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JBS USA Holdings, Inc.

National Advertising Division

NAD Case #7135

February 2023

National Advertising Review Board

NARB Panel Report #313

May 2023

Relevant Media

6/24/22, 5:20 PM JBS Makes Global Commitment to Achieve Net-Zero Greenhouse Gas Emissions by 2040 — JBS Foods

JBS FOODS' 🔍 ☰

JBS Makes Global Commitment to Achieve Net-Zero Greenhouse Gas Emissions by 2040

Press Release

Mar 23, 2021



Commitment is a First for the Global Meat and Poultry Sector

<https://jbsfoodsgroup.com/articles/jbs-makes-global-commitment-to-achieve-net-zero-greenhouse-gas-emissions-by-2040> 1/5

Summary

The Institute for Agriculture and Trade Policy (IATP), a not-for-profit organization with the mission of working for fair and sustainable food and farm systems, challenged “net zero” claims made by JBS, the second-largest food company and the largest animal protein producer in the world. The National Advertising Division (NAD) determined that certain “net zero” claims such as “JBS is committing to be net zero by 2040” reasonably created consumer expectations that JBS has a plan in place to achieve its advertised “net zero” emissions by 2040.

NAD concluded that while JBS provided evidence of a significant preliminary investment toward reducing emissions by 2040, the record did not support the broad message conveyed that JBS has a plan that it is implementing today to achieve net zero environmental impact by 2040. NAD recommended that JBS discontinue the challenged “net zero” claims.

A National Advertising Review Board (NARB) panel affirmed NAD’s decision and recommended that JBS discontinued the challenged “net zero” claims.