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GREENER PASTURES™

Hide Traceability & Animal Welfare

2nd Edition

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In my role with ISA, I have the opportunity to visit our key hide suppliers. I was recently in Nebraska meeting with ranchers who participate in our fully traceable Greener Pastures program. It is great seeing how healthy the cattle are and the large fields used for natural grazing. All cattle have visual ear & RFID tags that connect the documentation as the hide travels through all stages before reaching one of our tanneries. This is an imperative part of the supply chain to prove traceability.

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Keith Hill

Vice President Sustainable Business Development



GREENER PASTURESTM 

Hide Traceability to Birth Farm

Beef Quality Assurance Certification

North American Meat Institute Animal Welfare Audit Certification

Beef Quality Assurance Transportation

USDA Humane Handling

100% Vegetarian Diet

ORDERING INFORMATION:

- Multiple WP & NWP tannages available in a wide range of colors & thicknesses. Talk to your Account Manager for additional GP or MOGP articles.
- 85% SATRA grading



What is Greener Pastures™?

Driven by ISA's deep rooted philosophy of LITE (Low Impact to The Environment), we developed the Greener Pastures™ collection. This program has been specifically developed for cattle hides following a strict set of protocols and requirements surrounding animal welfare and traceability.

GREENER PASTURES™





Where are your Greener Pastures™ hides sourced from?

Our Greener Pastures™ hides are sourced from trusted suppliers in North and South America. All of our GP and MOGP hides can be traced back to the birth farm/ranch. Our traditionally sourced hides have Leather Working Group accreditation back to the harvest facility.

GREENER PASTURES™





How are GP or MOGP hides tracked and traced?

Tracking is done via a visual ear tag that can be associated with a lot, pen or group tag or ranch tag. The tag information is collected at the feedlot by a representative for the animals and noted on signed affidavits by the feed lot representative. These affidavits are kept on file by our supplier for a minimum of two years.

Partner with Us

ISA is proud to offer specialized creative marketing and co-branding services. 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.



(Front)



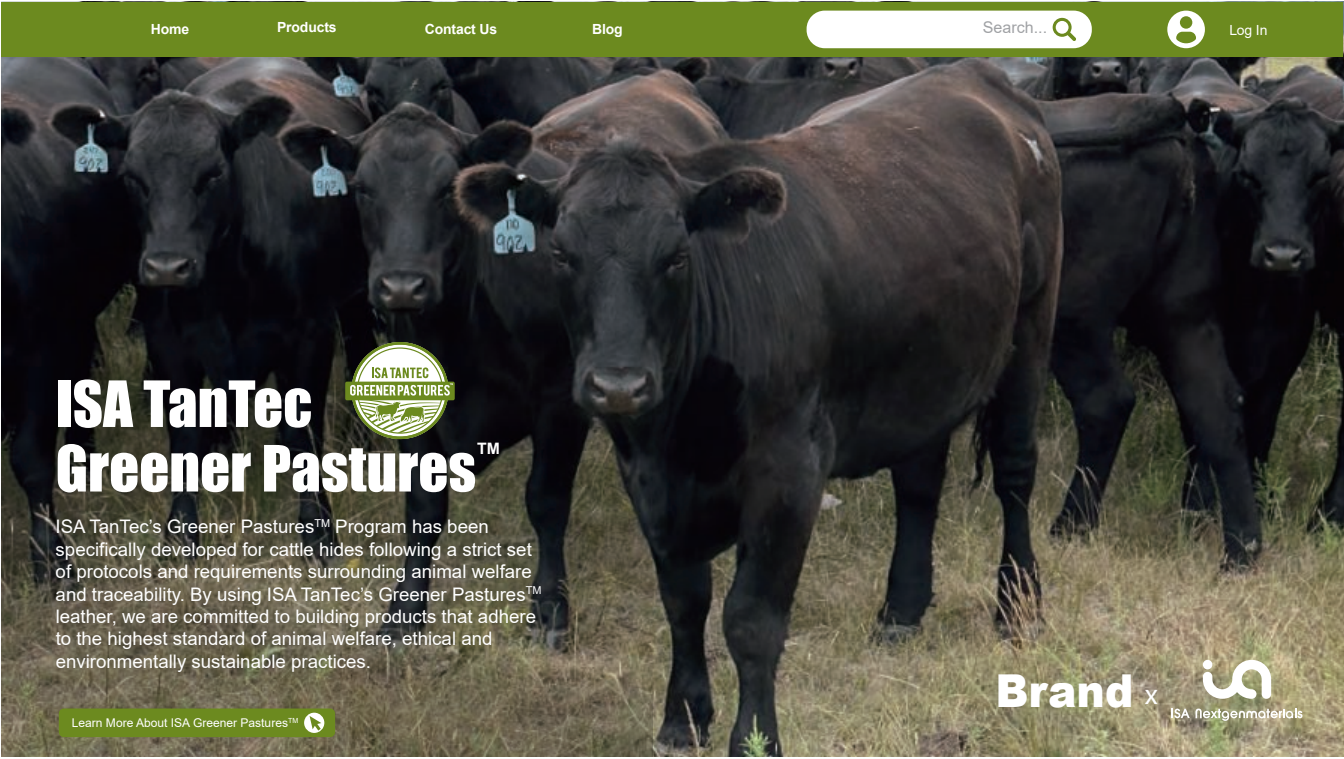
(Back)



