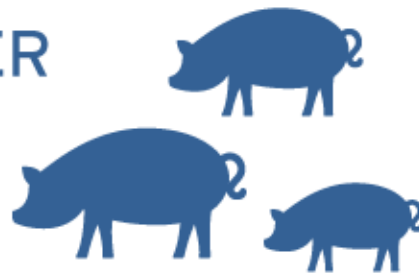


# 2017 Earth Day



## 35% SMALLER

Modern pork production's carbon footprint is 35% smaller than it was 50 years ago.<sup>1</sup>



## 33% LESS LAND

Is used by today's beef farmers, compared to 40 years ago.<sup>2</sup>

## 490% MORTALITY INCREASE

If poultry farmers went back to raising chickens the way they did in 1925.<sup>3</sup>

