
SUSTAINABILITY COMMUNICATORS SUMMIT

MAY 22-23, 2019

Hosted by



GLOBAL ROUNDTABLE FOR[®]
SUSTAINABLE BEEF

and



Program

Summit Agenda

Subject to change

WEDNESDAY, MAY 22 (Fred Turner Room)

- 8:00 AM – 8:10 AM **Global to Local Welcome**
Keith Kenny, VP of Sustainability, McDonald's Corporation
Courtenay DeHoff, Television Host
- 8:10 AM – 8:30 AM **2019 Summit Objectives**
Speakers: GRSB Leadership
- 8:30 AM – 8:50 AM **Key insights from 2017 Sustainability Communicators Summit and Future Vision**
Ruaraidh Petre, Executive Director, GRSB
- 8:50 AM – 9:15 AM **Warm-Up Activity**
Courtenay DeHoff
- 9:15 AM – 10:00 AM **Morning Keynote**
Justin Sherrard, Global Strategist for Animal Protein, Rabobank
- 10:00 AM – 10:20 AM **Networking Break**
- 10:20 AM – 11:30 PM **Panel #1**
Big Question: What's the impact of beef production on the planet (i.e. Natural Resources)?
Moderator: Ruaraidh Petre
– Debbie Reed, Executive Director, Ecosystem Services Market Consortium (U.S.)
– John Lynch, Postdoctoral Researcher, University of Oxford (ENG)
– Mario Herrero (invited), Chief Research Scientist, CSIRO (AUS)
– Karen Haugen-Kozyra and Dr. Brian McConkey, Viresco Solutions
- 11:30 AM – 11:45 AM **Science of Sustainability**
What answers we can agree on after hearing the science?
Courtenay DeHoff
- 12:00 PM – 1:00 PM **Lunch**
- 1:00 PM – 2:15 PM **Panel #2**
Big Question: What do consumers think about beef's impact to the planet?
Moderator: Courtenay DeHoff
– Jenn Tilliss, Executive Director Issues and Reputation Management & Rick Husted, Vice President, Strategic Planning & Market Research, National Cattlemen's Beef Association (U.S.)
– Crystal Mackay, CEO, Loft32; and former President, Canadian Centre for Food Integrity (CAN)
– Michael Houlihan, Bord Bia (IRE)
- 2:15 PM – 3:30 PM **Working Session #1 – Building Beef's Grand Narrative – What's the Impact of Beef Production on the Planet?**
Facilitator: Crystal Mackay
- 3:30 PM – 3:50 PM **Networking Break**

- 3:50 PM – 4:50 PM **Panel #3**
Big Question: How do we best engage and support producer voices/interests in communication efforts?
Moderator: Janice Person, Online Engagement Director, Bayer Crop Science
– Canadian Beef Producer: Stephen Hughes
– U.S. Beef Producer: Chad Ellis
– European/Ireland Beef Producer: Tommy Moyles
– Zimbabwe Beef Producer: Max Makuvishe
- 4:50 PM – 5:05 PM **Producer Engagement: What are the key learnings from hearing producer points of view?**
Courtenay DeHoff
- 5:20 PM – 5:45 PM **Day 1 – Wrap-Up**
Courtenay DeHoff
- 5:45 PM – 6:00 PM **Break**
- 6:00 PM – 6:45 PM **Happy Hour with Environmental Stewardship Award Program Delegates (McDonald's 6th Floor Cafe)** Hosted by McDonald's
- 6:45 PM – 7:30 PM **Dinner (McDonald's 6th Floor Cafe)** Hosted by GRSB
- 7:30 PM – 8:30 PM **Dessert and Presentation – "Changing the Status Quo in Communication: No Shame, No Blame" (CC 33-35-37)**
Hosted by GRSB
Opening Speaker: Nicole Johnson-Hoffman, GRSB President
Keynote Speaker: Peter Byck, U.S. Film Director, Carbon Nation

THURSDAY, MAY 23 (CC 33-35-37)

- 8:00 AM – 8:15 AM **Welcome Back and Insights from Day 1**
Courtenay DeHoff
- 8:15 AM – 8:45 AM **Morning Speaker: McDonald's Global Consumer Research Insights**
Kyle Papanikolas, Director of Global Insights Team, McDonald's
- 8:45 AM – 9:15 AM **Working Session #2 – Introduction to the Purpose of the Workshop**
Facilitator: Howard Parry-Husbands, Pollinate
- 9:15 AM – 10:00 AM **Exercise #1 – Different Views**
Howard Parry-Husbands
- 10:00 AM – 11:00 AM **Exercise #2 – Potential New Frames**
Howard Parry-Husbands
- 11:00 AM – 11:20 AM **Networking Break/Morning Tea**
- 11:20 AM – 12:20 PM **Exercise #3 – Develop the Best**
Howard Parry-Husbands
- 12:20 PM – 12:40 PM **Closing, Wrap-up, Next Steps**
Howard Parry-Husbands and GRSB Leader

Be sure to visit the online Sustainability Communicators Library at www.grsbeef.org!

Thank you to our Underwriters:



Australian Beef
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