



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration. The GRSB envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

## Who We Are

GRSB is the strategic platform where leading organizations from within the beef industry, environmental branch, retailers and others with a close interest in the industry partner to advance continuous improvement in sustainability of the global beef value chain through sharing their knowledge of leadership, science and through multi-stakeholder engagement and collaboration.

## What Sets GRSB Apart

The GRSB aims to facilitate a global dialogue to advance continuous improvement in the sustainability of the global beef value chain by:

- identifying, evaluating and enabling increased adoption of current leading production and supply chain practices, policy and technology;
- supporting action-oriented, regional and local multi-stakeholder initiatives focused on producing measurable outcomes, ensuring local adaptation;
- addressing high-priority issues related to sustainability by sharing locally relevant and science-based information and support pilot projects to demonstrate those;
- providing a forum and opportunities for constructive engagement, information exchange and technical problem solving. GRSB is the only global forum dedicated to connecting a network of local, regional and global leaders in the beef industry with a common vision and mission and gives stakeholders an equal opportunity through member ownership of the roundtable; and promoting the adoption of leading employment and economic development practices.

## Value Proposition

Becoming a member of GRSB demonstrates your commitment to improving the sustainability of beef production. It provides you the opportunity to engage with leaders from across the beef value chain and participate in shaping the global dialogue on beef sustainability and contributing to the long-term viability of the beef industry.

## Key Issues

Improving sustainability in beef production means not only reducing costs and maximizing productivity but also a focus on environmental impacts, animal welfare and other societal concerns. Consumers have increasing concerns about the environment, food quality and value; therefore, the GRSB embraces sustainable practices in key areas like the industry's environmental footprint (biodiversity, Greenhouse gases, energy, air, water and soil), worker care, animal welfare and food safety. These issues are not only ethically appropriate, they benefit the businesses and communities that make up the global beef industry.

## Governing Structure

The framework of the GRSB consists of five constituencies: producers and producer associations, the commerce and processing sector, retail companies, civil societies and national or regional roundtables. The possibility to participate as a consulting member and observer also exists. Of the general assembly, 19 members make up the board of directors; three from each of the constituency groups except for the roundtable constituency which elects four directors. In addition, the president, vice president and the secretary-treasurer serve as ex officio members of the board.

Committees to cover the workings of the roundtable itself are formed from the membership and include Finance, Membership, Grievance and Communications.

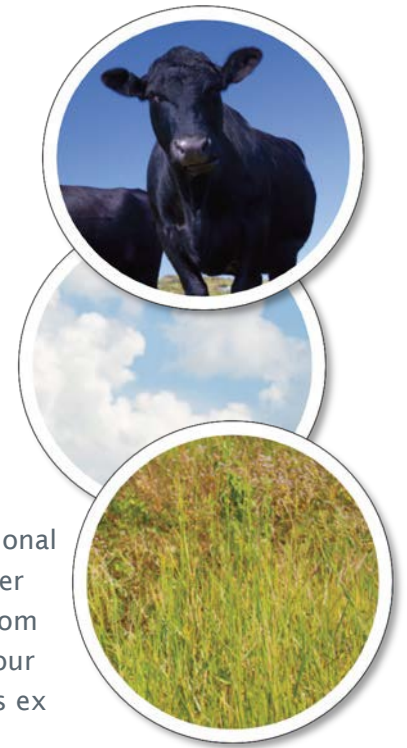
The board of directors creates the technical working groups and guides their scope of work. It is through these working groups that most of the GRSB's work is accomplished. Some of the industry's issues for which the working groups are examining and seeking solutions include deforestation, a life cycle assessment, beef sustainability issues scan and harmonization, sustainability supplier survey and the planning of global conferences.

## How to Become a Member

Take your seat at the table with global leaders from producer associations; commerce, processing and retail businesses; civil societies and roundtables to help meet the ever-growing global demand for sustainably produced beef. To view those who have already joined in the effort to shape the future of sustainable beef production and learn more about future activities of the GRSB, visit [www.GRSBeef.org](http://www.GRSBeef.org).

