



## Positions of Sustainability

Cura's Positions of Sustainability was developed in order to establish corporate and local responsibility standards, including a continual focus on environmental issues.

**Our Mission:** *To continually expand our role as a socially responsible company while providing exceptional hospitality experiences to all of our guests.*



Our "EcoSteps" logo and posters are used at all of our Cura locations to communicate the actions we are taking to become more environmentally responsive.

## Social and Ethical Consciousness

### Animal Cloning

*Cloning is an assisted reproductive technology that allows livestock breeders and others to create identical twins of their best animals. While cloning proponents see enormous capabilities for the technology, cloning critics have concerns on a number of levels. Social, ethical and religious convictions all weigh in to make people wary of cloning. Some find it hard to separate animal cloning from human cloning. Cloning scientists, however, view animal cloning on a continuum of reproductive technology.*

**Our Position:** We will not purchase products from cloned farm animals or their offspring because of concerns about the health and welfare of cloned animals.

### rBST (Recombinant bovine somatotropin Hormone)

*Recombinant bovine somatotropin Hormone, sometimes referred as BGH, rBGH, BST, is a genetically engineered copy of a naturally occurring hormone produced by cows. The naturally occurring hormone regulates the amount of milk a cow can produce; the genetically engineered copy of the hormone is used specifically to boost those amounts, in turn producing more milk. According to the FDA, no significant difference has been shown and no test can distinguish between milk from rBGH treated and untreated cows.*

**Our Position:** All Cura fluid milk comes from farms which are located within 125 miles of the milk processing facility. Our dairies are independently owned and operated by local family farms that do not use rBST to increase their cows' milk production. We purchase from these dairies because we believe in offering only natural milk at our Cura accounts.

### Fair Trade

*Fair Trade Certification empowers farmers and farm workers to lift themselves out of poverty by investing in their farms and communities, protecting the environment, and developing the business skills necessary to compete in the global marketplace.*

*Fair Trade is much more than a fair price! Fair Trade principles include:*

- **Fair price:** Democratically organized farmer groups receive a guaranteed minimum floor price and an additional premium for certified organic products. Farmer organizations are also eligible for pre-harvest credit.
- **Fair labor conditions:** Workers on Fair Trade farms enjoy freedom of association, safe working conditions, and living wages. Forced child labor is strictly prohibited.
- **Direct trade:** With Fair Trade, importers purchase from Fair Trade producer groups as directly as possible, eliminating unnecessary middlemen and empowering farmers to develop the business capacity necessary to compete in the global marketplace.
- **Democratic and transparent organizations:** Fair Trade farmers and farm workers decide democratically how to invest Fair Trade revenues.

- **Community development:** Fair Trade farmers and farm workers invest Fair Trade premiums in social and business development projects like scholarship programs, quality improvement trainings, and organic certification.
- **Environmental sustainability:** Harmful agrochemicals and GMOs are strictly prohibited in favor of environmentally sustainable farming methods that protect farmers' health and preserve valuable ecosystems for future generations.

**Our Position:** Fair Trade-certified products are available upon request. We have found that using Fair Trade products enables us, our clients, and our guests to help provide farmers and farm workers with the assistance they need to be able to invest in their farms and communities, to protect the environment, and to develop their business skills.

### **Antibiotic/Hormones**

*The majority of antibiotics now used in the United States are given as feed additives to livestock and poultry for "nontherapeutic" purposes – i.e. not to treat sick animals, but rather to promote slightly faster growth and to compensate for crowded, stressful, and unsanitary conditions in which animals are often raised.*

**Our position:** We will work with any client who wants to purchase meat, poultry, dairy and/or seafood (including finfish and shellfish) products produced with reduced amounts of antibiotics and hormones.

We are dedicated to providing our guests with the safest, highest quality products. We believe that responsible use of antibiotics to maintain animal health and well being, or to alleviate suffering due to disease, is an essential element of good animal welfare practices. We also continue to work directly with our suppliers to explore ways that our products can be produced with minimal amounts of any type of growth enhancement products.

### **Cage-Free Eggs**

*There is very little actual regulation on what constitutes "cage-free," but there are some definitions published by the USDA which are called "Trade Descriptions." Although these standards are voluntary, apparently most poultry farms conform to them. The USDA definition for cage-free simply means that the hens are not kept in cages, though there are no regulations to govern care beyond that.*

**Our position:** We will provide the option of purchasing cage-free eggs to any client who requests this product. While we do not currently believe there is much of a difference between cage-free and conventional eggs, we do, however, foresee a difference in eggs that are cage-free and carry the "Certified Humane<sup>1</sup>" label. For clients who want us to purchase cage-free eggs, we will purchase only cage-free eggs that carry the "Certified Humane<sup>1</sup>" Label.

<sup>1</sup> *The Certified Humane Raised & Handled Label is a consumer certification and labeling program. When you see the Certified Humane Raised & Handled label it means that an egg, dairy, meat or poultry product has been produced with the welfare of the farm animal in mind. Food products that carry the label are certified to have come from facilities that meet precise, objective standards for farm animal treatment.*

### **Organic**

*Organic animals have not been treated with antibiotics, growth hormones, or feed made from animal byproducts. In addition, the animals must have been fed organic feed for at least a year. Animals must have access to the outdoors.*

*Food given to these animals has not been genetically modified or irradiated. Fertilizer does not contain sewage sludge or synthetic ingredients--all of which are allowed in most conventional food production. Produce hasn't been contaminated with synthetic chemicals used as pesticides.*

*Organic products cost more money because food production is more labor-intense. Further, while this is a growing industry, it does not currently have the economies of scale or government subsidies available to conventional growers.*

- **100% Organic** – Product must contain 100% organic ingredients.
- **Organic** – At least 95% of ingredients are organically produced.
- **Made with Organic Ingredients** – At least 70 percent of ingredients are organic. The remaining 30% must come from the USDA's approved list.

**Our position:** We provide organic products to clients who request this type of product. Few of our current locations offer organics on a regular basis, but we continue to look for increased opportunities to offer high quality, cost effective organic items to our clients.

**References:**

[http://www.centerforfoodsafety.org/cloned\\_animals.cfm](http://www.centerforfoodsafety.org/cloned_animals.cfm)

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