

Burgers and Wildlife: The Results

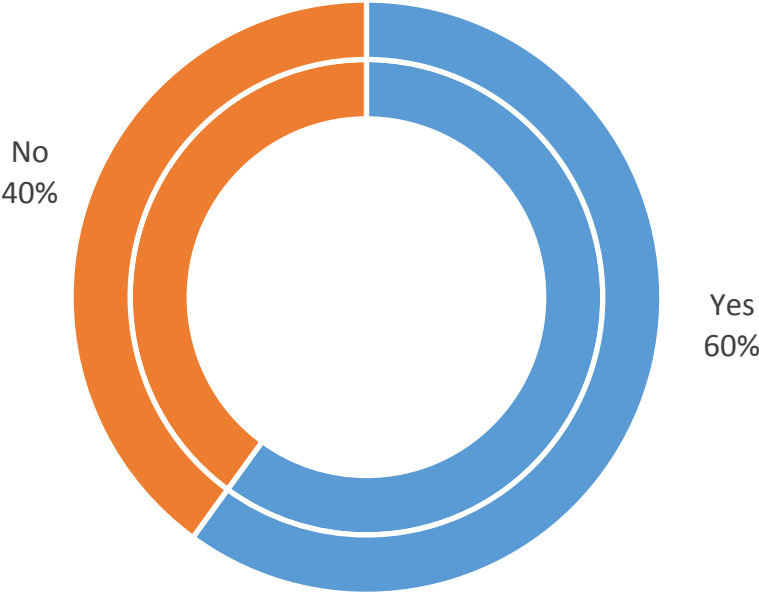


The connections between wildlife, deforestation, and cattle production in the Brazilian Amazon may seem like issues that are far removed from our day-to-day decisions. But these connections are very real and the impacts that engaged consumers can make are quite significant.

A recent decision by the USDA means that U.S. consumers can now potentially be purchasing and consuming beef products linked to the destruction of the Amazon rainforest, and therefore inadvertently contributing to the demand for products that jeopardize wildlife habitat. The good news is that companies are responsive to the concerns of their customers.

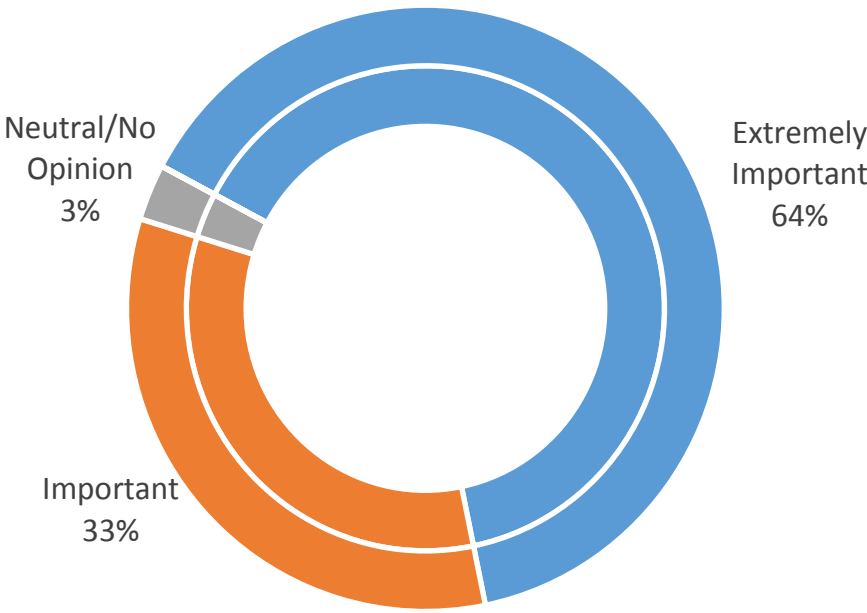
NWF sought to gauge how the public felt about the environmental impact of their food, particularly beef products. The feedback from these surveys plays an important role in NWF's work with companies to protect critical wildlife habitat in the tropics. Between September and November 2016, nearly 6,000 people responded to the 10 question survey. Here are the results.

