

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
BOARD OF DIRECTORS
JUNE 22, 2022**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 4:04 p.m. Central U.S. Time on Wednesday, June 22, 2022 via Zoom.

Board Members Present:

Producer Constituency

Meat & Livestock Australia, Jacob Betros
Canadian Council of Australia, Olivia Lawson
Canadian Cattlemen's Assoc., Fawn Jackson
Beef+Lamb NZ, Sam McIvor

Processing Constituency

Cargill, Ben Brophy

Retail Constituency

Civil Society Constituency

National Wildlife Federation, Francisco Beduschi

Allied Services and Industries Constituency

Corteva, Joshua Merrill

Roundtable Constituency

ERBS (Europe), Jane Duncan for Claire Donoghue
U.S., Samantha Werth

Ex-officio Members Present:

Ian McConnel, President
Bob Lowe, Vice President

Executive Committee Members Present:

Lucas McKelvie, Member-at-Large

GRSB Staff Members Present:

Josefina Eisele, Regional Director
Katie Ambrose, Director of Member Relations
Julie James, Office Administrator

Other Members Present:

Brenna Grant – Canfax
Amie Peck - CRSB
Diana Caterine Forero – MRGS
Monica Hadarits – CRSB
Todd Lowe – Dept of Ag, Hawaii
Matthew Cleveland, ABS
Tim Hardman – Fulton Marketing
Terry Ward – Zinpro
Steve Dickie, Louisa Icke – NZRSB
Rebecca Bolton – USRSB
Luiza Bruscato - GTPS
Mandi McLeod – Systems Insight
Juan Giordano -

Opening Remarks/Executive Committee Report

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

McConnel reported the Executive Committee was not able to meet earlier this month due to scheduling conflicts. GRSB staff is working on the dashboard of the Strategic Targets and will email a link to the board before the next Board meeting. McConnel attended the recent launch of the Australian Beef Sustainability Framework and met potential new GRSB members.

Consideration of Minutes

It was moved by Lawson and supported by Jackson that the minutes from the May 25, 2022 Board of Directors meetings be approved as presented. Motion carried.

Council Reports

Communications Council

Peck reported the Communications Council last met on June 21st. Robynne Anderson with Emerging Ag was on the call and presented a communications strategy for GRSB in preparation for Cop27. It includes a social media campaign starting in September running through November at Cop27 and continuing through December for Cop15 in Montreal, Canada this December. This Biodiversity Conference features sessions on Grasslands, Soil Health, and highlighting stories/case studies of farmers/ranchers, globally – especially those in developing countries, and those with concrete on farm activity reducing carbon emissions or enhance biodiversity. Canadian Cattlemen's Association is a partner of the Global Meat Alliance and will be connecting with them closer to Cop to streamline communications efforts. A working group has been established and will meet on June 29th and we'll have more ideas on the Food Day/Pavilion at that time. McConnel encouraged reaching out to recent new members to ensure their engagement in the various working groups, including Communications.

Social Media

Ambrose reported in the last six months, GRSB's goal of 2,000 new LinkedIn followers by June 2022 has been exceeded by 1,000+. A new target goal has been established for another 2,000 new followers by the end of this year. Ambrose reiterated that Lasack is a valuable resource available to serve their communications reach pertaining to their global goals and encouraged contacting Lasack directly kellie.lasack@grsbeef.org.

Climate Working Group Update

In the absence of Climate Chair, Courtney Hall, Brenna Grant reported the Climate Group last met on June 13th and a presentation was given by the Global Dairy Platform. The group continues to explore the various works already being done and establish best metrics to use.

McConnel recommended having periodic GRSB webinars covering this topic from a global perspective as it would be helpful for all to glean as this work continues to evolve.

Nature Positive Working Group Update

Eisele reported the Nature Positive Group has not met since the last report although they did host the last GRSB webinar on the Deforestation Legislation last month which was very well received. The next major step will be to meet with SureHarvest who will help direct them toward indicators to measure the Nature Positive goals.

