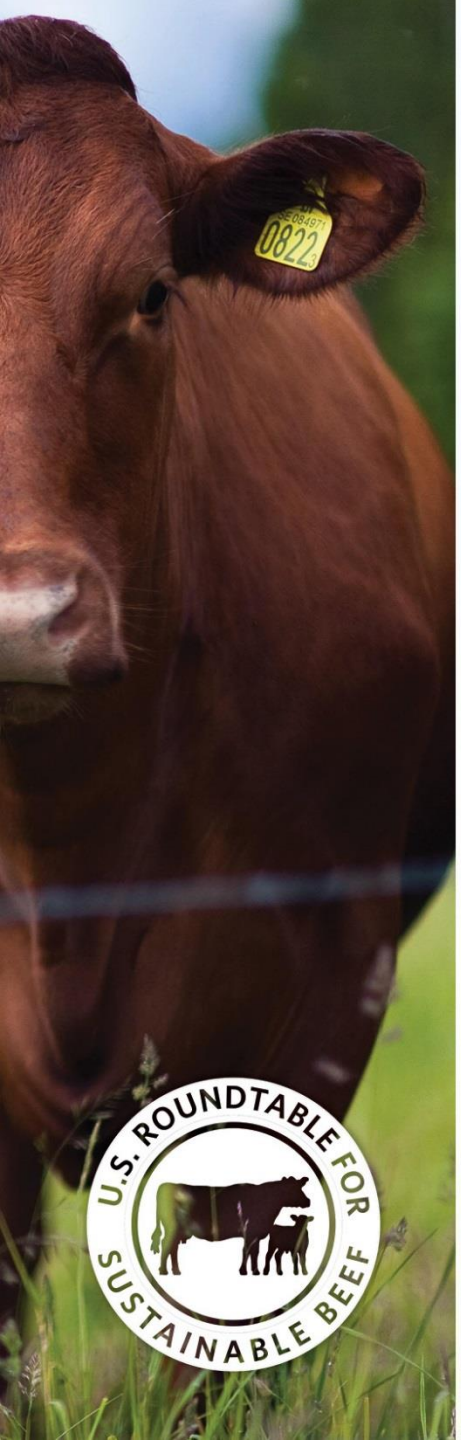
USRSB Update

Past-Chair, Nicole Johnson-Hoffman
Cargill

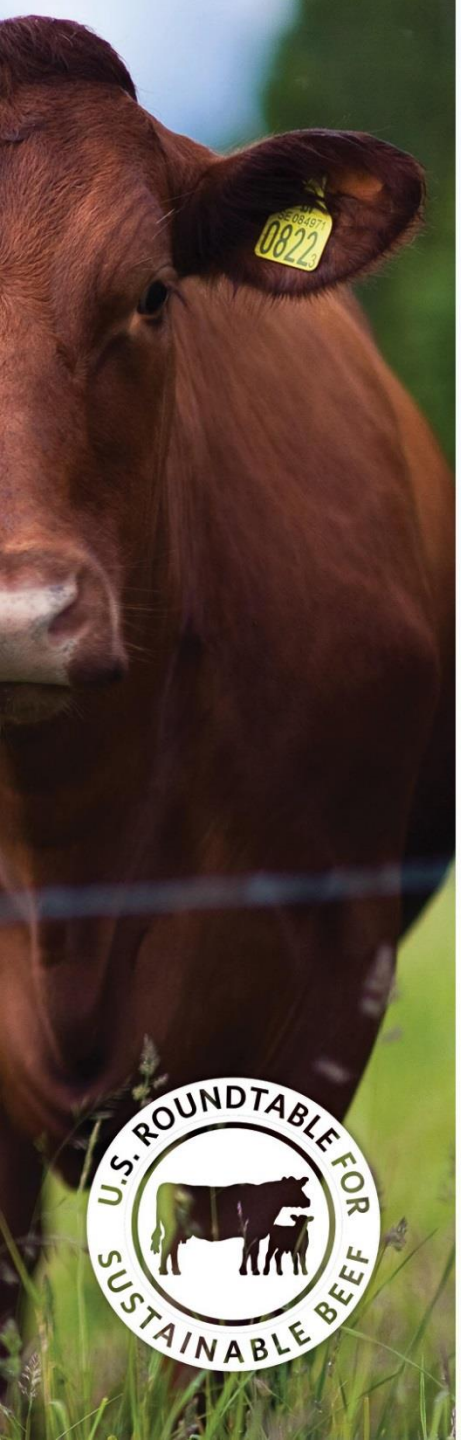


USRSB Mission

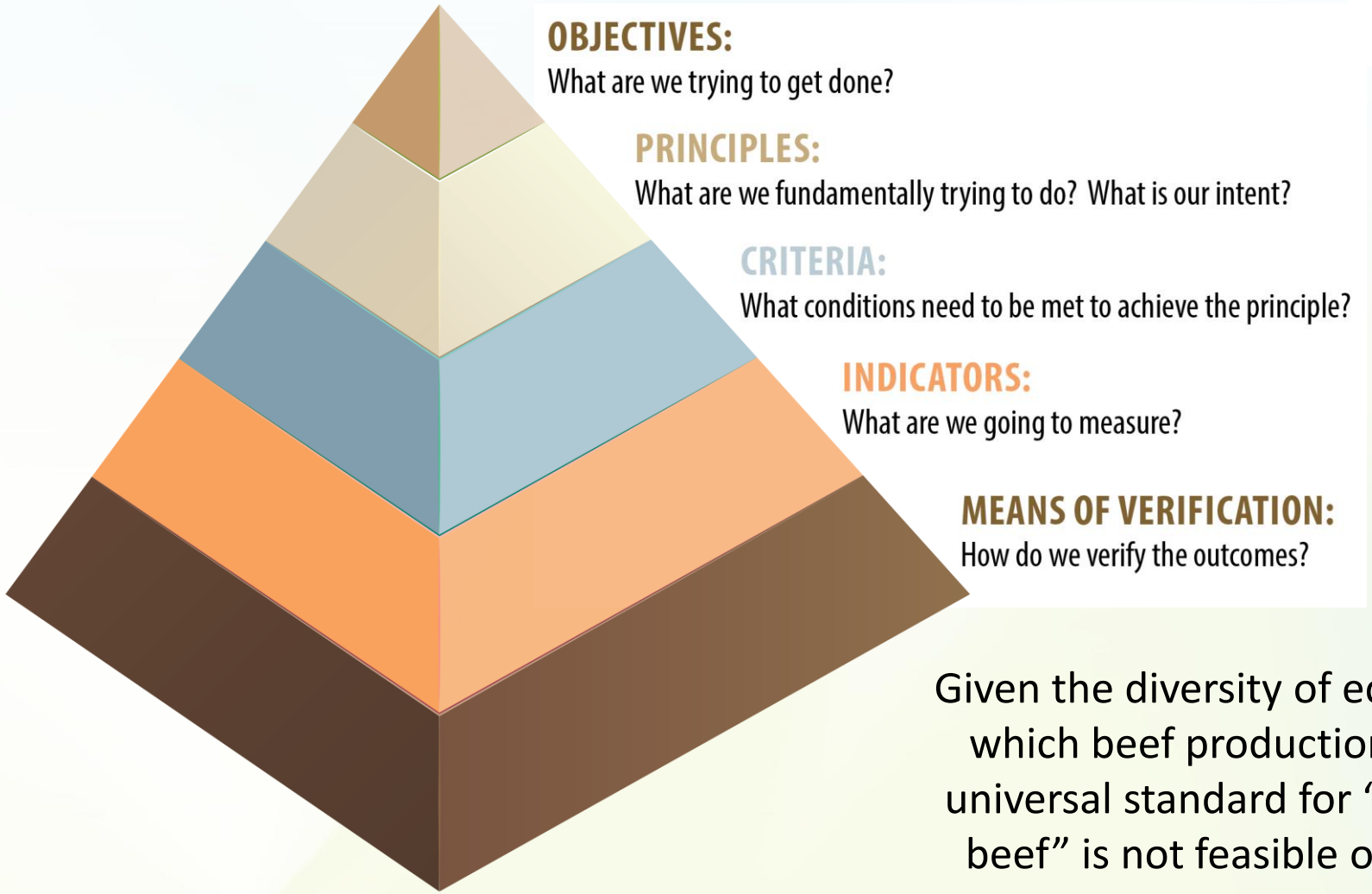
To advance, support and communicate continuous improvement in sustainability through leadership, innovation, multi-stakeholder engagement and collaboration.

USRSB Vision

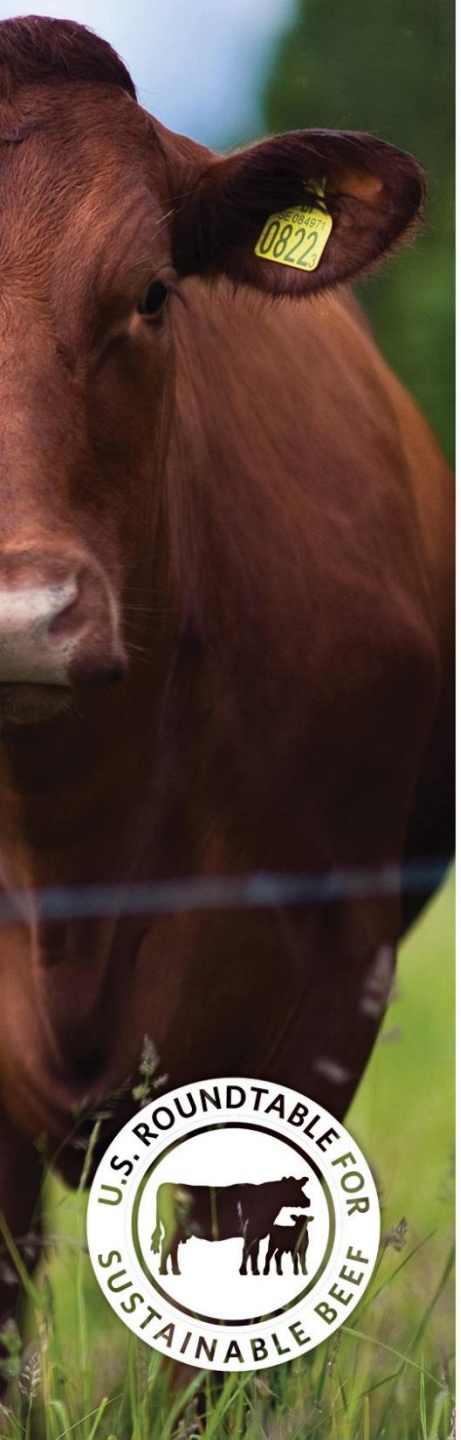
The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.



Focused on Indicators and Means of Verification



Given the diversity of ecosystems in which beef production occurs; a universal standard for “sustainable beef” is not feasible or practical.



Objectives

- The USRSB has prioritized the following initial areas of focus:
  - Establish sustainability indicators,
  - Develop a method to verify sustainable beef,
  - Create a program philosophy for implementing sustainability objectives
  - Generate field projects that prove sustainability concepts
  - Establish goals for progress

USRSB Membership

U.S. Roundtable for Sustainable Beef

PROCESSOR

Cargill · gsf golden state foods · JBS · Keystone · Lopez · National Beef · NAMI North American Meat Institute · OSI · Tyson

PRODUCER

