



SAI Platform launches the European Roundtable for Beef Sustainability

Brussels, 2 October 2018 – Major players from across the European beef industry will gather on 10 October to launch the European Roundtable for Beef Sustainability (ERBS). This launch will take place during the Global Roundtable for Sustainable Beef (GRSB) four-day conference in Kilkenny, Ireland. Having evolved from SAI Platform’s Beef Working Group, the ERBS will be a multi-stakeholder platform focussed on beef sustainability across the European region and across all aspects of the value chain, from farm to fork.

Expanding beyond the initial Beef Working Group’s membership, the ERBS will be made up of multiple stakeholders demonstrating the important role the beef sector plays in the food chain. SAI Platform’s Beef Working Group Lead, Patricia García-Díaz commented – “The ERBS aims to be a catalyst for change. We welcome stakeholders from across the beef value chain that support the ERBS vision and mission and who strive to work constructively towards improving beef sustainability. Together, we will represent the European beef value chain with one voice on the global stage.”

In order to achieve meaningful progress on beef sustainability on the ground and at European scale, the ERBS is focussing efforts on a handful of key priorities. Building upon the progress already made since the founding of SAI Platform’s Beef Working Group back in 2011, the ERBS will initially concentrate on four key priority areas: greenhouse gas emissions, animal health and welfare, animal medicines and farm management. These were identified through engagement with more than 150 stakeholders across Europe and will be reviewed regularly to ensure the European beef sustainability agenda remains at the forefront.

Speaking about the launch of the ERBS, Dr Nicola Robinson, Veterinary Surgeon and Director of Global Sustainable Sourcing at McDonald’s stated – “As we use our Scale for Good to build a better McDonald’s, we are striving to ensure the beef in our burgers contributes to a sustainable food system in which people, animals and the planet thrive. We know that progress at scale necessitates collaboration across our own supply chain but also beyond. We are proud to be a member of the European Roundtable for Beef Sustainability, which will help address the key beef sustainability challenges of our time.”

A united European approach towards beef sustainability is an important factor as Director of Quality and Environment, Moy Park, Estelle Roubardin added - “Three-years ago, the French beef industry initiated a consultation process with stakeholders and identified improvements on the sustainability of beef production from farm to fork. As a member of ERBS, we have the opportunity to continue this work at European level. France has a variety of different landscapes, cattle production systems and breeds, so there is no doubt that we can share best practice and learn from our European counterparts.”



About the ERBS

The European Roundtable for Beef Sustainability (ERBS) is a multi-stakeholder platform focussed on beef sustainability across the European region and across all aspects of the value chain, from farm to fork. It also represents the European beef value chain as one voice on the global stage, through its active participation in the Global Roundtable for Sustainable Beef (GRSB). The ERBS believes the beef sector has an important role to play in a sustainable food system. The beef sector transforms inedible feedstuffs into high value protein for human consumption. It is a major land steward across the European region, able to provide key ecosystem benefits such as carbon sequestration and biodiversity maintenance.

About SAI Platform

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) brings together over 100 member and partner farms, companies and organisations leading the way in pioneering sustainable agriculture world-wide. We enable our members to share knowledge, create solutions to common challenges and promote sustainable agriculture globally in a pre-competitive environment. By developing the practice of sustainable agricultural tools and principles we are creating secure and strong agricultural supply chains, to protect the earth's resources. Our current focus is on beef, dairy and crops. Our innovative Farm Sustainability Assessment (FSA) tool and collaboration tool Spotlight, lead the field to effective sustainable practices while delivering value to our members, farmers, their communities and consumers.

To find out more about SAI Platform, visit our website: www.saiplatform.org

Contact

Brigid Norde-McAleer
Communications Manager
bmcaleer@saiplatform.org
+31 (0) 615 087 195