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Johnson-Hoffman Elected as GRSB Vice President

COLORADO SPRINGS, CO (August 14, 2017) - The Global Roundtable for Sustainable Beef (GRSB) is proud to announce the election of Ms. Nicole Johnson-Hoffman as the new Vice President of the GRSB.

Ms. Johnson Hoffman was elected to the position by the GRSB Board of Directors following the stepping down of former Vice President Mr. Francisco Beduschi Neto.

Currently based in the greater Chicago area, Ms. Johnson-Hoffman works as the Chief Sustainability Officer and Senior Vice President for OSI Group, a leading meat and food supplier to some of the world's biggest brands. She has been a part of the meat industry for nearly 12 years and has been involved in agriculturally-based businesses for over 20 years.

Having grown up on a small farm in Minnesota, Ms. Johnson-Hoffman says agriculture is her life's work, and is proud to be a part of helping to feed the world and provide a beneficial part of people's diets.

"I love being able to work with producers and collaborate with people from across the supply chain," said Ms. Johnson-Hoffman of her work with OSI. The company has over 65 locations in 17 countries, and has been a longtime member of GRSB as well as an active participant in regional efforts in the US, Europe and Australia. In her current position, Ms. Johnson-Hoffman is responsible for the continuous development of the company's global sustainability strategy, sustainability leadership and direction to the company's global team. She explained that she finds great service and meaning in her work.

Ms. Johnson-Hoffman is excited to begin her tenure with the GRSB Executive Committee and is proud of the work the Roundtable is currently doing for the global beef industry. She believes roundtables are an optimal way to accomplish things when bringing together parties with differing opinions, and result in much more valid outcomes.

"GRSB creates a powerful space for different points of view to come together to achieve common goals," said Ms. Johnson-Hoffman. She is proud to support the Roundtable's inclusive values and the welcoming of all perspectives. She believes that GRSB has a unique platform to allow "mining for conflict" which can help build trust and be a unifying tool in an industry of varying opinions where agreement is not always the goal.

Her focus as the new Vice President is to grow membership, engage new people and bring new perspectives to these important discussions.

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“We are accountable to our stakeholders and members for delivering outcomes,” she said, “That is ultimately the true measure of our success.”

Ms. Johnson-Hoffman believes that one of the most impactful things that the Roundtable has been able to accomplish is giving the beef industry a world definition for what beef sustainability is through the principles and criteria they have set in place which allow for flexibility.

“GRSB has recognized that there are many unique situations for beef sustainability across the supply chain and has crafted a definition that can meet those unique needs,” she said.

Ms. Johnson Hoffman received her B.A. in International Relations from St. Cloud State University before going on to receive her doctorate in law from the University of Minnesota Law School. Before joining OSI Group in the fall of 2016, Johnson Hoffman spent 20 years at Cargill. She has been a part of the GRSB Board of Directors for four years and was the founding Chair of the Board of the U.S. Roundtable for Sustainable Beef.

GRSB would like to thank former Vice President, Mr. Francisco Beduschi Neto, for his fantastic contributions to the Roundtable during this tenure. Mr. Beduschi Neto is the former president of the Brazilian Roundtable for Sustainable Livestock and the members of GRSB wish him all the best.

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.

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