

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
BOARD OF DIRECTORS  
MARCH 27, 2023**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 8:10 a.m. Central U.S. Time via Zoom.

**Board Members Present:**

**Producer Constituency**

Meat & Livestock Australia -  
Canadian Cattle Assoc., Ryan Beierbach  
Nat'l Cattlemen's Beef Assoc, Kevin Kester  
Sol Dorado, Sebastian Olaso Aguirre

**Processing Constituency**

OSI Group -  
Harvest Road, Scott Strachan  
Cargill, Ben Brophy

**Retail Constituency**

McDonald's, Andrew Brazier  
Restaurant Brands Int'l -

**Ex-officio Members Present:**

Ian McConnel, President  
Bob Lowe, Vice President  
Justin Sherrard, Treasurer

**Executive Committee Members Present:**

Lucas McKelvie, Member-at-Large  
Jeannette Ferran Astorga, Member-at- Large  
Luiza Bruscato, Member-at- Large

**Civil Society Constituency**

National Wildlife Federation, Blanca Herrero  
Texas A&M, DAS – Tryon Wickersham  
World Wildlife Fund, Julie Adamchick *for* Alex Bjork

**Allied Services and Industries Constituency**

Rabobank, Shane Bownds  
Textile Exchange, Anne Gillespie  
Corteva AgrScience -

**Roundtable Constituency**

USRBS (U.S.), Samantha Werth  
MPCS (Paraguay), Alfred Fast  
SAR RSB (S. Africa) -  
MBCS (Bolivia), Edward Moreno-Coimbra

**GRSB Staff Members Present:**

Ruaraidh Petre, Executive Director  
Josefina Eisele, Regional Director, Latin America  
Scott Stuart, Dir. of Administration and Finance  
Katie Ambrose, Director of Member Relations  
Kellie Lasack, Communications Coordinator  
Julie James, Office Administrator

**Other Members Present:**

Monica Hadarits – Canadian RT  
Josh White – NCBA  
Hugo Sanchez – Paraguayan RT  
Gustavo Marino – Argentinian RT  
Pablo Montoya Davila - MGSC  
David Smith – Ceres Tab  
Mateus Fuentes, Diego Aparicio – Angus Uruguay  
Felipe Urioste – Savory Institute  
Brenna Grant – Canfax  
German Serrano – Colombian RT  
Edward Moreno Coimbra – Bolivia RT  
Louisa Icke – New Zealand RT

**Others Present:** Olga Lucia Caro Jacome (Expertise France); Camila Cammaert (WWF Colombia); Sandra Marcela Restrepo Montoya (NaturaCert); Maria Viviana Borda Calvache (IICA); Alejandro Estanislao Hurtado Fernandez, Victor Hugo Magallanes Landa, (Bolivia RT); Juan Carlos Lara, Percy Summers (Conservation Int'l); Juan Camilo (ABS Colombia); Fernanda Reis Cordeiro, Alexander Bernal Leon (Minerva Foods), Marco Enciso (Midagri); Clarita Bustamante, Andrea Paola Fernandez Lavado (Colombia RT)

### **Opening Remarks/Executive Committee Report**

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

McConnel referenced the Tactics Worksheet which can be accessed under the Members Resources section of the GRSB website. This worksheet is a live document and will be updated throughout the year with progress on the Annual Plan.

### **Consideration of Minutes**

It was moved by Beierbach and supported by Werth that the minutes from the February 22, 2023 Board of Directors meetings be approved as presented. Motion carried.

### **Annual Plan**

Petre briefly reviewed the final version of the Annual Plan initially presented to the Board in February. The plan can be accessed under the Members Resources section of the GRSB website. If there are any suggestions to be added, please do share them along with the solution and resources needed. Question was raised if GRSB has adequate staffing and time to accomplish this ambition – GRSB will rely heavily on member engagement to volunteer. Hillary Fenrich is no longer with NWF and consequently, there is a significant void working alongside Eisele under the Nature Positive Production Goal.

