BREAK ON THROUGH TO THE OTHER SIDE
Building a legendary brand…
Legends get imitated, not slayed
Real vs. Fake

Meet the IMPOSSIBLE BURGER!* Made entirely of plants!

What will they do to WIN?
NETFLIX Nation
Consumer Reports
Dominate, don’t compete!
We ARE legendary!
How do we get the good things out there?

• How do we move beyond the supply chain?
• What’s being done to make an impact?
• How do we show the real successes of pilot projects
• How do we drive consumer engagement?
Go tell your story...
Do you treat your cattle with antibiotics?
Do you condone animal murder?
Do you raise the “good” beef?
Emotion vs. Science
What are we doing that’s stupid? The survey said...

Thinking perfection is the standard

Let’s educate

Marketing against each other

I’m eating my “own” beef...

Some of the pictures we share
Key areas to message

- We care
- Reach out and engage---there are too many risks of silence
- Customer comfort
- There are beneficial reasons for cattle in environment--all parts of globe
- Industrialized farming reality
- Any type of system can be better...no matter what
- Demand for cheap meat
- Feed production
- Science & Economics
- Drug residue
- Technology & disruption
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<th>1,739</th>
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<td>Producers can now take beef sustainability to the bank in Canada, bit.ly/2p2Zzbl. #GRSBBeef #BeefSustainability #SustainableFood</td>
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<td>What’s the difference between animal rights vs. animal welfare? This is a question all should ask themselves says Rick Sincennes of Canadian Livestock Transportation Program. #CRSB2018 &lt;twitter.com/hashtag/CRSB2018…&gt; pic.twitter.com/7VHbWHLFWi</td>
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<td>Tara McCarthy of @Bordbia is sharing consumer concerns...packaging, working conditions, flexitarian diets, antibiotic use, food waste, health concerns, organics/GMOs, transparency, and animal welfare. It’s complex she says. #GlobalBeef18 pic.twitter.com/piQNPtVxkJ</td>
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ANIMAL HEALTH & WELFARE
GLOBAL SUSTAINABLE BEEF PRODUCERS AND PROCESSORS RESPECT AND MANAGE ANIMALS TO ENSURE THEIR HEALTH AND WELFARE.

EFFICIENCY & INNOVATION
GLOBAL SUSTAINABLE BEEF STAKEHOLDERS ENCourage INNOVATION, OPTIMIST PRODUCTION, REDUCE WASTE AND ADD TO ECONOMIC VIABILITY.

FOR MORE INFO VISIT GRSBEEF.ORG/GRSB-RESOURCES
#ShowYourPassion
@cowaggie
Tips for Using Social Media at Events

See below for a timeline sequence of how to update your social media when attending or hosting events.

1. **En Route**
   - Let your network know where you are going and when you will be arriving. Share your journey and experiences.

2. **Arrival**
   - Let your network know you have arrived and are ready to engage. Share photos and updates at the event.

3. **The Beginning**
   - Share a video or photo that captures the mood and essence of the event.

4. **We're Here!**
   - Let your network know you are at the event. Share photos and updates throughout the day.

5. **The Day**
   - Share photos, videos, and updates throughout the day.

6. **The End**
   - Share a photo or video that captures the moment when you leave the event.

7. **After the Event**
   - Share a reflection or summary of the event. Include photos and videos of the highlights and key takeaways.

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Social Media Tips:

- **Engagement:** Engage with your audience by responding to comments and messages.
- **Visibility:** Use relevant hashtags to increase visibility and reach.
- **Consistency:** Post regularly to maintain engagement and build a consistent brand image.
- **Visuals:** Use high-quality images and videos to enhance content.
- **Calls to Action:** Encourage viewers to share, like, and comment on your posts.
- **Analytics:** Monitor your analytics to understand what works and what doesn't.
- **Moderation:** Monitor comments for inappropriate content and respond accordingly.
- **Privacy:** Ensure your posts and photos comply with privacy laws and regulations.
- ** tune-in:** Post during times when your audience is most active and engaged.

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GRSB Principles and Criteria for Defining Global Sustainable Beef
### Opportunity 1
- Focus on shared VALUES.

Sustainability communication is not a debate. It’s a dialogue that should start from common values and should avoid message dumping.

There is no one shared definition of sustainability across all audience but we all share VALUES, and when looking to build new relationships with new tribes, values are the fastest connector.

### Opportunity 2
- Know your ideal audience. “Consumers” and “producers” are too broad of categories. You can have multiple audiences, but not all messages will resonate with each.

Listen to what each audience wants to know and remember it’s not about “educating” them. It’s about engaging them.

Tell the right story, in the right way, at the right time. In the right tone, with the right language.

### Opportunity 3
- Begin with the end in mind. Know where you’re headed with your communication efforts. What does measurable engagement look like on social media and beyond?

Benchmark. Set goals.

Move deeper than impressions.

### Opportunity 4
- Leverage partnerships beyond typical boundaries and collaborate more effectively.

Example: Create an accessible place where vetted sustainability content and educational resources can be shared and re-purposed.

- Documentaries & Videos
- Studies, Facts, Science, Research
- Authentic Stories of Sustainability
- Communications Expertise

### Key Take-Aways
- **Shared Values**
- **Audience**
- **What’s the end in mind? Measure it**
- **Leverage partnerships**
Opportunity 5

- We all need to ask better questions (of everyone...consumers, producers, partners, etc.).

Example: Instead of asking producers how they are sustainable, ask them how they’re improving things like water and grazing lands. Most producers use a variety of sustainable practices, but just think of them as good management.

Opportunity 6

- Show progress, not perfection.

Don’t over-glorify results and show how things are improving over time.

Demonstrate progress toward sustainability goals around water, climate, animal welfare, team member health and safety, and integrity.

Key Take-Aways

- Ask better questions
- Show progress, not perfection
How do we move with an inside-out approach?
Panel 1: "Cow Burps, Gas & Grass: A Look at Innovations Impacting Reductions in Emissions, Cultivation of Carbon and Improved Natural Resource Management Around the Globe"

Moderated by: Ian McConnel, Global Beef Lead, World Wildlife Fund

Pip Band, Manager Sustainability Strategy & Stakeholder, Meat and Livestock Australia (Australia)

Fabiana Villa Alves, PhD, Researcher - Animal Scientist, Brazilian Agricultural Research Corporation - Embrapa (Brazil)

Tim McAllister, PhD, Principal Research Scientist, Agriculture and Agri-FoodCanada (Canada)

Simon Miller, General Manager, Cool Farm Alliance (Global Business)

Claus Deblitz, PhD, Deputy Director of Institute, Thünen Institute of Farm Economics / agri benchmark (Latin America)

Sara Place, PhD, Senior Director, Sustainable Beef Production Research, National Cattlemen's Beef Association (United States)
Where are the people? Go there...
Kara Smith, Colorado Beef Producer
Engaging Around Responsible Antibiotic Use

Creating Meaningful Connections About Antibiotic Use

5th generation rancher, Kara Smith offers advice on how to create genuine connections with people who have questions about responsible antibiotic use.

Develop Producer Tools

...cultivate confidence
Omnivore diet vs vegan diet and their carbon footprints
Engage vs. Fear, Disqualify, etc.
Is it a communication issue or a leadership issue?
What’s the energy of your message?

Win

Retrieve

Stop

Escape
Let’s WIN!

- Dominate…don’t compete
- We ARE Legendary
- We have SO MUCH great news to share