Protein PACT Quick Facts



The North American Meat Institute launched the Protein PACT in 2021 to **drive continuous improvement** in the sector and **align communications efforts** across animal agriculture.

The Protein PACT's goal is to **earn trust** from consumers, customers, and decision makers by **verifying progress** toward ambitious goals for healthy animals, people, and communities.

The Protein PACT's continuous improvement work and transparent communication is critical **to ensure consumers know how choosing meat aligns with their values and expectations**.

The Protein PACT **encompasses all sectors of animal agriculture** and is **supported by U.S. and global leaders** within and beyond industry.

By 2030, the Meat Institute aims for **100% of members to be reporting data on all Protein PACT metrics**.



Learn more about the Protein PACT vision, partners, goals, and progress

Protein PACT