It was moved by Beierbach and supported by Olaso Aguirre to accept and implement the 2023 Annual Plan as presented. Motion carried.

### **Council Reports**

#### **Communications Council**

Lasack reported the council is working on the logistics for hosting a Communicators webinar. Lasack developed a list of Monthly (topic) Themes for the roundtables to use on social media, newsletters, blogs, podcasts, etc.

Petre added planning has begun for the next Communicators Summit which will coincide with the next in-person Board meeting in early October in San Diego, California.

## **Working Group Updates**

### **Climate**

Werth presented the Climate Working Group's Work Plan consisting of two main workstreams: (1) Data: Methodology, Accounting, Aggregation, Baseline Reporting & Monitoring, and (2) Implementation: Understanding Emissions, Mitigation Options, Adoption, Innovation & Scale. Much of the planning is dependent upon the GLEAM update expected later this year, and project funding will be needed. Grant stated in addition to the current 100+ member, the Climate Working Group will be restructured with subgroups with fewer members to help divide the workload and help ensure focus and progress.

Grant also added some scoping needs to be done on some projects ensuring clarity on what will add value to the GRSB membership and the needs of the different member categories. In terms of the cost-benefit, many of the roundtables are doing things at a national level identifying practices that they can encourage producers to adopt to have a positive benefit to their bottom line. The working group discussed a project on identifying practices with a big impact in reducing GHG emissions or sequestering carbon but are more likely to have a net-cost to the producer. In terms of identifying things across the board globally, we may need to look for financial incentives for the producer.

### **Nature Positive Production (NPP)**

Eisele reported that the working group has discussed how to report on the framework on the indicators related to NPP. The challenge is what kind of support the roundtables will need to report, as they are at varying stages, many without established goals. One area of focus will be how to measure activities and facilitate reporting on the goals to the NRTs. Another discussion has been on the new EU legislation and what role GRSB (specifically, the NPP Working Group) can have in supporting the countries through the NRTs or existing organizations where they need to setup a traceability system or prove the ability to supply deforestation-free beef. As a global organization, GRSB can help facilitate the process responding to the new demands in terms of deforestation, and not leave it open for others to dictate. The NPP Terms of Reference will be updated to have clear deliverables, and the working group will be restructured accordingly.

Sherrard emphasized that GRSB has a role as no one else has representation from every constituency relevant to deforestation-free beef. We need to collaborate and establish what that role can be to ensure we help to provide the right focus for sustainable beef, not advocating beef in general but 'sustainable' beef.

Hadarits added there is opportunity for GRSB to capitalize on to help get ahead of the conversation with influence as the next set of requirements will be around biodiversity.

Gillespie added as much as we need to help producers meet the expectations, we should develop a strong narrative on what is a reasonable set of expectations.

### **Animal Health & Welfare (AHW)**

White encouraged viewing of the last webinar hosted by AHW, "Demonstrating Advances in Cattle Welfare" for those unable to join. White reported that the AHW Working Group chairs (Mandi McLeod, Bruce McConnel & Josh White) are working on updating the Terms of Reference, and how to retrieve data. White stated in the US, the primary consumer concern is good animal care and daily husbandry practices. Maximizing production is not necessarily best for animal welfare. A good diet, good health & good management practices typically yield great animal performance. From the webinar, there are cultural &

societal ranching and farming culture when it comes to livestock husbandry that will need disruption. We also learned sometimes it is a lack of expertise, training or pharma products needed to make advancements outlined in the goal. Like other groups, AHW will first update the Terms of Reference, then recirculate the working group distribution ensuring representation from the various sectors and establish a core group. The group has also discussed multiple areas to look at including: education, access/use of pain mitigation and genetic components of welfare.

