

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
JANUARY 10, 2023**

The Executive Committee meeting of the Global Roundtable for Sustainable Beef was called to order at 3:01 p.m. Central U.S. / Canada time.

Members Present: Ian McConnel, Bob Lowe, Justin Sherrard, Lucas McKelvie, Luiza Bruscato, Bob McCan

Staff/Other Present: Ruaraidh Petre, Josefina Eisele, Scott Stuart, Katie Ambrose, Julie James

Opening Remarks/Executive Committee Report

McConnel opened the meeting welcoming new Executive Committee member, Luiza Bruscato, GTPS.

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

Sherrard shared he will be in the U.S. for NCBA the week of January 30th and it would be an opportune time to have an extended Executive Committee meeting. Petre will work on compiling the summaries from the collective Regional Action Planning Meetings to have for review and discussion. It would also be beneficial to seek input from groups like ILRI, Dairy, FAO & GASL.

Approval of Minutes

It was moved by McCan and seconded by Sherrard that the minutes of the December 6th, 2022 GRSB Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Sherrard reviewed the December 31, 2022 GRSB Financial Report reflecting \$1,086,648 in revenues and \$1,118,934 in expenses for a net deficit of (\$32,286).

Sherrard highlighted:

Revenues:

- Contract Revenue (GoChain) was not as good of year for cryptocurrency
- Project Contributions - \$20K was for COP27 work funded by Elanco (\$10K), CCA (\$5K), and Beef+Lamb NZ (\$5K)
- GRSB enjoyed strong Conference Revenue exceeding Budget largely attributed to Katie Ambrose

Expenses:

- Travel was significantly higher for both Petre and Eisele due to increased travel costs.
- Goals Projects reflects an unexpected \$40K invoice from Emerging Ag for organizing COP27 side events (this is being contested as an administrative error as GRSB only participated in side events hosted by other organizations).
- Communicators Summit includes \$25K speaker fee for Howard Parry Husbands.

Petre added although the contract with MHP has not been renewed, MHP is billing for 90 days severance of \$25K which GRSB is contesting.

James gave an update on the Colorado Events Grant and is in the process of collecting final receipts to submit before the end of the month. The program rebate allows for 10% of qualifying expenses which could net GRSB \$15K-\$24K.

Sherrard stated optimism that the budget may possibly land \$50K in the positive after successful removal of Emerging Ag's invoice and the grant rebates.

Ambrose reported membership dues are tracking well and are ahead of this time in 2022.

It was moved by Sherrard and seconded by McCan that the December 31, 2022 Financial Report be approved as presented. Motion carried.

2023 Proposed Budget

Sherrard reviewed the Proposed Budget for 2023. Retained Earnings of \$63,375 was brought over from 2022 to even the Budget at net 0.

Sherrard highlighted:

- The \$17K increase in Membership Revenue will likely exceed with new members throughout the year.
- \$100K Project Contributions is marked for goals work and will require sponsorship funding.
- Roundtable Cooperation expense of \$10K is a modest start for the review and updates to the Global to Local document, which is a Roundtable collaboration of respective obligations
- The Communicators Summit expense includes the \$25K speaker fee for Howard Parry Husbands which will be submitted for the Colorado Events Grant.

It was moved by Sherrard and seconded by McCan to recommend the 2023 Proposed Budget to the Board of Directors for approval. Motion carried.

2022 Strategy

Innovation Tour / Board of Directors Meeting

Eisele is working closely with German Serrano on the schedule and logistics for the tour and

Board of Directors meeting, March 27-31, 2023 in Cartagena, Colombia. Petre stated while physical attendance is encouraged, a virtual attendance option will be provided.

Petre stated there are generally two face-to-face meetings each year alternating inside and outside of North America. The next in-person Board meeting is planned for the end of the third quarter, and there will also be a Communicators Summit. Sherrard urged establishing dates as soon as possible for scheduling purposes.

Administrative Report

GRSB Webinar

Petre reported the next GRSB webinar, "Financing Beef Sustainability will be on January 12, 2:00-3:00 pm Central US/Canada and currently has 117 registrants.

New Prospective GRSB Members

New member considerations for:

- Victoree Angus – held for further information from McConnel
- Horsepower – held for further information from Petre

It was moved by Sherrard and supported by Lowe to recommend approval of North American Meat Institute, and Juan Carlos Batista. for GRSB membership. Motion carried.

Other Business

Petre shared information on the Federal Trade Commission, Green Guides which is a guideline reviewed every 10 years to ensure claims are substantiated. The deadline for Public Comments for potential updates is February 21. Petre inquired if it would be best for GRSB to respond or also have its members respond individually. McConnel and McKelvie will check if Tyson and McDonald's are involved.

Petre added he will be speaking at the MLA/ABSF Consultative Meeting on Feb. 16th.

Bruscato stated she will be coordinating a similar meeting for Brazil and will invite Petre to speak.

Bruscato asked if GRSB had media training policies/procedures. Petre will forward GRSB's information developed by MHP. Petre added it would be good to also forward this information to Kellie Lasack for input and updates, if needed.

McKelvie inquired if there is a Year in Review or highlights of achievements and new members, etc. that could be circulated to membership but also used as a recruitment tool. The Annual Report is a thorough review but too long for a recruitment tool. Petre will discuss ideas and options with Communications Coordinator, Kellie Lasack.

The next Executive Committee Meeting will be on February 14, 2023, 3:00 p.m. – 4:30p.m. Central US / Canada.