(Front)



(Back)





GREENER PASTURES™

Closing The Traceability Loophole



Yorkdale GP
Beaned



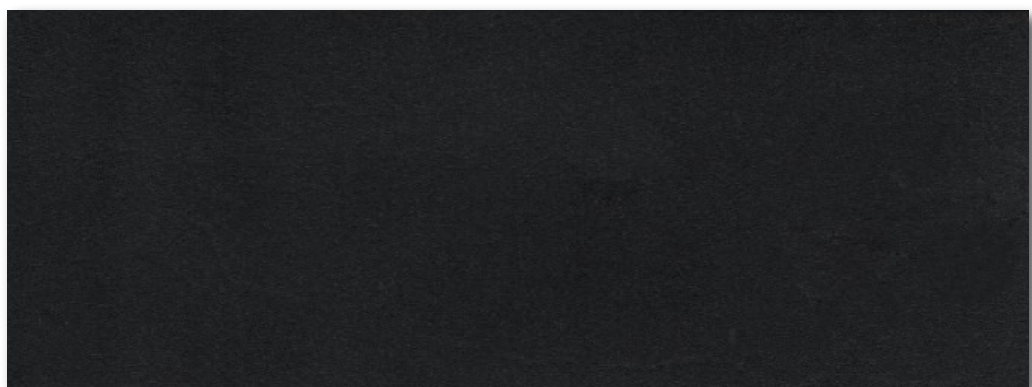
Champ GP
White



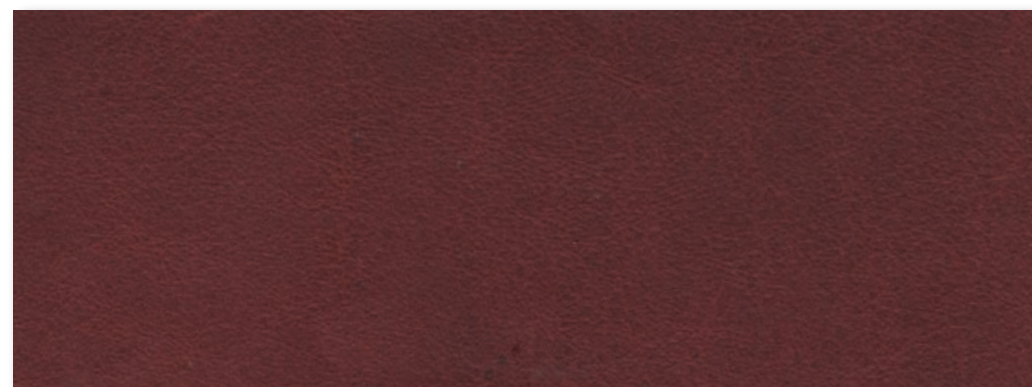
Bandit WP GP
Leather Brown



Excite GP
Heron



Wonderland WP GP
Black

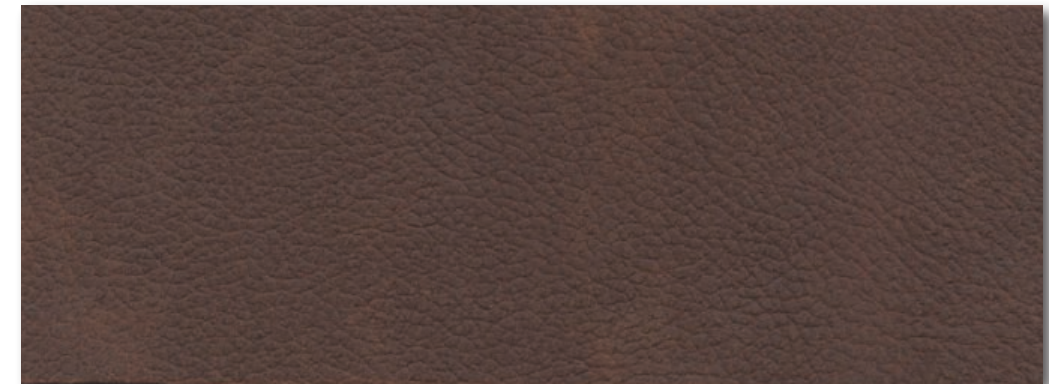


Hawkeye WP GP
Tandoori Spice

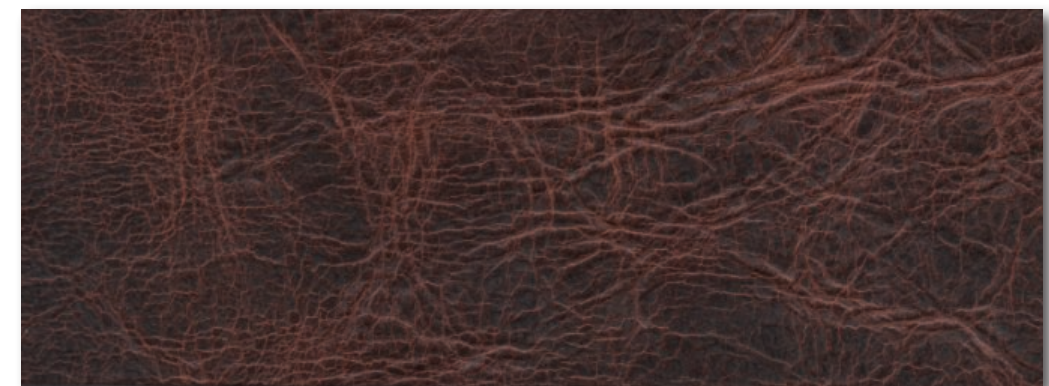