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



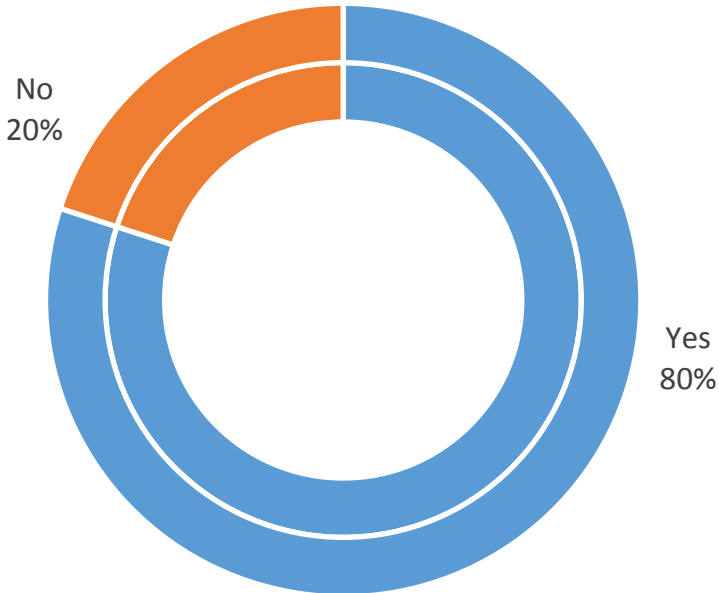
Total number of responses: 5682

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



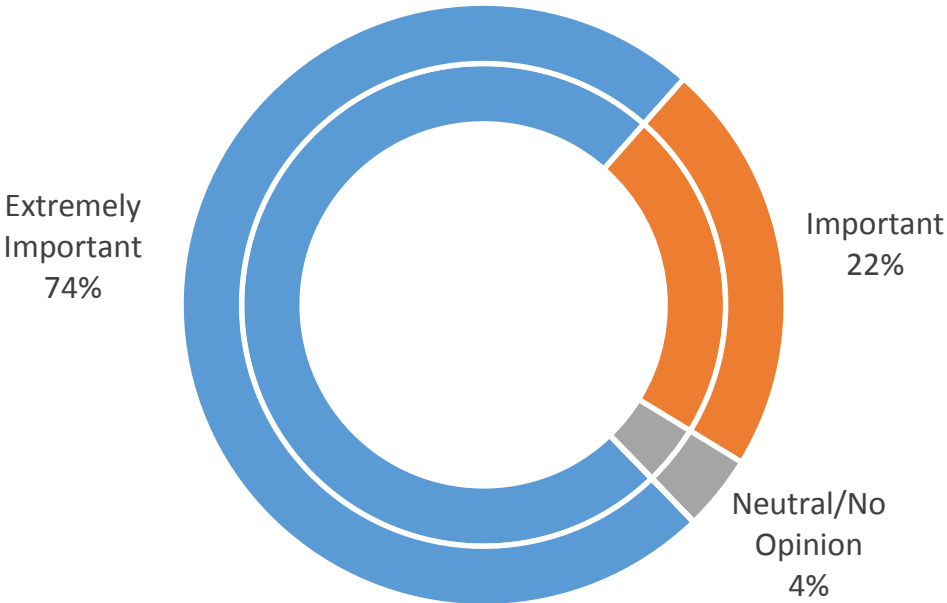
Total number of responses: 5619

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



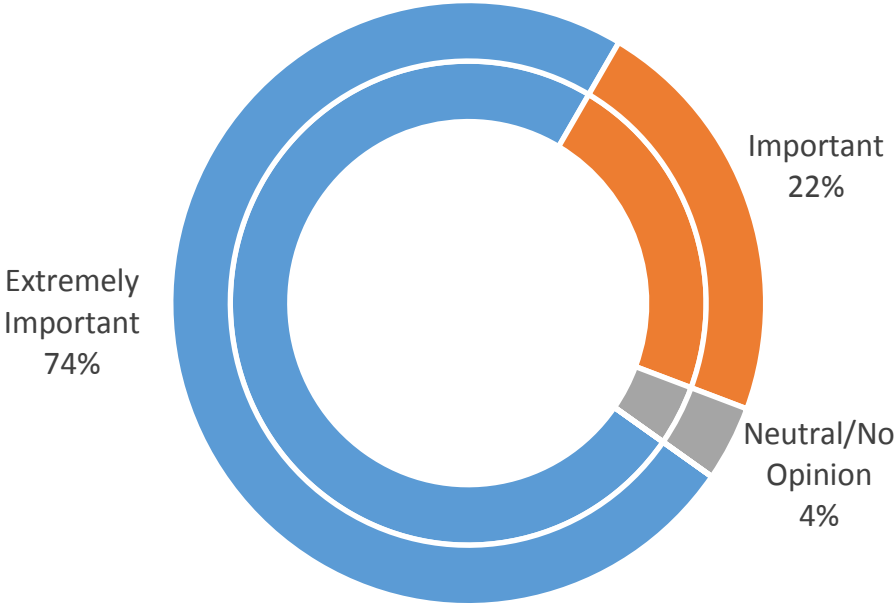
Total number of responses: 5570