### Social Impact Goal

Petre shared that GRSB will develop a Social Impact Goal (People and Community) by the end of 2023. The Social Impact Working Group is being formed and will be led by Daniel Knoop (Solidaridad). Please let GRSB know if you have expertise in this space and would like to be part of the core group. The draft Terms of Reference is in the binder. The group's function is likened to the other working groups, having a member of the Executive Committee, as well as reporting to the Board. Member feedback will be solicited throughout the goal drafting process, and voted on by the General Assembly.

### Additional Revenue Stream Discussion

#### Corporate Member Reporting on Scope 3

Sherrard clarified this Scope 3 is not separate from the Climate Working Group and suggested in an effort, to keep the focus on GHG emissions, and possibly some deforestation. Sherrard added embarking on this area would be a large undertaking and will require significant resources beyond what is currently available in manpower, specific skillset and funding. Once GRSB completes the scoping, financial support would be needed starting with GRSB members and other interested parties. An outside consulting organization also would be needed.

McConnel stated that GRSB's Principles & Criteria would double as a guidance and ensure credibility and robustness to external audiences.

White shared that National Cattlemen's Beef Association (NCBA) just submitted for a \$250K grant to create better resources in Spanish for the US., and asked how GRSB could create valuable resources that could be leveraged across the industry and actually be utilized. White added that all of NCBA's materials have open access and all of their videos are available on YouTube for free. NCBA also offers on-line certification modules on its website, also without charge. Beierbach suggested funding be solicited from the Meat sector.

McConnel commented a key part of the scoping work is to identify key partners to work with, such as Dairy. Other prospects mentioned were meat, retail and governments for national reporting, although McConnel encouraged there be no limit of who we approach as the Climate challenge is applicable to all.

Grant added GRSB's Carbon Footprint Guideline released a year ago enables a company sourcing nationally to be able to use a national assessment. Promotion of this guideline should continue in various spheres on this conversation to minimize reporting the burden directly on producers. Current conversation highlights having farm level producer data for various groups is inefficient and doesn't necessarily provide clarity or add information.

Sherrard expressed agreement and added the importance of having an added incentive for the producer. Grant offered a specific supply chain for a niche branded product trying to make a specific claim, those do have recommendations in terms of sample size and robustness of data.

Brophy stated he would like to take a funding request to Cargill.

### British Standards Institute (BSI)

Petre shared BSI has raised funds to create a global sustainable beef standard utilizing GRSB's Principles & Criteria (P&C) as the basis. Petre commented that should this develop, it should belong to GRSB, at least the intellectual property; hence, GRSB should share in any revenue BSI obtains through its development using GRSB's P&C. Petre added GRSB needs to stay close to this development process to assert its' intellectual property and ensure accountability and integrity of the P&C. A potential licensing fee and/or revenue stream was suggested.

McConnel commented that this not be seen as a threat; rather an opportunity. If people take and apply GRSB's P&Cs, it may add value to the implementation and communication of sustainability. There may be other organizations that follow suit to create a standard. It may be up to GRSB members such as Tyson to set the message in the market, that any set standard should align with GRSB before using. There could be opportunity to establish a global recognition program that would set the parameters for any similar interest forward.

McCann suggested Legal representation be explored, especially, from a proprietary standpoint.

### Impact Incentives

Eisele shared about the impact incentives the leather sector has through Textile Exchange which was developed to help with traceability. This is a credit rating system supporting farmers on the cow/calf end of the supply chain and the other end (i.e., the Fashion industry) can buy those Impact Incentives credits for leather. The beef sector could also benefit from a similar program.

Gillespie added Textile Exchange (TE) is 20 years old and started similarly as GRSB funded by membership dues and event/project sponsorships & foundation funding. While membership remains important, standards ownership has been huge. The Impact Incentives is TE's next step in terms of income diversification although not the reason for establishing. The incentive was developed to provide a way for brands to recognize and give financial support to cattle producers who meet the sustainability requirements on animal welfare and/or Deforestation/Conversion-Free. Complete information can be found on <https://textileexchange.org>.