ADAMS Land & Cattle · AB Agri Beef Co. · Alabama Cattlemen's Association · ACA Arkansas Cattlemen's Association · Beatty Canyon Ranch, Co. · Colorado Cattlemen's Association · BMG Beef Marketing Group · BL · Beef USA · Cactus Feeders · CattleEmpire · Certified Angus Beef Brand · CF · CRI Feeders · CRI of Guymon, LLC · Diamond B Feedyard, LLC · Florida Cattlemen's Association · Florida Heritage Beef, FHB · Hart Ranch · California Cattlemen's Association · Coyote Creek Ranch 7L7 · Friona Industries · Great Plains Cattle Feeders · Hitch · Kansas Livestock Association · LMA Livestock Marketing Association · NLPA National Livestock Producers Association · NCFC National Council of Farmer Cooperatives · Dawn Custom Cattle Feeders, Inc. · Oklahoma Cattlemen's Association · PDPW · San Ignacio del Babacomari · Seminole · Simplot · Iowa Cattlemen's Association · Keeling Cattle Feeders · Luckey Custom Feedlot Inc. Truck Company Inc. · NatGLC National Grazing Lands Coalition · Ohio Cattlemen's Association · Oregon Cattlemen's Association · Tejas Feeders LTD · Texas and Southwestern Cattle Raisers Association · Texas Beef · Willow Creek Ranch WC · Est. 1853 King Ranch · Mc 6 Cattle Feeders, Inc. · Nebraska Cattlemen · Quien Sabe Feeders · Scott Anderson · Texas Cattle Feeders Association

