

# *Why* **GREENER PASTURES™**





**Inseparable from  
sustainability,  
traceability is the  
cornerstone of  
leather production.**





# European Commission

## Regulations are imminent

In countries where deforestation is a concern, 100% traceability to birth farm through independent certification is required.

ISA is ready to help with responsibly sourced supply chain solutions that comply with the EUDR regulations.

# Pioneering Solutions

There is no industry standard protocol for cattlehide traceability to birth farm, ISA independently developed **Greener Pastures™** to provide an effective solution.

We have committed to achieving 100% traceability from the birth farm for hides sourced from South America by the year 2030.

**ISA is integrated with the TrusTrace traceability platform.**



**Greener Pastures  
Protocol**



**ISA Hide Sourcing  
Policy**



**ISA Hide Sourcing  
Traceability Map**



ISA nextgenmaterials

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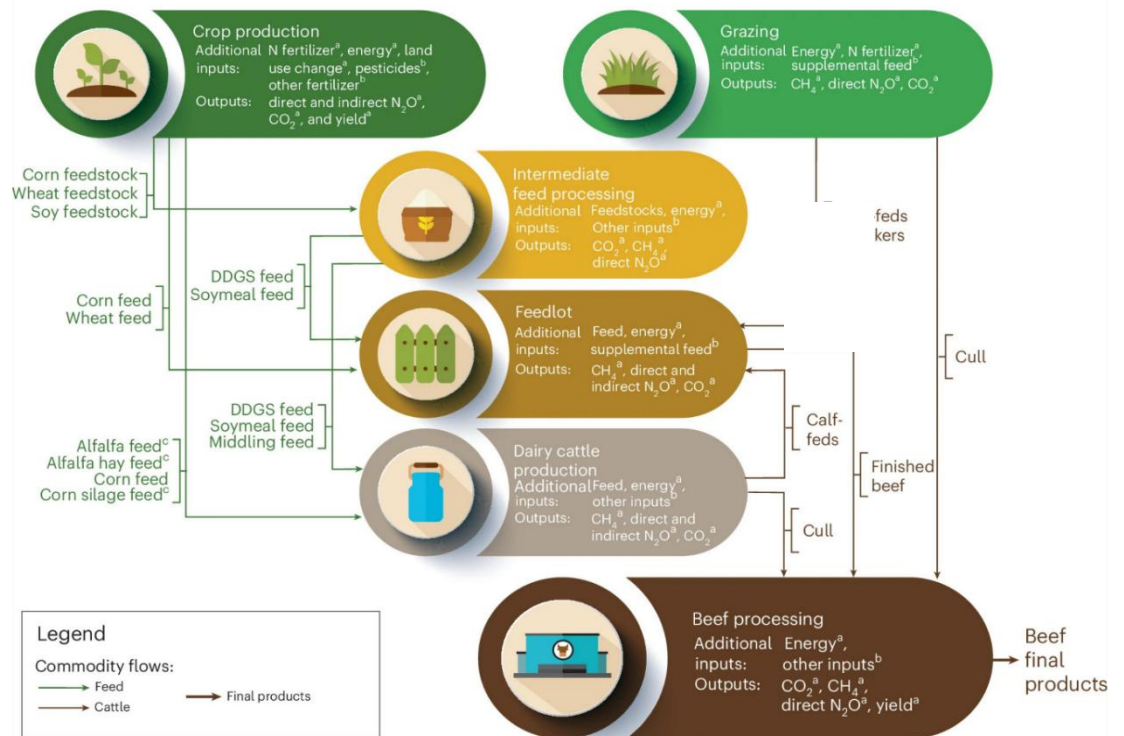


# The only way to validate GHG emissions is through traceability

ISA is dedicated to reducing Green House Gas (GHG) emissions by offering **Greener Pastures™** hides with traceability to birth farm through exclusive supply chains from the US and South America.

## Modelled US beef LCA

US beef LCA system boundaries, commodity flows and spatial extent of environmental impact estimation



Source - <https://www.nature.com/articles/s43016-024-01031-9/figures/1>



**Transparent and responsible farming and ranching practices are essential for developing a more sustainable world. They contribute to building climate resilience, supporting conservation efforts, and preserving biodiversity.**





**Supporting responsible cattle farming practices not only improves the livelihoods and communities of farmers and ranchers but also contributes to the overall well-being of the environment.**



# LET US HELP YOU TELL YOUR **TRACEABILITY** STORY

Our in-house marketing team can work with you to produce visually striking and informative digital and on-product sales tools.

These complimentary services will ensure the best possible message resonates with your consumer.







## Act Now!

Choose from exclusive **Greener Pastures™** tannages or ask your account rep if your current programs can be immediately transferred to **Greener Pastures™** hides to start your traceability journey!



## CONTACT US

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