



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

## Executive Committee Meeting

February 11, 2019 (9:00 a.m. Central U.S. Time)  
Conference Call: +1-800-309-2350, Pin: 908-3334

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### AGENDA

Chairman: Nicole Johnson-Hoffman, President

1. Call to Order / Opening Remarks (9:00 – 9:03) *Johnson-Hoffman*
  
2. Roll Call *Clark*
  - \_\_\_\_ Nicole Johnson-Hoffman, President
  - \_\_\_\_ Leon Mol, Vice President
  - \_\_\_\_ Ian McConnel, Secretary-Treasurer
  - \_\_\_\_ Bob McCan, Member-at-Large
  - \_\_\_\_ Nicola Robinson, Member-at-Large
  - \_\_\_\_ Dennis Laycraft, Immediate Past President
  - \_\_\_\_ Ruairaidh Petre, GRSB
  - \_\_\_\_ Josefina Eisele, GRSB
  - \_\_\_\_ Katie Ambrose, GRSB
  - \_\_\_\_ Cheryl Clark, GRSB
  
3. Consideration of Minutes from January 15-16, 2019 (Budget & Strategy Session) (9:03 – 9:05) **APPROVAL** *Committee*
  
4. Financial Report (9:05 – 9:15)
  - 4.1. January 31, 2019 Income Statement and Balance Sheet **APPROVAL** *McConnel*
  - 4.2. Budget Discussion
  
5. Executive Director Report (9:15 – 9:30) **INFORM**
  - 5.1 Strategic Planning *Petre*
  
6. Council Reports **INFORM** *Petre*
  - 6.1. Global Reach / Issues (9:30 – 9:35) *Petre*
  - 6.2. GHG Working Group (9:35 – 9:45) *Petre*
  - 6.3. Demonstrate Impact (9:45 – 9:55)
    - 6.3.1. Equivalence Reporting **INFORM** *Petre*
    - 6.3.2. Global Metrics **INFORM** *Petre*
  - 6.4. Sustainability Communications (9:55 – 10:00) **INFORM** *Ambrose*
  
7. Administrative Report (10:00-10:10)
  - 7.1. Membership *Petre*

8. Other Business *(10:10)*

9. Future Meetings

- 9.1. Board of Directors, Wednesday, February 27, 2019, 3:00 – 4:30 p.m. Central U.S. Time
- 9.2. Executive Committee, Monday, March 11, 2019 – 9:00 a.m. Central U.S. Time
- 9.3. Strategy Session, Tuesday, May 21, 2019, Chicago, IL
- 9.4. Communicators Summit, Wednesday and Thursday, May 22, 23, 2019, Chicago, IL
- 9.5. In-person Board of Directors Meeting – May 23, 24, 2019, Chicago, IL

10. Adjourn

Attachments:

1. 1-15-16-2019 Executive Committee Minutes (pp 3-5)
2. 1-31-2019 Financial Report (pp 6-9)
3. Revised 2019 Budget (pp 10)
4. Draft proposal for GHG Working Group (pp 11-12)
5. Communicators Summit Draft Budget (pp 13)

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
EXECUTIVE COMMITTEE  
JANUARY 16, 2019  
AURORA, CO**

The Global Roundtable for Sustainable Beef Executive Committee meeting was called to order at 8:00 a.m. U.S. Mountain Time, Thursday, January 16, 2018 at the Woolley's Classic Suites, Aurora, CO, by President Nicole Johnson-Hoffman.

Members Present: Nicole Johnson-Hoffman, Ian McConnel, Bob McCan, Nicola Robinson, Dennis Laycraft

Staff Present: Ruaraidh Petre, Josefina Eisele, Katie Ambrose, Angela Luongo and Denise Tortorice

**Approval of Minutes**

**It was moved by McConnel and supported by McCan that the December 10, 2018 meeting minutes be approved as presented. Motion carried.**

**Membership**

Petre reviewed the non-renewing members; Alberta Agriculture & Forestry and Certified Angus Beef. Laycraft provided insight as to that Alberta Agriculture non-renewing is due to lack of funding. Ambrose stated that the non-renewal of Certified Angus is due to their investment in the U.S. Roundtable and the inability to invest in both. The conversation of non-renewing members led to talk of a new strategy surrounding the membership dues structure, what value is found within the GRSB membership, and who is being targeted.

