

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
BOARD OF DIRECTORS  
MAY 25, 2022**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 9:04 a.m. Central U.S. Time on Wednesday, May 25, 2022 via Zoom.

**Board Members Present:**

**Producer Constituency**

CCA, Dennis Laycraft *for* Fawn Jackson  
Beef+Lamb NZ, Nick Jolly *for* Sam McIvor

**Processing Constituency**

OSI Group, Craig Jensen  
JBS, Cameron Bruett  
Cargill, Ben Brophy

**Retail Constituency**

Restaurant Brands Int'l, Daniel Davies

**Civil Society Constituency**

National Wildlife Federation, Hillary Fenrich  
Savory Institute, Felipe Urioste  
Texas A&M, DAS, Troy Wickersham

**Allied Services and Industries Constituency**

Textile Exchange, Anne Gillespie  
Rabobank, Shane Bownds  
Corteva, Joshua Merrill

**Roundtable Constituency**

ERBS (Europe), Grace Hester *for* Claire Donoghue

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**Ex-officio Members Present:**

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

**Executive Committee Members Present:**

Lucas McKelvie, Member-at-Large

**GRSB Staff Members Present:**

Ruaraidh Petre, Executive Director  
Josefina Eisele, Regional Director  
Scott Stuart, Director of Administration  
Katie Ambrose, Director of Member Relations  
Kellie Lasack, Communications Coordinator  
Julie James, Office Administrator

**Other Members Present:**

Brenna Grant – Canfax  
Caterine Forero – MRGS  
Monica Hadarits – CRSB  
Justin Ransom – Tyson  
Courtney Hall – WWF  
Leon Mol – Ahold Delhaize  
Amie Peck, CCA

### **Opening Remarks/Executive Committee Report**

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

### **Consideration of Minutes**

It was moved by Gillespie and supported by Merrill that the minutes from the April 27, 2022 Board of Directors meetings be approved as presented. Motion carried.

### **Strategic Targets**

McConnel shared GRSB's 2022 Strategic Targets. This is a new resource tool developed to help GRSB's Board of Directors stay abreast of monthly progress. This will be linked to the website for members only.

### **Council Reports**

#### **Communications Council**

Peck reported the council is continuing to make progress planning the 2022 Communicators Summit, and confirming consumer research and case study partners considering parallel industries to share their successes and challenges. Robynne Anderson, Emerging Ag has been invited to speak at the next Communications Council call on June 13<sup>th</sup>.

#### **Social Media**

Lasack reported since handling GRSB's social media October 2021, GRSB's social media channels have experienced significant traction, having added 1200+ followers on LinkedIn. Lasack has just taken on the role of GRSB's Communications Coordinator and is already working on communication efforts for the Global Conference, website, press releases, etc. McConnel asked how GRSB can help Lasack's efforts such as any hashtags to use. GRSB uses: @grsbeef and #grsbeef on Instagram, Twitter, Facebook & LinkedIn. Lasack will send an email briefly outlining how members can contribute stories, etc. Lasack welcomes your questions and feedback, feel free to email directly at [kellie.lasack@grsbeef.org](mailto:kellie.lasack@grsbeef.org).

#### **Climate Working Group Update**

Hall gave an update that the World Wildlife Fund recently gave a presentation on FLAG (Forestry, Land Use, Agriculture & Emissions) which is a new protocol/guidance under the Science Based Initiatives. This guidance will help with emission targets within agricultural supply chains and particularly, beef. The Climate Group is exploring how to best get started towards 2030 goals on 3 key elements: (1) Baseline across GRSB (2) providing pathways guidance (3) reporting. Climate is in discussion with UC Davis soliciting their support and coordinating assessments with the current status of the National Roundtables with respect to their goals and timelines, and identify any gaps and how GRSB can help fill any gaps. GRSB's recent Beef Carbon Footprint Guidelines is a good tool the Roundtables can utilize to get started.

McConnel asked if WWF's FLAG presentation can be shared with GRSB. Hall suggested WWF could host a webinar with the Science Based Targets network and focus specifically on FLAG.

McConnel added although GRSB's new Monitoring, Reporting and Verification person has not been launched yet, once announced, it would be good for the Climate group to loop them in along with the discussions with UC Davis.

