

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
2022 BOARD OF DIRECTORS
JANUARY 26, 2022**

The Global Roundtable for Sustainable Beef Board of Directors Zoom meeting was called to order at 9:02 a.m. Central U.S. Time on Wednesday, January 26, 2022.

Board Members Present:

Producer Constituency

Beef + Lamb New Zealand (Nick Jolly *for* Sam McIvor)

Processing Constituency

OSI Group (Anna Baron *for* Michael McCarthy)
Cargill (Ben Brophy)

Retail Constituency

Restaurant Brands International (Fabian Arnaud)
McDonald's (Luke McKelvie *for* Lisa Isaacs)
Ahold Delhaize (Leon Mol)

Civil Society Constituency

National Wildlife Federation (Simon Hall)
Savory Institute (Chris Kerston)

Allied Services and Industries Constituency

Rabobank (Shane Bownds)
Textile Exchange (Anne Gillespie)
Corteva (Joshua Merrill)

Roundtable Constituency

Europe (Jane Duncan *for* Claire Donoghue)
Southern Africa (Max Makuvisé)
Paraguay (Alfred Fast)
U.S. (Samantha Werth)

Ex-officio Members Present:

Ian McConnel, President
Bob Lowe, Vice President
Justin Sherrard, Treasurer

Executive Committee Members Present:

Lucas McKelvie, Member-at-Large
Bob McCan, Immediate Past President

GRSB Staff Members Present:

Ruaraidh Petre, Executive Director
Josefina Eisele, Regional Director
Scott Stuart, GRSB Director of Administration
Julie James, Office Administrator

Other Members Present:

Cattle Council of Australia
Hugo Sanchez – MPCs
Megan Skiffington - NZRSB
Jenny Sullivan - ABSF
Joshua Merrill – Corteva
Brenna Grant – Canfax

Max Makuvisé – SARRSB
Ben Brophy – Cargill
Christi Calhoun – Zoetis
Pablo Montoya, German Serrano – MGSC
Nick Jolly – Beef+Lamb NZ
Luiza Bruscatto – GTPS
Monica Hadarits – CRSB
Cece Blyth – Alltech

Opening Remarks/Executive Committee Report

A verbal affirmation of adherence to the GRSB Anti-Trust Policy was received from those on the call.

McConnel welcomed everyone to the first Board call of the year and announced two new Executive Committee members, Bob Lowe (Tri-L Ranch) and Jeanette Ferran Astorga (Zoetis). McConnel added the Executive Committee had its first meeting of the year on January 11th where there was much discussion on the 2022 budget proposal.

On-Boarding 2022 Board of Directors

Petre introduced the GRSB Board Manual and briefly described the functions, responsibilities, and expectations of the Board. The Board of Directors is primarily responsible for setting the direction of GRSB, with final decisions and voting through the General Assembly. Petre encouraged the Board to take a more thorough review of the manual and be sure to inquire with any questions.

Consideration of Minutes

It was moved by Makuvisse and supported by Gillespie that the minutes from both the December 15 and 20, 2021 Board of Directors meetings be approved with clarification. Motion carried.

Financial Report

Sherrard reviewed the December 31, 2021 GRSB Financial Report reflecting \$713,600 in revenues and \$631,251 in expenses for a net surplus of \$82,349. Expenses were higher than budgeted due to investments made towards Goal Development, Communications, and the Global Conference.

The Contract Revenue is primarily attributed to GRSB's role as a node signer with GoChain netting approximately \$100K for 2021, and what also includes \$15K from Textile Exchange for work supported by Josefina Eisele.

It was moved by Sherrard and supported by Merrill that the December 31, 2021 Financial Report be approved as presented. Motion carried.

2022 Proposed Budget

Sherrard presented the 2022 Proposed Budget and highlighted a balanced budget of both revenue and expenses. The Board-approved 2022 dues structure should bring a considerable revenue increase, along with the continued Contract Revenue from GoChain, and revenue generated from scheduled events such as the Global Conference, and Communicators Summit. A few areas of increased investments were

allotted for Travel, Directors Compensation, and paralegal fees associated with the meat packers anti-trust lawsuit, Communications, and a Smart Goals Projects Manager to support in measuring and reporting on goals.

McConnel expressed appreciation to Sherrard, Petre and Stuart for their extensive efforts in putting the budget together.

