

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

Reducing greenhouse gas emissions from cattle and sheep

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

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

Decreased H2O use by **68%** in the last 30 years

Greenhouse gas reduced **59%** in 14 years

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

100%

Aussie grassfed beef and lamb is fed and finished on pastures

A naturally lean and nutritious protein for a balanced plate

Ongoing conservation of grass and tree cover

Improving biodiversity and soil health.

Putting more carbon into the soil than out

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

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