### Call to Action on Deforestation (Leather)

With the objective to end deforestation as quickly as possible, the cost is shared more equitably by two ends of the supply chain and between more and less developed countries. This is a call to action to brands and retailers to commit to source all their leather from Deforestation-Free supply chains by 2030 or earlier. This call helps in aligning industry actions behind the scenes ensuring the use of the same sets of definitions, targets, and tools, processes & systems to help minimize the bombardment of expectations on the industry.

Eisele stated it needs to be decided if beef should have these Impact Incentives or not. If yes, then a group would need to be formed to discuss and also inquire if retail would be willing to buy these incentives for beef. McConnel stated to make that decision, GRSB would need to understand the requirements and undertaking to deliver these incentives in beef.

### Other Partnerships

McConnel asked if there are any potential partnerships for any strategic action GRSB has, i.e., CoP28. Petre replied definitely bilateral and multilateral donors, i.e., US Dairy who has expressed interest to invest in sustainability. As a global organization with members in 24 countries, GRSB has a stronger story than an individual roundtable which could offer leverage in opportunities with bilateral and multilateral donors, and GRSB is happy to lend support.

## Membership Recruitment

Petre stated direct members of GRSB and members of the roundtables also joining GRSB, amplifies regional voices on a global level, particularly, with the increase and diversity of the GRSB members. GRSB welcomes member recommendations of organizations that may have a relevant role in GRSB and be interested in membership. In 2022, many new members are in Australia which can seem regionally weighted, and encouraged other countries to be more proactive in sharing the value in joining GRSB, particularly in underrepresented areas such as Asia, Africa and the Middle East, and would be keen to explore any contacts members may have in these regions. Beierbach added looking at membership cost, should dues be low enough to help any level participate, or high enough indicating the commitment level. GRSB's membership structure is a sliding scale based on an organization's size and revenue. Project funding is also solicited throughout the year. The membership dues structure was revised in 2021 and will continue to be reviewed regularly and adjusted in line with inflation. McConnel stated a conversation on member accountability should take place. Eisele added the reporting framework will ask both roundtables and members to report progress. It was stated the swine/pork industry could serve as Observing members as recently approached by Danish Crown. McConnel wrapped up encouraging members who know of organizations where GRSB membership would be mutually beneficial, please contact GRSB staff or an Executive Committee/Board member to follow-up.

## Global to Local

Petre provided an update on the cooperation between GRSB and the National Roundtables. This should be a mutually beneficial partnership with GRSB supporting the roundtables wherever possible, and the roundtables will be required to report progress in accordance with the framework. GRSB has been talking with the Consensus Building Institute (CBI) who helped GRSB develop its Global to Local document back in 2014 which is a very basic framework describing the relationship of the GRSB and the National Roundtables. With GRSB's growth in members all over the world who are facing different issues, it is time to refresh the document. CBI has an office in Santiago, Chile which would help with language translation. The next step is to draft the Request for Proposal and share with the roundtables for input and ultimately, hire CBI for this project. CBI knows GRSB well as they were instrumental in the Global Goals being established. Calls to action and engagement opportunities will be coming in the months ahead.

## Regional Roundtable Updates

The Regional Roundtable reports are attached.

## Executive Director's Report

### Emerging Ag/CoP28 - Dubai

Petre stated the relationship with CoP begins in every country contacting its' national government and negotiators on how beef is profiled in their negotiating positions, if at all. These conversations need to be taking place now and continuing up to CoP in December, particularly, ahead of the preparations and negotiations taking place in June. CoP outcome does affect legislation in countries, i.e., recent legislation in New Zealand where the government will tax producers on their emissions if not improved against a baseline taken in 2022. Emerging Ag, who assisted GRSB in attending CoP27, will also assist this year although their role will be limited to preparing GRSB through monthly calls and identifying engagement opportunities.

