



**National Cattlemen's  
Beef Association**

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# NCBA SUSTAINABILITY STATEMENT OF PRINCIPLES\*

## *Statement of Belief:*

The U.S. beef supply chain is united in an effort to improve our industry for future generations. To accomplish that goal, we are committed to a path of continuous improvement over time, which protects our natural resources; promotes economic well-being for the beef community; and provides social value for our supply chain, our communities and our stakeholders.

## *Definition:*

A sustainable U.S. beef industry is one in which the full value chain is able to balance economic viability, environmental stewardship and social responsibility while meeting the growing global demand for beef.

## *Guiding Principles:*

In order to ensure the beef industry's leadership role in the growing global conversation about the topic of sustainably produced beef, we will:

- Defend individual operators' right to make decisions regarding responsible production practices.
- Establish common ground where sustainability benefits producers and stakeholders.
- Work to promote the positive aspects of sustainably produced beef and recognize possible limiters of beef demand
- Support science-based outcomes and full beef supply chain efforts that are demonstrated through continuous improvement over time.
- Support sustainability programs that are voluntary, market driven and science-based.
- Support actions that deliver value and a return on investment.
- Align with organizations that fundamentally support beef production.



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\* Approved by the NCBA Executive Committee 4/8/14