

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
BOARD OF DIRECTORS
NOVEMBER 30, 2022**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 9:04 a.m. Central U.S. Time via Zoom.

Board Members Present:

Producer Constituency

Meat & Livestock Australia, Jacob Betros
Canadian Cattle Assoc., Ryan Beierbach
Cattle Council of Australia, Olivia Lawson
Beef + Lamb NZ, Nick Jolly *for* Sam McIvor

Processing Constituency

OSI, Craig Jensen
Cargill, Ben Brophy

Retail Constituency

McDonald's, Luke McKelvie *for* Lisa Isaacs
Restaurant Brands Int'l, Peter Measham

Civil Society Constituency

National Wildlife Federation, Hillary Fenrich
Savory Institute, Felipe Urioste

Allied Services and Industries Constituency

Textile Exchange, Anne Gillespie
Corteva AgriScience, Joshua Merrill

Roundtable Constituency

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

GRSB Staff Members Present:

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

Other Members Present:

Amie Peck – CCA
Monica Hadarits - CRSB
Caterine Forero – MRGS
R. Scolefield, L. Icke – NZRSB
Josh White, Kevin Kester – NCBA
German Serrano - MGSC
Aline Aguiar, Rabobank
Matthew Cleveland – ABS
Tim Hardman – Fulton Marketing
Scott Strachan – Harvest Road
Alex Bjork – WWF
Sabreena Larson – Acceligen
Sebastian Olaso Aguirre – Sol Dorado

Opening Remarks/Executive Committee Report

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

Strategic Targets

President, Ian McConnel highlighted the Strategic Targets are on track with the exception of meeting 12 webinars within the calendar year due to preparations for the Global Conference in November.

McConnel shared GRSB's plan to increase membership engagement within each region by starting Regional Engagement Workshops to be spearheaded by regional champions. There will be a thorough review of GRSB's Strategic Plan up to 2030, and an Action Plan with deliverables over the next 12 months will be established. This process should be evolutionary vs. revolutionary to ensure focus and progress on existing initiatives. The planning process will start on-line in early January with an in-person meeting sometime within the first quarter.

Consideration of Minutes

It was moved by Betros and supported by McKelvie that the minutes from the October 26, 2022 Board of Directors meetings be approved as presented. Motion carried.

Executive Director's Report

Executive Director, Ruaraidh Petre expressed appreciation for all GRSB members, staff, and especially, the speakers and sponsors who all contributed to the success of the Global Conference. Petre also acknowledged the various hardships that prohibited wider attendance and the need to carefully consider offering a hybrid event in the future. Overall, the conference survey feedback was primarily positive with a few areas for improvement such as ensuring greater regional diversification in speakers and panels.

COP27

Petre reported GRSB Vice President, Bob Lowe represented GRSB in a number of side events at COP during the week of the conference. Lowe shared positive feedback in general for livestock and agriculture and exhorted the necessity to engage in more and clearer communications with all sectors. Panel discussions with plant and/or cell-based meat companies will also be planned in the future. The Koronivia Process now known as, Sharm El Sheik which recognizes all of agriculture as solutions to climate, and emphasizes the importance of International and multi-stakeholder collaboration, with both Producers and Private Sector engagement. Comments and submissions are being accepted between now and March 2023 which GRSB will offer input and highly encourages its members to also submit. Food Security was also a discussion with more of an approach of adaptation vs. mitigation primarily driven by India. McConnel added the importance to work strategically toward COP28 within GRSB's 2023 Action Plan.

Monica Hadarits advised Canada is fully engaged and will have a strong Canadian Beef presence at COP15, December 17-19 in Montreal.

Regional Director's Report

Regional Director, Josefina Eisele reported a positive outcome from a recent trip to Uruguay to discuss Uruguay's interest in establishing a National Roundtable with the GRSB. Further discussions to continue and appears to be a mutually beneficial partnership. Eisele also met with newly elected Board member, Sebastian Olaso Aguirre with Sol Dorado in Uruguay.

Eisele also reported having numerous communications with the European Commission who have approved projects for the next four years in the Chaco region with a fund of \$7 million euros managed by a consortium of NGOs. They are interested in aligning with GRSB in communications and events.

Communications Council

Communications Council Chair, Amie Peck reported on the success of the recent Communicators Summit having 100+ attendees with overall feedback being very positive, especially, for the panel discussions. A workshop exclusive to Communications Professionals was recommended and will be discussed on the next Communications Council call.

Social Media

Communications Coordinator, Kellie Lasack reported the social media analytics for the conference was remarkable. Most companies hope to increase followers by 100 in a year and GRSB managed to do so within four days during the conference increasing 85 new followers on Linked-in, 96 between Facebook & Instagram, 19,000+ impressions, 514 hashtag interactions.

Proposed Bylaws Changes

Petre presented the Recommendations from the Executive Committee to change the GRSB Bylaws to:

- Increase member representation on the Executive committee by adding one additional Member at Large seat for a total of three.
- Remove the ex-officio status of the Immediate Past President.
- The Immediate Past President serves a minimum of one year with the option to continue with a second year.
- If the Immediate Past President chooses not to serve a second year, if eligible to do so, an additional Member at Large member would be elected for a one-year term so that in any case there is always a 7 member Executive Committee.

It was moved by Samantha Werth and seconded by Nick Jolly to accept the proposed changes and recommend ratification by the General Assembly. Motion carried.

Administrative Report

Membership

Petre presented three new member considerations for: *Organic Systems & Solutions*, *Certified Sustainable*, and *AgriWebb*.

It was moved by Hillary Fenrich and supported by Luke McKelvie to approve all three the new member applications. Motion carried.