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



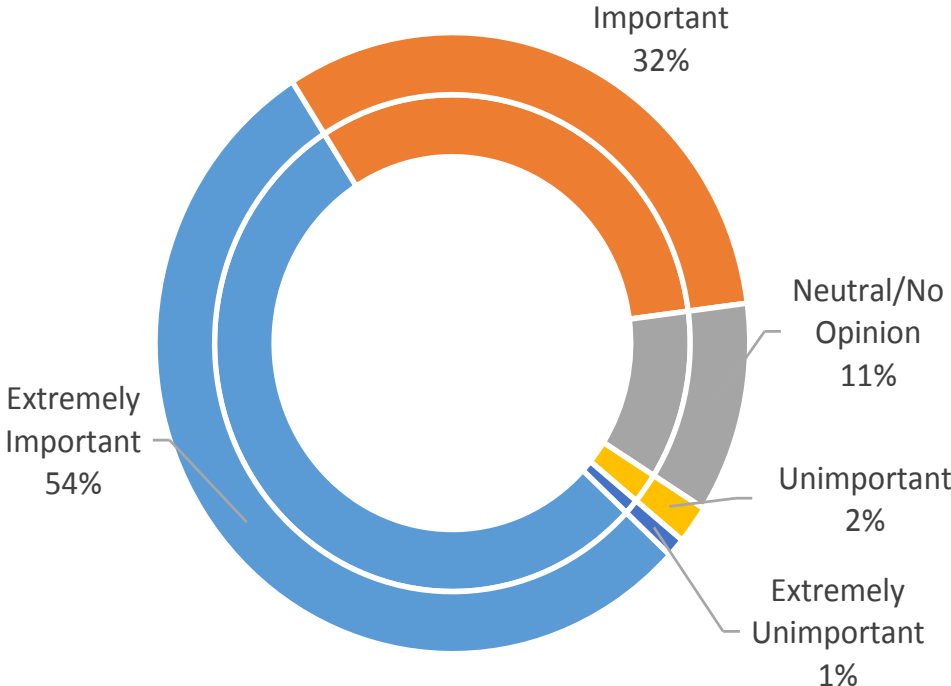
Total number of responses: 5482

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



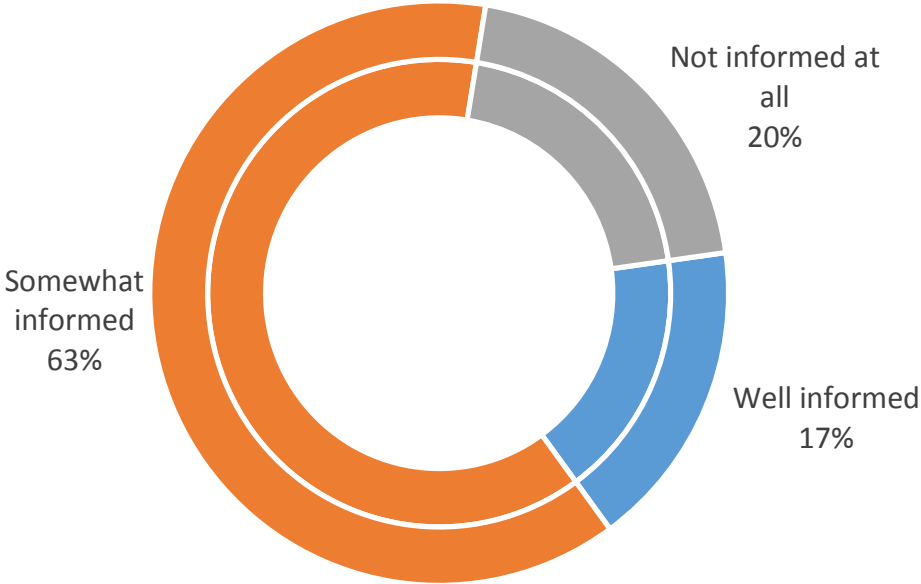
Total number of responses: 5414

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



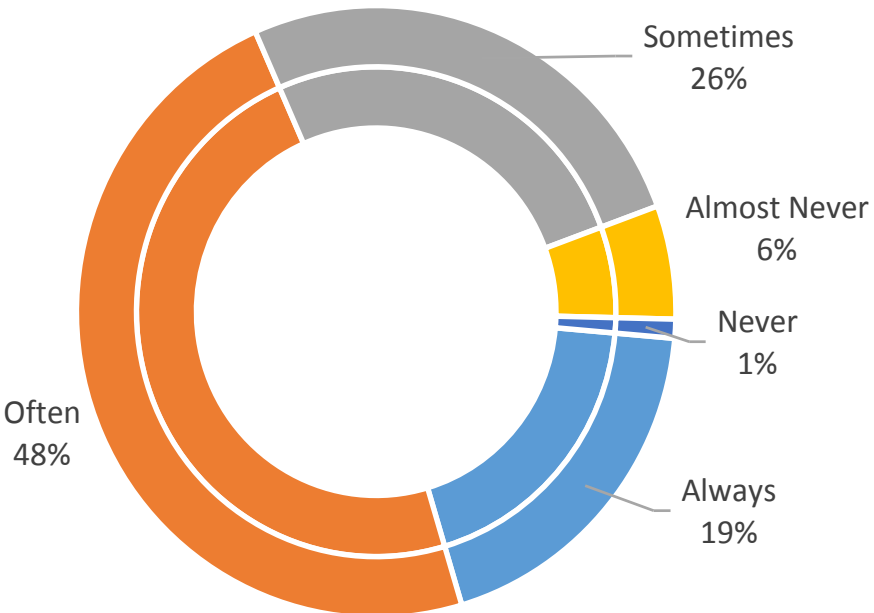
Total number of responses: 5362

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