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# Requirements for Membership in the Global Roundtable for Sustainable Beef

- Must be a stakeholder of the beef value chain, support the GRSB vision and mission and agree to work constructively toward improving the sustainability of global beef production.
- Pay annual dues prorated according to member's size, ranging from \$250 - \$15,000

## Membership responsibilities:

- Support the vision, mission and work of GRSB
- Attend General Assembly meeting held in conjunction with the Global Conference on Sustainable Beef.
- Commit to support the work of the Technical Working Groups including providing expertise when appropriate.
- Provide leadership in your area of beef production.

## Board of Directors

### Producer Constituency

- Canadian Cattlemen's Association
- Willow Creek Ranch
- National Cattlemen's Beef Association

### Civil Society Constituency

- Fundacion Solidaridad Latinoamericana
- National Wildlife Federation
- World Wildlife Fund

### Commerce & Processing Constituency

- Cargill
- Elanco
- JBS

### Roundtable Constituency

- Canadian Roundtable for Sustainable Beef
- GTPS - Brazilian Roundtable for Sustainable Livestock
- U.S. Roundtable for Sustainable Beef

### Retail Constituency

- A & W Food Services of Canada
- McDonald's Corporation
- Royal Ahold

## Global Roundtable for Sustainable Beef Executive Committee 2020



**President**  
Mr. Bob McCan  
McFaddin Enterprises  
USA



**Vice President**  
Dr. Nicola Robinson  
McDonald's Corporation  
England



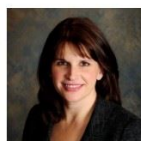
**Secretary Treasurer**  
Mr. Ian McConnell  
World Wildlife Fund  
Australia



**Member-at-Large**  
Ms. Cherie Copithorne-Barnes  
Canadian Cattlemen's Association  
Canada



**Member-at-Large**  
Mr. Justin Sherrard  
Rabobank  
Netherlands



**Immediate Past President**  
Ms. Nicole Johnson-Hoffman  
OSI Group  
USA

## Constituency Groups and Associated Levels

### Civil Society

Academic institutions, non-government and non-commercial institutions, foundations and associations with a stake in the beef value chains

REVENUE LESS THAN \$1 MILLION	REVENUE BETWEEN \$1 MILLION AND \$5 MILLION	REVENUE MORE THAN \$5 MILLION
\$250 USD	\$2,500 USD	\$5,000 USD

### Commerce & Processing

Organizations and associations who supply producers with goods and services or process live cattle into salable product

REVENUE LESS THAN \$5 MILLION	REVENUE BETWEEN \$5 MILLION AND \$100 MILLION	REVENUE MORE THAN \$100 MILLION
\$5,000 USD	\$10,000 USD	\$15,000 USD

### Producer

Producers, organizations and associations who are actively engaged in the ownership and management of live cattle used to produce beef

LESS THAN 2,500 HEAD	BETWEEN 2,500 AND 25,000 HEAD	MORE THAN 25,000 HEAD
\$250 USD	\$2,500 USD	\$5,000 USD

### Retail

Organizations and associations who bring beef and beef-related products to consumers

REVENUE LESS THAN \$5 MILLION	REVENUE BETWEEN \$5 MILLION AND \$100 MILLION	REVENUE MORE THAN \$100 MILLION
\$5,000 USD	\$10,000 USD	\$15,000 USD

### Allied Industry Sustainability Initiatives

Sustainability initiatives (such as multi-stakeholder initiatives) involving feed industry, hide or leather industry or other industries closely allied to the beef value chain.

REVENUE LESS THAN \$5 MILLION	REVENUE BETWEEN \$5 MILLION AND \$100 MILLION	REVENUE MORE THAN \$100 MILLION
\$1,000 USD	\$3,500 USD	\$7,500 USD

### Roundtables

Local, national or regional multi-stakeholder initiatives who share the vision, mission and statement of purpose and objectives of GRSB

**Free Membership**

### Observing Members

Individuals or representatives of organizations including regulatory authorities, governmental agencies and multi-lateral organizations with an interest in the global beef value chain and are willing to provide subject matter expertise to the GRSB

GOV'T AND ORGANIZATIONAL	INDIVIDUALS
\$1,000 USD	\$250 USD