

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
MARCH 8, 2022**

The Executive Committee meeting of the Global Roundtable for Sustainable Beef was called to order on March 8, 2022 at 3:04 p.m. Central U.S. / Canada time by President Ian McConnel.

Members Present: Ian McConnel, Bob Lowe, Justin Sherrard, Lucas McKelvie

Staff Present: Ruairaidh Petre, Josefina Eisele, Katie Ambrose, and Julie James

Opening Remarks/Executive Committee Report

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

Approval of Minutes

It was moved by McKelvie and seconded by Sherrard that the minutes of the February 8, 2022 GRSB Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Sherrard reviewed the February 28, 2022 GRSB Financial Report reflecting \$342,867 in revenues and \$113,352 in expenses for a net surplus of \$229,515.

Currently, there is \$301K in past due membership fees. There was discussion about alternative invoicing timelines to help reduce the Aging Receivables; however, best practices were agreed to already be in place. With the exception of minor attrition, all payments are expected to come in. McKelvie will contact Golden State; Ambrose will follow-up with other members. McConnel asked Ambrose to solicit any feedback from those who choose not to renew in effort to understand and be useful for any future renewal process.

It was moved by Sherrard and seconded by Lowe that the February 28, 2022 Financial Report be approved as presented. Motion carried.

2022 Strategy

2022 Strategic Targets

McConnel revisited the draft Strategic Targets previously outlined along with existing timelines for the different goals working groups. McConnel asked if these targets should be formalized and communicated at a high level (milestones) to the Board.

McConnel requested clarity around the roles and responsibilities for the Monitoring, Reporting and Verification (MRV) individual. Will GRSB provide a framework for this role to be administered, or will this individual support in the MRV development process? The reporting of the GRSB and the MRV process goals will work hand-in-hand.

Regenerative Agriculture – definition & outcome measurements

Canadian Cattlemen's Association produced a paper on Canada's position on Regenerative Agriculture and its alignment with Sustainability. Lowe advised this paper was established to help to not overlook Sustainability as Sustainability and Regenerative Agriculture are generally perceived as one in the same as they do share similarities. Petre added that the current GRSB Criteria does cover much of Regenerative Agriculture to be entirely consistent with sustainability. It was agreed for GRSB to have a formal position. McConnel will produce an initial draft and share with Petre.

Executive Director's Report

GCSB Update

Petre provided an overview of the Global Conference for Sustainable Beef schedule which will begin with the Communicators Summit, followed by 2 days of the Global Conference, and ending with 1 day of tours. Schedule and topics have been outlined and potential speakers have been identified. Please email any recommendations to be forwarded to the Planning Committee whose next meeting is on March 14. Ambrose will distribute the current schedule to the Executive Committee for review.

Quarterly Hot Topics Meeting

Petre reported on the Hot Topics meeting suggestions such as the current situation in Ukraine and Russia and the outcomes and impacts it is having on the agricultural industry worldwide. These meetings will be semi-structured discussions with participants who could well speak to the topic.

GRSB Website

Petre announced the new GRSB website is up, and language from Engine MHP will be added under Who We Are.

Request for Proposals

Request for Proposals for both the Communications and MRV positions have been sent to membership, as well as LinkedIn. Application submissions are due March 15th and will be promptly reviewed as received.

COP27

The Executive Committee agreed that involvement in COP27 is important and necessary as GRSB can gain increased relevance on the international stage. Fawn Jackson (Canadian Cattleman's Association) highly recommended Robynne Anderson (Emerging Ag) to take the lead role in supporting GRSB in this effort. It was also recommended to look to the GRSB membership for contributions to underwrite this work. Petre and McConnel will work on an initial draft plan for member engagement in COP27 and circulate to the Executive Committee for feedback prior to presenting at the next Board of Directors meeting on March 23.

Regional Director's Report

Paraguayan Innovation Tour

Eisele gave an update on the Paraguayan field trip for Latin America. The dates are now May 30-June 2nd pending Frank Mitloehner's confirmation. Silvateam has agreed to sponsor Dr. Mitloehner's and other potential speakers. Meeting expenses will be covered by the registration fee, as well as other financial or in-kind support offered by Minerva and IFC.

Latin America Communications Agency

Eisele reported having received a \$60K proposal from a medium sized Latin America Communications Agency covering Brazil, Argentina, Paraguay, Colombia, Mexico. The proposal has been sent to JBS-Brazil for review to fund this effort. The focus will be on increased beef sustainability communications in Latin America. JBS may also suggest another agency for consideration. Other companies such as Minerva may also be considered for sponsorship.

Other Business

As there was no further business brought before the Executive Committee, the meeting was adjourned at 4:34 p.m. Central US / Canada Time.

Next Executive Committee Meeting, April 12, 3:00 p.m. – 4:30p.m. Central US / Canada.