GLOBAL CONFERENCE ON
SUSTAINABLE BEEF

SUSTAINABILITY IN ACTION:
IMPACT ON THE GROUND

October 9-12, 2018
Lyrath Estate, Kilkenny, Ireland

Co-hosted by
Mercedes Vasallo
Argentine Roundtable for Sustainable Beef
Argonomist, CREA
Argentinean Roundtable for Sustainable Beef

Mesa Argentina de Carne Sustentable - MACS -

Global Conference on Sustainable Beef

Sustainability in Action: Impact on the Ground

October 9-12, 2018
Lyrath Estate, Kilkenny, Ireland

Caldenes S.A.
ARGENTINA in numbers

Population
43 MILLION

Domestic Market
80%

Average of last 3 years
58.4 kg/hab/year
43.8 kg/hab/year
13.0 kg/hab/year

Stock
~ 54 Mill cattle

~ 13 Mill annual slaughter
~ 3 Mill tn carcass (2017)

Exportation
62% vs 2017

Source: Senasa / Secretaria de Agroindustria
Some background...

GRASS AND FORAGE PRODUCTION

CATTLE DENSITY


~ 80% extensive production based on native grasses and legume based pastures
Breeds in Argentina
CREA is a non-profit civil association integrated and directed by agricultural producers.

- **18 CREA Regions**
- **227 Groups**
- **+2000 producers**

5-7% production

Admin & Systems // R&D // Method & People Development

Community Integration // Marketing & Communication
Some tools developed

LEGAL MAP
Mapa Legal CREA
Agrochemical application
Agrochemical containers management
Native forest law (NFTO)
Waste water

GHG INVENTORY
82% Beef livestock

ENVIRONMENTAL MANAGEMENT GUIDELINE

GOOD AGRICULTURAL PRACTICES NET
Working on a guideline
Argentinean Roundtable for Sustainable Beef
Mesa Argentina de Carne Sustentable - MACS -

- Mission, Vision, Sustainable beef definition and Principles validated
- Will be legally constituted by the end of 2018

5 technical working groups (focused on the five principles)
Quarterly plenary meetings
Interim Committee
We are not starting from zero...

- Soil Conservation
- Good Agricultural Practices Net (+70 organizations)
- CREA + Rural Education
- FOREST LAW
  - National Plan “Forest Management with Integrated Livestock (MBGI)”
- Handbooks of Good Practices
- University Curricula
- INTA/SENASA
- INFORMATION SHARING
  - RENSPA
- Food labelling
IMPACT – Producers Engagement with the MACS

- **↑ awareness** that sustainable beef demand will increase in the short-term.
- **Export markets**: sustainability as a non-tariff barrier in the future.
- **Synthetic meat as a threat** Vs. Sustainable beef as a strength and opportunity.
- **Environmental problems**: ↑ floods frequency associated with land use/land cover change. Beef livestock production and GHG emissions.
- **McDonald’s** = MACS driver
CONSUMERS TRENDS in our region

↑ sustainable demand: study on responsible consumer behavior in Latin America

Source: INTA

Source: IPCVA

Source: Mercado Libre
CHALLENGES

- Achieve the **articulation of the tools developed** by governmental, non-governmental and private organizations.

- ↑ **members** throughout the country (greater representativeness).

- ↑ **awareness locally about responsible consumption**.

- Work on the legal gaps of Territorial Management of Native Forests Law (yellow zones).

- **Align domestic sanitary requirements** with export markets requirements

- ↑ **awareness on animal welfare** among cattle transportation
THANK YOU

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@monicahadarits
Canadian Roundtable for Sustainable Beef

Global Conference on Sustainable Beef
Kilkenny, Ireland
“to have a strong effect on someone or something”  

– Google Dictionary
Benchmarking and setting a path for the future

Land used for beef cattle production represents:
- 33% of agricultural land
- 68% of wildlife habitat capacity within the agricultural landscape

**Beef cattle production**
- Helps preserve approximately 1.5 BILLION tonnes of carbon in Canada.
- The estimated value of this storage is $62.5 billion.²

Average life-cycle margins for a 300 head cow herd provides an annual income of $17,559.³
- Between 74% and 85% of the cow/calf operator's income is off-farm income.

