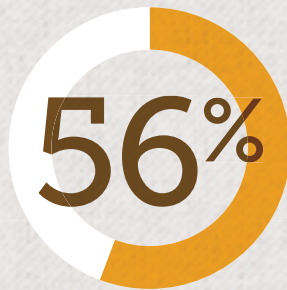
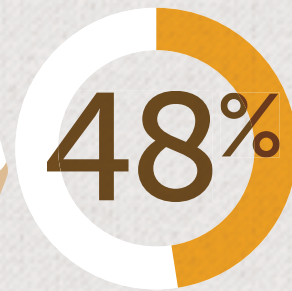


Sustainability: Defined

Did You Know?



of consumers consider the sustainability of how food is grown and raised when at the grocery store.



of consumers polled can't define what sustainability means

When it comes to farming and ranching, most individuals associate sustainability with:

- Water
- Soil
- Air
- Habitat

SOURCE: 2015 survey conducted by The Tarrance Group of more than 1,000 consumers to understand their perception on the importance of sustainability in

Wholly or partially funded by one or more Checkoff programs.

U.S. Farmers
&
Ranchers
Alliance