McConnel suggested a line of communication be established between Emerging Ag, Petre and GRSB

members representing industry groups and engaging in government to help align in messaging and strategy once in Dubai. Eisele commented there are many NGOs present at CoP but little producer representation and suggested roundtables to seek funding to help send their producers.

### Monitoring and Reporting

Petre encouraged careful review of the final framework draft provided in the binder in both English & Spanish, and implored members to submit any questions and feedback accordingly. Currently, the framework is scheduled to launch in April.

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

Petre reported the next in person Board Meeting and Communicators Summit will be in San Diego, California, directly preceding NAMI's Protein PACT Summit, October 5-6 and will be at the same venue. The meetings will also be accessible virtually.

### 2024 Global Conference on Sustainable Beef

Petre announced the next Global Conference will be in Paraguay. Based on discussion on varying regional events and local climate, the most suitable timeframe would be the 2<sup>nd</sup> half of May 2024. Paraguay will draft an agenda with proposed dates/times for the next Board of Directors call for approval.

### Regional Director's Report

Eisele reported on her recent trip to Mexico where she presented on GRSB which was impactful to the leaders of CNOG (*Confederación Nacional de Organizaciones Ganaderas*) and the National Roundtables to restructure their roundtable and hire a full-time staff member. Many roundtables in Latin America lack structure and adequate staffing which slows progress.

Eisele also traveled to Uruguay where there is great interest in forming a national roundtable which would provide a platform to share knowledge, engage in the global conversation, and have alignments, particularly, with the private sector.

### Administrative Report

#### New Members

Four new member considerations were presented for: *FutureFeed*, *Pampa Oriental Ganadera Regenerative*, *Calf Solution* and *The Nature Conservancy*.

It was moved by Fast and supported by Olaso Aguirre to approve all four applicants as new GRSB members. Motion carried.

#### Upcoming meetings:

- Amsterdam - Eisele
- Brazil / Textile Exchange - Eisele
- Argentina, US Dairy Export - Petre
- US Roundtable General Assembly - Petre

### AOB

Werth stated that USRSB has applied as a Knowledge Partner for the AIM for Climate Summit, May 8-10, 2023. Tyson will also participate. Request was made for Werth to have a report to help inform members more about AIM at the next Board meeting.

Calendar invitations for the remaining 2023 Board of Directors meetings will be forthcoming.

As there was no further business, the meeting was adjourned at 4:19 p.m. (Central US/Canada).

**Next Board of Directors – April 26, 2023, 4:00 p.m. – 5:30 p.m. Central US/Canada**





## Regional Roundtable Report Form

<b>GRSB Roundtable Member:</b>	Australian Beef Sustainability Framework
<b>Date:</b>	13 March, 2023
<b>Person Reporting:</b>	Jacob Betros

### **Report on Governance and Organisation:**

- No change

### **Report on Projects and Initiatives:**

- Goalsetting is continuing. We have undertaken subject matter expert interviews to identify boundaries to potential targets. We are now entering online forums for grassroots industry. We will also have an online survey available for comment.
- Collated feedback from these will be used to form final draft goals for industry consultation/approval at Industry Forum.
- Participating in an industry meeting for domestic transport, to work on developing appropriate indicator.
- Data and content collection ongoing for the 2023 Annual Update.
- Preparing 2023 Annual Launch

### **Report on Committee and Working Group Activities:**

- RMAC and Peak Industry Councils seeking support for more funding

### **Upcoming Meetings / Conferences / Events:**

- Industry Forum, Canberra – April 20
- 2023 Annual Launch, Sydney – June 8



## Regional Roundtable Report Form

*(Please use this form to provide your report to the monthly GRSB Board of Directors meeting. This will enable the staff to accurately record your report in the meeting minutes.)*

GRSB Roundtable Member: Bolivian Round Table for Sustainable Meat (MBCS)

Date: March 17th 2023

Person Reporting: Edward Moreno Coimbra

### **Report on Governance and Organization:**

The MBCS Board of Directors is made up of 14 members from 5 sectors, who signed the act of commitment and foundation of the table. There are 3 applications for new members under review

### **Report on Projects and Initiatives:**

The MBCS is supporting the initiative to implement a regional policy for sustainable meat, through a Departmental Law, as a priority in the Department of Santa Cruz. Promoting the initiative at the request of the Autonomous Government of the Department of Santa Cruz, which concentrates 45% of the bovine population of Bolivia.