**Financial Report**

The financial report showed a year-to-date (YTD) revenue as of December 31, 2018 of \$656,624.68 and YTD expenses of \$664,128.18 resulting in YTD deficit of \$7,503.50. Specific line items were highlighted, and budgeted amounts and expenditures explained. (i.e. communications, contract expense)

Josephina Eisele, Angela Luongo and Denise Tortorice were excused prior to the discussion on the 2019 Budget

**2019 Budget Consideration**

The Committee reviewed and discussed at length the 2019 draft budget. Specific highlights were as follows:

Expenses surrounding Josephina's budget and if the same amount can/should be allocated for her in 2019. Focus will be what is being accomplished in Latin America for

this allotted budget. More work needs to be done on the national roundtables so they understand what their purpose is and what they should be accomplishing as a roundtable.

There is no income in 2019 to cover the Latin American budget. In an off-year for the Global Conference, it is difficult to assume the risk. Will the stakeholders in Latin American eventually be able to fund activities and become self-sustaining? Josephina will have to provide details on her spending, before finalizing her budget for the year. There will no discussion regarding the funding mechanism for Latin America with the board.

Additional budget revisions:

- Reduce leadership travel by \$10,000
- Leave communications budget as is
- Reduce membership revenue to \$350,000

**McCan made a motion to present the draft 2019 budget as revised to the Board for approval. Motion was seconded by Robinson and carried.**

Following the budget discussion, the GRSB Administrative Staff returned to the meeting.

### Strategic Plan Activities

Petre started with a review of the proposed survey questions for the review of the strategic plan. The survey will be used the poll current, previous and the national roundtables. It will be geared to revamp the current strategic plan, not designing a whole new strategic plan. (mid-term review).

### General Questions

- Use the survey to remind them of the existence of the strategic plan.
- Quantify the validity of the plan using the survey.
- How have the goals been achieved?
- Mission statement, how is it being met?

The timeline for completion of the revised questions will be next week (w/o 1/21). To be reviewed by the EC first. Petre will take lead on this.

Ambrose will compose an email to be sent to members of the Executive Committee requesting suggestions for those that should be interviewed for regarding the strategy plan and those that should be invited to the strategy session.

### GRSB May Communications Meetings

Johnson-Hoffman proposed to have the Strategy Session in May and move the face-to-face board meeting from April to May to combine it with the Communicators Summit. The events would follow the McDonald's internal meeting being held in Chicago.

- Strategy Session – Tuesday, May 21, 2019

- Board of Directors – Wednesday, May 22, 2019
- Communicators Summit – Thursday-Friday, May 23-24, 2019

### Communications Plan for 2019

Petre shared a presentation provided by Sarah Bohnenkamp outlining the communication strategy for 2019. Based on feedback from the EC, guidance to Sarah regarding social media engagement will focus around sharing information on sustainability, not “beef boosterism”. (tone shift)

Explanation needs to be provided from Sarah on what is built into communications budget amounts that she shows on her proposals.

### Global Conference:

Ideas were shared for the location of the 2020 Global Conference:

- Paraguay – has already offered to host.
  - Factors for inability: lack of local participation, logistics (not easy to get to), \$150 visa, progression of the development of roundtable, negative tourism element.
- Colombia
  - Factors for inability: safety concerns, FMD, negative tourism element
- Argentina – Buenos Aires
  - Positive tourism element, logistically it is easier plan and travel to. Progression of the roundtable

The EC is in favor of hosting the global conference in Buenos Aires. Eisele will meet with her roundtable to discuss in March (upon their return from holiday) and advise the EC after the meeting. The location will then be brought to the board for approval.

### Other Business

Ideas were shared for locations for the September face-to-face board meeting.

New Zealand – to show focus on the program currently being worked on

Argentina – to show attention to the growing national roundtable. Noting that it may be frowned upon to travel there twice.

EC consensus surrounded around New Zealand, and dates will be mirrored off last year’s board of directors meeting dates for planning purposes.