### **Nature Positive Working Group Update**

Fenrich reported the Nature Positive Working Group's last call was May 9<sup>th</sup>. The discussion focused on the best approach with the National Roundtables understanding the roundtables are all at different places with their goals and timelines. Fenrich and Eisele developed a self-selected 3-Tier System to help members identify which tier they identify with their goals and metrics, and where support is needed. The working group is also in discussions with Thomas Borch, a professor and water expert with Colorado State University. Borch is educating on how water intersects with beef production. The working group is looking to link this water element in under its Ecosystems Services under Nature Positive's 7 Key Priorities. Lastly, the working group hosted a GRSB webinar regarding the various pending legislations and their potential impacts on Nature Positive and Climate. This webinar garnered the group good feedback and new member engagement interest. Petre had a recent conversation with SBTN regarding aligning a process suitable for multiple streams in an effort to eliminate duplicate reporting.

### **Animal Health & Welfare Working Group Update**

Petre reported the working group's last call was in April with a presentation on metrics being conducted with 3 different roundtables. The European Roundtable did materiality assessments in 6 countries and Animal Health & Welfare topped the list in each. Key Targets were set on Mortality, Housing/Loose Stalling and Pain Relief. The Canadian Roundtable has set its own goals ensuring the 5 Freedoms, and Reproductive Efficiency and Breeding Targets, surveillance systems and microbial use. The Australian Roundtable included non-invasive surgical procedures and pain relief, and the 3-R microbials (Reduce, Replace, Refine). The working group will be working on these further with the new Monitoring, Reporting & Verification person once they are officially on-board. Gillespie added Textile Exchange has a tool with an Animal Welfare benchmark and encouraged the importance to stay in communications to ensure mutual alignment.

### **Regional Roundtable Updates**

The Regional Roundtable reports are attached.

### **Executive Director's Report**

#### **COP27**

Petre announced Emerging Ag has been contracted to help GRSB prepare for COP27. During the recent kick-off meeting, Emerging Ag gave an overview of what COP27 entails, our opportunities for engagement and pathways in doing so. It was recommended GRSB get involved in any discussion regarding the Koronivia (food systems) process which discussions are carrying over from COP26, as well as any side events such as the Food

Pavilion at COP. GRSB anticipates approval of its registration application as an Observer, sometime in July.

#### GRSB Global Conference

Petre reported planning continues to progress with the conference schedule. Petre highlighted the crucial importance of roundtables sharing tangible measures occurring throughout the value chain that contribute to sustainability. In doing so will help everyone to focus and stay on targets.

#### Monitoring, Reporting & Verification (MRV) Update

Petre announced Sure Harvest (subsidiary of Where Food Comes From) has been contracted to conduct the MRV work of the global goals. Sure Harvest is well experienced with multi stakeholder initiatives and the beef industry, and has worked with the roundtables in the U.S. and Canada. This work will be in collaboration with the Goals Working Groups and the National Roundtables. The corroboration of the National Roundtables helping to collect and report the data is an integral part of the MRV success. Next steps will be provided soon to propel us forward and having baselines established before the end of this year.

#### GRSB Strategic Targets

Petre shared a draft table of GRSB's Strategic Targets for 2022 in the areas of Servicing our Members, Meeting our Goals and Expanding our Influence (provided at the end of these Meeting Minutes). A link to a dashboard of these targets will be presented at the next Board of Directors meeting and going forward, will be made available for members to view progress of GRSB's internal objectives.

#### GRSB Webinar

Petre advised the next GRSB webinar, "Traceability: Managing What You Can Measure" will be on Wednesday, June 15, 2022 from 2:00 – 3:30 p.m. Central US/Canada Tim. This webinar will build on the last webinar on land conversion and deforestation as it focuses on the traceability.

#### **Regional Director's Report**

##### "Pending International Regulation on Deforestation: Global Challenges and Opportunities" Webinar

Eisele shared GRSB received a lot of positive feedback from the last GRSB webinar on deforestation. Webinars of this nature are important so as to keep members abreast of new legislation that is important for Latin America. The Nature Positive Working Group is considering having a follow-up webinar within the working group to discuss how to work together, have a Call to Action, and establish a position with such issues particularly, as they pertain to Latin America.

#### Paraguayan Innovation Tour

Eisele reported the tour is sold out and could not accommodate additional participants due to the capacity limitation of the hotel. All roundtables from Latin America will be represented, with the Paraguayan Roundtable hosting the tour. Other contributors for

the last day of the Tour will include Frank Mitloehner from UC Davis, Renato Rodrigues from the Brazilian Agricultural Research Corporation (EMPRAPA), Ernesto Viglizzo from INTA and CONICET from Argentina, as well as representatives from the Paraguayan government, and financial support from FAO.

**Administrative Report**

Membership

It was moved by Laycraft and supported by Hester to approve three new member applications for: Greenlabs, Acceligen, and Woolworths Group. Motion carried.

