Agricultural Systems)

All these steps result in a high-quality, delicious protein that's good for people and the planet.

100%

Aussie grassfed beef and lamb is fed and finished on pastures



A naturally lean and nutritious protein for a balanced plate



For more on True Aussie sustainability, visit

www.trueaussiebeefandlamb.com

← To a greener future →

Aussie beef and lamb producers have pledged to be carbon-neutral by 2030

