

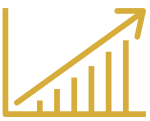
IMPROVING *Food System Sustainability*

Merck Animal Health is committed to a sustainable food system. As we have engaged with food system leaders – farmers, ranchers, meat and dairy processors, chefs, dieticians, food historians, retailers, restaurateurs, veterinarians, meat scientists and animal nutritionists, here is what we've learned.

A more sustainable food system will:



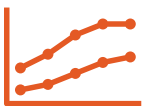
Look different than today – it may no longer be a commodity-heavy system but more value-added and specialized.



Be more efficient through the use of technology and innovations like wearables for livestock to increase animal care and enhanced precision farming practices.



Set specific goals as opposed to broad commitments for sustainability, animal welfare, food waste, etc.



Measure success differently than today – the food commodity-based system is changing. Success will go beyond gross production of meat, milk and eggs to include measures of social responsibility.



Be increasingly transparent and meeting consumers where they are in their needs and wants.



At times, there are disconnects between those who raise, grow and process food and consumers. This makes it more important than ever that we transparently share our stories about how we raise sustainable food.



The responsible use of technology and innovation; especially challenging when many food system leaders and consumers have their own deeply held “truths”.



The true role – positive and negative – of animal agriculture on our environment.



Demonstrating that “bad actors” do not represent the entirety of the food system.

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 **MERCK**
Animal Health
The Science of Healthier Animals®

Guiding Questions

FOR A MORE SUSTAINABLE FOOD SYSTEM

Merck Animal Health is committed to continuous improvement when it comes to sustainability within the food system. We've engaged with thought leaders on this topic and have developed guiding questions. We invite you to do the same as, together, we continue to improve the sustainability of our food system.

1. How do food system leaders better **engage** with consumers about sustainability, animal welfare, the use of technology, etc.?
2. Who will be the **leading voices** in providing food system information to future generations as they are increasingly far removed from farms and ranches?
3. In what ways can food system leaders across the supply chain **collaborate** to transparently share information with consumers?
4. How will the food system navigate food system **disruptions** – alternative proteins, environmental policy, food safety, etc., while not confusing consumers about sustainability, animal welfare, nutritional value, etc.?
5. When consumers **demand** food production and processing practices that are not sustainable, how do we react?