**Next Board of Directors Meeting:**

**Wednesday, July 27, 2022 (4:00 p.m. – 5:30 p.m. Central US/Canada)**

As there was no further business, the meeting was adjourned at 10:15 a.m. (Central US/Canada).



**GLOBAL ROUNDTABLE FOR  
 SUSTAINABLE BEEF**

**2022 Strategic Targets**

Goal	Target	Metric
Servicing our members	Run 12 webinars and best practice sharing events in 2022	% completion # Attendance count
	Hold an in-person conference, and support interaction at national and regional level	# Attendance count for: -Paraguay innovation tour -Communicators summit -Global Conference
	Demonstrate engagement in, and influence at external events (COP27, WEF etc.)	# of events: -Contract with Emerging Ag -Profile / Quality of engagement?
	Non-board or EC represented members active in GRSB working groups	##/% Attendance count -Animal Welfare -Nature Positive -Climate -Goals MRV -Communications -Conference Planning

	Supporting Regional roundtable initiatives	# of regional roundtable events - Attendance at annual general meetings of 12 roundtables. # of participants in regional events
Meeting our Goals	Provide a guidance document to achieve and report on goals to our members by end 2022	-MRV contract with SureHarvest
	Report a baseline for each goal by July 2023	# of baselines defined/% completion -MRV reports
	Effective partnerships are delivered with external stakeholders for common efforts (DSF, UN SDG's, WBCSD etc.)	TBD Engagement in GASL, LEAP, FSS coalitions
Expanding our influence	Proactive outreach in Asia and Africa (through what?, for what?)	TBD Linkage to African projects including our own work with ILRI / IFAD. Botswana. East Africa How to re-engage China? There are ongoing activities there.
	Demonstrated engagement, through working groups or speaking opportunities, at major international events	# of events compared with baseline event - Animal Ag Tech - Alltech One - BIF - Livestock Innovation summit
	Measured increase in media and communications	# of impressions above baseline year - MHP and Kellie regular reports
	Demonstrate membership growth and retention	% membership growth above baseline year % membership renewals above baseline
	Regional roundtable reporting of initiatives and progress of initiatives towards global goals	% roundtables reporting completed by end 2022



## Regional Roundtable Report Form

<b>GRSB Roundtable Member:</b>	Australian Beef Sustainability Framework
<b>Date:</b>	21 May, 2022
<b>Person Reporting:</b>	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:**

Following original data collection projects will release final numbers with the Annual Update on June 16.

We have received the calculations of red meat net GHG emissions for 2019. Indications are a net decrease. Must note: Australia was in drought and the national herd was lower.

Animal husbandry survey completed, awaiting compiled results to give us information on vaccination rates, pain relief usage, low stress stock handling training, and much more.

Vegetation cover change mapping complete.

Consultation of Annual Update drafts underway.

Budgeting for 2022/23 underway.

### **Report on Committee and Working Group Activities:**

The SSG meet on April 28 to discuss the Annual Update and launch event. Lengthy discussions on indicators, and ensuring we advise industry of reporting requirements and transparency, not greenwashing.

Met with BSI to discuss the proposal for Global Standard for Ruminant Production.

Brief discussion on how to increase engagement for Consultative Committee process

### **Upcoming Meetings / Conferences / Events:**

2022 Annual Update Launch – 16<sup>th</sup> June

Sheep Sustainability Launch – 17<sup>th</sup> July

Consultative Committee – 17<sup>th</sup> August



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF®

## National 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: CRSB

Date: May 19, 2022

Person Reporting: CRSB

### Report on Governance and Organization:

- 2022-23 Council elections taking place via electronic voting
- 2022-26 Strategy and Business Plan has been approved
- Two Summer Interns have joined the CRSB staff team: Cailey Church and Erin Hughes

### Report on Projects and Initiatives:

- Planning is underway for three upcoming events, where CRSB will have a booth, speakers and/or meetings
  - Alberta Beef Industry Conference
  - Calgary Stampede
  - CRSB Annual General Meeting
- Brainstorming government grant application ideas for the next five-year policy framework

### Report on Committee and Working Group Activities:

- The Framework Committee continues to review the indicators in the two standards – the focus for the next couple of months are the natural resources indicators
- Consultants are analyzing the primary and secondary data for the National Beef Sustainability Assessment
- The second Cooking by Degrees campaign is launching in June
  - An example from the 2020 campaign can be found here:  
[https://www.thestar.com/sponsored\\_sections/cooking-by-degrees/2020/11/26/the-most-surprising-meal-youll-make-this-year.html](https://www.thestar.com/sponsored_sections/cooking-by-degrees/2020/11/26/the-most-surprising-meal-youll-make-this-year.html)