**Future Meetings**

- Board of Directors, Wednesday, January 23, 2019 @ 3:00 – 4:30 p.m. Central U.S. Time
- Executive Committee, February 11, 2019 @ 9:00 – 10:30 a.m. Central U.S. Time

The meeting adjourned at 2:00 p.m. Mountain Time.

**Global Roundtable for Sustainable Beef**  
**Balance Sheet**  
**January 31, 2019**

**ASSETS**

**Current Assets**

Cash in Operating - ML *02005	\$	277,794.14	
Accts Receivable - Members		<u>25,000.00</u>	

<b>Total Current Assets</b>			<b>302,794.14</b>
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**Other Assets**

CD Banc of Calif 2.05% 3/6/19		<u>248,761.82</u>	
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<b>Total Other Assets</b>			<b><u>248,761.82</u></b>
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<b>Total Assets</b>		<b>\$</b>	<b><u><u>551,555.96</u></u></b>
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**LIABILITIES AND CAPITAL**

**Current Liabilities**

Accounts Payable	\$	<u>50,398.72</u>	
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<b>Total Current Liabilities</b>			<b>50,398.72</b>
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**Capital**

Retained Earnings	90,927.58	
Board Specified Reserve	225,000.00	
Net Income	<u>185,229.66</u>	

<b>Total Capital</b>			<b><u>501,157.24</u></b>
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<b>Total Liabilities &amp; Capital</b>		<b>\$</b>	<b><u><u>551,555.96</u></u></b>
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**Global Roundtable for Sustainable Beef**  
**Aged Payables**  
**As of Jan 31, 2019**

Filter Criteria includes: 1) Includes Drop Shipments. Report order is by ID. Report is printed in Detail Format.

Vendor ID	Date	Invoice/CM #	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due
NLPA	1/31/19	2019-0050	16,291.67				16,291.67
<b>NLPA</b>			<b>16,291.67</b>				<b>16,291.67</b>
Ruaraidh Petre	1/31/19	2019-02	7,083.33				7,083.33
<b>Ruaraidh Petre</b>			<b>7,083.33</b>				<b>7,083.33</b>
SSCD	12/28/1	12302016				26,863.72	26,863.72
<b>SSCD</b>						<b>26,863.72</b>	<b>26,863.72</b>
Wild Apricot	1/20/19	2018-40	160.00				160.00
<b>Wild Apricot</b>			<b>160.00</b>				<b>160.00</b>
<b>Report Total</b>			<b>23,535.00</b>			<b>26,863.72</b>	<b>50,398.72</b>



## Global Roundtable for Sustainable Beef Aged Receivables As of Jan 31, 2019

Filter Criteria includes: 1) Includes Drop Shipments. Report order is by ID. Report is printed in Detail Format.

Customer ID Customer Bill To Contact Telephone 1	Invoice/CM Date	0-30	31-60	61-90	Over 90 days	Amount Due
CARGILL INC CARGILL, INCORPORATED Mark Murphy	2018-006 8/20/18				25,000.00	25,000.00
<b>CARGILL INC CARGILL, INCORPORATE</b>					<b>25,000.00</b>	<b>25,000.00</b>
<b>Report Total</b>					<b>25,000.00</b>	<b>25,000.00</b>

**Global Roundtable for Sustainable Beef**  
**Income Statement**  
**Compared with Budget**  
**For the One Month Ending January 31, 2019**

