

## PRESS RELEASE – Global Roundtable for Sustainable Beef

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### **Global Conference on Sustainable Beef Coming to Ireland**

*COLORADO SPRINGS, CO (July 12, 2018)* - The Global Roundtable for Sustainable Beef (GRSB) is proud to announce the Global Conference on Sustainable Beef (GCSB) will be held in Kilkenny, Ireland at the Lyrath Estate, October 9-12, 2018.

The conference, co-hosted by the European Roundtable for Beef Sustainability (ERBS) and Bord Bia, will highlight sustainability in action: impacts on the ground, and more than 200 beef sustainability stakeholders from over 20 countries are expected to attend. Speakers and panelists will include leaders from Rabobank, McDonald's, JBS, Cargill, Kepak, Ahold Delhaize, and multi-stakeholder organizations and academic institutions leading beef sustainability strategies.

GRSB President Nicole Johnson-Hoffman said "Ireland is a great location for the GCSB, as Europe has been a leader in the sustainability dialogue for years. We're looking forward to helping to celebrate the formal launch of the European Roundtable for Beef Sustainability and providing space for real impacts on the ground to be celebrated."

The four-day conference will include Irish Beef Sustainability tours, with three unique options, including flagship and organic cattle farms and beef processing facilities, two days of global sustainability conference events featuring notable impacts from ten regions around the globe, including Argentina, Australia, Brazil, Canada, Colombia, Europe, Paraguay, New Zealand, Southern Africa, and the United States, and a final day featuring a special event hosted in partnership with Textile Exchange and the newly formed Responsible Leather Round Table (RLRT), a Joint Working Group on Forests Workshop, and a collaborative Sustainability Communicators Workshop.

"Since the Global Conference on Sustainable Beef was hosted in Banff two years ago, the number of regional beef sustainability focused initiatives has expanded dramatically. The energy to come together to learn and work collaboratively and innovate around sustainable beef solutions has never been higher," said Ruaraidh Petre, GRSB Executive Director.

Conversations at the GCSB will highlight topics linked to the GRSB's principles and criteria of sustainable beef, including natural resource management, animal health and welfare, and efficiency and innovation. Learnings and insights will be offered through the eyes of financiers, beef producers, young agriculturalists, scientists, packers, retailers and other sustainability

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thought-leaders who will challenge participants to measure their actions and authentically communicate commitments to continuous improvement.

Registration details and a full conference agenda can be found at <https://grsbeef.org/2018-Global-Conference>.

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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