**Bill Buckner**

**President and CEO, The Samuel Roberts Noble Foundation, Ardmore, Okla.**

**Interviewed February 16, 2017 in Ardmore, Okla.**

**Speaking about the sustainability pilot project**

[*Buckner-01*](https://vimeo.com/album/4434287/video/204813503)

When we talk about beef and a sustainable system, it is creating a route to market for a product that has been produced using the best methods that are socially, environmentally, and economically acceptable. That's all it is, pure and simple.

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[*Buckner-02*](https://vimeo.com/album/4434287/video/204813533)We think it's important to involve ourselves in a project like this that truly does start from the grassroots – that being on the ranch or the farm – all the way to the consumer’s plate.

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[*Buckner-03*](https://vimeo.com/album/4434287/video/204812788)We live and breathe beef production every day, as to our collaborators.

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[*Buckner-04*](https://vimeo.com/album/4434287/video/204813848)What intrigued us about this project is really starting off at a microcosm. How do you take it and how do you scale it to something bigger?

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[*Buckner-05*](https://vimeo.com/album/4434287/video/204812800)We really do see the opportunities to scale it, but we have to start small to make sure that whatever mistakes we do make along the way, we make it without big disruption, but that we also were able to document how we do it and how we move this through the system.

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[*Buckner-06*](https://vimeo.com/album/4434287/video/204812826)This partnership is unique in that we truly are able to encapsulate the entire food chain.

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[*Buckner-07*](https://vimeo.com/album/4434287/video/204812818)I would love to see McDonald's hamburgers, at the end of the day, knowing that the consumer is eating that burger and recognizing the way that it's been produced.

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[*Buckner-08*](https://vimeo.com/album/4434287/video/204812845)Our efforts will examine every step of beef production from the ranch to the consumer’s plate.

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[*Buckner-10*](https://vimeo.com/album/4434287/video/204812869)This project translates this approach of continuous improvement into real-world, systems-wide application that holds the potential to someday benefit producers and customers around the globe.

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[*Buckner-11*](https://vimeo.com/album/4434287/video/204812885)Consumers asked the agriculture and food production sectors to be more sustainable and we've responded. This research project is a reflection of our dedication to the agricultural industry and its current consumers, as well as those we hope to serve in the future.

**John Butler**

**CEO, Beef Marketing Group, Manhattan, Kansas**

**Interviewed January 26, 2017 in Great Bend, Kansas**

**Speaking about the sustainability pilot project**

[*Butler-01*](https://vimeo.com/album/4434287/video/203539160)Each of our collaborating organizations actively seeks new methods and innovations that ultimately lead to increase sustainability. Just imagine what will happen when you bring all five organizations together to examine the entire process.

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[*Butler-03*](https://vimeo.com/album/4434287/video/203539508)Sustainability – beef sustainability – really affords us the opportunity to challenge ourselves in how we use our resources, and to the extent of how do we use those resources more efficiently so that we, essentially, can do more with less.

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[*Butler-04*](https://vimeo.com/album/4434287/video/203539594)So, the United States Roundtable for Sustainability was really an outcome of the Global Roundtable for Sustainability, which started with a global initiative around beef sustainability. And defined principles and criteria that they encouraged the entire world – all of the world – to adopt.

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[*Butler-05*](https://vimeo.com/album/4434287/video/203539700)We do things very sustainability. We believe in our business, but there's always room for improvement and the United States Roundtable gives us that opportunity to learn and perhaps – hopefully – improve and become more efficient than we are today.

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[*Butler-06*](https://vimeo.com/album/4434287/video/203539780)We're beginning, or at the very beginning of a pilot project. And that pilot project will basically test the work of the United States Roundtable for Sustainable Beef.

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[*Butler-07*](https://vimeo.com/album/4434287/video/203539935)So there have been indicators that have been developed – sustainable indicators. So, an example might be water – that's one indicator. And then we're going to measure how we use water in the production of cattle, the production of beef, throughout the entire system, throughout the entire supply chain.

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[*Butler-08*](https://vimeo.com/album/4434287/video/203540022)We look very favorably at the Noble Foundation in terms of the work that they've done for many years in working with ranchers and farmers in the region that they operate in; in helping them better utilize the resources that they get a chance to work with and manage the cattle – ranging from cattle health to genetics. They've already got some things in place that are very, very innovative and “leadership-ish”, if you will, within our business. So they were a logical one to try to partner with.

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[*Butler-09*](https://vimeo.com/album/4434287/video/203540162)We have designed this to be a minimum of two years because of the life cycle of the animals and it just takes that much time to get relevant number of animals to go through the system that we've designed here.

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[*Butler-10*](https://vimeo.com/album/4434287/video/203540229)So, I really feel like that it's probably going to be the end of 2018 and 2019 before we really get some valuable knowledge and results out of the project.