CIVIL SOCIETY

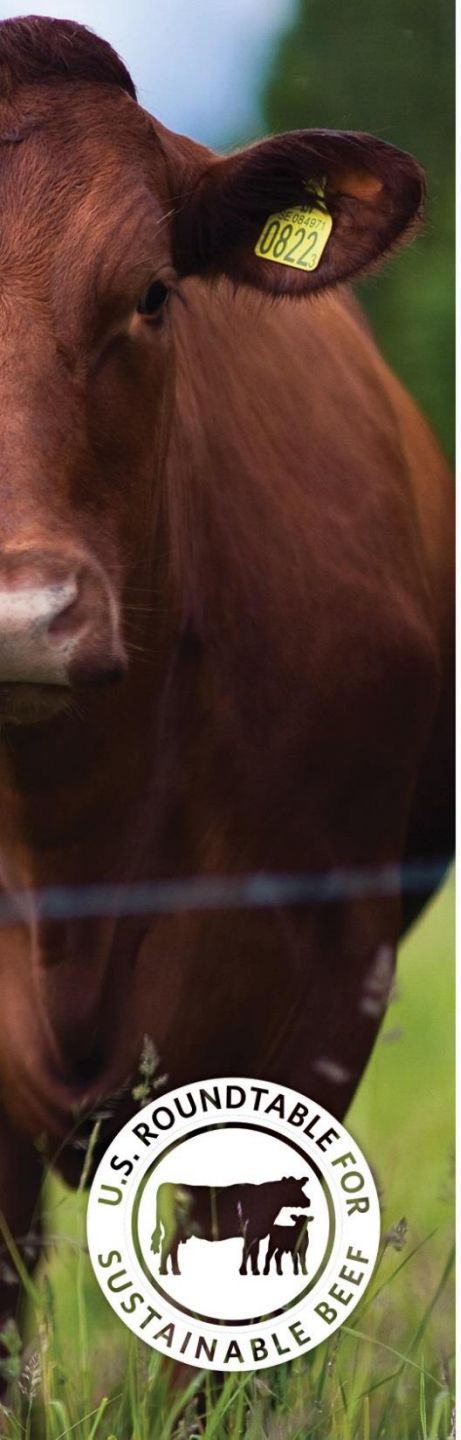
AVC · BIF · carbon nation · Iowa State University Extension and Outreach, Iowa Beef Center · Oklahoma State University Research · Sustainable Rangelands Roundtable · Texas A&M AgriLife Research · Farm Foundation · The Nature Conservancy · University of Nebraska Lincoln · WWF · Beef Cattle Institute, Kansas State University · Ducks Unlimited · GFTC Global Food Traceability Center · King Ranch Institute for Ranch Management · The Samuel Roberts Noble Foundation · MacArthur Agro-ecology Research Center · The Sustainability Consortium · Three Rivers Alliance · Texas A&M Animal Science

ALLIED INDUSTRY

ABS · AFIA American Feed Industry Association · BASF We create chemistry · Dow · Elanco · Farm Credit Services of America · K-COE ISOM · Merck Animal Health · Micro Technologies AmerisourceBergen · Zoetis

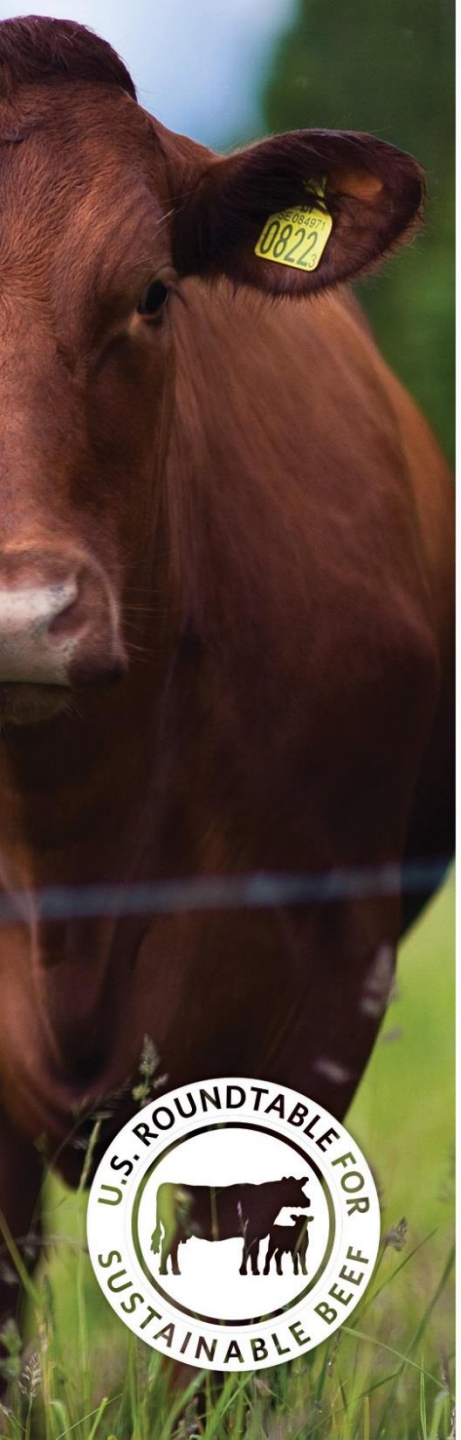
RETAIL

Where Food Comes From Source Verified · Arby's · Costco Wholesale · Darden · McDonald's · Walmart



Year 1 Accomplishments

- March 2015 official launch of the USRSB
- Held two General Assembly meetings each with 120+ attendees
- Established three working groups (130 members participate)
- Aligned to six high priority indicators
- Approved initial strategic plan and by-laws
- Officially recognized the importance of the US Beef LCA and it's periodic updates
- Developed draft metrics for water resources
- Developed a draft matrix of existing assurance programs
- Aligned to a tiered approach for an assurance framework program
- Agreed to serve as a capacity building organization for the assurance framework program



Working Groups

To achieve actionable outcomes around our goals and objectives we have developed 3 working groups:

1. Indicator Working Group
   - Co-Chair: Nancy Labbe, World Wildlife Fund
   - Co-Chair: Ben Weinheimer, Texas Cattle Feeders Association

2. Verification Working Group
   - Co-Chair: Rickette Collins, McDonald's Corporation
   - Co-Chair: Jennie Hodgen, Merck Animal Health

3. Sustainable Solutions Working Group
   - Co-Chair: William Burnidge, The Nature Conservancy
   - Co-Chair: Clayton Huseman, Kansas Livestock Association

HIGH PRIORITY INDICATORS

- Animal Health and Well-being
- Efficiency and Yield
- Water Resources
- Land Resources
- Air and Greenhouse Gas Emissions
- Worker Safety and Well-being

Indicator Definitions

Animal Health and Well-being: The cumulative effects of cattle health, nutrition, care and comfort.

