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
US BEEF SUSTAINABILITY UPDATE

Forrest Roberts, CEO
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Start with WHY? ...
The Beef Checkoff Program launched a comprehensive lifecycle assessment to quantify and benchmark environmental, social and economic aspects of beef industry sustainability from 2005 - 2011.

Improvements included:

- **10%** Emissions to water
- **7%** Emissions to soil
- **2%** Greenhouse gas emissions
- **32%** Occupational illnesses and accidents
- **2%** Energy use
- **2%** Resource consumption
- **3%** Water use

**Increased use of precision farming techniques**
**Improvements in crop yields**
**Improved genetics, health and nutrition for cattle**
**Increased use of biogas capture and conversion**
**Improved implementation of right-sized packaging**

**How was sustainability improved?**
NCBA SUSTAINABILITY STATEMENT OF PRINCIPLES

Statement of Belief:
The U.S. beef supply chain is united in an effort to improve our industry for future
generations. To accomplish that goal, we are committed to a path of continuous
improvement over time, which protects our natural resources; promotes economic
well-being for the beef community; and provides social value for our supply chain, our
communities and our stakeholders.

Definition:
A sustainable U.S. beef industry is one in which the full value chain is able to balance
economic viability, environmental stewardship and social responsibility while meeting
the growing global demand for beef.

Guiding Principles:
In order to ensure the beef industry’s leadership role in the growing global
conversation about the topic of sustainably produced beef, we will:

- Defend individual operators’ right to make decisions regarding responsible
  production practices.

- Establish common ground where sustainability benefits producers
  and stakeholders.
ENGAGEMENT

• Key expectations …
  ✓ Starting point to the conversation about beef sustainability with the value chain
  ✓ Connecting producers, processors, retail/foodservice, NGOS

• Collaboration via sustainability workshops …
  ✓ Launched in 2013
  ✓ Influencer workshops in MT, TX and NE

• Moving the needle … consumer influencer perception
  ✓ 18% to 25% positives of beef outweigh the negatives
  ✓ 88% to 98% supply chain collaboration is very important
US SUSTAINABLE BEEF INITIATIVE

• Action planning meeting – Denver, CO
  ✓ Multi-stakeholder input & ownership
  ✓ Aligned to common goals, objectives, link with GRSB
  ✓ Focus on collaboration, coordination & communication

• Establish a working group …
  ✓ Representation by each constituency group
  ✓ Coordinated by NCBA
  ✓ Develop a draft proposed plan of work by year-end

• Next steps …
  ✓ Alignment meeting in January 2015
  ✓ Launch in 1st quarter 2015
KEEP IN MIND

What this “is” versus what this is “not” about?

× Is NOT about mandates & standards …
× Is NOT about dictating production practices …
✓ Is linked to beef demand drivers …
✓ Is focused on all three pillars …
✓ Is defined by continuous improvement over time …
✓ Is a journey, NOT a destination …
✓ Is about a sustainable product today and we want a more sustainable product tomorrow …

How we define our leadership role?
THANK YOU

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