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
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 its 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


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

- **June**: Metric development webinar – Packers and processor
- **July**: Metric development webinar – Retail, Food Service, Packers, Processors
- **Aug**: Metric development workshop – Producers
- **Sep**: Metric development workshop – Producers
- **Oct**: Comment period on draft metrics for each high priority indicator
- **Nov**: Completion of phase 1 metrics
- **Dec**: Metric synthesis meeting
- **Jan 2017**: Annual general assembly meeting
- **Spring 2017**: IWG update at VWG meeting
- **Spring 2017**: Briefing webinar for full IWG
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.

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

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

**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
Sustainable Solutions Working Group

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

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

- **High**
- **Medium**
- **Low**

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

Lead Continuous Improvement in Beef Sustainability

Stakeholder Success

Establish Credibility & Trust
Represent Diverse Perspectives

Processes

Demonstrate Relevance & Value
Enhance Communications
Establish Clear Scopes of Work

Leverage Member Base Expertise & Resources
Maintain Strong Governance

Learning & Growth

Develop Comprehensive Collaboration
Engage New & Strategic Members

Financial

Maintain Adequate Funding
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