IT’S TIME
to join the dialogue about the sustainability of the global beef value chain. And there’s one group where that dialogue is taking place – it is the Global Roundtable for Sustainable Beef (GRSB). We envision a world where beef is a trusted part of a thriving food system in which the beef value chain is environmentally sound, socially responsible and economically viable. We need the voice of leaders like you at the table. It’s time to join and be a part of this important work. Let’s shape the sustainability of beef across the globe together.
WHO WE ARE
GRSB’s mission is to advance, support, and communicate continuous improvement in sustainability of the global beef value chain through leadership, science, and multi-stakeholder engagement and collaboration. The GRSB envisions a world where beef is a trusted part of a thriving food system in which the beef value chain is environmentally sound, socially responsible and economically viable.

WHAT SETS US APART
GRSB is the only global multi-stakeholder forum dedicated to connecting a network of local, regional and global leaders in the beef value chain with a common vision and mission. GRSB also gives stakeholders an equal opportunity through member ownership of the roundtable and promotes the adoption of sustainable practices across the global industry. Through this work, GRSB seeks to facilitate a global dialogue and motivate positive action surrounding key issues affecting the beef value chain.

THE GRSB STRATEGIC OBJECTIVES
Improving sustainability in beef production goes well beyond simply reducing costs and maximizing productivity. The GRSB is committed to advancing the following five Strategic Objectives:

1. Establish a number of aspirational “Global Goals” to create impact. Goal areas include:
   - Climate impact
   - Biodiversity
   - Animal welfare

2. Communicate to ensure that beef is a trusted part of a thriving food system.

3. Support the network National and Regional Roundtables working to advance continuous improvement on the ground.

4. Develop an information system to report progress on the GRSB Global Goals.

5. Develop and strengthen partnerships to meet the Global Goals as identified in the GRSB Strategic Plan.
GOVERNANCE
The framework of GRSB consists of five constituencies:

- Producers and Producer Associations
- Commerce and Processing Sector
- Retail Companies
- Civil Societies
- National and Regional Roundtables

Nineteen 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 secretary-treasurer serve as ex-officio members of the board.

The Board of Directors creates the technical working groups and guides their scope of work. It is through these working groups that most of GRSB’s work in addressing industry issues is accomplished.

Board of Directors 2020

Producers Constituency
- Canadian Cattlemen’s Association
- Meat & Livestock Australia
- National Cattlemen’s Beef Association

Commerce & Processing Constituency
- Cargill
- Rabobank
- OSI Group, LLC

Retail Constituency
- A & W Food Services of Canada
- Ahold Delhaize
- McDonald’s

Civil Society Constituency
- Solidaridad Network
- National Wildlife Federation
- World Wildlife Fund

Roundtable Constituency
- Canadian Roundtable for Sustainable Beef
- GTPS - Brazilian Roundtable for Sustainable Livestock
- Mesa de Ganadería Sostenible de Colombia
- U.S. Roundtable for Sustainable Beef

Allied Industry Initiatives Constituency
- Textile Exchange

Executive Committee 2020

President
Mr. Bob McCan
Mcfaddin Enterprises
USA

Vice President
Dr. Nicola Robinson
MRCVS
McDonald’s Corporation
UK

Secretary - Treasurer
Mr. Ian McConnel
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
REQUIREMENTS FOR MEMBERSHIP IN GRSB

GRSB members must be stakeholders of the beef value chain, support the GRSB mission and vision and agree to work constructively toward improving the sustainability of global beef production.

Membership Responsibilities

• Pay annual dues prorated according to member’s size, ranging from $250.00 – $15,000.00
• 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 where appropriate
• Provide leadership in your area of beef production
## CONSTITUENCY GROUPS AND ASSOCIATED LEVELS

<table>
<thead>
<tr>
<th><strong>Civil Society</strong></th>
<th>Academic institutions, non-government and non-commercial institutions, foundations and associations with a stake in the beef value chains</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roundtables</strong></td>
<td>Local, national or regional multi-stakeholder initiatives who share the vision, mission and statement of purpose and objectives of GRSB</td>
</tr>
<tr>
<td><strong>Allied Industry Initiatives</strong></td>
<td>Sustainability initiatives in allied industries</td>
</tr>
<tr>
<td><strong>Observing Members</strong></td>
<td>Individuals and organizations that may otherwise qualify for Participating Membership may apply for Observer status in order to learn and engage in the association. It is expected Observers would work toward becoming Participating Members within a reasonable period of time.</td>
</tr>
<tr>
<td><strong>Consulting Members</strong></td>
<td>Individuals or organizations such as regulatory authorities, governmental agencies, consulting and auditing firms and donor organizations, which do not belong to one of the six constituencies, may request membership as Consulting Members</td>
</tr>
</tbody>
</table>

### Revenue Categories

#### Civil Society

- **Revenue Less Than $1 Million**
  - GOV'T and ORGANIZATIONS: $1,000 USD
  - INDIVIDUALS: $250 USD
- **Revenue Between $1 Million and $5 Million**
  - GOV'T and ORGANIZATIONS: $3,500 USD
  - INDIVIDUALS: $2,500 USD
- **Revenue More Than $5 Million**
  - GOV'T and ORGANIZATIONS: $7,500 USD
  - INDIVIDUALS: $5,000 USD

#### Commerce & Processing

- **Revenue Less Than $5 Million**
  - GOV'T and ORGANIZATIONS: $1,000 USD
  - INDIVIDUALS: $1,000 USD
- **Revenue Between $5 Million and $100 Million**
  - GOV'T and ORGANIZATIONS: $3,500 USD
  - INDIVIDUALS: $3,500 USD
- **Revenue More Than $100 Million**
  - GOV'T and ORGANIZATIONS: $7,500 USD
  - INDIVIDUALS: $7,500 USD

#### Producer

- **Revenue Less Than 2,500 Head**
  - GOV'T and ORGANIZATIONS: $1,000 USD
  - INDIVIDUALS: $250 USD
- **Revenue Between 2,500 and 25,000 Head**
  - GOV'T and ORGANIZATIONS: $3,500 USD
  - INDIVIDUALS: $2,500 USD
- **Revenue More Than 25,000 Head**
  - GOV'T and ORGANIZATIONS: $7,500 USD
  - INDIVIDUALS: $5,000 USD

#### Retail

- **Revenue Less Than $5 Million**
  - GOV'T and ORGANIZATIONS: $1,000 USD
  - INDIVIDUALS: $250 USD
- **Revenue Between $5 Million and $100 Million**
  - GOV'T and ORGANIZATIONS: $3,500 USD
  - INDIVIDUALS: $3,500 USD
- **Revenue More Than $100 Million**
  - GOV'T and ORGANIZATIONS: $7,500 USD
  - INDIVIDUALS: $7,500 USD

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HOW TO JOIN

Take your seat 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. View those who have already joined in the effort to shape the future of sustainable beef production and learn more at GRSBeef.org.

It’s time to shape the sustainability of the global beef industry.

It’s time for you to join us.