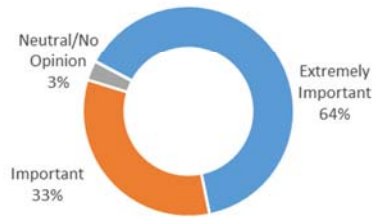


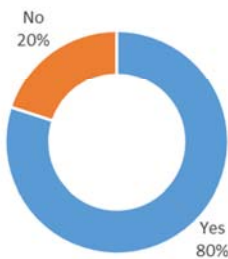
In the last 30 days, have you purchased any beef products?



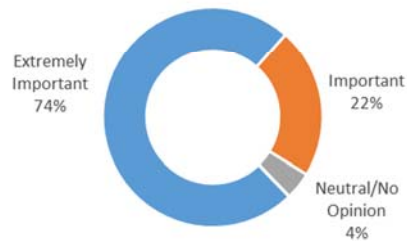
How important to you is the potential environmental impact of your food purchases?



In the last 30 days, have you purchased any food product that was labeled as "environmentally-friendly"?



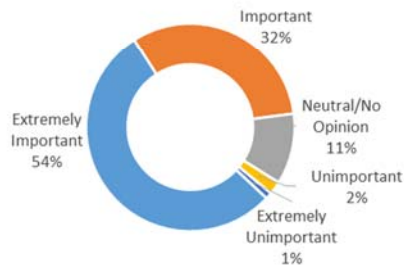
How important to you is it that the beef you purchase is produced in an environmentally sound manner?



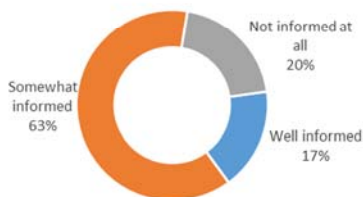
How important to you is it that the beef you purchase is produced in a socially responsible manner?



How important to you is it that that the beef you purchase is produced in an economically viable manner?



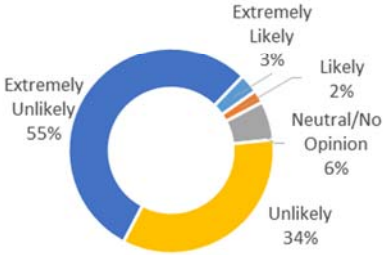
How well informed are you of company policies and/or commitments covering responsible sourcing of products?



How often are your purchases of food products impacted by a company's sustainability policies and/or responsible sourcing commitments?



How likely would you be to purchase a beef product if you knew it could have contributed to the loss or degradation of wildlife habitat?



How likely would you be to preferentially purchase a beef product from a company committed to zero deforestation and responsibly sourced products?

