

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
EXECUTIVE COMMITTEE MEETING  
MARCH 14, 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, Bob McCan

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

**Opening Remarks/Executive Committee Report**

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

**Approval of Minutes**

It was moved by Lowe and seconded by Sherrard that the minutes of the February 14, 2023 GRSB Executive Committee meeting be approved as presented. Motion carried.

McConnel referenced the Tactics worksheet link in the binder which is a live document on the website to track progress of the Annual Plan, and encouraged Executive Committee members involved in working groups or roundtables to check the worksheet is adequately reflected.

**Financial Reports**

Sherrard reported that the income and expenses on the February 28, 2023 Financial Report are in line with budget and reflecting a strong cash balance due to the influx of annual membership dues although there is significant amount outstanding. Ambrose commented that the outstanding dues list is sitting better than previous years at this time, and she will begin follow-up individually. Sherrard highlighted the \$23-25K GRSB anticipates receiving from the Colorado grant for the last Global Conference and Stuart will update the budget to reflect that line item.

It was moved by Sherrard and seconded by McCan that the February 28, 2022 Financial Report be approved as presented. Motion carried.

**Executive Director Report**

Emerging Ag / COP28

Petre shared that GRSB would like to continue working with Emerging Ag with a significantly reduced scope of work and budget. Emerging Ag's efforts would be specific to strategy guidance leading up to Cop28, identifying submission deadlines and private sector events via a series of monthly calls. GRSB would be responsible for implementations and arrange side

events with industry partners (Emerging Ag can help direct GRSB identify this list of industry partners). Progress will be reviewed monthly allowing for closer monitoring of their work with a commitment to not exceed \$30K. Working arrangements for specific scope and budget will be reviewed annually. The Executive Committee agreed to move forward with Emerging Ag on this limited basis and will keep the Board of Directors informed of progress.

It was moved by Lowe and seconded by McKelvie to approve engaging Emerging Ag in preparation for COP28 on a limited basis. Motion carried.

### Monitoring and Reporting

SureHarvest is currently revising the framework after having gathered all feedback from the 1:1 Alignment calls with the National Roundtables and the Working Group chairs. A soft launch is planned for late April. GRSB will be sure to discuss the framework in Cartagena to help increase communication and engagement with the roundtables.

### Global to Local Roundtable Cooperation

Petre reported having an initial call with Consensus Building Institute (CBI) to revise the Global to Local Framework to reflect a clearer role in collaboration and cooperation of both the global and regional roundtables on how best work together. A second call will be scheduled to further discuss and take next steps involving roundtables consultation. McConnell suggested the Executive Committee should discuss desired outcomes of the framework on the next Executive Committee meeting.

### FAO Gleam

Petre shared that FAO Gleam, a tool developed by FAO for footprinting livestock around the world based on nationally available figures, though the quality of the data is varied. GRSB approached FAO to use the tool for its LCA reporting globally and was met with enthusiasm from FAO. FAO offers GRSB their credibility and GRSB can support FAO with quality data. This is information only and there are no next steps at this time.

### Hot Topics Webinar

Petre shared on the next Hot Topic webinar, "Regenerative Agriculture and Nature Positive Production" to discuss if GRSB needs to formalize a position on Regenerative Ag or simply links directly to the Nature Positive Goal of sustainable beef. The Canadian position paper could provide guidance for discussion, and it is equally as important to discuss what Regenerative is not.

### Social Impact Goal

The draft Terms of Reference was distributed to the Executive Committee for prior review and Petre will update the text with a more simplified structure as recommended. McConnell agreed to be part of the Social Working Group as a representative of the Executive Committee. A first meeting which is open to all will be scheduled soon and a smaller drafting group will be formed shortly after.

### 3<sup>rd</sup> Quarter Board Meeting / Communicators Summit

The next in-person Board of Directors meeting and Communicators Summit was proposed for San Diego, October 2-4 directly preceding NAMI's Protein Pact scheduled for October 5-6 which would allow for cross-attendance. GRSB is looking at the same hotel as NAMI's Protein Pact meeting. An Executive Committee meeting will be part of the agenda.

### 2024 Global Conference for Sustainable Beef

Post the discussion, it was agreed to pursue planning for the 2024 Global Conference next Fall in Paraguay. GRSB will source hotels including the highly recommended Sheraton Hotel and form a Planning Committee. Australia has volunteered for 2026.

### Regional Report

#### Colombian Innovation Tour, Cartagena – March 27-31, 2023

Eisele has been working with German Serrano. To date, 80-100 are expected for the symposium with approximately 80 for the tour. Sponsorships have been secured and the event is expected to break even or have a modest profit.

Eisele also reported on her recent trip to Mexico City at a CNOG (largest farmers association in Mexico) event which had about 300 in attendance with 50K following on Facebook. Following this event, Eisele had a productive meeting with the CNOG President and CNOG is committed to supporting the national roundtable which would be led by the official Executive Director.

### Administrative Report

March Webinar: "Setting Climate Targets: Measuring Progress Across the Supply Chain" on February 23, 1:00-2:30 pm Central US/Canada.

#### New Member Considerations

New members considerations were reviewed for: FutureFeed, Pampa Oriental Ganadera Regenerative, Calf Solution and The Nature Conservancy.

It was moved by McConnel and supported by Lowe to recommend approval of all four new members for GRSB membership. Motion carried.

### Other Business

Sherrard recommended two potential projects that GRSB is best positioned to lead:

1. Setting minimum standards defining lower emissions beef supply chains
2. Defining deforestation free beef supply chains

Sherrard expressed concern that if GRSB doesn't initiate this role, someone else less credible

may. Another consideration is that, this could be an alternative revenue model for GRSB if we become an auditor or verifier, which may help in capturing some of the data flow for reporting purposes. Sherrard stated GRSB membership should be able to support these initiatives. McConnel suggested an action be determined at the upcoming Board meeting in Colombia.

Ambrose asked for clarity on the potential interviews with Lasack and Executive Committee members to be used on social media, Connect, etc. Sherrard stated the idea originally discussed was to have podcasts complimenting the webinars; however, maybe designing 5 questions in Connect selecting various members of the EC / GRSB membership, making content lighthearted but having serious undertones.

Adjourn.

**The next Executive Committee Meeting will be on April 11, 2023, 3:00 p.m. – 4:30p.m. Central US / Canada.**