

VISION FOR 2030

NAMI and our partners are leading the largest-ever effort to strengthen meat's contributions to healthy people, healthy animals, healthy communities, and a healthy planet.

To achieve this vision, we will unite, amplify, and build on the sustainability efforts occurring across industry. We are stepping up to the plate with an inclusive, transparent process to benchmark our efforts, set ambitious targets, and communicate authentically about meat's contributions from barnyard to BBQ and beyond.

Learn more and join the vision today.

Seize the opportunity

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

Meat producers and processors must urgently articulate a compelling case for how choosing meat reflects 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 meat - decisions that could dramatically alter expectations for producers and processors, as well as impact consumer choice and understanding.

MEAT PRODUCERS AND PROCESSORS ARE PART OF THE SOLUTION.

Defining sustainability

The word "sustainability" is used so often, in so many contexts, it can be hard to understand. NAMI's vision for 2030 embraces all elements of sustainability, as defined by the UN Food and Agriculture Organization - social, environmental, and economic. Our vision is for everyone involved to work towards meat production and processing that sustains healthy people, healthy animals, healthy communities, and a healthy planet.

If the meat and poultry industry does not define our contributions to sustainability, others will. Key stakeholders and decision makers are already actively evaluating businesses' records and commitments. For example:

- [Fund managers with \\$9tn in assets set net zero goal](#)
- [Corporate giants' climate pledges take root, pressing farmers to go green](#)
- [Sustainability Investors Shift Their Focus to Social Issues](#)
- [The Investor Revolution](#)
- [Global Food Systems can only be truly transformed with a people's summit](#)

Commit to action

In consultation with members, customers, stakeholders, and external experts, NAMI has identified clear goals in five areas that reflect industry's commitment to earning trust.

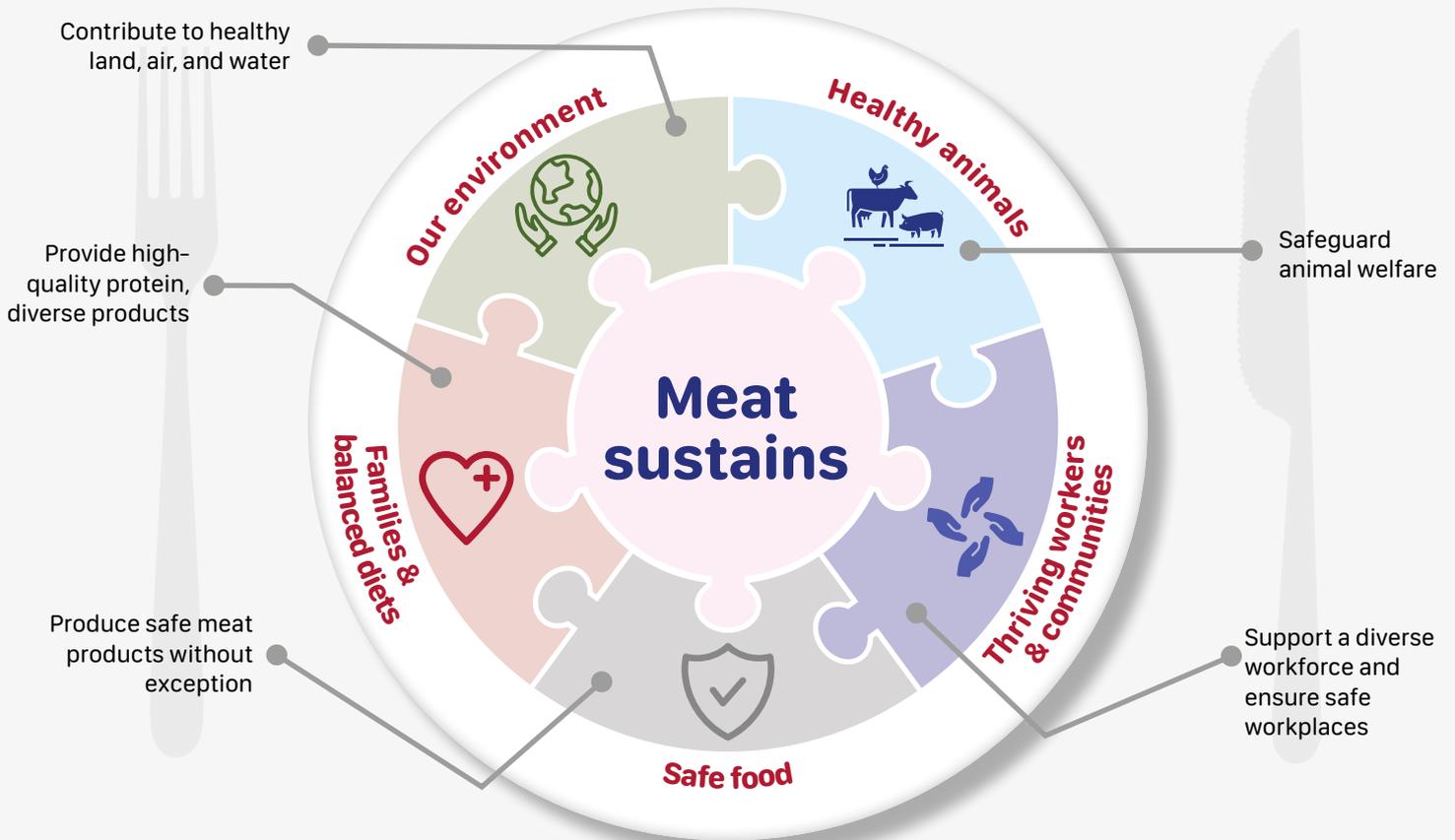
Extensive work is already underway with Meat Institute members to set metrics for success and establish ambitious targets, as well as seek guidance from retail and food service customers. All NAMI members are encouraged to join one or more existing NAMI committees working on the metrics and targets (contact Meghan McCullough at mmccullough@meatinstitute.org).

Next steps

After finalizing our draft metrics and targets, NAMI will launch a public comment period (mid-July, TBC) to debut the framework for action and our broad coalition of supporters. The public comment period will be just the beginning of a decade of open, transparent collaboration and authentic consumer-oriented communication.

Meat 2030

NAMI Mission: Connecting people and resources to strengthen trust in the food we produce



The Foundation: transparency, economic viability, business ethics

United for progress

NAMI's vision encompasses working with partners across the sector to collectively build on and amplify our shared commitment to sustainability. Partners for the vision have committed to invest in ambitious communication to ensure consumers have the information they want and need to confidently choose meat.

Our partners include:



Support the Vision

For more information, contact Eric Mittenenthal at emittenenthal@meatinstitute.org