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Responsible Sourcing for Healthy Eating

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NGO Relationship Management

Sustainable Solutions Group is uniquely positioned to coach you to communicate with NGO's to minimize being an NGO target. We advise you on practical responsible sourcing actions to fit your business needs and communication content, timing, and delivery to minimize risk.

Responsible Sourcing Assessment

With Dr. Temple Grandin as our advisor, Sustainable Solutions Group assesses your meat, dairy, and egg sourcing against widely-accepted animal welfare criteria to provide a Summary of Progress and Recommendations for incrementally more responsible sourcing with Messaging that will delight customers, please shareholders, and satisfy NGOs.

[Contact us](#) to provide an estimate for these services.

"Janice worked with our team to focus energies on strategic [sustainability] projects. She was very thorough in her approach and an excellent facilitator."

Solo Cup Company
Paul Hulseman, SVP



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FDA Violations at Sparboe Eggs

[An ABC News investigation](#) featuring video from Mercy for Animals NGO at Sparboe Farm's battery-caged egg operations reveals the FDA citing Sparboe for significant and systemic violations with repeated acts of animal cruelty, shown on Good Morning America, 20/20, and World News with Diane Sawyer. Overnight, McDonald's stopped sourcing eggs from Sparboe.

Consumer Demand

"Janice is a valuable resource to me and my company. She is a very detailed oriented person, who provides excellent communication tools very quickly. Her vision and direction align perfectly with our needs."

Harris Teeter
Jennifer Thompson, Director of Communication

Animal Welfare

Two Ohio hatcheries were found to be [suffocating 1 day old male chicks](#) by tossing hundreds of live chicks into trash bags. Male chicks are routinely discarded by egg hatcheries. After being cited for violating [Ohio's new livestock standards](#), both facilities installed carbon dioxide chambers to euthanize the chicks. The University of Georgia is researching methods for [manipulating the sex of laying hen offspring to eliminate males](#).

Sustainable/Organic

A recent [UN Report](#) on global sustainable/organic agriculture shows [eco-farming can feed the world](#) by doubling food production of small farmers worldwide in 10 years.

"Janice, it has been a privilege to work with you. We admire your dedication to the welfare of animals."

Ruby Tuesday
Rick Johnson, SVP Purchasing

Food Safety

One year after [1,900 people got salmonella poisoning from battery-caged eggs](#) and 1/2-billion eggs were recalled, Iowa battery-caged egg farms continue to accumulate violations for unsanitary conditions and inadequate protections against salmonella. Iowa's egg producers are not required to report when they find salmonella.

Antibiotics/Steroids

The pathogen found in ground turkey from the multiple Aug-Sept recalls was a [particularly virulent strain of Salmonella resistant](#) to many commonly used antibiotics.

Beef containing clenbuterol, [a steroid fed to cattle](#), caused Gold Cup soccer players to test positive for steroids according to the World Anti-Doping Agency.

"I work(ed) with Janice in understanding how to manage agricultural sustainability. I found her knowledge to be exceptional and she provided great counsel."

International Dairy Queen
Bill Barner, VP of R&D

An [AMI/FMI joint study](#) shows consumer demand driving increased sales of organic and all-natural meat and poultry. 44% cite health, 37% cite better animal treatment, and 33% see organics as having better nutrition, better taste and being fresher.

U.S. Farmers & Ranchers Alliance own funded research shows [Americans describe modern farming](#) as: "mass production, subsidies, chemicals, factory farming and animal cruelty."

After labeling eggs as being from caged or uncaged hens, [sales of cage free eggs increased](#) by 90% and sales of caged eggs fell by 50% in Australia.

A recent university study shows [consumers will pay 20% higher](#) pork and egg prices if product labels indicate no use of gestation crates or laying hen cages.

US consumers are increasingly [equating health and wellness with high quality, local, or more natural dairy products](#) than low-fat products.

Oprah's *O Magazine* Nov issue "[Health Risks that Large Factory Farming Leaves Behind](#)," describes the pollution of livestock factory farms in rural Michigan to O's millions of readers

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