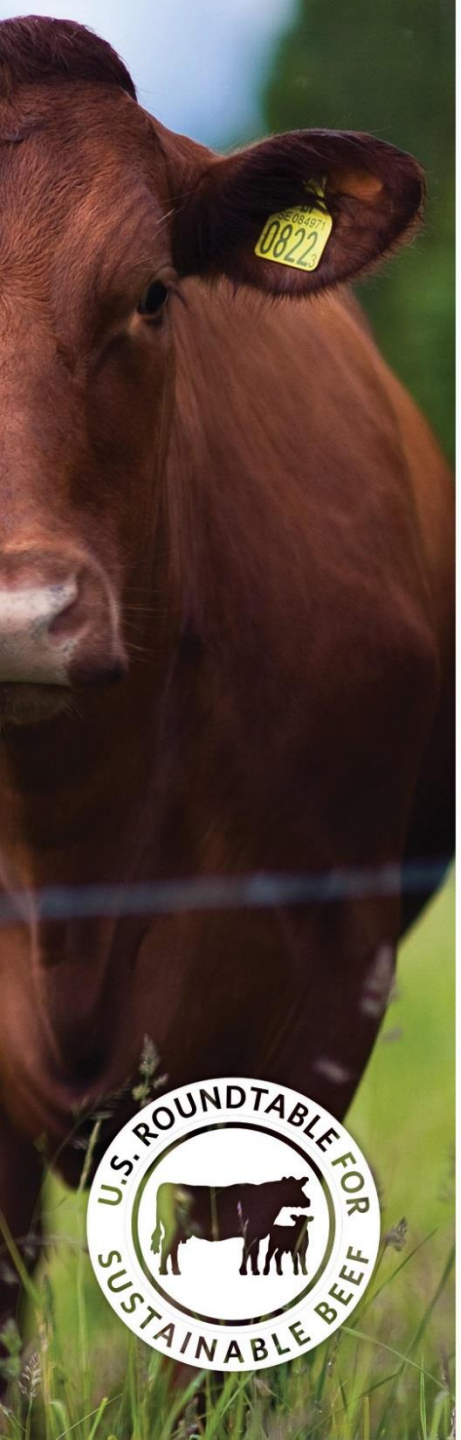
Efficiency and Yield: Efficiency is the unit of input required to produce a unit of output and yield is the total product generated per unit of time or space. Both concepts address waste as a negative characteristic and drive toward improved profitability.

Water Resources: The volume of water consumed by a sector for each process and any impacts on water quality by a sector for each process.

Land Resources: The stewardship of terrestrial and aquatic habitat in relation to water, soil and biodiversity in an area. Impacts of land use and land use conversion, both caused by and prevented by ranching and farming activities.

Air and Greenhouse Gas Emissions: The cumulative emissions of pollutants, including particulate matter, greenhouse gases and other gaseous emissions from a sector for each process.

Worker Safety and Well-being: The implementation of safety programs and training to provide a safe workplace and help to prevent workplace accidents and injuries associated with production, processing, and distribution of beef and the relative prosperity of workers employed in those activities.



USRSB Metrics for Water Resources

Cow-calf

Do you have a grazing management plan? Y/N

Auctions

Have you completed the water resources LMA self-assessment tool? Y/N

Do you have measures in place to minimize waste of freshwater? Y/N

Feedyards

Are water use management measures established and followed? Y/N

Has a nutrient management plan been developed and implemented? Y/N

Packers/Processors

How many wastewater permit non-compliances has facility had in previous calendar year? #