Comment was made on the importance of ensuring mutually beneficial memberships. McConnel advised the Executive Committee is currently discussing membership accountability by way of reporting on sustainability metrics and benchmarks.

Next Board of Directors Meeting:

- December 14, 2022, 4:00 – 5:00 p.m. Central US/Canada (2023 Election of Executive Committee)
 - EC nominations close end of day, Nov. 30; however, nominations may be made on day of election.
- December 21, 2022, 4:00 – 5:30 p.m. Central US/Canada (Last 2022 Board of Directors)

As there was no further business, the meeting was adjourned at 10:05 a.m. (Central US/Canada).



**GLOBAL ROUNDTABLE FOR
SUSTAINABLE BEEF®**

Regional Roundtable Report Form

GRSB Roundtable Member:	Australian Beef Sustainability Framework
Date:	15 December, 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.

We have welcomed Barb Madden onto the SSG, helping fill a gap in skills/knowledge in the grain-fed sector.

Report on Projects and Initiatives:

Ongoing projects:

- Goal setting
- Life Cycle Analysis
- GRI Alignment
- Australian Census Data

Report on Committee and Working Group Activities:

Providing feedback to Australian embassy on the EU deforestation legislation

Upcoming Meetings / Conferences / Events:

Steering Group Meeting – December 16

Steering Group Meeting – February 15

Consultative Committee – February 16

2023 Annual Launch – June 8



Regional 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: Canadian Roundtable for Sustainable Beef

Date: December 15, 2022

Person Reporting: CRSB

Report on Governance and Organization:

- CRSB attended the UN Biodiversity Conference (COP15) in Montreal, Quebec, Canada
 - Ducks Unlimited held a reception in support of sustainable agriculture at the Canadian pavilion. Attendance was excellent.
 - Birds Canada and CRSB co-authored an op-ed that was published in The Hill Times on grasslands, biodiversity and cattle:
<https://www.birdscanada.org/protecting-grasslands-op-ed>
 - The Nature Conservancy had a display in the nature positive pavilion with the tagline “Ranching can save trees and lives.”
- CRSB Council is meeting on January 17th to set the goals and priorities for the organization for 2023
- Our office will be closed for the holidays from December 26 – January 2 inclusive.
- Hired a technical writer who will work from January to March and their role is to synthesize the life cycle assessment results.

Report on Projects and Initiatives:

- Public consultations are complete. The Framework Committee is meeting on December 21st to review the feedback we received.

Report on Committee and Working Group Activities:

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Upcoming Meetings / Conferences / Events:

- **2023 Semi Annual Meeting**
April 25 & 26, 2023

Calgary, Alberta

- **2023 Annual General Meeting**

September 26 & 27, 2023

Toronto, Ontario



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

Date: December 15th 2022

Person Reporting: Hugo Sánchez

Report on Governance and Organization:

- Meeting with different organization with interest in be part of the MPCS
- Year-end meeting held

Report on Projects and Initiatives:

- Training courses on sustainability with San Carlos University
- "2022 Sustainability champion program" ended with 7 new champions

Report on Committee and Working Group Activities:

- Meeting with members to explain them the results of the Global Conference in Denver and the Cop 27 in Egypt
- Verification trip to the finalist properties to the Chaco in the Sustainability champion program

Upcoming Meetings / Conferences / Events:

Other:



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

Date: 15 Dec 2022

Person Reporting: Sam Werth

Report on Governance and Organization:

The finalized 2023-2035 USRSB Strategic Plan can be viewed here:

<https://www.usrsb.org/Media/USRSB/Docs/2023-2025-usrsb-strategicplan.pdf>

In December, USRSB begins the board of directors' nomination process, more to be reported in coming months.

Report on Projects and Initiatives:

See below working group updates. Beyond this, USRSB is currently working on a website overhaul to enhance user experience and overall functionality.

Report on Committee and Working Group Activities:

The Goals Progress WG has begun the process of benchmarking for our overarching Goals. We have identified "sector champions" to help with this task. Additionally, the GPWG has identified 17 goals and/or tactics which are time bound to our 2023-2025 Strategic Plan and have designated these as the WG's primary focus during this timeframe.

The Project and Resource Review WG plans to create their first ever targeted research agenda, with the intent being to support our Goals efforts. The PRRWG has identified Grazing Management Plans as their first ever research priority and plans to release a request for proposals in early 2023 related to this topic.

The Outreach WG is working with our third-party contractor, Vivayic, to develop two new major learning modules to add to our current module library: one focused on our USRSB Goals and the other on helping producers develop written grazing management plans based on their location and/or average annual rainfall.

The Recognition Program WG is currently working with our first of three reevaluations to be completed in 2023. This is our first time for program reevaluation and we hope to link these efforts directly back to our USRSB goals in an effort to demonstrate how participation in this program directly supports our industry-wide sustainability efforts.

The Feed Sustainability Task Force has reassembled and is currently working to create a roadmap connecting the feed sector to our beef sustainability goals. As feed is such a huge component of the feedyard sector but also touches other livestock sectors, we hope to utilize this effort to advance sustainability efforts across US livestock as a whole.

Upcoming Meetings / Conferences / Events:

[Trust in Food Symposium](#) – 23-24 Jan, 2023 (Nashville, TN)

[Cattle Industry Convention and NCBA Tradeshow](#) – 1-3 Feb, 2023 (New Orleans, LA)

[Society for Rangeland Management](#) – 12-16 Feb, 2023 (Boise, ID)

[USRSB General Assembly Meeting](#) – 2-4 May, 2023 (Boise, ID)

Other:

NA.