SUSTAINABLE BEEF:
BUILDING A VISION FOR OUR FUTURE

Nov. 2-5 | Sao Paulo, Brazil | WTC Events Center

Co-hosted by: Global Roundtable for Sustainable Beef & GTPS – Brazilian Roundtable on Sustainable Livestock
PRINCIPLES & CRITERIA
Objectives

• Provide a common definition through consensus
• Aspirational framework for national initiatives
• Baseline for equivalence
• Communication tool
• Inform sourcing decision makers
• Enable accountability
Process

- Definition Committee, technical working groups
- Scope and terminology
Credibility Principles

- Sustainability
- Continuous Improvement
- Relevance
- Rigour
- Engagement
- Impartiality
- Mainstream
- Transparency
- Accessibility
- Truthfulness
- Efficiency
- Based on consensus
- Legal compliance
- Adaptable
- Complaint and appeal mechanism
Consultations & feedback

- Started in April 2013
- Committee and working groups produced first draft for membership review by 3rd quarter
- Member comments incorporated by end 2013
- External expert review Jan 2014
- Edited for 60 day public review 2nd quarter 2014
- 200 pages of public comments; made public and response published
- Discussion & edit in response to comments
- 30 day review
- General Assembly vote September 2014
Public comment

• Response report
• Key issues
  – Flexible regional implementation vs coherence
    • Guidance and equivalence
  – Economic viability
    • a return is required, a pillar of sustainability
  – Referencing external documents & standards
    • Valuable and credible shorthand; specific
  – Feasible vs aspirational
  – Antibiotics
    • guidance
  – Climate Change
    • Scientific consensus and mitigation, efficiency
Public comment

• Meaning of sustainability; consumption?
  – Scope of definition

• Whole chain, vs primary production focus
  – Wording adapted to reflect whole chain

• Recognize the positive
  – Land stewardship, ecosystems, food production

• Legal compliance
  – Underpins P&C

• Harmonization
  – GRSB avoids duplication

• Triple Bottom line
  – Each pillar equally important

• Inclusiveness
  – Diversity of membership
Looking forward

• Support to National Initiatives
• Guidance and interpretation
• Legislation – what is already in place?
• Flexibility and priorities
• Decision making framework
• Validation
Natural Resources
People and Community
Animal Health and Welfare
Food
Efficiency and Innovation