

Clean Horizon Strategies

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Richard Manigault	2nd-year	MBA
Member 2: Delisa Williams	1st-year	MBA
Member 3: Chad Gefrey	1st-year	MBA
Member 4: Victoria Schurr	1st-year	MBA

Advisor(s): Megan Buchter

Team Name: Clean Horizon Strategies

Topic Title: Powering the Coop: Agrovoltatics & The New Tyson Era

Audience: Tyson Executive Team, including the Sustainability Strategy Team

Sustainable Development Goal

SDG 13 - Take urgent action to combat climate change and its impacts.

SDG 14 - Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

Executive Summary

Tyson Foods, a global leader in protein production, has a profound influence on the agricultural supply chain. However, its operations have drawn significant scrutiny for their environmental impact, including accusations of greenwashing, high carbon emissions, and the release of 371 million pounds of pollution into U.S. waterways. In its 2022 Sustainability Report, Tyson introduced a Renewable Energy initiative, pledging to source at least 50% of its domestic energy from renewable sources. Yet, the company has not provided a clear roadmap for achieving this goal. Organizations like the Environmental Working Group argue that Tyson is failing to meet its sustainability commitments and should scale back its claims rather than mislead consumers and stakeholders.

The food industry faces mounting regulatory pressure and growing consumer demand for ethical and sustainable practices. One potential solution for Tyson is the adoption of agrovoltatics, a system that integrates solar energy generation with agricultural production. Implementing agrovoltaic systems on its contract farms could help Tyson reduce its carbon footprint, cut energy costs, and mitigate water runoff, addressing the company's most significant environmental criticisms. By embracing agrovoltatics, Tyson has the opportunity to align its actions with its public commitments, restoring credibility and positioning itself as a true leader in sustainable agriculture. However, if Tyson fails to act, it risks deepening the ethical divide between its corporate messaging and real-world impact. The question remains: Will Tyson take meaningful steps toward sustainability, or will it continue to prioritize profit at the expense of long-term environmental responsibility?