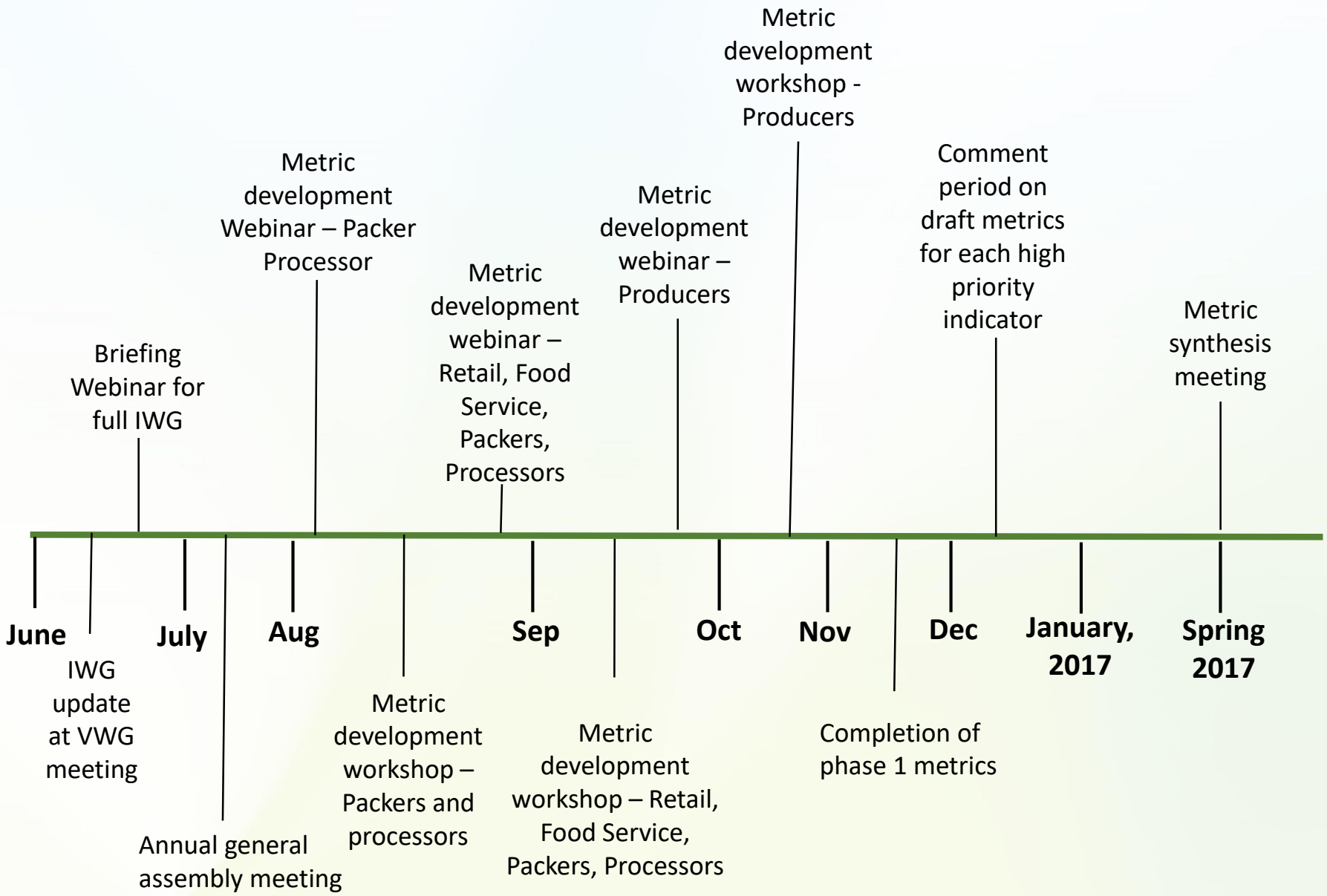
What is the water use in g/h/d or g/lb processed? g/unit/time

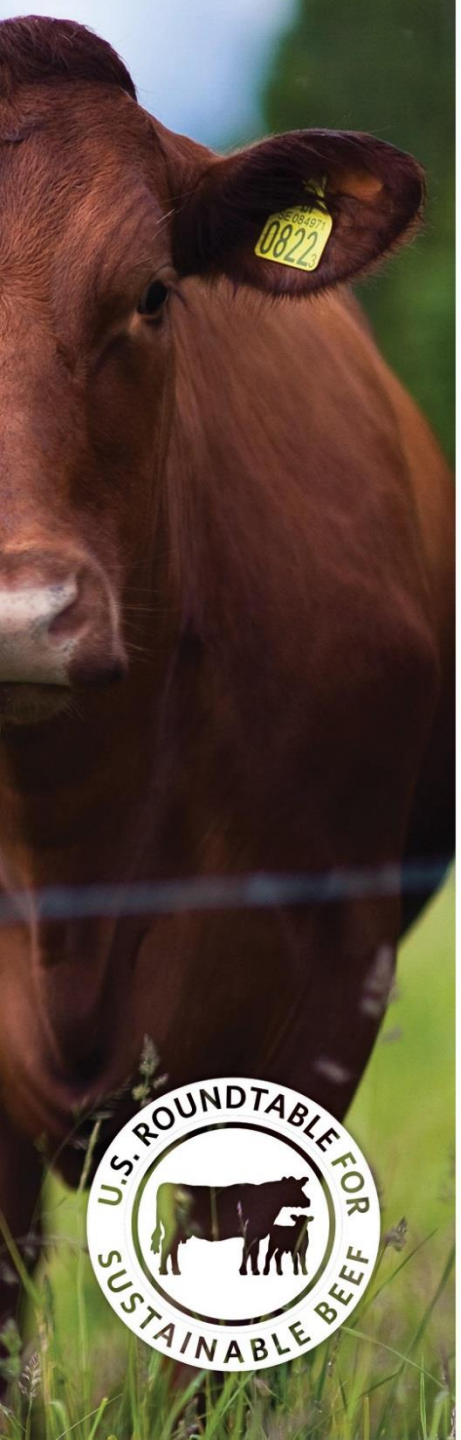
Retail/Food Service

Is the retailer participating in a credible system for measuring and reporting for water stewardship (e.g., CDP Water Survey, Alliance for Water Stewardship? Y/N

Does the retailer have a plan for water resource management, including both water quantity and quality? Y/N

USRSB Metric Development Schedule





USRSB Sustainability Assurance Framework

Resources

(1) **IWG completes development of the Indicators and Metrics** which serves as a resource to standardize sustainability. **The USRSB is the "owner" of the metrics developed. Equivalency process controlled by USRSB.**

(2) **USRSB to create web-based resource library** to allow industry to access resources

Education & Training Programs

(1) Education and training material provided to Beef Industry Supply Chain

(2) This activity **could be offered by the USRSB and industry organizations.** Using the resources created in previous Tier

Self Assessment

(1) **USRSB develops common self-assessment tool,** that is standardized and continuously improved by USRSB.

(2) **Enable private industry** to use Self-Assessment Tool as part of their existing verification structure or internal audit process.

Second Party

(1) Self Assessment Tool used to build out 2nd Party Verification Tools

(2) **Enable Private Industry** to incorporate into their verification programs.

