



Consumer Goods Forum Forest Positive Coalition – Reporting KPI's METRO for Beef

June 2022

Introduction

The Consumer Goods Forum (CGF) has created the Forest Positive Coalition of Action (FPC), led by 21 companies, to leverage collective action and accelerate systemic efforts to remove deforestation, forest degradation and conversion from key commodity supply chains (palm, soy, paper & wood, beef), while supporting sustainable forest management, conservation, and restoration.

METRO is an active member of the Forest Positive Coalition of Action because we are convinced that collaboration is the only way to solve sustainability and social issues in our supply chains, including the beef supply chains. We participate in the CGF FPC to combine our collective reach and knowledge, global networks and resources, to engage and collaborate with producers, suppliers and traders, as well as governments and NGOs, to advocate for forest positive solutions.

For each commodity, a dedicated working group has published a roadmap (action plan), with KPI's to act and report on. Currently, METRO commits to report on the KPI's publicly and regularly for the commodities soy, palm, beef, and paper & wood. In this document, we report on the beef working group KPI's.

More information on our work around the topic of deforestation, our work in the Forest Positive Coalition, as well as the KPI reporting for the other commodities, you can find on our website [here](#).

More information on the Consumer Goods Forum Forest Positive Coalition in general, the various coalition roadmaps (action plans) and more, you can find [here](#).

METRO Beef related commitment to KPI's from CGF FPC Beef Roadmap

Element 1 – Own Supply Chain

METRO aims to improve its beef related assortment by continuously optimising the environmental and social aspects in our supply chains.

We seek to understand our own supply base including footprint, origins and risk of deforestation or conversion. For areas with risk of deforestation or conversion we will work proactively to deliver commitments and identify and resolve any issues.

Furthermore, to complement our efforts, we are committed to support initiatives delivering forest positive development at landscape level. Within the scope of our Meat Procurement Policy, Beef has a special focus to ensure that it does not contribute to deforestation or forest conversion. We will align our actions with the Forest Positive Coalition goals.



Element 2- Suppliers and meatpackers

Percentage of Beef in our supply chain with known origin

We are working within the CGF FPC, individually and with our supply chain partners, to obtain knowledge of the origin of the cattle products in our supply chains. In this sense, we have committed by 2025 100% that our own brand products are digital traceable to the farm level and share through our own digital solution: ProTrace. Furthermore, we also encourage our A-Brand supplier to share this information. When we have this knowledge, we will report on the percentage of known origin in our supply chain, as well as report on key elements of the supply chain including footprint and known upstream actors, products from unknown origins, and from high-risk origins specifically Cerrado and Amazon.

Element 4 – Landscape Engagement

Since 2021 METRO has engaged financially with other CGF FPC partners in a landscape initiative partnered with Conservation International (do Brazil), in a project focused on [low-carbon regenerative agricultural production](#) systems in the Cerrado biome, integrating soy and beef.

This project aims to promote a low-carbon production model through two components:

1. Technical production: Working together with local farmers and traders in the Cerrado area, Conservation International has set up regenerative agriculture production, to capture carbon in the soil while improving soil health, crop yields, water resilience, and avoiding deforestation to use only pre-deforested areas; the project also improves the social standards and livelihoods of the farmers. Soy and beef are combined since the way of working also includes rotating use of the farmland (soy crops one year, beef grazing next).
2. Credit : raising awareness of farmers and producers of existing credit mechanisms and how to access to credit line of local financial institutions

For METRO this project is connected to our ambition to stop deforestation in the Cerrado, as Cerrado Manifesto SoS signatory. Next to halting deforestation and overall environmental KPIs, one important selection criteria to support the Conservation International project was to improve the livelihood of farmers and securing their land rights.