



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF®

NEW NARRATIVE FINAL

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One of the biggest challenges facing the world today is climate change. Every continent, country, business and person must contribute to its solutions. The global beef industry is no different.

For people all over the world, beef is part of a vital food system. It is a natural and nutritious source of iron and protein, and is enjoyed by millions as steaks, burgers, stir fries, roasts and stews. It is also a US\$330 billion industry that supports farmers, ranchers, families and communities in almost every country.

The world relies on beef and the industry relies on a healthy world to produce it. That's why there is growing momentum in the industry to protect and nurture the earth's natural resources.

Where grasslands are at risk of commercial development or encroachment, sustainable players are preserving them. Where land is at risk of being damaged, farmers and ranchers are adopting regenerative practices to improve soil health and water conservation, maintaining and restoring biodiversity. And where native forests are at risk of being cleared, work is being done to protect them.

The industry is also adapting practices to enhance carbon sequestration. It is optimising resources through careful selection and management of cattle, feed and energy. And it is researching and investing in technology that measures and minimises greenhouse gas emissions.

However, there is also recognition of the opportunity to do more. The opportunity to be more environmentally responsible, more economically resilient and more socially beneficial.

The Global Roundtable for Sustainable Beef (GRSB) is a worldwide network of the people and organisations leading this positive change. GRSB brings together farmers, ranchers, suppliers, processors and retailers with researchers, environmental organisations, policymakers, regulators and investors. We are everyone from small family businesses to multinational corporations.

GRSB powers progress in sustainable beef by setting ambitious goals around reducing greenhouse gas emissions, improving land use and animal welfare. To help achieve these goals, we champion best practice, facilitate the exchange of knowledge and foster a collaborative approach. Across our global roundtable and 12 regional roundtables, we have over 500 members, working in 24 different countries. Collectively, our members are responsible for more than two thirds of cross-border beef trade.

From the grasslands of North America to the savannas of Africa, the Chaco of South America and outback of Australia, the natural world is intertwined with the beef industry and has been for hundreds of years. It's our mission to safeguard it.

We invite you to join us. Visit www.grsbeef.org to see how you can help power progress in sustainable beef.

GRSB: powering progress in sustainable beef