**Rickette Collins**

**Senior Director of Global Supply Chain, McDonald’s**

**Interviewed February 6, 2017 in Oak Brook, Illinois**

**Speaking about the sustainability pilot project**

[*Collins-02*](https://vimeo.com/album/4434287/video/204935712)We are fortunate to work with a series of collaborating organizations who share our desire to create a sustainable and efficient beef production supply chain that will benefit the environment, beef producers, the companies who use their products, and, ultimately, our customers

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[*Collins-03*](https://vimeo.com/album/4434287/video/204935732)Sustainability is really important to McDonald’s and has been for many years, especially in our beef supply chain. McDonald's is one of the largest purchasers of beef in the world, which makes it critically important to how we do business. And to do that we really have partnered in collaboration with groups like Global Roundtable for Sustainable Beef and the U.S. Roundtable for Sustainable Beef with multi-stakeholders that share that same vision and are looking to drive that sustainability improvement across the beef value chain.

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[*Collins-04*](https://vimeo.com/album/4434287/video/204935746)For McDonald's, our customers also tell us this is extremely important and we're trying to be on a journey and deliver sustainability one burger at a time and help our customers see the value that we deliver, not only at McDonald’s and the beef supply chain but in any beef that they buy, and that's why these collaborative efforts are so critical to what we do.

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[*Collins-06*](https://vimeo.com/album/4434287/video/204935781)McDonald’s is a founding member of the Global Roundtable for Sustainable Beef as well as the U.S. Roundtable for Sustainable Beef and that's really how we've been able to engage with these multi-stakeholder groups across the value chain.

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[*Collins-09*](https://vimeo.com/album/4434287/video/204935847)It really is about continuous improvement and how we can partner and collaborate with beef producers and everyone else in the supply chain.

**Leigh Ann Johnston**

**Director, Sustainable Food Products, Tyson Foods, Inc., Fayetteville, Arkansas**

**Speaking about the sustainability pilot project**

[*Johnston-01*](https://vimeo.com/album/4434287/video/204938362)We are pleased to be a part of this pilot project, which compliments Tyson Foods’ ongoing commitment to operating sustainably. We're continuously exploring ways to run efficiently and sustainably, responsibly in all facets of our business through such initiative as energy and water management and through recycling.

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[*Johnston-02*](https://vimeo.com/album/4434287/video/204938380)For Tyson Foods, sustainability is about doing the right thing in everything we do it's about transparency and finding lasting solutions. II's also about caring for our communities and the environment all while making great food.

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[*Johnston-03*](https://vimeo.com/album/4434287/video/204938394)It's important to have the whole beef value chain involved in this project because it gives us an opportunity to collaborate and find lasting solutions so that we can produce sustainable beef for consumers in the U.S. and around the world.

**Wayne Morgan, Ph.D**

**Corporate Vice President and President, Protein Products Group, Golden State Foods, Atlanta**

**Interviewed February 16, 2017 in Dallas**

**Speaking about the sustainability pilot project**

[*Morgan-01*](https://vimeo.com/album/4434287/video/204928165)Golden State Foods has worked on sustainability efforts for many years, but like most people we didn't call it “sustainability.” We just thought of it as good business practices: from reducing waste, minimizing water usage, doing the things that made good business sense for us. Now we look at those things and we know that they have an impact that’s greater than just what they impacted our business, but how they impact society.

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[*Morgan-02*](https://vimeo.com/album/4434287/video/204928184)Many times when we have efforts towards sustainability, or any other project for that matter, we focus on the area that we influence and where we touch the product. In this case, in this project specifically, we’ll be able to go throughout the value chain all the way back to the animal and see that each step is contributing in a positive manner. And so that's really the unique thing about this particular project is the way it spans from calf, through the feedlot, through the packer, through the processor, to the retailer, all the way to the consumer.

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[*Morgan-03*](https://vimeo.com/album/4434287/video/204928207)We won't gain anything monetarily through this project, but what we will see is that the industry can work together in order to accomplish a task that's bigger than any one piece.

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[*Morgan-04*](https://vimeo.com/album/4434287/video/204928340)Golden State Foods has always had its eyes out for opportunities to get involved in the beef industry, to move the industry in a positive manner. When we became aware of the U.S. Roundtable’s formation, we certainly took the opportunity to see what it was all about we participated in a roundtable discussion in Denver when the Global Roundtable was first being realized and being talked about and that really set off the chain of events that allowed us to become a part of the U.S. Roundtable as a founding member.

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[*Morgan-05*](https://vimeo.com/album/4434287/video/204928392)This is a unique effort in which we have all different elements of the industry coming together. So I really think that the impact that this can have it is greater than probably any other organization our group that I've seen to date.

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[*Morgan-06*](https://vimeo.com/album/4434287/video/204928423)We have producers, we have packers, we have retailers, and we have processors all coming together and weigh in on how we can make the best impact, not for any one segment but across the whole industry

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[*Morgan-07*](https://vimeo.com/album/4434287/video/204928498)For generations, people have loved the McDonald's trademark 100 percent pure beef hamburger. Now, through this research, consumers will be able to understand the entire value chain connected to helping McDonald's create that hamburger. Consumers will also see that all McDonald's partners are dedicated to providing that quality hamburger in the most sustainable manner possible so that families can continue enjoying them for many years to come.