### Upcoming Meetings / Conferences / Events:



- CRSB Annual General Meeting, August 16<sup>th</sup>, 2022 in Penticton, British Columbia
  - Register here:  
<https://canadianbeefindustryconference.com/wordpress/register-now/>

Other:



## 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: ERBS

Date: 20/05/2022

Person Reporting: Roz Davis

### **Report on Governance and Organization:**

### **Report on Projects and Initiatives:**

- We have completed a map of all activities being led by Platforms in country towards the ERBS outcome targets, as well activities that other ERBS members are keen to share too – this will be shared with all ERBS members, to create more visibility (and hence enable even more collaboration and knowledge share) on activities that are happening on the ground

### **Report on Committee and Working Group Activities:**

#### Technical Working Group:

- Completed refreshed guideline document on outcome targets
- Aligned on a plan to design and validate a new target, and our next GHG target
- Aligned on a proposal for the next version of our ERBS Recognition Stage process, building in learnings from the 2021 progress reporting, more future-proofing, and more outcome focus. This will go to the ERBS board for approval

#### Comms Working Group:

- Built a plan of comms activities, using our ERBS key messages, target audiences, and narrative, with the overall objective of growing the awareness of the ERBS
- Started refreshing current and creating new comms tools that will help ERBS members to help us grow the awareness of the ERBS
- Reviewed comms activities to date and their reach

**Upcoming Meetings / Conferences / Events:**

We are very focused currently on completing the planning for our ERBS annual member event in person in France 14<sup>th</sup> and 15<sup>th</sup> June. This will be the first time we have come back together in person as a Roundtable for nearly 3 years, and are expecting close to 30 members joining the event. We have a day field trip, and then a meeting the following day, under the theme of “igniting positive impact together”. The core focus will be on knowledge share – in the context of the challenges currently facing the beef sector and what may be on the horizon – and making the most of our collaboration.

**Other:**



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

Date: May 20th 2022

Person Reporting: Hugo Sánchez

### **Report on Governance and Organization:**

We had our MPCS General Assembly last April 21. The main authorities were reelected. We approved 10 new members, so we are now 36 members.

### **Report on Projects and Initiatives:**

We were working on the organization of the Paraguayan innovation tour, from May 30th to June 2nd. We have an intensive schedule to visit producers, processors, etc. besides having the opportunity to know the culture and tradition of the Chaco region.

We have a new contract to develop a training program in good practices and sustainable production systems. It will include field trips, congress as well as formal courses for 12 months.

### **Report on Committee and Working Group Activities:**

### **Upcoming Meetings / Conferences / Events:**

Grand Chaco Innovation Tour: Asunción and Filadelfia, Paraguayan Chaco. May 30<sup>th</sup> to Jun 2<sup>nd</sup>

**Other:**



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GRSB Roundtable Member: New Zealand Roundtable

Date: May 2022

Person Reporting: Richard Scholefield

### **Report on Governance and Organization:**

NZRSB held a strategic planning session in conjunction with our Board Meeting this week, in part, assessing our governance structure and establishing guidelines around our processes and goal setting. Our working groups and committees are formed from predominantly Board Members. There is a focus on both expanding the range and responsibilities of these groups to include our wider membership and/or consider technical expertise from outside of our membership.

### **Report on Projects and Initiatives:**

We are working on formalising a relationship with NZFAI and building relationships with non-member organisations. These relationships will aid NZRSB's capacity to add assurance programmes beyond the production stage into our Certified Framework, e.g. processors and transporters.

### **Report on Committee and Working Group Activities:**

Our Membership working group is reformed into a Stakeholder & Communications Committee as we look towards developing our Communications and Marketing Strategy.

Our Climate, Nature Positive and Animal Health & Welfare Groups are investigating data sources to ensure progress can be measured with regularity and consistency.

### **Upcoming Meetings / Conferences / Events:**

Our next Board meeting is scheduled for 8 July 2022. Our 2022 AGM and mini-conference is tentatively scheduled for 2 August with the intent to follow the NZ Red Meat Sector Conference over the prior 2 days.

### **Other:**



## Regional Roundtable Report Form

GRSB Roundtable Member:	Southern African Regional Roundtable
Date:	22nd May 2022
Person Reporting:	Max Makuvise

### Report on Governance and Organization:

Had an impromptu executive meeting on 27<sup>th</sup> April as we awaited Permanent Secretary of Agriculture at the new SARRSB offices. This visit was important as it recognizes the work of the SARRSB at the highest level of Government.