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
<b>Revenues</b>				
Dues Revenues	\$ 217,250.00	\$ 217,000.00	\$ 217,250.00	\$ 217,000.00
Contract revenue	0.00	0.00	0.00	0.00
Meeting Revenue	0.00	0.00	0.00	0.00
Global Conference Revenue	0.00	0.00	0.00	0.00
Interest Income	508.98	291.67	508.98	291.67
	<u>217,758.98</u>	<u>217,291.67</u>	<u>217,758.98</u>	<u>217,291.67</u>
<b>Total Revenues</b>	<b>217,758.98</b>	<b>217,291.67</b>	<b>217,758.98</b>	<b>217,291.67</b>
<b>Expenses</b>				
Meeting Expenses	2,201.33	2,200.00	2,201.33	2,200.00
Staff Travel Expense - Meeting	561.51	1,000.00	561.51	1,000.00
Executive Director Contract	7,083.33	7,083.33	7,083.33	7,083.33
Executive Director Travel	4,664.71	2,916.67	4,664.71	2,916.67
Leadership Travel	187.17	416.67	187.17	416.67
Administrative Services	16,291.67	16,291.67	16,291.67	16,291.67
Office Supplies & Expense	0.00	62.50	0.00	62.50
Postage & Shipping Expense	0.00	29.17	0.00	29.17
Telephone Expense	118.97	166.67	118.97	166.67
Legal Fees & Expense	0.00	125.00	0.00	125.00
Bank Charges & Fees	124.00	187.50	124.00	187.50
Communications	1,296.63	4,291.67	1,296.63	4,291.67
Contract Expenses	0.00	5,000.00	0.00	5,000.00
Global Conference Expenses	0.00	0.00	0.00	0.00
	<u>32,529.32</u>	<u>39,770.85</u>	<u>32,529.32</u>	<u>39,770.85</u>
<b>Total Expenses</b>	<b>32,529.32</b>	<b>39,770.85</b>	<b>32,529.32</b>	<b>39,770.85</b>
<b>Net Income</b>	<b>\$ 185,229.66</b>	<b>\$ 177,520.82</b>	<b>\$ 185,229.66</b>	<b>\$ 177,520.82</b>

**Global Roundtable for Sustainable Beef**  
**Budget 2018, Actual 2018, and Proposed Budget 2019**

<b>Account ID</b>	<b>Account Description</b>	<b>Budget 2018</b>	<b>Actual 2018</b>	<b>Proposed Budget 2019</b>
31000	Membership revenue	395,000	351,375.01	350,000
32000	Grant revenue	15,000	2,295.80	25,000
	Contract Revenue	5,000	4,932.00	-
32500	Meeting revenue	2,500	3,405.00	3,000
34000	Interest income	1,400	5,861.87	3,500
	<b>Total Operating Income</b>	<b>418,900</b>	<b>367,869.68</b>	<b>381,500</b>
33000	Global Conference revenue	250,000	288,755.00	
	<b>Total Global Conference Revenue</b>	<b>250,000</b>	<b>288,755.00</b>	<b>-</b>
	<b>Total Revenue</b>	<b>668,900</b>	<b>656,624.68</b>	<b>381,500</b>
	<b>Administrative Expenses</b>			
40000	Meetings expense	12,000	14,664.04	14,500
	Contract meeting expense (CFA)			
40600	Staff travel expense - Meeting	3,500	2,305.67	3,500
41000	Consultant fees & expenses			
42000	Executive Director Contract	85,000	84,999.96	85,000
42010	Executive Director Travel	34,500	30,427.00	35,000
42015	Leadership Travel	15,000	3,892.27	5,000
42500	Administrative services	195,500	195,500.04	195,500
43000	Office supplies	750	177.58	750
43020	Postage	350	55.82	350
43500	Telephone	2,000	1,254.72	2,000
44000	Audit	6,000	6,000.00	6,000
44010	Legal expense	1,500		1,500
44015	Insurance	850	700.00	850
44020	Bank charges	2,250	1,266.08	2,250
44025	Professional Communications	60,000	49,306.48	50,000
44030	Communications / Website	1,500	2,319.60	1,500
45000	Technical projects			
	<b>Total Administrative Expenses</b>	<b>420,700</b>	<b>392,869.26</b>	<b>403,700</b>
	<b>Grants and Contract Expenses</b>			
45000	Contract expenses	125,000	132,634.46	60,000
45500	Grants expenses		3,797.83	
	<b>Total Grant and Contract Expenses</b>	<b>125,000</b>	<b>136,432.29</b>	<b>60,000</b>
	<b>Global Conference Expenses</b>			
46000	Conference expenses	183,000	134,826.63	
	<b>Total Conference Expenses</b>	<b>183,000</b>	<b>134,826.63</b>	<b>-</b>
	<b>Total Expenses</b>	<b>728,700</b>	<b>664,128.18</b>	<b>463,700</b>
	<b>Operating Surplus (Deficit)</b>	<b>(59,800)</b>	<b>(7,503.50)</b>	<b>(82,200)</b>
	<b>Retained Earnings Investment</b>	<b>59,800</b>	<b>7,503.50</b>	<b>82,200</b>
	<b>Net Surplus</b>	<b>-</b>	<b>-</b>	<b>-</b>



