

Animal Welfare & Sustainability Survey

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) _____

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?

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?

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)

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

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

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.

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.

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?

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

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.
