

FOR IMMEDIATE RELEASE – Global Roundtable for Sustainable Beef

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**Rabobank financial sustainability expert and ruminant nutritionist from Rothamsted Research to speak at Global Conference on Sustainable Beef in Ireland**

*COLORADO SPRINGS, CO (August 3, 2018)* – The Global Roundtable for Sustainable Beef (GRSB) is proud to announce two key global industry leaders who will join the important conversations surrounding global beef sustainability at the Global Conference on Sustainable Beef (GCSB) to be held in Kilkenny, Ireland at the Lyrath Estate, October 9-12, 2018.

The opening keynote will explore the ***Economic Impacts of Sustainability Today and Forecasts for Tomorrow*** with Rabobank. From its cooperative and agricultural roots, Rabobank has grown to become the world's leading financial services provider for the food and agribusiness sector.

Rabobank brings its extensive knowledge of food chain links, as generated, enhanced and distributed by the RaboResearch Food & Agribusiness department. The Bank has over 80 food and agribusiness research analysts around the world collecting information and spotting opportunities using local knowledge and global reach across all food and agricultural sectors.

Justin Sherrad, Global Animal Protein Strategist at Rabobank stated, “Participating in the Global Conference on Sustainable Beef is in line with our mission of Growing a Better World Together. The partnership with leading international organizations like GRSB, helps us in our drive to make a serious contribution to addressing and creating sustainable approaches to food and agribusiness around the world.”

The Capstone for the conference will be Professor Michael Lee, of Rothamsted Research, the oldest agricultural research institute in the world. Professor Lee is Head of Sustainable Agriculture Sciences at North Wyke and professor of Sustainable Livestock Systems at the University of Bristol. As a ruminant nutritionist, Lee is leading key conversations around how to maximize livestock production efficiency through feeding systems and animal genetics at a global scale.

Lee stated, “Ruminants make an important contribution to global food security as they can convert feed that is unsuitable for human consumption to high value protein, demand for which is currently increasing at an unprecedented rate.”

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.

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

Visit [www.grsbeef.org](http://www.grsbeef.org) and @grsbeef on social media

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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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