It was moved by Merrill and supported by Brophy that the 2022 Proposed Budget be approved as presented. Motion carried.

Council Reports

Communications Council

Amie Peck reported the Communications Council met recently and reviewed the Engine MHP proposal for 2022. The council discussed areas of strategic value to remain with MHP and also identified opportunities to reduce cost by increasing GRSB's in-house capacities, particularly, leaning on some expertise and experience of the Comms Council. The council will be organizing Milestone Moments as opportunities to engage with a broader audience on sustainable beef. The Communications Council is also working on an editorial and content calendar for 2022 highlighting engagement opportunities. The council will also be establishing a training mechanism to help cultivate its newer members. The Communications Council meets once per month.

Petre provided an update on Engine MHP's 2022 proposal and highlighted some of their accomplishments in 2021 which include: drafting various GRSB materials and Beef Narrative, 72 publication pieces, 7 interviews in 7 key markets mostly in Europe, Australia, and North America. With MHP's minimal reach in Latin American markets, Josefina Eisele will be looking for a different agency with experience in this market. There will be an administrative increase to support the role of a new in-house communications person which would allow MHP to focus on Press Office and Executive Profiling which are the two areas of greatest value to GRSB. This would reduce GRSB's monthly contract expense from 6,000£ to 4,000£.

Social Media Update

Ambrose reported GRSB welcomed 23 new members in 2021. GRSB also hired a new social media person, Kelly Lasack who has already had a significant impact with increase traction across all social media platforms, especially, LinkedIn. Ambrose expressed appreciation and encouraged members to continue to share GRSB content throughout their networks.

Regional Roundtable Updates

The Regional Roundtable reports are attached.

USRSB introduced Dr. Samantha Werth as the new Executive Director for the roundtable. Kathleen Fisher has accepted an external position.

Request was made of the Colombian Roundtable to share its Roundtable Policies once it is translated to English.

Executive Director's Report

Petre reported having had many calls with potential new members and organizations to partner *in reporting such as* SBTi, SBTi Network, and Carbon Disclosure Project (CDP). Petre is also in discussions with Colorado State University (CSU) regarding the water footprint (green, grey & blue) which is a topic quickly building much like methane has over the last few years. Discussions with CSU will continue over the coming weeks. Eisele added that the CDP has also added the water as a new area for reporting.

Petre encouraged member participation on the upcoming webinar, “**Sustainability in the Real World: A Walkabout with Producers**” on January 27th at 9:00 – 10:30 a.m. Central US/Canada for the Eastern Hemisphere, and 3:00 – 4:30 p.m. Central US/Canada for the Western Hemisphere. This webinar will offer insight from various producers around the world sharing some of their day-to-day beef sustainability practices.

Regional Director's Report

Eisele advised of upcoming activity and travel including participation in several local legislative meetings on Forest Risk, physical presentation of GRSB to the European Union, and visiting the National Roundtables, particularly, newer roundtables now that travel restrictions are lessening. Eisele is also working with the Paraguayan Roundtable to plan a Field Innovation Trip in the Chaco regions.

Administrative Report

Membership

It was moved by McConnel and supported by Sherrard to approve the new member application for AgTrade. Motion carried.

Next Board of Directors Meeting:

Wednesday, February 17, 2022 (4:00 p.m. – 5:30 p.m. Central US/Canada)

As there was no further business, the meeting was adjourned at 10:25 a.m. (Central US/Canada).



**GLOBAL ROUNDTABLE FOR
SUSTAINABLE BEEF®**

Regional Roundtable Report Form

*(Please use this form to provide your report to the monthly GRSB Board of Directors meeting.
This will enable the staff to accurately record your report in the meeting minutes.)*

GRSB Roundtable Member: Canadian Roundtable for Sustainable Beef

Date: January 20, 2022

Person Reporting: CRSB

Report on Governance and Organization:

- CRSB Council meeting on January 25th
 - Reviewing draft revised bylaws
 - Reviewing first rough draft of the three-year business strategy and plan
 - Setting strategic priorities and goals for 2022

Report on Projects and Initiatives:

- 312 completed producer surveys received for the update of the National Beef Sustainability Assessment

Report on Committee and Working Group Activities:

- Certification Framework review has begun

Upcoming Meetings / Conferences / Events:

- CRSB Semi-Annual Meeting on March 22nd, 2022 in Ottawa, Ontario
 - Register [here](#)
- CRSB Annual General Meeting, August 16-18th, 2022 in Penticton, British Columbia

Other:



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GRSB Roundtable Member: Paraguayan Roundtable of sustainable beef (MPCS)

Date: January 19th 2021

Person Reporting: Hugo Sánchez

Report on Governance and Organization:

Report on Projects and Initiatives:

We close our activities with the Public recognition of the Champions on sustainability on December 13th.

