

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
BOARD OF DIRECTORS  
OCTOBER 26, 2022**

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

**Board Members Present:**

**Producer Constituency**

Meat & Livestock Australia, Jacob Betros  
Canadian Cattle Assoc, Dennis Laycraft  
Cattle Council of Australia, Olivia Lawson

**Processing Constituency**

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

**Retail Constituency**

McDonald's, Lisa Isaacs  
Restaurant Brands Int'l, Peter Measham

**Civil Society Constituency**

National Wildlife Federation, Hillary Fenrich

**Allied Services and Industries Constituency**

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

**Roundtable Constituency**

ERBS (Europe), Claire Donohue  
MPCS (Paraguay), Hugo Sanchez  
U.S., Samantha Werth

---

**Ex-officio Members Present:**

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

**Executive Committee Members Present:**

Lucas McKelvie, Member-at-Large  
Jeannette Ferran Astorga, Member-at-Large

**GRSB Staff Members Present:**

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

**Other Members Present:**

Cece Blythe – Alltech  
Amie Peck – CCA  
Jenny O'Sullivan - ABSF  
Caterine Forero – MRGS  
Monica Hadarits – CRSB  
Louisa Icke – NZRSB  
German Serrano – MGSC  
Leon Mol – Ahold Delhaize  
Terry Ward – Zinpro  
Sebastian Olaso Aguirre – Sol Dorado  
Jessica Loughland – Greenham  
Edward Moreno Coimbra – Bolivian RT  
Teresa Steele Rika – Datamars  
Michelle Randall – Cattle Council AU

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

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

McConnel shared having a recent visit with various producers in the Central Queensland area regarding sustainability and ESG requirements and was encouraged with the degree of personal commitment and various systems from one farmer to another, thus reinforced the necessity of working together and collaborating through leadership forums like GRSB.

### **Strategic Targets**

McConnel shared highlights from the Strategic Targets to include a significant increase in membership and member engagement in the working groups; as well as Expanding our Influence where GRSB's voice was present in recent discussions at GASL and the Societal Role of Meat Conference, and then heading into COP27.

### **Consideration of Minutes**

It was moved by Gillespie and supported by Fenrich that the minutes from the September 28, 2022 Board of Directors meetings be approved as presented. Motion carried.

### **Financial Report**

Sherrard reviewed the September 30, 2022 GRSB Financial Report reflecting \$994,195 in revenues and \$602,393 in expenses for a net surplus of \$391,802. The Budget is in a good position tracking in-line with Budget with \$50K in Membership Dues above Budget due to the increase in membership.

Stuart commented on the Global Conference having a nice income brought in through members and non-member sponsorships, as well as registrations which are just over 200 at this point in time. Stuart clarified the revenue and expenses for both the Communicators Summit and the Global Conference are reflected together since both events are occurring at the same time.

Ambrose reiterated appreciation for all conference sponsors and support.

Sherrard added a modest surplus is common in conference years and the Executive Committee has been discussing opportunities for that surplus to include various projects within the working groups, codifying a Global Standard for Sustainable Beef, adding staff or contract services for the goals, or the Board Specified Reserve.

Petre stated the Executive Committee typically confers and identifies the best course of action for any surplus which gets implemented before the end of that year. If the decision is to increase the Board Specified Reserve, then a recommendation would be put before the Board of Directors to vote.

McConnel concluded stating if any board member has any ideas for surplus, to please reach out to an Executive Committee member and they will be sure to include them for consideration.

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

## **Council Reports**

### **Communications Council**

Peck gave an update that the Comms Council has been busy finalizing all the details for the Communicators Summit which currently has 95 registrants. The morning will include discussion panels on Communications and Beef Sustainability and the afternoon will have Howard Parry Husbands on consumer research. Also, discussions were had with MHP on press releases and ideas to keep the discussions going after the Global Conference and during COP27, and the anticipation of earned media coming out of the conference.

### **Social Media**

Lasack shared having a complete social media plan at the conference to include videos, daily recaps, and active posting across all media channels, primarily on Twitter, and requested all members' social media activity to include #GCSB22 although Lasack will email a complete list of applicable hashtags to include.

### **Working Group Updates**

#### **Climate**

Petre gave an update that the Climate Working Group has been preparing for its presentation at the upcoming conference, as well as having further reporting discussions with SureHarvest regarding reporting suitability within their framework.

#### **Nature Positive Production**

Fenrich reported having more discussion with SureHarvest and Eisele regarding the recent survey results pertaining to Nature Positive. Fenrich and Eisele will have another call with SureHarvest to discuss best measuring and reporting suitable in the SureHarvest framework.

It was suggested for the Nature Positive Working Group to engage in the U.N. Biodiversity Conference in Montreal in December.

#### **Animal Health & Welfare**

Petre reported that the working group will have a panel discussion at the conference on what work is currently being done globally and how can that be replicated and supported.

### **Regional Roundtable Updates**

The Regional Roundtable reports are attached.

## **Executive Director's Report**

### GRSB Global Conference

Petre shared that Crowd Compass is a mobile app available for the Global Conference and encouraged members to download the app for complete information on the conference.

A sneak peak of part 1 of 4 of Peter Byck's recent film, *Roots So Deep* will be shown Monday immediately after the Communicators Summit.

### COP27

Petre shared that both he and Eisele will be participating in a number of various side events throughout the 2<sup>nd</sup> week of COP27.

### Monitoring and Reporting Update

Petre reported that SureHarvest has had calls with all of the working groups and National Roundtables. A proposed framework will be presented by SureHarvest at the conference.

### 2023 Board Election

Petre reminded voting is currently open to elect the new 2023 Board of Directors and encouraged member participation (deadline to vote is Nov. 30<sup>th</sup>). This email communications is sent only to the Primary Member of each organization.

## **Regional Director's Report**

Eisele reported on the recent Latin American Regional Strategic Planning meeting in Bolivia to discuss common topics and develop a regional narrative identifying needs and develop projects, and to increase Latin American representation among GRSB leadership forums. Also, new roundtables in the works include: Peru and Uruguay.

## **Administrative Report**

### Membership

It was moved by Werth and supported by Lawson to approve all four new member applications including: *Melliens, Frigorifico Manu Eirl, Von Forrell Ranch and Volur. Motion carried.*

## **Next Board of Directors Meeting:**

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

As there was no further business, the meeting was adjourned at 5:28 p.m. (Central US/Canada).