

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
MAY 10, 2022**

The Executive Committee meeting of the Global Roundtable for Sustainable Beef was called to order on May 10, 2022 at 3:06 p.m. Central U.S. / Canada time.

Members Present: Ian McConnel, Bob Lowe, Lucas McKelvie, Jeannette Ferran-Astorga, Bob McCan

Staff/Other Present: Ruairaidh Petre, Josefina Eisele, Katie Ambrose, 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 McCan that the minutes of the April 12, 2022 GRSB Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Sherrard reviewed the April 30, 2022 GRSB Financial Report reflecting \$564,356 in revenues and \$213,444 in expenses for a net surplus of \$350,912. The budget is in overall good standing although slightly behind in both revenues and expenses. Of the \$565K Dues Revenue Budget, approximately \$45K remains outstanding.

Ambrose reported status of each unpaid member: Payment from both RBI & Textile Exchange are expected. Hyplains – have tried to contact, McCan will find contact through USRSB, and Ambrose will contact Tim Hardman per McConnel. Merck – Ambrose will follow-up with Angela Baysinger after Petre’s contact. SATOTO Livestock Projects – no contacts made. Sherrard has emails out to Trouw and ANZ.

McConnel added that Woolworths Supermarkets should be applying for a GRSB Retail membership very soon. McConnel and Petre will follow-up by phone. Eisele also added a Colombian retailer branch of Casino Group, Exito is coming to Paraguay and is also a likely prospect for membership.

Accounts Receivable GoChain (\$14K) is held in tokens and not actual cash; tokens continue to accumulate; however, the value has been decreasing with the current market trend.

It was moved by Sherrard and seconded by Lowe that the April 30, 2022 Financial Report be approved as presented. Motion carried.

2022 Strategy Targets

McConnel presented the updated draft of the Strategic Targets for discussion. The purpose is to share with the Board of Directors at the beginning of each Board call. Feedback on the draft and proposed metrics included:

Webinars: McConnel recommended tracking the monthly GRSB Webinars and the quarterly Hot Topics, with a subline for other webinars such as external (IICA). A suggestion was also made to possibly track the number of downloads/viewing post webinar and perhaps promote this library of resources, especially, over the last couple of years.

External Events: The number of external events is not as essential without including meaningful GRSB engagement (interaction vs. attendance / quality vs. quantity of engagements).

Outreach (Asia & Africa): Petre & McConnel have had good traction with China prior to the pandemic, which has since been difficult to move forward. Africa would be more attainable for this year. Eisele suggested organizing a regional event in Africa with the Southern Africa Roundtable. Further, Eisele suggested having regional events in between the biennial Global Conference.

ACTION: McConnel and Petre will update the draft and circulate to the Executive Committee for refinement to share with the Board of Directors at the next board meeting on May 25th.

Executive Director's Report

GCSB Update

Petre reviewed the current draft schedule. Speakers are being contacted such as Tim Bennington, Debbie Lyons Blyth, NAMI. Please email Petre with any speaker recommendations. Petre shared having received input from the recent USRSB General Assembly about the importance of ensuring interactive engagement at conferences rather than simply spectatorship. For example, rather than a Panel Q&A, perhaps Q&A within groups. McKelvie suggested either brainstorming these ideas or possibly consulting an outside firm.

COP 27 Contract and Potential Sponsors

Petre gave an update that the contract with Emerging Ag has been signed. The first of these monthly meetings is scheduled for May 18, 1-2:00 pm Central US/Canada. Petre has provided Emerging Ag with several GRSB background materials such as the Beef Narrative, and the Beef Carbon Footprint Guideline. These resources will help Emerging Ag to draft a White Paper in cooperation with GRSB and members.

Potential sponsors are being sought, particularly from larger Producer organizations, as well as Processors such as Elanco. \$25K is needed for this project and will be funded 50/50 from GRSB's Budget and member sponsorships.

McConnel suggested adding Courtney Hall to the COP27 group.

Quarterly Hot Topics Feedback

Petre shared feedback from the first Quarterly Hot Topics meeting with meeting host, Josh Merrill (Corteva) who was disappointed with the lack of engagement on the call. Recommendations have been made to include breakouts in smaller groups.

MRV Request for Proposal Update

Petre provided an update that the RFPs have been pared down to two viable candidates that have responded to GRSB request for budgetary modifications. Petre and Stuart will review and finalize next week and update the Executive Committee accordingly. It is noted the 2023 Budget will need to be increased to allow for the work extending through 2023.

Regional Director's Report

Paraguayan Innovation Tour

Eisele reported the Paraguayan Innovation Tour has only 2-3 spots open and registration has been closed. Interest has been very high and favorable, as is with sponsorships. Eisele indicated opportunities to do more regional meetings in conjunction with FAO & GASL.

GRSB Webinar

The next GRSB webinar will be May 17, 2-3:00 p.m. Central US/Canada "Pending International Legislation on Deforestation: Global Challenges and Opportunities." Speakers will be Nathalie Walker, National Wildlife Federation, Mark Davies, Australian Beef Sustainability Framework, along with representatives from IPAM Brazil and Argentine Ministry of Agriculture.

Administrative Report

New member considerations were given for *Greenlabs* and *Acceligen*.

It was moved by McCan and supported by Ferran to recommend approval of GRSB membership for both *Greenlabs* and *Acceligen*. Motion carried.

Other Business

McConnel shared that Mark Davie with the Australian Beef Sustainability Framework has expressed interest in CN30 (Carbon Neutral by 2030) for Australia. McConnel will help with this draft to ensure that it aligns with GRSB's Global Goals.

As there was no further business brought before the Executive Committee, the meeting was adjourned at 4:12 p.m. Central US / Canada Time.

Next Executive Committee Meeting, June 14, 3:00 p.m. – 4:30p.m. Central US / Canada.