Reducing meat waste by 50% could:
- Avoid the release of 3.6 Mt CO₂, 14% per year.
- Save up to 13 billion litres of water.
- More than the greenhouse gas emissions of the Northwest Territories in 2014.⁴
- Equivalent to the total average water consumed by all Canadians in 3 days.⁵

Find the facts at www.crsb.ca
## SUSTAINABILITY STRATEGY - GOALS

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<thead>
<tr>
<th>Overarching</th>
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<tbody>
<tr>
<td>Goal #1</td>
<td>Build a stronger and more united Canadian beef sustainability community</td>
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<th>Environmental</th>
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<tr>
<td>Goal #2</td>
<td>Reduce the greenhouse gas footprint of Canadian beef per unit of product produced</td>
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<tr>
<td>Goal #3</td>
<td>Enhance ecosystem services and biodiversity on lands managed by beef producers</td>
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<tr>
<td>Goal #4</td>
<td>Enhance riparian health and reduce the water footprint of beef production</td>
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<tr>
<td>Goal #5</td>
<td>Reduce post-harvest meat waste</td>
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<th>Social</th>
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<tr>
<td>Goal #6</td>
<td>Promote farm safety and responsible working conditions</td>
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<td>Goal #7</td>
<td>Promote excellence in animal care</td>
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<td>Goal #8</td>
<td>Support the further development, monitoring and dissemination of best practices regarding antimicrobial use</td>
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<th>Economic</th>
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<tr>
<td>Goal #9</td>
<td>Increase the financial viability of beef production in Canada</td>
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<tr>
<td>Goal #10</td>
<td>Increase demand for Canadian beef through consumer awareness of sustainable beef production</td>
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Certification Framework

MISSION: driving the advancement and recognition of beef sustainability in Canada through a world class operation-level certification program

1. The Standards:
   • Sustainable Beef Production Standard
   • Sustainable Beef Processing Standard

2. Assurance Protocols
   • Guidance and requirements for the certification process

3. Chain of Custody Requirements
   • Requirements for tracking cattle, beef and claims about beef sourced from Certified Operations through the supply chain

4. Sustainability Claims
   • Guidance on how to communicate about the Framework, sustainable sourcing and CRSB’s initiatives
Certification Framework

<table>
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<tr>
<th>Development</th>
<th>Multi-stakeholder committees</th>
<th>Member and public feedback</th>
<th>Consumer research</th>
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<tbody>
<tr>
<td>2.5 years</td>
<td>&gt;70 ppl</td>
<td>&gt;350</td>
<td>&gt;1500</td>
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- Producer audits: >800
- Processor audits: 2
- Logo use: 1
Baseline environmental inventories on 128,000 acres

SUSTAINABILITY PROJECTS
Membership
PRODUCER ENGAGEMENT
Producer Engagement
CONSUMERS
Canadian Roundtable for Sustainable Beef

How familiar are you with the CRSB?

Very familiar

Familiar

Don’t know

Not familiar at all

Scale 1 to 5: 5, Very familiar; 4, Familiar; 3, Somewhat familiar; 2, Slightly familiar; 1, Not familiar at all; Don’t know
Re-test impressions of “beef sustainability”

Agree / disagree: In general, I would trust products with labels indicating they have CRSB sustainability certification.

Strongly agree

- 5: 15%
- 4: 53%
- 3: 21%
- 2: 2%
- 1: 3%

Agree

- 68%

Disagree

- 5%

Strongly disagree

- 6%

Don’t know

Scale 1 to 5: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don’t know
For more information, visit:

www.crsb.ca/
E-mail: hadaritsm@cattle.ca
Sam McIvor
Chief Executive Officer, Beef + Lamb New Zealand
Global Conference on Sustainable Beef

Sustainability in Action: Impact on the Ground
Global context

- Increasing demand for premium red meat
- Our consumers are modal – premium has wide reach
- Power of retail
- Food anxiety
- Connection to real food production
- Experience is king
NZ Roundtable for Sustainable Beef

Mission: strive together as beef industry stakeholders to produce the world’s most sustainable beef through strategic, collaborative and coordinated action that is transparent to all.
TASTE
PURE NATURE

NEW ZEALAND
BEEF & LAMB
OUR VISION:

**World-leading stewards of the natural environment and sustainable communities**

*He kaitiakitanga mo te tai ao*

---

**CLEANER WATER**

**Goal:** Sheep and beef farmers actively manage their properties to improve freshwater. New Zealanders can gather food from and swim in freshwater surrounding our farms.

---

**CARBON NEUTRAL**

**Goal:** Farmers continue reducing carbon emissions, moving towards a carbon neutral sheep and beef sector by 2050.

---

**THRIVING BIODIVERSITY**

**Goal:** Sheep and beef farms provide habitats that support biodiversity and protect our native species.

---

**HEALTHY PRODUCTIVE SOILS**

**Goal:** Land use is closely matched to soil potential and capability. Farmers are working to improve soil health, carbon content and productivity while minimising soil loss.
NZ Farm Assurance Programme
SENZFAP – Four parts
Sustainable and Ethical New Zealand Farm Assurance Programme

Farm and natural resources  Animal health, welfare and production
People  Biosecurity

NZFAP
Alfred Fast Schmidt
President, Mesa Paraguaya de Carne Sostenible
@Alfred.fast.5
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You'll see open Q&A sessions and applicable Polls

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