



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

## Communications Council

### Minutes

Monday, March 20, 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

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

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#### **Public Trust Survey Working Group**

- Defining the main aim of developing this work
  - o Providing value to the GRSB Communicators Summit Attendees
  - o Earned media opportunities for GRSB and GMA
  - o To inform policy / regulatory conversations – consumer attitudes and purchasing patterns around beef sustainability
- Next steps:
  - o Pulling together the questions
  - o Latin America to suggest survey topics
  - o Gap assessment

#### **GRSB Communications Webinars**

- 1) Communications Case Studies – Overcoming regulatory / policy through communications tactics (late May / early June)
  - o Beef and Lamb NZD (contacted and confirmed)
  - o Canadian Cattle Association (confirmed)
- 2) Cellular Protein (July / Aug)
  - o Together with GMA? Or separate

- Future Farms? (Nicole H-J)

### **GRSB Communicators Summit – Oct 2-4, San Diego, California**

- Ideas for presentations at this time include
  - Public Trust research
  - Breakout / group discussions (interactive component)
  - Reputation and brand management case studies?
    - Latin America – potentially Brazilian exporters? Deforestation
    - North America?
    - Europe?
  - Health and Dietary Guidelines? (Alice Stanton – Global Burden of Disease)
  - Animal Health and Welfare
- Next steps:
  - Pulling together the overall theme / title
  - Looking for ideas on keynotes / presentations / discussions

**Next Comms – April 17, 2023, 2:15 – 3:15 p.m. Central US/Canada**