### **Report on Committee and Working Group Activities:**

The technical group of the MBCS is working on the revision of the proposal of indicators for sustainable meat, which has 6 Principles, 28 Criteria and 78 Indicators, which involves producers, animal carriers, animal marketing centers and industries. refrigerators

### **Upcoming Meetings / Conferences / Events:**

The next meeting of the MBCS is scheduled for the month of April, after the event in Colombia

### **Other:**

The MBCS has participated in two training events in the month of March, on good livestock practices, sustainable and regenerative livestock, with livestock producers, professionals, and university students.



## Regional Roundtable Report Form

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GRSB Roundtable Member: Canadian Roundtable for Sustainable Beef

Date: March 2023 Person Reporting: CRSB

### **Report on Governance and Organization:**

- CRSB Council met on March 7<sup>th</sup>
  - New committees were approved, they take effect April 25<sup>th</sup>
    - CRSB has four committees: Scientific Advisory, Governance, Certification and Communications
    - Council conducted a call for expressions of interest to renew the committees (this takes place every two years)
    - 50 expressions of interest were received
  - Council also discussed incentives for beef producer certification

### **Report on Projects and Initiatives:**

- The 2<sup>nd</sup> National Beef Sustainability Assessment results are in and will be presented in an embargoed manner to membership at the semi-annual. There will be a series of breakout discussions at the semi-annual to develop the next five-year sustainability strategy that aligns with the 2030 Canadian beef goals
- Applications for grant funding opened up March 6<sup>th</sup>, so focus has been on getting our application submitted by March 20<sup>th</sup>

### **Upcoming Meetings / Conferences / Events:**

- **2023 Semi Annual Meeting**  
April 25 & 26, 2023  
Calgary, Alberta  
<https://www.eventbrite.ca/e/crsb-2023-semi-annual-meeting-tickets-517230599647>
- **2023 Annual General Meeting**  
September 26 & 27, 2023  
Toronto, Ontario



## Regional Roundtable Report Form

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GRSB Roundtable Member:	New Zealand Roundtable for Sustainable Beef
Date:	March 2023
Person Reporting:	Richard Scholefield/Megan Skiffington

### Report on Governance and Organization:

The NZRSB Board met on the 2<sup>nd</sup> of March in planning mode. We are now looking to fill the three empty Board seats, preferably with entities where we have little or no representation.

### Report on Projects and Initiatives:

NZRSB is currently focused on end of year, setting up a webinar, pulling together our Annual Report and organising our Annual AGM & Conference, this year will also include a plant and farm visit.

From next financial year (1 April 2023), we will be offering free NZRSB Associate membership for one year to all farmers registered with an accredited and NZRSB Board approved programme that aligns with our continual improvement and sustainability standards. With well over 300 farmers registered to NZFAP+ alone we hope to bring many producers into the fold and tap into their wealth of knowledge and experience.

### Report on Committee and Working Group Activities:

The member goals consultation was extended through to Sunday 19 March. We held a few small discussion sessions this week to engage and support our members and key stakeholders in providing feedback.

### Upcoming Meetings / Conferences / Events:

12 April 2023 – NZRSB Board meeting - Virtual

TBC April NZRSB Webinar – Meeting the sustainability standard

2-3, May 2023 – “Setting the Standard for a More Sustainable Future,” The NZRSB AGM, Conference, Annual Plan release and beef value chain mini tour.

### Other:

Key industry issues progressing are processor discussions around how to address the influx of non-replacement calves from the dairy industry resulting from changes to industry policy.