



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

*June 2024*

**Introduction**

The Consumer Goods Forum (CGF) has created the Forest Positive Coalition of Action (FPC), led by over 20 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 FPC because we are convinced that collaboration is the only way to solve environmental 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 FPC, 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**

Commitment and progressing towards deforestation and conversion free (DCF) supply chains

METRO aims to improve its beef<sup>1</sup> related assortment by continuously optimising the environmental and social aspects in our supply chains.

We work on understanding our own supply base including origins, footprint, risk of deforestation or conversion and other legality aspects of our sources. The implementation of the EU 2023/1115 Regulation on Deforestation-free Supply Chains (EUDR) as well as working towards our to be updated Science Based Target (SBTi – product carbon footprint) help us to achieve deeper transparency and

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<sup>1</sup> METRO considers in the product scope all fresh meat products and meat preparations (fresh or frozen) in accordance with the definition in Annex 1 of [our Policy](#), with a special focus on the category of beef from South America, especially Brazil.



understanding on the details and respective legality, deforestation or conversion risks in our beef supply chains. By complying with the EUDR we will not market any products within the EU market beyond “negligible” risk of deforestation or conversion. Together with our suppliers we work on mitigating any potential deforestation or conversion risks.

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 align our actions with the FPC goals.

#### Beef in our supply chain with known origin

For long, 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 committed to 100% own brand common sourced beef product digital traceability to the farm level by end of 2025 and total own brand beef product digital traceability by end of 2030. Related information is shared through METRO’s digital solution: PROTrace. Furthermore, we also encourage our A-Brand supplier to share this information. By complying with the EUDR, we will know the origins and respective deforestation or conversion risks of all METRO EU marketed beef products by end of 2024.

Respectively, we will report on known origins and its respective classifications as well as on percentage of DCF beef products and supplier communication and performance regarding DCF beef products.

#### **Element 2 – Supplier and meatpackers**

As part of the implementation of the [METRO Sustainable Meat Policy](#) and the EUDR as well as our general DCF approach, we are in ongoing bilateral discussions with our suppliers to work towards DCF supply chains and generally inform about this on our [website](#).

#### **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.