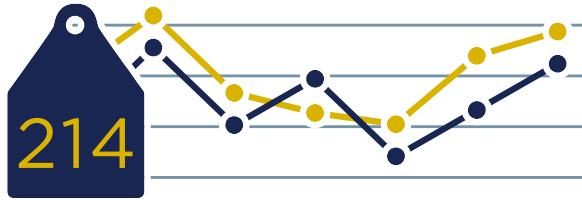


# A Model for Beef Sustainability

To improve the sustainability of the beef industry, all production levels must work together. Here is how the beef sustainability project will work with its partners across the U.S.

Ranchers who are part of the **Integrity Beef Alliance** raise the project calves from birth. The Integrity Beef program emphasizes progressive management methods, ranch stewardship and humane care of all livestock.

# 1



**Integrity Beef Alliance** members sell calves to **Beef Marketing Group (BMG)**. BMG feeds and cares for the cattle in a central Kansas feedyard for about six months.



BMG sends the cattle to **Tyson Foods** for harvesting.

# 3



A portion of the meat goes to **Golden State Foods** to be incorporated into 100 percent hamburger patties. The hamburgers are sold at **McDonald's**.