Animal Health & Welfare Working Group Update

There was no update available, although Ambrose advised SureHarvest will be setting up a meeting with the Animal Health & Welfare working group very soon.

Regional Roundtable Updates

The Regional Roundtable reports are attached.

Executive Director's Report

COP27

In Petre's absence, Ambrose gave an update the next COP27 meeting with Emerging Ag will be on June 29th when more about having GRSB presence at the Food Day / Pavilion should be known. GRSB did not meet the application deadline to host a side event. GRSB and its members will be working together to arrange presence at other side events including, Climate Week in New York this September, as well as the meeting in Montreal this December. Ambrose added COP27 runs November 7-18 and encouraged members to prioritize participation at GRSB's Global Conference (November 7-10) before heading on to Egypt for COP27. In collaboration with Engine MHP, a communications campaign will be starting in September. Please let us know if you would like to be added to the COP27 distribution list (julie.james@grsbeef.org).

Question was asked if GRSB is doing any work for the Global Alliance for Sustainable Livestock (GASL) event in Dublin, Ireland in advance of the Global Conference. McConnel advised Petre is well-engaged and working with Liz Weatherburn in organizing a GASL regional event for Oceanic. They are currently looking for speakers for that regional event, as well as the main event in Ireland. A potential speaker is Sue McCloskey (Australian Agriculture) and possible speakers from New Zealand. Another significant meeting that Petre is engaged in is The Societal Role of Meat happening the same time in Dublin. Lawson stated Cattle Council of Australia is working with Liz Weatherburn in preparation for both meetings (Oceanic and Ireland). McConnel added there are other regional GASL events that are important to be engaged in, such as having Max Makuvise for Africa at the GASL event. Eisele reported the Latin American National Roundtables are looking to coordinate activities with FAO and GASL. The Latin American roundtables will start meeting every couple of months and GASL will be engaged in those meetings.

Ambrose advised GRSB is seeking underwriters for COP27 work. GRSB has made the initial investment of \$28K to Emerging Ag which represents half of the total work contracted which includes initial meetings, composing a Position Paper, and help GRSB with its messaging. Ambrose will be reaching out to members to help underwrite this work, as well as the side events at the Food Day Pavilion.

GRSB Global Conference

Ambrose reported on seeking sponsorship opportunities for the Global Conference. The current agenda is progressing, and the website and registration platform will be up soon. Please send any questions or suggestion to katie.ambrose@grsbeef.org. Betros commented it would be helpful to have registration information available prior to the end of the month in time for annual budgetary preparations.

SureHarvest, Monitoring, Reporting & Verification (MRV) Update

Eisele reported there was a recent call with SureHarvest to discuss an initial strategy to start working with the working group chairs and the roundtables. The next steps will be a meeting in early July and SureHarvest will present a plan to work with each of the National Roundtables to start gathering data.

Regional Director's Report

Paraguayan Innovation Tour – Feedback & Next Steps

Eisele reported this was a very well-received and successful field trip to see sustainability in action. Attendance was 70+ representing ten different countries. All participants of the tour have asked GRSB to organize similar tour trips on an annual basis. There was expressed interest from Uruguay and Costa Rica to establish National Roundtables and Eisele is pursuing these opportunities.

The Latin American region will be starting to meet every two months to increase collaboration and progress, and will hopefully bring new GRSB members in the Latin American Region. Eisele is also working with GASL and FAO on joint events and activities in Latin America. Eisele is currently in Sao Paulo, Brazil, with Textile Exchange regarding leather. Eisele has met in person with Mauricio Bauer, the New Director of Sustainability for JBS, Brazil, who is very aligned with GRSB and will help to bring other organizations within the beef sector.

Administrative Report

Membership

It was moved by Mclvor and supported by Lawson to approve all three new member applications for: *FAMI-QS; Greenham & Sons; Quentic; and Sebastian Olaso Aguirre/SolDorado.* Motion carried.

Next Board of Directors Meeting:

Wednesday, July 27, 2022 (9:00 a.m. – 10:30 a.m. Central US/Canada)

As there was no further business, the meeting was adjourned at 5:17 p.m. (Central US/Canada).



Regional Roundtable Report Form

GRSB Roundtable Member:	Australian Beef Sustainability Framework
Date:	17 June, 2022
Person Reporting:	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:

The ABSF 2022 Annual Report was launched on the 16th June in Sydney. We welcomed over 60 attendees, including retailers, investors, government, non-government organisations, universities, media as well as key industry representatives and corporate organisations. Special thanks to Ian McConnel for attending the event.

There was a presentation from Starzen about the importance of sustainability reporting when importing Australian beef into Japan. An SSG panel on the how sustainability is seen in the various stages of the supply chain. An innovation panel on some of the research and development going on in regard to CN30, biodiversity, and waste management. And a bespoke menu presented by a red meat ambassador chef and regenerative farmer.

There will be video recordings available in the coming weeks.

The report can be downloaded here: <https://www.sustainableaustralianbeef.com.au/resources/annual-update2/>

Key highlights include:

- 79.6% Natural Resource Management (NRM) regions achieved healthy groundcover thresholds in 2021
- 58.21% reduction in the emission of CO₂e since 2005 baseline
- 2.39 million tonnes of food waste was recovered and diverted from landfill along the beef value chain
- Producers using pain relief for animal husbandry procedures increased to 35%.

Media Activity:

- <https://twitter.com/BeefFramework>
- <https://www.mla.com.au/news-and-events/industry-news/absf-annual-update-australia-a-global-leader-in-sustainable-beef-production/>
- <https://www.beefcentral.com/news/sustainable-beef-the-hero-of-the-dish-at-the-absf-annual-update/>
- <https://www.abc.net.au/news/2022-06-16/beef-sustainability-update-2022/101157332>

- Plus radio interviews and more to come

Report on Committee and Working Group Activities:

Getting the report out!

Follow up media and promotion to come

Upcoming Meetings / Conferences / Events:

Sheep Sustainability Framework (SSF) Launch – 17th July

Joint ABSF and SSG Steering Group meeting – 16th August

Consultative Committee – 17th 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: June 17, 2022

Person Reporting: CRSB

Report on Governance and Organization:

- 2022-23 Council elections taking place via electronic voting

Report on Projects and Initiatives:

- Farm Credit Canada launched a Sustainability Incentive program for CRSB Certified farmers and ranchers: <https://www.fcc-fac.ca/en/financing/agriculture/sustainability-incentive-program.html>
- Foodscapes marketing campaign launched: <https://www.betterlivingtv.ca/portfolio-post/the-canadian-grasslands-cooperation-conservation/>

Report on Committee and Working Group Activities:

- Scientific Advisory Committee is meeting next week to review the preliminary results of the 2nd National Beef Sustainability Assessment
- Framework Committee is reviewing the Natural Resources indicators in the two standards

Upcoming Meetings / Conferences / Events:

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

Other:



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GRSB Roundtable Member: ERBS

Date: 17/06/2022

Person Reporting: Roz Davis

Report on Governance and Organization:

Report on Projects and Initiatives:

- We have completed a map of over 30 activities being led by Platforms in country towards the ERBS outcome targets, as well activities that other ERBS members are keen to share too , and this has been 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:

- Proposal for refreshed ERBS Recognition Stage process has been approved by the ERBS Board

Comms Working Group:

- Communications on our ERBS annual member event
- Encouraging the development of comms champs within our members, who can help amplify our comms

Upcoming Meetings / Conferences / Events:

We had a very successful ERBS annual member event in France over the 14th and 15th June, under the theme of “igniting positive impact together”. The core focus was 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.

We had 90% of ERBS member companies represented, and over 30 people at the event.

Day 1 was a field trip to visit a cattle collection centre, and then a farm where the group saw in practice the CAP’ER and Boviwell tools used for GHG reduction and animal welfare.

Day 2 was a member event, kicking off with 3 speakers talking about the macro landscape. Ruairaidh presented on the GRSB and global goals and the perspective from Roundtables. Richard Brown from Gira shared on the European market and macro dynamics, and Thomas Duffy from the CEJA (European Council for Young Farmers) brought the farmer perspective on the current challenges. We also heard from our Platforms in country on their current focus, 3 case studies from ERBS members, and how our Technical and Comms Working Groups are enabling members to make progress in the outcome areas.

Other:



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

Date: June 17th 2022

Person Reporting: Hugo Sánchez

Report on Governance and Organization:

We have requests for new members and are pending approbation,

Report on Projects and Initiatives:

We organized with the GRSB the Paraguayan innovation tour, from May 30th to June 2nd. We had more than 70 participants from 10 different countries who received information about the Chaco production system. It was very fruitful for us and for all the participants.

We initiated also our training and communication program in good practices and sustainable production systems, including field trips, congress as well as formal courses for 12 months.

Report on Committee and Working Group Activities:

Upcoming Meetings / Conferences / Events:

Other:



Regional Roundtable Report Form

GRSB Roundtable Member: New Zealand Roundtable

Date: June 2022

Person Reporting: Richard Scholefield

Report on Governance and Organization:

Establishing a Membership and Marketing Committee and reviewing our approach to media and communications.

Report on Projects and Initiatives:

We are working towards formalising relationships with NZFAI and MIA and initiating relationships with non-member organisations. These relationships will aid NZRSB's capacity to define its role and identify lead organisations to add onto assurance programmes beyond the production stage of our Certification Framework, e.g. processors and transporters.

Report on Committee and Working Group Activities:

Our Board is conducting direct engagement calls with all NZRSB members over the next week. They will be openly discussing NZRSB's planned direction and seeking member input on our objectives and priorities. This will be followed by a member poll to align the information received with some form of a quantitative prioritization.

Upcoming Meetings / Conferences / Events:

Our next Board meeting is scheduled for 8 July 2022. Our 2022 AGM and mini-conference is scheduled for 2 August in Christchurch following the NZ Red Meat Sector Conference.

Other:



Regional Roundtable Report Form

GRSB Roundtable Member:	Southern African Regional Roundtable
Date:	19 th June 2022
Person Reporting:	Max Makuvise

Report on Governance and Organization:

A board meeting of SARRSB was scheduled for 15th June. Unfortunately we did not have a quorum and instead as only the executive committee members were there we had an impromptu strategy session.

Report on Projects and Initiatives:

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

Report on Committee and Working Group Activities:

The executive committee will meet in the week starting 20th June. We have some big decisions to make regarding our future thrust as the same people seem to be constantly present at meetings. Agenda items include:

1. Bringing absent board members back into the fold
2. Reaching out to east Africa where cattle populations are highest in Africa
3. IFAD Project update.

Upcoming Meetings / Conferences / Events:

Executive committee meeting will be held in week starting 20th June

Other



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

Date: 16 Jun 2022

Person Reporting: Sam Werth

Report on Governance and Organization:

NA.

Report on Projects and Initiatives:

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

Report on Committee and Working Group Activities:

Our recognition program will officially begin the reevaluation process for two of our recognized programs in July. The intent with reevaluation is to understand if any practices have changed because of our initial evaluation as well as to understand more of what the programs are now tracking and measuring and how these metrics may help USRSB inform progress towards our goals. We are working on more resources for recognized programs to use for demonstration of the value of the recognition.

We are surveying each working group on past year's activities to better inform our August strategic planning meeting. We be looking to restructure some of our groups to more directly work towards our industry goals.

Upcoming Meetings / Conferences / Events:

August 16-18: USRSB Strategic Planning Meeting

Other:

NA.