Third Party

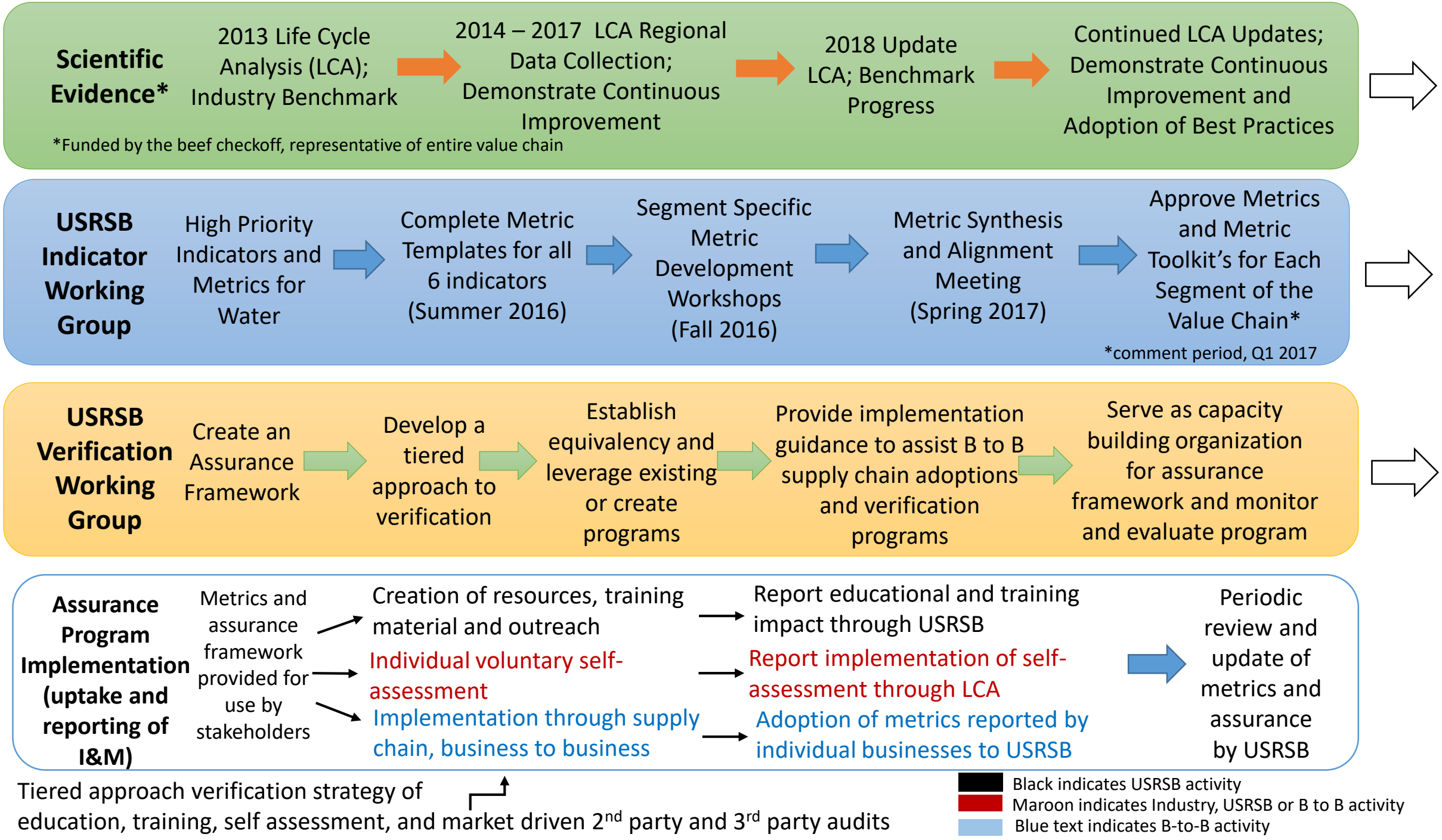
(1) Self Assessment Tool to used to build out 3rd Party Verification Tools

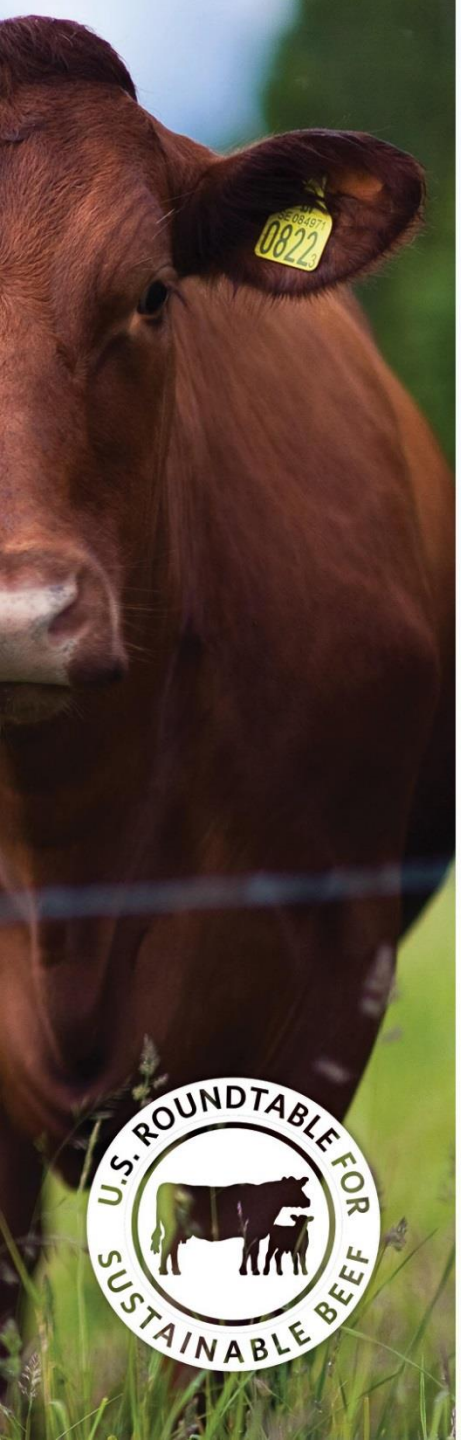
(2) **Enable Private Industry** to incorporate as part of their verification requirements.

