



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

Communications Council

Minutes

Monday, February 27, 2023
2:15 p.m. – 3:15 p.m. Central U.S./Canada Time

Members Present:

Amie Peck (CCA)	Andrea White (CCA)
Alison Lara (McDonald's)	Bradd Witt (Univ. Queensland)
Casey Kammerle (NAMI)	Taylah Faulkner (Univ. Queensland)
Flavia (GTPS)	Pip Band (Band Consulting)
Rebecca Bolton (USRSB)	David Smith (Ceres Tag)
Teresa Steele-Rika (Datamars)	Emma Boughen (Greenham & Sons)
Anne-France Quentric (Zoetis)	Marcio Caparroz (Int'l Beef Alliance)

Staff Present: Ruairaidh Petre, Josefina Eisele, Katie Ambrose, Kellie Lasack, Julie James

Highlights and Next Steps:

1. Monthly Themes for social media / communications (see bottom)
 - Review and send events / ideas to Kellie kellie.lasack@grsbeef.org
2. Brainstorm potential Communication themed webinars for council and GRSB members
 - Government Relation / Communications Case Studies (April?)
 - Beef and Lamb NZ - meat tax
 - Canadian Cattle Association – front of pack saturated fat labelling
 - Highlight government advocacy actions – what worked, what didn't, tactics, etc.
 - Teresa, Amie and Andrea to coordinate speakers / timing with GRSB
 - Cultivated Protein Discussion (June?)
 - Invite representatives from *Aleph Farms / Believer Meats* (formerly, *Future Meat*) and *GRSB*
 - Discuss position statements from each industry – areas of commonality and understanding

*** Please let GRSB know if there are any other ideas for a communications themed webinar.*

3. GRSB Communications Council Project – Standardized Public Research
 - a. Determine target regions globally (trend setters / thought leaders / areas of dense population)
 - b. Determine 7 – 15 standardized questions that could be applied in each region
 - c. Approach research companies with RFPs
 - d. Work with Global Meat Alliance on the quotes provided to determine how to fund research and cost share
 - e. Present at the in-person GRSB Communications Summit (October 2023, North America)
 - f. Project working group – Bradd, Taylah, Pip
 - g. Please let us know if you are interested in helping.

Next Comms Call – March 20, 2023, 2:15 – 3:15 p.m. Central US/Canada

Monthly Communications Themes

- **February** – *Nutritional*
- **March** – *Animal Health and Welfare*
- **April** – *Nature* (Earth Month)
- **May** – *Partnerships*
 - How to work more effectively with partners to support achieving our goals
- **June** – *Climate* – World Environment Day
- **July** – *Roundtable Spotlights*
- **August** – *Water*
- **September** – *Animal Health and Welfare*
 - Livestock Innovation Summit
- **October** – *Sustainability Overview*
- **November** – *Climate* (COP28)
- **December** – *Nature*