JBS Five Rivers Cattle Feeding

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12 FACILITIES

- DALHART, TX (2)
- HARTLEY, TX
- KERSEY, CO
- LAMAR, CO
- LA SALLE, CO
- MALTA, ID
- TEXHOMA, OK
- ULYSSES, KS
- WELLTON, AZ
- YUMA, CO
- BROOKS, ALBERTA
JBS Five Rivers Cattle Feeding

One-Time Feeding Capacity
950,000 Head

Employs 750+ People
Five River’s Sustainability

- Pragmatic approach to sustainability

- Key pillars:
  - People
  - Cattle
  - Environment
  - Profit
Sustainability Challenge

- **Changing consumer preference**
  - Natural, organic, grass-fed, etc.
    - These programs increase our sustainability challenge by limiting efficiencies and increasing the land, water, feed, etc. required to produce the beef
  - Increase system complexity: necessitates increased investments
    - Results in higher production costs
Managing Tradeoffs

Perception ≠ Reality

Water
Land
Feed
Emissions to air
Animal welfare

Consumer preference
Niche market, incite producers
Economic, willingness to pay
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

**How was sustainability improved?**

- 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