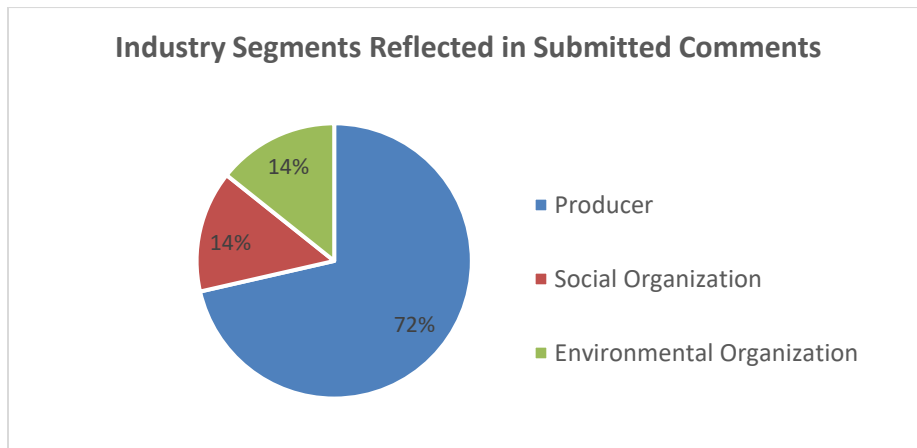




BeefCARE Public Comment Summary

The following summary is an assembly of comments received March 8-23, 2021 in response to the proposed BeefCARE Standards dated 02/22/21.

- During the initial 15-day comment period, 7 comments were submitted to Where Food Comes From, Inc. Various stakeholders in the beef industry are represented within the comments summarized below.
- Most (57%) comments received were general in nature. One comment included a suggested addition to the People & Community pillar standard. The remaining comments requested clarification on meeting the standard or how the standard would be assessed during an audit. These details are summarized below.



THANK YOU to everyone that has expressed interest in the BeefCARE Standard and took the time to provide feedback. The public comment period remains open until April 15th.

Category	Comment Summary	Response
Marketing	Will there be branding of your services? How will you promote your branding?	Yes. CARE can be marketed all the way through the beef supply chain to finished product. All phases of production must be identified and go through appropriate audits to verify claims and product traceability.
People & Community	The People & Community component of the Standard does not include any grievance mechanisms/ criteria and those can be the most impactful for people working in a difficult environment. I hope this can be considered to provide employees with the resources they need to report issues, and the employers the information they need to provide good working conditions.	Added criteria to the updated standard draft regarding grievance reporting for farms that hire non-family workers.
Environmental Stewardship	How will sections of the standard regarding natural resources be measured?	Onsite audits consist of records/documentation review, interviews, and observations/outcome-based measures.
	How will the producer know when a goal is needed? This is assuming high level of knowledge from producers. Also, no detail on how good the goals need to be? Where do insights to achieve outcomes come from?	Goal setting can vary from operation-to-operation and adoption of grazing management practices. CARE affords the opportunity for operations to continuously improve and work towards goals in environmental stewardship that are meaningful to their production system and geographic location. By monitoring management actions, a producer/rancher can determine if they are moving towards reaching goals, as well as collect data that helps inform management changes. Also, ranchers can work with experts in their region to help with this assessment and to garner additional resources to achieve goals.
	Is optimizing grazing density included in practices that improve soil health?	Yes, grazing/stocking density can be a way for operations to improve soil health.
	How will producers monitor water quality and availability? Water quality is challenging to monitor depending on what you are monitoring.	Producers can monitor water quality and availability through water testing or observation. We recognize this can be challenging but are hopeful there will be new developments and associated science available to help producers measure water quality moving forward.
General	Some submitted comments were very supportive of BeefCARE and its design to benefit the cattle producer and beef consumers. Other comments submitted expressed concern for regulation and that some criteria are too intrusive.	CARE is a voluntary program and producers are not required to participate if they do not want to. Both consumers and producers share a common interest in a transparent and sustainable food supply chain. In fact, most farmers and ranchers have an overwhelming desire to directly communicate with consumers about the care they take in raising their food. CARE provides a platform to share their story and gain recognition for the wonderful work they do.