



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

National Roundtables Minutes June 16, 2022

GRSB Members Present: Monica Hadarits (CRSB); Samantha Werth, Rebecca Bolton (USRSB); Diana Caterine Forero (MGSC); Roz Davis (ERBS); Edward Moreno Coimbra (MBCS); Richared Scholefield, Steve Dickie, Louisa Icke, Megan Skiffington (NZRSB); German Serrano, MGSC

GRSB Staff Present: Scott Stuart, Katie Ambrose, Kellie Lasack, Julie James

Roundtable Presentation

NZRSB gave a presentation on their goals. Click [here](#) to view.

GCSB 2022

Ambrose shared GRSB will open the Global Conference featuring a video highlighting each of the National Roundtables' goals work. GRSB will provide the roundtables with a spec sheet including specific content/messaging and video format.

Social Mediate Updates

Lasack requested items from the Roundtables to better help GRSB promote their roundtables and their goals. This could include news releases about progress with your goals. Lasack also discussed how GRSB's social media channels are a great way to help the Roundtables increase followings on their social media pages and intentionally working together to spread the messaging on beef sustainability.

Werth suggested highlighting commonalities across all of the different national beef systems and the issues that are all similarly being worked on in the realm of sustainability. It would also be helpful to highlight how the different National beef systems interact with and complement each other.

Serrano suggested GRSB provide a monthly topic/theme for social media use, and also having a non-member webinar to help engage external interest and engagement in GRSB.

Monitoring, Reporting, Verification (MRV) – Goals

Ambrose shared GRSB had its initial meeting with SureHarvest. A meeting will be scheduled with the Working Group chairs in early July, followed by a meeting with the National Roundtables. Roundtable engagement is crucial, and it is important to have a representative from each roundtable on the MRV calls with SureHarvest. A request was made that these call have two date/time options for the Roundtables to ensure participation.

Future Agenda Items Requested

Please submit any request for discussion topics to Julie.james@grsbeef.org in advance of the next meeting to be added to the agenda.

The next Roundtable Meeting will be on **Thursday, July 21, 2022, 3:00 – 4:00pm Central US/Canada**. **SARRSB** will be presenting.