USRSB Activity as Owner of Resources

USRSB Development Activity as Owner of Resources—B 2 B to implement

B 2 B to implement

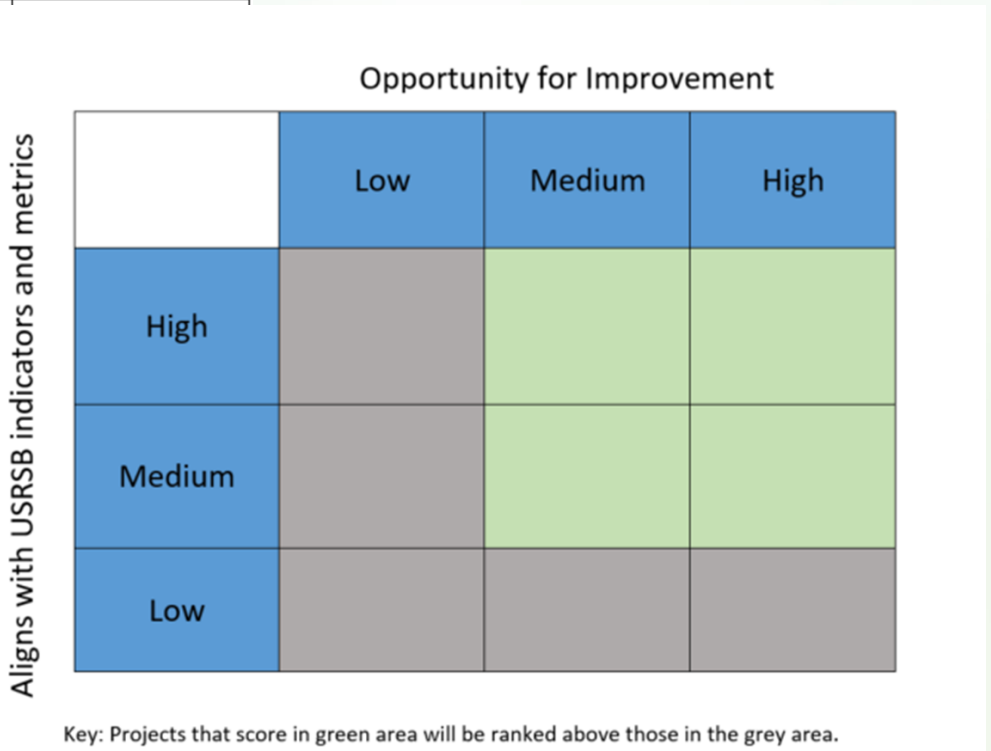

Scientific Evidence*
2013 Life Cycle Analysis (LCA); Industry Benchmark
2014 – 2017 LCA Regional Data Collection; Demonstrate Continuous Improvement
2018 Update LCA; Benchmark Progress
Continued LCA Updates; Demonstrate Continuous Improvement and Adoption of Best Practices
*Funded by the beef checkoff, representative of entire value chain
USRSB Indicator Working Group
High Priority Indicators and Metrics for Water
Complete Metric Templates for all 6 indicators (Summer 2016)
Segment Specific Metric Development Workshops (Fall 2016)
Metric Synthesis and Alignment Meeting (Spring 2017)
Approve Metrics and Metric Toolkit's for Each Segment of the Value Chain*
*comment period, Q1 2017
USRSB Verification Working Group
Create an Assurance Framework
Develop a tiered approach to verification
Establish equivalency and leverage existing or create programs
Provide implementation guidance to assist B to B supply chain adoptions and verification programs
Serve as capacity building organization for assurance framework and monitor and evaluate program
Assurance Program Implementation (uptake and reporting of I&M)
Metrics and assurance framework provided for use by stakeholders
Creation of resources, training material and outreach
Report educational and training impact through USRSB
Individual voluntary self-assessment
Report implementation of self-assessment through LCA
Implementation through supply chain, business to business
Adoption of metrics reported by individual businesses to USRSB
Periodic review and update of metrics and assurance by USRSB
Tiered approach verification strategy of education, training, self assessment, and market driven 2nd party and 3rd party audits
Black indicates USRSB activity
Maroon indicates Industry, USRSB or B to B activity
Blue text indicates B-to-B activity



Sustainable Solutions Working Group

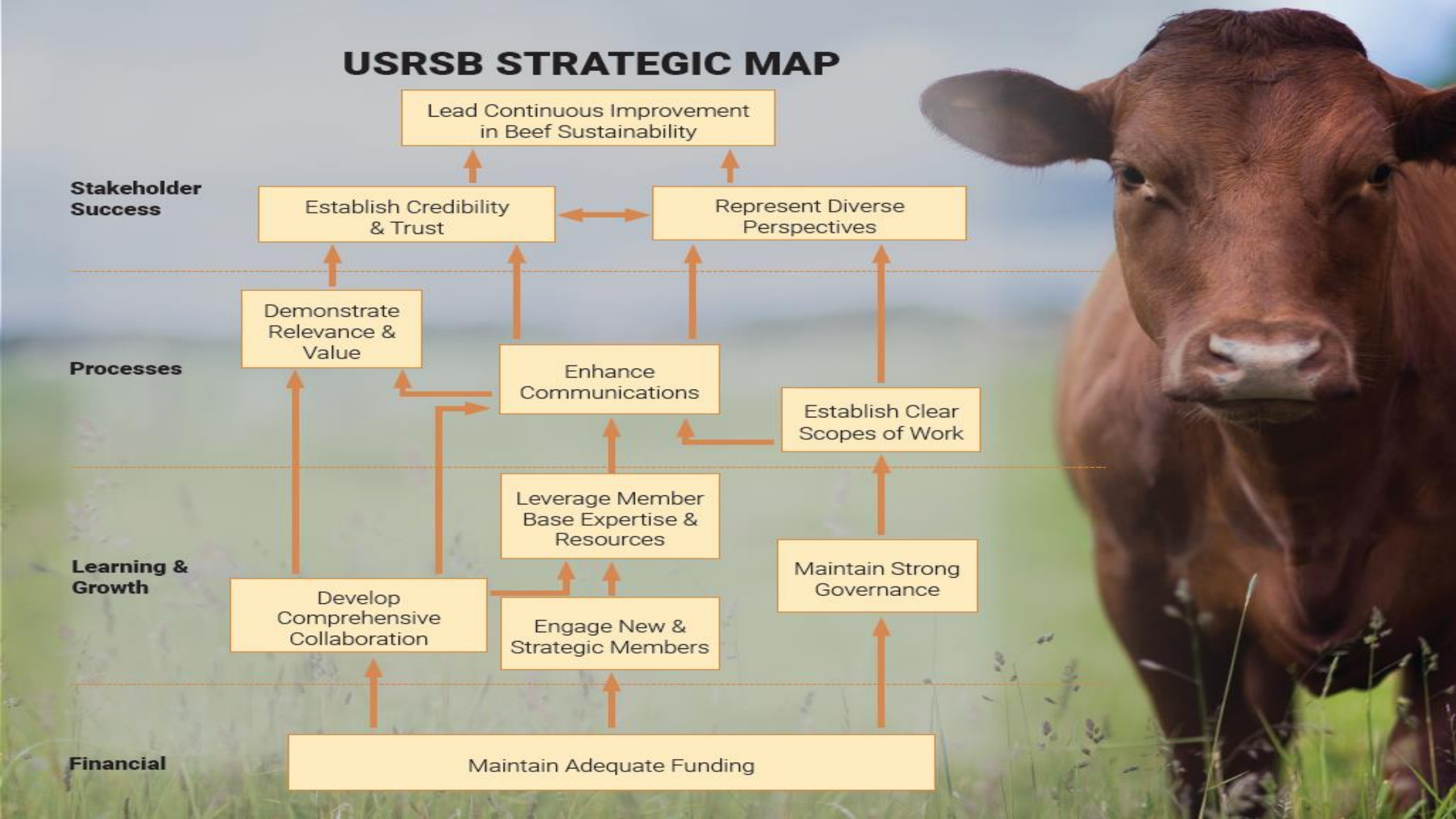
- Advance sustainable solutions along the beef value chain based on the USRSB indicators and/or verification through targeted projects.

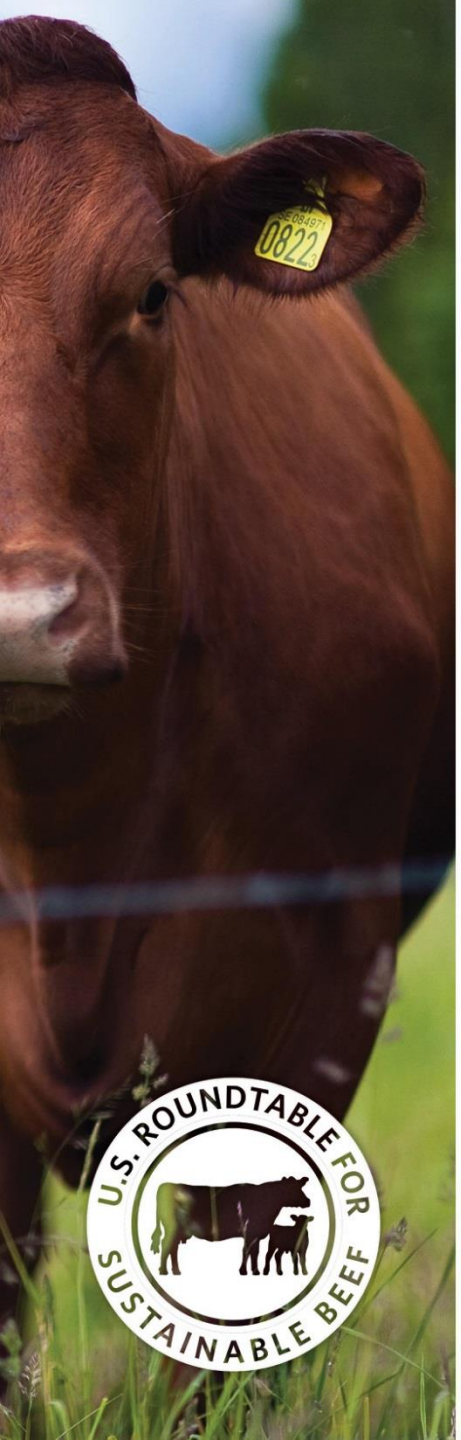
Criteria	Low	Medium	High
Number of indicators measured			
Number of metrics measured			
Number of sectors evaluated across the value chain			
Potential impact			
Adoptability/practicality			
Plan for education/ dissemination			
Leveraging of other funds			
Likelihood of success			
Multi-stakeholder			
Ongoing initiative			
Industry or market driven			
Science based			
Ability of the proposing team to execute			
TOTAL			



Key: Projects that score in green area will be ranked above those in the grey area.

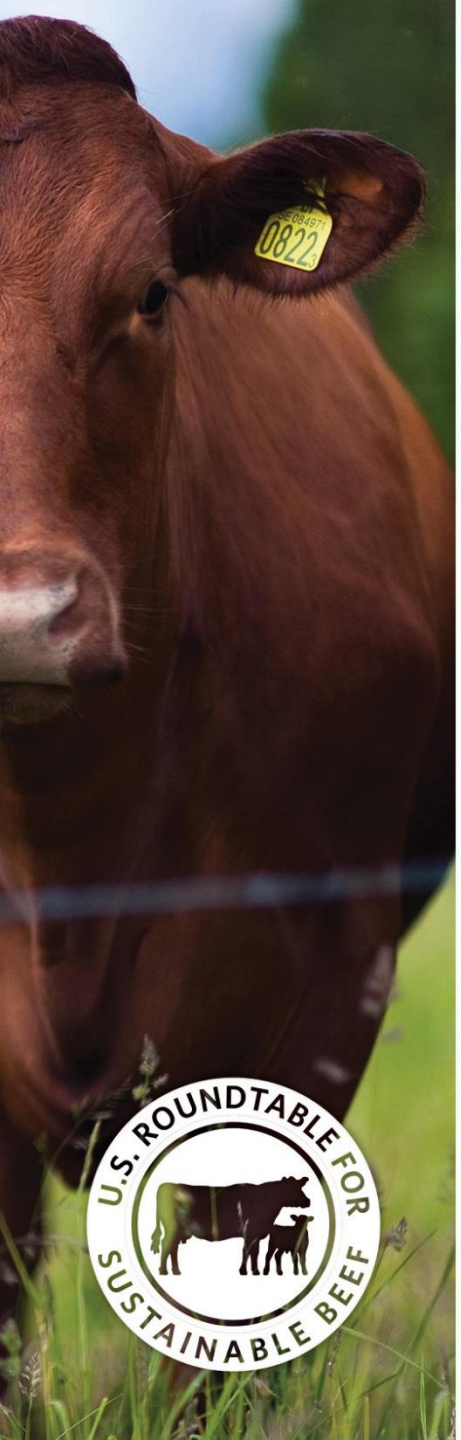
USRSB STRATEGIC MAP





Year 2 Looking Forward

- Develop a book of metrics and toolkit for all indicators for all segments
- Host segment specific metric development workshops and a metric synthesis workshop
- Further develop assurance program
- Continue work on equivalency evaluation of existing programs
- Adapt existing and/or develop educational and assessment tools
- Continue to engage the supply chain and increase membership in USRSB
- Develop a comprehensive communication plan



SUSTAINABLE
AGRICULTURE
SUMMIT

Sustainable Agriculture Summit
November 15-17, 2016
Atlanta, GA

U.S. ROUNDTABLE FOR
SUSTAINABLE BEEF
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