



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

## National Roundtables Minutes January 18, 2023

GRSB Members Present: Louisa Icke, Megan Skiffington (NZRSB), Luiza Bruscato (GTPS), Roz Davis (ERBS), Sam Werth (USRSB), Edward Moreno (MBCS), Caterine Forero (MGSC), Andrea White (CRSB) Hugo Sanchez (MPCS), German Serrano (MGSC),

GRSB Staff Present: Ruaraidh Petre, Josefina Eisele, Kellie Lasack

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Petre stated all of the regional planning calls have been completed and asked for all call notes to be forwarded to GRSB for collection and presentation to the Executive Committee. The 2022 Budget ended with a modest surplus which will require sponsorships for regional projects in 2023. Petre has calls scheduled with a couple of institutional funding opportunities (U.S. Aid and the Global Methane Pledge). Please let GRSB know if there are projects you are interested in and GRSB will help solicit funding.

Petre advised that all of the regional Alignment of Global Goals and Regional Priorities calls have been scheduled. These calls will include the chairs of each working group and are geared to focus on each roundtable around their goals, as well as, their reporting and timelines as they relate to the GRSB Goals. This essential input from each of the roundtables will be collected to help equip SureHarvest in developing a more realistic reporting approach for all the various development stages of the roundtables. Roundtables are encouraged to invite their members to help best contribute to the discussion. Also, each roundtable is requested to identify a notetaker which is important to best capture the views and communications of that roundtable.

Discussion was had on the regional goals and how they align with GRSB Global Goals, as well as challenges experienced by those with existing goals and opportunities to glean for those who do not have goals yet established.

Roundtables with established goals shared on their goal setting process:

**USRSB** – Werth shared briefly on the USRSB goal setting process which was a two year process, steered by Sector Champions for each of their main sectors throughout the beef supply chain. There were several discussions around the six indicators of sustainability where goals were deemed reasonable. Once the needs were identified and drafted, a panel of subject matter experts in different fields were consulted for input and edit, then opened for peer review and feedback. Werth will forward a graphic outlining their process with the roundtable.

**ERBS** – Davis shared key points and tips:

- Be realistic with the timeline and resources needed for the goal setting process
- Kick off with research of your local landscape to understand latest science, policy, and other schemes operating
- Especially important to be able to recognize and make the most of work, projects and programs already underway

- Start with a materiality assessment to identify the priority areas
- Use a panel of people with diverse knowledge and expertise
- Test the proposed goals with a public consultation, for credibility
- Allow adequate time to set solid baselines
- Document your framework and decisions as you go which you can build on over time

**GTPS** – Bruscato stated GTPS has set their Climate goals, as well as goals for each chain (producers, business, industry & inputs). GTPS is still working on Land Use and Traceability. GTPS does not require producers to pay off reduction for emissions but that the farmers have to inventory GHG to start measuring.

**ABSF** – Betros shared ABSF has conducted many 1:1 interviews with industry members, and is now consulting subject matter experts around the goal topics to understand some of their physical, social and economical boundaries and limitations which will help in drafting the ideas for further flushing. Established Goals include: Carbon Neutral by 2030 set by Meat & Livestock Australia, and a Pain Relief Goal as directed from the Red Meat Advisory Council. Nature Positive and Vegetation goals will be directed more from the bottom up.

Petre encouraged the roundtable members to reach out to each other for tips and input.

Petre stated that aggregating data will be the biggest challenge for GRSB and SureHarvest as data is collected differently among the roundtables. Initially, a dashboard of progress may be more realistic than reporting actual figure in reduction of global emission.

### Communications

Lasack shared GRSB's 2023 Communications Plan which is highly geared in highlighting and promoting the roundtables. Roundtables are requested to help provide content by sending information on events, webinars, graphics, videos, articles, new releases, etc. to Lasack (as they pertain to the GRSB Global Goals) to be promoted on GRSB's website and social channels. Lasack also requested beef sustainability photos to be contributed from roundtable members for GRSB's photo gallery to be used on the website, social media, annual report, presentations and printed material, etc. Other highlights of the Communications Plan include: creating infographs & fact sheets, monthly theme, blog posts, media kit for publications, a GRSB video and podcasts opportunities. Lasack will also be working with Eisele on content posted in Spanish. Lasack will email the roundtables a complete list of details for materials requested to help facilitate content for the Communications Plan.

Petre added GRSB will not be continuing with MHP and Lasack will be assuming GRSB's communications, along with the Communications Council. Petre encouraged roundtables to reach out to Lasack directly as needed, and to connect their Communications Professionals with Lasack and the Comms Council, especially, as representation from Latin American is needed on the Communications Council.

### Future Agenda Items Requested

Please submit any request for discussion topics to [Julie.james@grsbeef.org](mailto:Julie.james@grsbeef.org) in advance of the next meeting to be added to the agenda.

AOB

The next Roundtable Meeting will be on **Thursday, February 16, 2023, 3:00 – 4:00pm Central US/Canada**). **Colombian Roundtable** will be presenting.