

# Welcome to the Global Conference on Sustainable Beef 2016

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Dennis Laycraft, Chair

Global Roundtable for Sustainable Beef



#GCSbeef15



# GRSB Who We Are

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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.

GRSB is the strategic platform where leading industry stakeholders from within the beef industry, environmental branch, retailers and others with a close interest in the industry come together to advance continuous improvement in sustainability of the global beef value chain through sharing their knowledge, leadership, science and through multi-stakeholder engagement and collaboration.

# BEEF

# SUSTAINABILITY Defn:

*Sustainable beef is a socially responsible, environmentally sound and economically viable product that prioritizes Planet, People, Animals and Progress*



Natural Resources



People & The Community



Animal Health & Welfare



Food



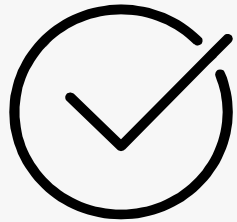
Efficiency & Innovation

# 2016-2021 Strategic Plan Goals

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1. To expand global reach through new roundtables, projects, and stakeholder engagement
2. Demonstrate results by creating a data platform, aggregating regional roundtable and project findings, and tracking key global metrics
3. Communicate continuous improvement around the globe
4. Engage on global issues through convening sectors, roundtables and geographies
5. Nurture GRSB membership, member value and revenues.

# 2016-2021 Strategic Plan Principles



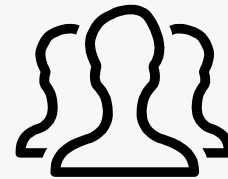
## Relevance

the GRSB must ensure it remains relevant for members, regional roundtables and other international bodies working on similar issues



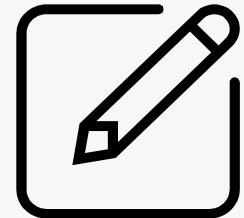
## Impact

the GRSB's ultimate goal is to encourage, support and demonstrate positive tangible impacts on the ground. And that what GRSB does, whether direct or indirect, is in service to this positive impact



## Influence

the GRSB seeks to be a trusted global voice on beef and sustainability. The GRSB seeks to have influence across its members, roundtables, other international bodies, global influencers and ideally the public at large



## Clarity

The GRSB must provide and maintain clarity about its role vis-a-vis its members, regional and national roundtables, emerging geographies of opportunity, and other key actors on these issues

# GRSB Country Attendance

220 people from 14 different countries around the global are in attendance



WELCOME TO CANADA