



2014 Global Conference On SUSTAINABLE BEEF

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

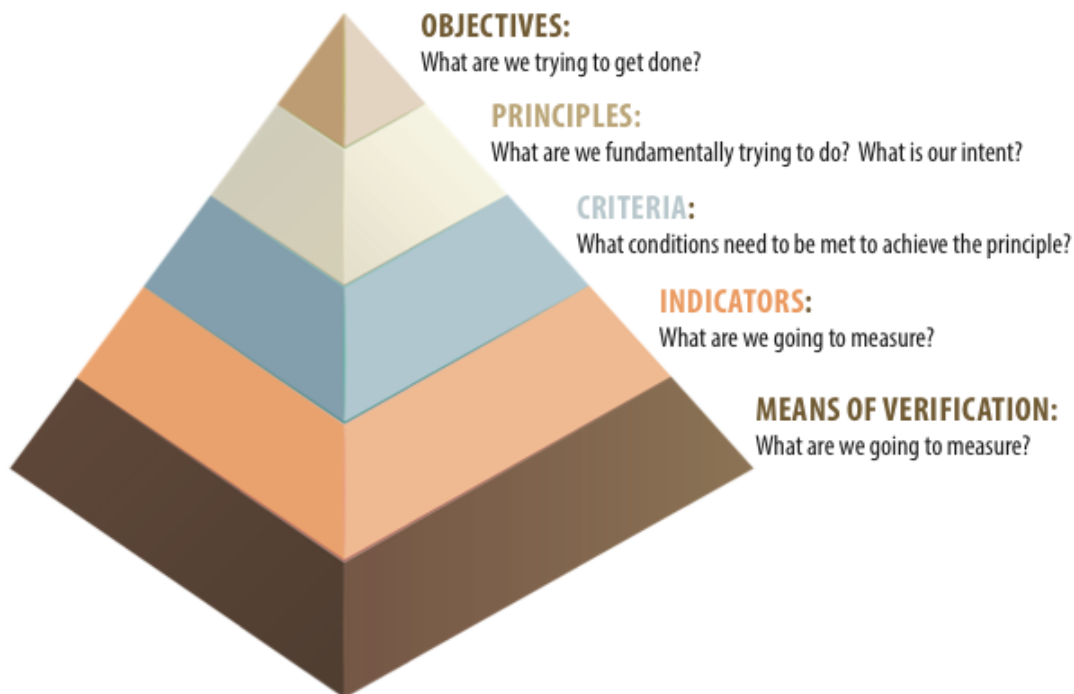


Objectives

- 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



Q&A