Greener Pastures hides sourced from Uruguay (MOGP)

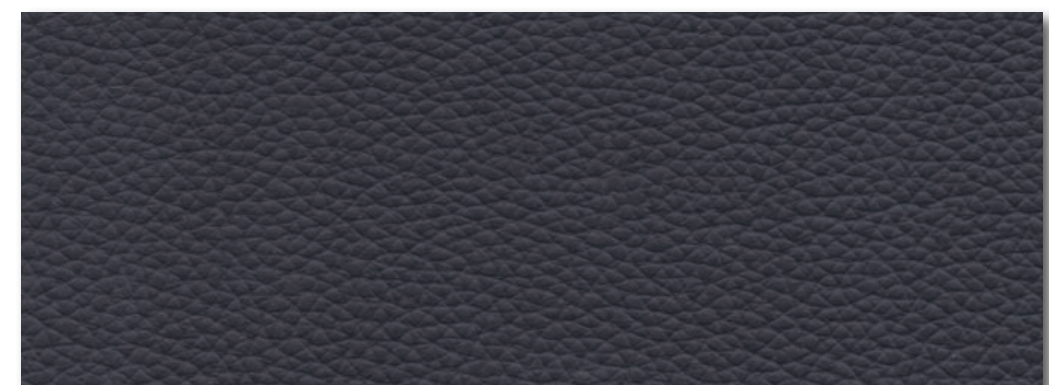
Closing the traceability loophole with hides sourced from Uruguay. Fulfills deforestation free requirements. Traditional Gaucho tannages on hides from South America.



Horseman WP MOGP
Cashew



Cowhand MOGP
Leather Brown



Nomadic MOGP
Peacoat

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