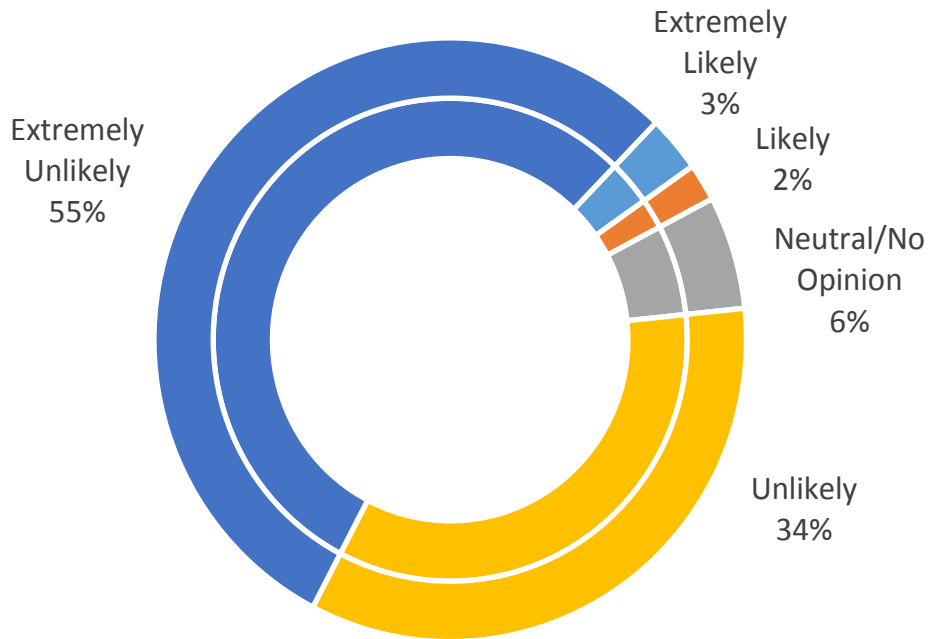
Total number of responses: 5323

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



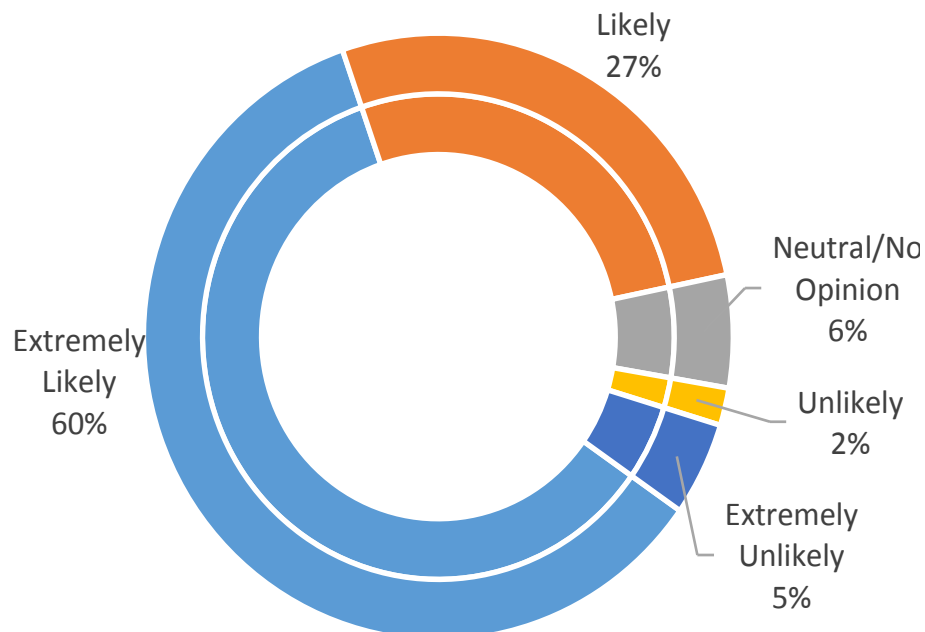
Total number of responses: 5271

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?



Total number of responses: 5235

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



Total number of responses: 5166