### Report on Projects and Initiatives:

IFAD project is going well. Fortnightly meetings are taking place and annual reports have been submitted

### Report on Committee and Working Group Activities:

As mentioned above we had a meeting at the new SARRSB offices. Joining us was Rachel of Solidaridad and we talked about closer ties with East Africa where most of Africa's cattle are.

### Upcoming Meetings / Conferences / Events:

Other: Attached is a report from the visit to the SARRSB Offices.

### Zimbabwe Government commends LIPS-Zim project's research activities

Permanent Secretary in Zimbabwe's Ministry of Lands, Agriculture, Fisheries, Water and Rural Resettlement, Dr John Basera, visited the European Union funded - Livestock Production Systems in Zimbabwe (LIPS –Zim) exhibition at Matopos Research Institute, outside the country's second largest city, Bulawayo on 28 April. He was accompanied by a high-level delegation from his ministry and other dignitaries. The purpose of the visit was to showcase the project activities and to discuss and strengthen partnerships with government departments and meet with researchers, scientists and farmers involved in the project.

The LIPS- Zim project also houses the Southern Africa Regional Roundtable for Sustainable Beef secretariat and the Permanent Secretary had a chance to see the offices and understand a bit more about the work the SARRSB is doing in partnership with ILRI.

Initially, the event had been scheduled as a high-level ministerial visit by Agriculture minister, Dr Anxious Masuka.

Sikhalazo Dube, LIPS- Zim project coordinator and International Livestock Research Institute (LRI) Southern Africa representative, welcomed the team and gave an overview of the project's research for development activities. He highlighted that the project's activities were extended to the farmers and other beneficiaries.

In his speech, Dr Basera spoke of his special ties with agricultural research for development. He highly commended the project's innovative livestock production systems approach to ensure Zimbabwe is food secure.



**Dr John Basera (extreme left) stresses a point at the high-level visit. Photo by Irenie Chakoma/ILRI**

“I am very excited to be here today and want to commend what the project is doing to make the country independent in food security to ensure a sustainable future,” Dr Basera said, adding, “We are fully embracing this partnership and we will support to the best of our abilities.”

In addition, he appreciated the project for the support given to government staff in terms of building their capacities to produce healthy crops and livestock and improve farmers’ livelihoods. He, therefore, urged for a multi-linkages of activities in agricultural research.’ ‘We need seamless linkages between research and extension and ultimately the research messages to benefit farmers.” he said.

To achieve this, the permanent secretary said there was a great need to re-introduce interactive innovation platforms between research and extension.



On display at the exhibition stand were fodder and different forage seed varieties. About 120 people attended the event. Beneficiary farmers also gave testimonies on how they were participating in the project.

“As farmers, we are also involved in participatory farmer research by testing and adapting to different livestock production technologies so as to commercialise our activities,” farmer Tongai Mahachi, of Buhera District in Manicaland Province, told the visiting team.

Started in 2020 the LIPS- Zim project aims at increasing adoption of climate-relevant innovations in livestock-based production systems, focusing on animal nutrition and improving surveillance and control of livestock diseases. International Livestock Research Institute (ILRI) is partnering the French Agricultural Research Centre for International Development (Cirad), the International Maize and Wheat Improvement Center (CIMMYT) and the University of Zimbabwe’s Faculty of Veterinary Sciences, to implement the project among smallholder livestock keepers in nine districts of Zimbabwe.

The country’s cattle population is roughly 5.5 million, 90 percent of which is managed by the smallholder communal livestock sector. Therefore, improving livestock production systems within the sector stands to dramatically increase potential sales and incomes for millions of small-scale livestock farmers.



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

Date: 19 May 2022

Person Reporting: Sam Werth

Report on Governance and Organization:

Nothing new to report here.

Report on Projects and Initiatives:

Our Industry Goals and Sector Targets have officially launched and can be found at [USRSB.org/Goals](https://USRSB.org/Goals). We are working on our media campaign. Projects and paths forward from the goals launch are being discussed amongst the new board.

Report on Committee and Working Group Activities:

Our program recognition committee is working to start our reevaluation process with our first two recognized programs.

Discussion of new working groups after our goals launch is happening, but we have not yet decided how we will restructure some of our groups to start making meaningful advances towards achieving our goals.

Upcoming Meetings / Conferences / Events:

Debbie Lyons-Blythe (2022/2023 Chair) and Sam will be headed to represent USRSB at the Livestock Marketing Association Conference from June 8-11 in Shipshewana, Indiana.

Other: