



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

GRSB Communications Call April 17, 2023 Follow – Up Actions / Notes

GRSB Communications Webinars

- 1) GRSB Communications Council Webinar “Public and Stakeholder Communications Case Studies”
 - Beef and Lamb NZD
 - Delivery of the GHG calculator
 - Collaboration with industry partners
 - Grassroots and Stakeholder communications with a wide success rate
 - Canadian Cattle Association
 - Front of package labelling proposal (Saturated fat on ground beef)
 - Public-facing campaign tactics
 - Ended with policy reversal, full exemption for all grinds
 - Date TBC – late May, early June
 - Audience – GRSB Members, Industry communication professionals (circulated by GRSB Communications Council)

- 2) Cultivated Protein (late August / early September)
 - Teresa contacting AgriBusiness Global
 - Amie – email Nicole H-J
 - Focus on industry learnings (product positioning / value statements, etc.)
 - GRSB Members only

Public Trust Survey

Action: Please review the document attached and provide any comments to Julie by Monday, April 24

GRSB Communications Summit

- Oct 2-4, San Diego, California
- 1.5 days for sessions
- Ideas for presentations at this time include
 - Center around Global Goals
 - Public Trust research finalized
 - 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

Action: Looking for members to join a working group to discuss the overall theme / proposed presentations and agenda to bring back to the larger group

Development of public survey instrument for the GRSB

Working group document for discussion:

This is a working document to determine the scope, aims and development of a set of survey questions that would be utilized by the GRSB to regularly track public and consumer sentiment (internationally). A small working group was formed after the 27th February GRSB Comms Council, and met on the 17th of March. This working document will form the basis of a proposal to be put forward to the October 2023 Communicators Summit (San Diego) and then to the GRSB to consider for implementation and resourcing.

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Rationale

In November, 2022 the Communications Summit of the GRSB held a dedicated session to bring together and interrogate various regional research data on Global Trends, Competitor Analysis and Consumer Behaviors. Although very informative the session highlighted the challenge of inconsistent data, survey questions, frequency and purpose of sampling. The diversity of purposes and questions asked in surveys undertaken in different regions and countries makes it difficult for the GRSB to draw on these data to track public sentiment and attitudes. It was agreed that the GRSB should develop a standardized set of public survey questions that can better inform GRSB internal and external engagement and communications with key stakeholders.

Draft aims of the survey.

The GRSB should develop a survey instrument that quantifies public and consumer attitudes that can:

1. Reliably quantify key attitudinal trends that align with the GRSB's aims and stated Global Goals
2. Equip the GRSB with reliable data (at regional and international scales) to effectively engage with key stakeholders (policy, regulators and NGOs),
3. Inform regional roundtables in the development of their own messaging and projects
4. Create opportunities for earned media coverage for the GRSB, GMA, roundtables and members.

Scope

The final set of questions will be constrained by resources. Part of this development will be determining the financial commitment required. However, the number of questions will be constrained and must be able to inform both the global and regional member needs. Thus,

at this stage it anticipated that there will be a set of universal questions and regionally specific or tailored questions given the social, political, and economic needs of different regions. Consideration also needs to be given to undertaking survey work in regions and countries that are major consumers but not necessarily producers.

There is a need to determine what is already covered and by who in which regions to avoid unnecessary duplication or overlap.

Proposed Process

1. Communications Council to agree on the objectives for the research
2. Gap assessment of current research collected and areas of focus
3. Survey of members to understand timing of research in market and ability to tap additional question on
4. Brainstorm potential questions – see below proposed framework
5. Communications Council to prioritise questions
6. Funding proposal developed
7. Research in market
8. Results presented

At this stage we have deliberately avoided the development of specific questions, as the working group felt that getting the aim and scope agreed to is the first step.

The below is a template to assist with the development of a ‘brainstorm’ of possible questions.

Possible question	Rationale or justification of its importance	How would this data be useful and to who?