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

**GRSB Project Proposal**

**February 2019**

## **Aligning carbon footprinting methodology for the beef industry**

### **Project background**

There is a need for organisations to accurately measure and report on farm greenhouse gas (GHG) emissions from beef production in a global context. Due to the diversity of beef production around the world there are a number of tools which use a wide range of figures from differing methodologies to report GHG emissions.

These tools have been developed by government agencies, NGO's and private companies using established methodologies but taking decisions separately on areas of ambiguity or where there is a differing approach between methodologies. This has the potential to provide confusing results and an unclear picture as to the work being done by the beef industry to reduce carbon across the world.

**In order to address this we propose that the GRSB lead a global collaboration to unite and align on-farm GHG assessment tools to a consistent global methodology that reflects the latest science, resolves areas of ambiguity and considers how the latest science on methane, sequestration and forests should be incorporated. This project should build on the established methodologies detailed by ISO, BSI, Greenhouse Gas Protocol, IPCC, FAO LEAP and the IDF.**

### **Project proposal – Phase 1**

The first stage will be to undertake a technical review to identify the current life cycle assessment (LCA) challenges that developers and users of tools face, areas of ambiguity with the potential to lead to divergence in methodology and clear gaps in recommendations for how to deal with aspects of LCA creation in respect to beef production. This work should answer the following questions:

- What methodologies or guidelines exist for developing farm-level LCA assessments?
- What are their limitations?
- Where have farm-level tools been developed, and what major differences are present between them? (if possible also, why are these differences present)
- What gaps need to be addressed to deliver useable farm-level LCA assessment tools.
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### **Phase 2**

From this initial review, we recommend that a panel of GRSB members, outside experts and other interested parties are drawn together to review and recommend an aligned approach to address each aspect.

Through this process, the GRSB will be in a position to endorse and launch a document which can serve as a central point of reference for the beef industry when regional and country roundtables or other organisations are developing and refining GHG measurement systems around the world and communicating their results.

### **Partners and structure**

We propose that this project is initially led by Ian McConnel from WWF and Pete Garbutt from McDonald's and carried out by a consultant with knowledge and expertise in the area of on-farm carbon footprinting methodologies in the beef sector around the world. We invite interested participants from GRSB to become involved in the project and will be consulting with FAO and other bodies to build on their work.

### **Timescales**

We propose that both Phase 1 and 2 should take place in 2019. Phase 2 will involve significant stakeholder consultation and so it will be necessary to progress with Phase 1 as quickly as possible to pave the way for the more detailed discussions to solve the issues identified. We envisage a maximum project time for this stage of 8 weeks.

### **Budget**

To progress this project with urgency, McDonald's propose to fund much of the Phase 1 work subject to consultancy quotes received.

**Communicator Summit - 2019**

**DRAFT**

**Budget**

**DRAFT**

**Budget**

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<b>Gross Revenues</b>	
Registrations (Paid)	\$ 25,000.00
Registration Discounts	0.00
Sponsors - Paid	35,000.00
<b>Total</b>	<b>\$ 60,000.00</b>

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**Expenses**

Advertising (Web and in Print)	\$ 500.00
Audio / Visual	0.00
Registration processing fees	1,250.00
Contract Labor	15,975.00
Food/Beverage	21,275.00
Summit Supplies / Equipment Rental	500.00
Planning Group Conference Calls	300.00
Postage / Shipping / Handling	500.00
Printing of Forum Materials	1,000.00
Signage / Banners	1,500.00
Speaker Fees (Expenses & Hotel)	8,500.00
Staff - Airfare/Hotel/Incidentals	3,500.00
Miscellaneous	500.00
Hotel attrition	0.00
<b>Total</b>	<b>\$ 55,300.00</b>

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**Net Revenue**

**\$ 4,700.00**

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