

FOR A SUSTAINABLE ★ EUROPE ★

THE SPECIAL MISSION OF BEEF

REDUCING EMISSIONS AND PRESERVING & ENHANCING SOIL QUALITY



SUSTAINABILITY COMMITMENT DECALOGUE

1. Sustainability is in our DNA

The beef sector is firmly committed to a sustainable production model. Our approach to sustainability encompasses all three dimensions: economic, social and environmental.

2. Protecting the environment and promoting biodiversity

We actively contribute to the protection of the ecosystems of Mediterranean pastures, meadows and mountains, while making efficient use of resources and minimising our environmental footprint.

3. We practice sustainable soil management

Using regenerative practices that improve soil health, promote biodiversity and prevent the degradation of agricultural land.

4. Water and energy efficiency

Optimising the use of water at all stages of production, ensuring the conservation and reuse of this vital resource, and making progress in the use of renewable energy sources and improving energy efficiency in production and distribution processes..

5. We are reducing our greenhouse gas emissions

We are working to develop and implement strategies to improve production efficiency and reduce greenhouse gas emissions throughout the value chain.

6. We follow the European production model

Our production model, based on European standards, is the most demanding in the world in terms of food safety, animal welfare, quality and environmental protection.

7. We provide a safe working environment

We promote respect, inclusion and equal opportunities for all people in the sector and ensure decent working conditions.

8. We support generational change and the rural world

We work to ensure the economic viability of farms and industries, thereby facilitating the continuity of the sector and contributing to the retention of population in rural areas.

9. Innovating for a more sustainable future

We work with public and private research centres to develop new techniques and technologies that improve animal welfare, reduce environmental impact and increase efficiency in the sector.

10. Commitment to transparency and communication

We report truthfully and on the basis of scientific evidence on our activities, their impacts and improvements in sustainability, promoting an open dialogue with society and combating fake news.



SUSTAINABLE
COMMITMENT

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