

# Animal Welfare & Sustainability Survey

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Q1 To which of the following roles do you identify with within your company or organization?  
Please select all that apply.

- ☐ Owner (1)
- ☐ Director (2)
- ☐ Chief Sustainability Officer (3)
- ☐ Manager (4)
- ☐ Quality Assurance Specialist (5)
- ☐ Other (6) \_\_\_\_\_

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Q2 Which of the following constituencies (i.e., stakeholder group) do you represent? Please select all that apply.

- ☐ Producers (1)
- ☐ Auction Market (7)
- ☐ Allied Industry (2)
- ☐ Packers & Processors (3)
- ☐ Retail & Food Service (4)
- ☐ Civil Society (5)
- ☐ Other (6) \_\_\_\_\_

Q3 Which of the following producer segments would you consider yourself? Please select all that apply.

- ☐ Cow/Calf (1)
- ☐ Stocker/Backgrounder (2)
- ☐ Feedyard (3)

Q4 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the producer constituency?

- ☐ Individual (1)
- ☐ Associations < \$2 million (2)
- ☐ Associations \$2 million - \$10 million (3)
- ☐ Associations > \$10 million (4)

Q5 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the auction market constituency?

- ☐ Individual (1)
- ☐ Associations < \$2 million (2)
- ☐ Associations \$2 million - \$10 million (3)
- ☐ Associations > \$10 million (4)

Q6 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the allied industry constituency?

- ☐ < \$5 million (1)
  - ☐ \$5 million - \$100 million (2)
  - ☐ > \$100 million (3)
  - ☐ Associations < \$2 million (4)
  - ☐ Associations \$2 million - \$10 million (5)
  - ☐ Associations > \$10 million (6)
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Q7 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the packers and processors constituency?

- ☐ < \$5 million (1)
- ☐ \$5 million - \$100 million (2)
- ☐ > \$100 million (3)
- ☐ Associations < \$2 million (4)
- ☐ Associations \$2 million - \$10 million (5)
- ☐ Associations > \$10 million (6)

Q8 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the retail and food service constituency?

- ☐ < \$5 million (1)
- ☐ \$5 million - \$100 million (2)
- ☐ > \$100 million (3)
- ☐ Associations < \$2 million (4)
- ☐ Associations \$2 million - \$10 million (5)
- ☐ Associations > \$10 million (6)

Q9 Following the USRSB membership structure, which category of annual gross revenue do you fall under within the civil society constituency?

- ☐ < \$5 million (1)
- ☐ \$5 million - \$100 million (2)
- ☐ > \$100 million (3)

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Q10 What is your approximate annual gross revenue within the "other" constituency?

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Q11 Do you have a sustainability program through which you monitor, verify, or track improvement in sustainability metrics specifically related to your (company's) role in beef production?

- ☐ Yes (1)
- ☐ No (2)
- ☐ I do not know (3)

Q12 Is animal welfare a component of your sustainability program?

- ☐ Yes (1)
- ☐ No (2)
- ☐ I do not know (3)

Q13 How do you as a representative of your company or organization define animal welfare within the context of beef production?

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Q14 To what level do you agree/disagree with the following statement: Animal welfare is an important component of a sustainable beef production system.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Agree (3)
- ☐ Strongly Agree (4)

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Q15 Why is animal welfare a component of your sustainability program?

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Q16 Why is animal welfare not a component of your sustainability program?

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Q17 Considering animal welfare is a component of your sustainability program, what types of indicators do you use to measure or track animal welfare within that program? Please type N/A if not applicable.

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Q18 Considering animal welfare is a component of your sustainability program, how often are your animal welfare indicators reported per year? Please type N/A if not applicable.

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Q19 Which of the following factors would or did influence the decision to incorporate animal welfare into a sustainability program? Please select your top three.

- ☐ Cattle Health (1)
- ☐ Cattle Performance (3)
- ☐ Consumer Perceptions (4)
- ☐ Environmental Impact (10)
- ☐ Human Health (2)
- ☐ Marketing Differentiation/Advantage (8)
- ☐ Production Efficiency (6)
- ☐ Product Quality (5)
- ☐ Risk Avoidance (9)
- ☐ Technology and innovation (7)
- ☐ Worker Satisfaction (11)
- ☐ Other (12) \_\_\_\_\_

Q20 Do you believe that emphasizing one pillar of sustainability (environment, economic, or social) negatively impacts either of the other two?

- ☐ Yes (1)
  - ☐ No (2)
  - ☐ I do not know (3)
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Q21 Why do you believe that emphasizing one pillar of sustainability (environment, economic, or social) negatively impacts either of the other two?

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Q22 Why do you not believe that emphasizing one pillar of sustainability (environment, economic, or social) negatively impacts either of the other two?

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Q23 Please choose one answer to fill in the blank in the following statement. Animal welfare \_\_\_\_\_ impacts environmental sustainability.

- ☐ Negatively (1)
- ☐ Does Not (2)
- ☐ Positively (3)

Q24 Please choose one answer to fill in the blank in the following statement. Animal welfare \_\_\_\_\_ impacts economic sustainability.

- ☐ Negatively (1)
- ☐ Does Not (2)
- ☐ Positively (3)

Q25 Please choose one answer to fill in the blank in the following statement. Animal welfare \_\_\_\_\_ impacts social sustainability.

☐ Negatively (1)

☐ Does Not (2)

☐ Positively (3)

Q26 Do you have any additional comments to make regarding animal welfare, sustainability or about your program in general? Please type N/A if no additional comments.

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