We are working on Institutional Strengthens, internal Communication, the Work plan for 2022, and preparation for all activities during the year.

Most of our contacts are on holiday.

Report on Committee and Working Group Activities:

Upcoming Meetings / Conferences / Events:

Other:



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GRSB Roundtable Member: U.S. Roundtable for Sustainable Beef

Date: January 20, 2022

Person Reporting: Kathleen Fisher

Report on Governance and Organization:

Preparing for Board of Director elections. The official call for nominations was made on December 14th for one board seat from each constituency that will be up for election/re-election to include: producer association, allied industry, civil society, packer/processor, and retail/foodservice. Elections will begin February 14th.

Report on Projects and Initiatives:

USRSB is continuing efforts to finalize a set of beef industry goals and sector targets that align to our 6 high priority indicators that will be adopted by the membership in April 2022.

Report on Committee and Working Group Activities:

The Outreach Working Group has finalized the fifth set of sustainability learning modules, which now encompasses all the sectors from across the supply chain. View the retail/food service sector sustainability modules here: <https://learning.usrsb.org/>

The Project and Resource Review Committee is looking at creating a process to develop targeted research and specific field/pilot projects that will support the benchmarking and measurement of progress towards achieving our goals.

Upcoming Meetings / Conferences / Events:

Feb. 1-3, 2022: USRSB Booth at 2022 Cattle Industry Convention & NCBA Trade Show in Houston, TX

Apr. 26-28, 2022: USRSB 2022 General Assembly Meeting (in-person), Charleston, SC

Other:

Sustainability Modules available at www.usrsb.org/resources



Regional Roundtable Report Form

GRSB Roundtable Member: New Zealand

Date: January 2022

Person Reporting: Megan Skiffington

Report on Governance and Organization:

- Recruitment process has found a candidate, working towards start date in February
- Two of the organisations that hold seats on the board have had staff changes that will now require new board directors to be appointed

Report on Projects and Initiatives:

- New Zealand Farm Assurance plus programme published.
- Continued interest in NZRSB across industry

Report on Committee and Working Group Activities:

- Working groups were key topic at December board meeting, each presenting progress document and plans
- Key area which needs focus is around what data is available to measure and present progress
- Good interest in GRSB webinars from members, seeing steady attendance at events

Upcoming Meetings / Conferences / Events:

- Roundtable member meeting still to be scheduled – looking at early 2022

Other:



Regional Roundtable Report Form

GRSB Roundtable Member:	Australian Beef Sustainability Framework
Date:	21 January, 2021
Person Reporting:	Jacob Betros

Report on Governance and Organisation:

The Australian Beef Sustainability Framework (ABSF) is funded through Meat & Livestock Australia from grass fed, grain-fed and processing levies. The ABSF is overseen by a Sustainability Steering Group (SSG) appointed by the Red Meat Advisory Council (RMAC). The SSG has representatives from across the beef value chain and is informed by a multi-stakeholder Consultative Committee.

Report on Projects and Initiatives:

Work finalised on data and indicators in the Australian beef industry to be completed by end of January. This information to feed into working sessions with stakeholders to determine future indicators and data sources, and assist in advocating for funds and research.

Engaged a communications agency to assist with consistent messages and resourcing for media releases, newsletters, and making the Annual Updates more accessible and understandable across all stakeholders.

Initial mapping of UN SDGs complete, currently being reviewed by external professional.

Scoping potential of goals and how the ABSF can assist industry in setting sustainability goals.

Report on Committee and Working Group Activities:

The Consultative Committee will meet on the 16th February to discuss communications, market drivers, and data.

The SSG will meet on the 17th February.

RMAC are currently scoping for new members to join the SSG based on identified skill gaps.

Upcoming Meetings / Conferences / Events:

Consultative Committee – 16th February

SSG Meeting – 17th February

Other: