

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
SEPTEMBER 13, 2022**

The Executive Committee meeting of the Global Roundtable for Sustainable Beef was called to order at 3:04 p.m. Central U.S. / Canada time.

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

Staff/Other Present: Josefina Eisele, Scott Stuart, 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 Sherrard and seconded by McKelvie that the minutes of the August 9, 2022 GRSB Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Sherrard reviewed the August 30, 2022 GRSB Financial Report reflecting \$890,796 in revenues and \$502,974 in expenses for a net surplus of \$387,733. Sherrard highlighted while the expenses appeared low; there are areas accumulating, particularly under Workstream Development and the work undergoing with SureHarvest on Monitoring and Reporting, and with Emerging Ag on preparation for COP27.

Ambrose reported having met 86% of the Global Conference sponsorship budget. Stuart added that the conference budget reflects \$225,000 in sponsorships and \$187,300 in conference registrations for a total of \$412,300 total conference revenue. In addition to the Annual Budget, there is also the Conference Budget established early in the year, as it is a working budget, recognizing actual expenses may come in higher than initially anticipated.

Considerations for potential surplus gained from the conference were discussed. Eisele suggested a Special Projects/Grant Fund that links to the Global Goals that could help under-developed countries. Sherrard mentioned increasing the Board Specified Reserve and investments. McConnel added potential work with SureHarvest, particularly, on alignment. Discussions will continue on the next Executive Committee call.

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

2022 Strategy

McConnel reviewed highlights from the updated Strategic Targets. The webinars are on track. November is in question due to the Global Conference. Aligning messaging continues with COP partners.

Sherrard added that the webinars were started during the period where there was limited face-to-face interactions and served as a wonderful member benefit for connectivity and communication. Now that travel and meeting restrictions have lifted, the frequency may be worth recalibrating. Eisele added attendance has been lower over the last few webinars. McConnel agreed that the frequency may need to be reconsidered; however, advocates the continued use of webinars as a valuable member driven resource for global industry-experts connectivity and collaboration.

Social Media strategy continues remain very strong with metrics growing every month.

McConnel requested formalization of GRSB communications as a resource for industry publications and suggested MHP to look at this project.

McConnel shared a recent call with SureHarvest and has raised the potential need to have a meeting in early January to discuss realignment in goals and additional targets to establish. It would also be a good time to establish plans for any excess funds.

Executive Director's Report

GCSB Update

Ambrose reported the conference schedule is posted on the website and registrations are significantly behind with just under 30 registrations. Ambrose implored the Executive Committee to share within their networks and reach to help promote registrations. A code will not be needed at registration as registrations for Sponsors, Speakers, Producers, Students and Media will all be directed to Ambrose for approval. The last two speakers are being confirmed and the Keynote Speaker will be announced soon. Ambrose added that an area of concern is the lack of National Roundtable participation for the Roundtable Celebration. Currently, only US, AU & Canada have agreed to participate, and Ambrose is hopeful, Europe and GTPS will also participate. Eisele reported having reached out to the Latin American Roundtables encouraging their engagement. McKelvie added the Communicators Summit agenda is coming along very well, and they may have the opportunity for additional research.

Communications and promotions will be made for GRSB's 10-year Anniversary up to and throughout the Global Conference.

The Executive Committee agreed it would be important to have a time of connection at some point during the conference, and to discuss the 2023 Board of Directors election. A dinner on Sunday night preceding the start of the conference will be added.

COP27 Update

Eisele reported there remains some areas that need to be finalized, particularly, with IICA and the African pavilions where both Eisele and Petre will be moderating these sessions,

respectively. Details including panelists are being finalized for both; much is unknown with more information coming soon. Additional, and potential opportunities for GRSB participation could be with the International Chamber of Commerce and EcoSecurities. Ambrose shared encouraging feedback from outside organizations that GRSB is furthest along in its positioning at COP and credits EmergingAg.

Regional Director's Report

Eisele reported there will be a National Roundtable Meeting for Latin America in Santa Cruz, Bolivia. Participating GRSB Roundtables will be Brazil, Bolivia, Paraguay. The goals of the meeting will be to discuss how to increase roundtable GRSB engagement, particularly, in the working groups, goals monitoring and reporting, and the Global Conference.

Eisele will start traveling to visit the Latin American roundtables, including Brazil to engage more members, as well as meeting in Uruguay to jumpstart a roundtable there.

Administrative Report

New Prospective GRSB Member

New member considerations for both Milliens and FEEDUp are being held for further vetting and discussion.

An idea was given to possibly sponsor a new member, an applicant would have to be nominated or sponsored by an existing member prior to consideration and Board approval. Stuart added that such a process would require an amendment to the current Articles and Bylaws.

Other Business

Stuart advised of the upcoming 2023 Board of Directors elections, and a nominations email will be sent September 16 with the new Board of Directors elected by Nov. 1 prior to the Global Conference. The new Board of Directors will then elect the Executive Committee by the end of November. Board nominations will close the end of September and only the designated voting member can nominate or vote. Voting will take place in October. McConnell encouraged employing means to engage the Latin American members in this process. Eisele will share this at the Latin American Strategy meeting. Stuart will distribute the list of board member seat terms to the Executive Committee after the call.

Ambrose shared that NCBA and Cargill have teamed up to provide a grant to help send producers to industry events and GRSB has submitted a proposal for the Global Conference to be included in that offering. Once a producer registers for the GRSB conference, they may click on the grant application which will take them to the NCBA website to complete their application process. The grant will reward \$1,460 to help individual Producers with specifically, their conference registration and hotel expense.

As there was no further business brought before the Executive Committee, the meeting was adjourned at 4:30 p.m. Central US / Canada Time.

Ferran-Estorga added they will be meeting with Secretary Vilsack the next week and will be plugging the GCSB and are hopeful for his confirmation to attend.

Next Executive Committee Meeting, October 11th, 3:00 p.m. – 4:30p.m. Central US / Canada.