

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
BOARD OF DIRECTORS
MAY 24, 2023**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 9:03 a.m. Central U.S. Time via Zoom.

Board Members Present:

Producer Constituency

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

Processing Constituency

OSI Group, Craig Jensen
Harvest Road, Scott Strachan
Cargill –

Retail Constituency

McDonald's, Andrew Brazier
Restaurant Brands Int'l, Peter Measham

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 –
Texas A&M, DAS –
World Wildlife Fund –

Allied Services and Industries Constituency

Rabobank, Josh Leonard for Shane Bownds
Textile Exchange, Anne Gillespie
Corteva AgrScience, Joshua Merrill

Roundtable Constituency

USRBS (U.S.), Samantha Werth
MPCS (Paraguay), Hugo Sanchez
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
Interpreter, Daniel Reyes

Other Members Present:

Amie Peck, Canadian Cattle Assoc.
Matthew Cleveland, ABS
Terry Ward, Zinpro
Angela Baysinger, Merck
Brenna Grant, Canfax
Monica Hadarits, CRSB
Jose Lucero, MACS
Alberto Bocking Vivo, Pampa Oriental
Eric Mittenthal, NAMI
Hillary Fenrich, Consultant

Opening Remarks/Executive Committee Report

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

Consideration of Minutes

It was moved by Werth and supported by Jensen that the minutes from the April 26, 2023 Board of Directors meetings be approved as presented. Motion carried.

Communications Updates

GRSB Communications Webinar, May 24, 3:00 – 4:30 PM Central US/Canada time – Peck reminded members to join today’s webinar featuring two case studies from the Canadian Cattle Association and Beef and Lamb New Zealand who will be sharing respective communications tactics on approaching regulatory or policy issues.

Communicators Summit, October 2-3 in San Diego – Peck reported the Comms Council is still working on the details for the next Communicators Summit where they hope to amplify GRSB’s communications efforts and empower roundtables and members with materials to share with their members. There will be panel discussions and breakout groups, as well as ample opportunities for networking. One of the deliverables to achieve is a finalized Public Trust Research format that would allow for more consistent research on an annual basis around consumer perceptions on sustainability in the beef industry. All are invited as this is not exclusive to Communications Professionals; however, the primary audience is communications and marketing specialist.

Tour Options – Werth provided an overview of two full-day tour options on Monday, Oct. 2 to see beef production operations in San Diego and the Imperial Valley. Recommendations made were to ensure the tour ties in with GRSB’s Communications objectives from the Summit, and allow for individual interaction with the facility host and not just spectate, and also constructively utilize bus time for discussions. Werth will provide an outline to be sent to the Board as a follow-up to inquire tour option preference.

Eric Mittenthal (NAMI) provided a brief overview of the Protein Pact Summit schedule, October 5-6, including an evening reception on Oct. 4. Cross-participation and partnership are hoped to be leveraged for both GRSB and the Protein Pact. Ambrose added GRSB and NAMI have a call scheduled on May 31 to discuss further joint integration opportunities.

Working Group Updates

Animal Health & Welfare (AHW) – Petre reported the next Animal Health and Welfare Working Group call will be on June 1 and discussions will include AHW project ideas to help advance the goals.

Climate – Werth reported the next Climate Working Group call will be on June 5 and include a presentation from Ceres Tag on some of their research work, as well as discussion on implementing a carbon scoping project.

Nature Positive Production (NPP) – Eisele announced that Hillary Fenrich has been contracted as an Independent Consultant to help GRSB continue the Nature Positive work alongside Eisele. They are working on restructuring the working group to include a core group, updating the Terms of Reference from three years ago, and developing an action plan for NPP deliverables for the remainder of 2023 and into 2024. The action plan is near completion and will be circulated for review in advance of the next NPP Working Group call. They will also be working with each of the roundtables to identify individual data and indicators currently available and how to aggregate the metrics at a global level. Fenrich provided her direct email hillary.fenrich@gmail.com.

Social Impact Goal – McConnel reported that the drafting group is working in tandem with the full working group on various draft language options for updating the Principle and Criteria for People and the Community, as well writing the Social Goal. Wordsmithing to read as *guidelines* rather than *commitment* is key.

Regional Roundtable Updates – The Regional Roundtable reports are attached.

Petre reported that the monthly National Roundtable calls will be chaired on a rotational basis and each chair will be given opportunity to provide a National Roundtable Update on the Board calls going forward.

Hadarits chaired the last National Roundtable (NRT) meeting and provided an update that the roundtable agreed the monthly calls should be more strategic with specific objectives, actions and outcomes. Discussion included the need to understand the mutual needs of GRSB and the Roundtables, as well as from each other. This monthly call is well attended and is a great forum for working group leads to be part of the conversation. The NRT will be working on developing a work plan for the remainder of 2023.

Executive Director's Report

Petre reported on recent travels to include the U.S. Roundtable's General Assembly in Boise, Idaho which hosted interesting tours and speakers, and the Beef Breeders Forum in New Zealand which focused on sustainability and the important role of genetics.

Emerging Ag/CoP28, Dubai – Petre reported on the recent kickoff meeting with Emerging Ag in preparation for CoP28 which will be 12 days (Nov 30-Dec 12). Two particular days of interest for GRSB are on Nature, Land Use & Oceans, and Food and Water Systems. Food Systems and Agriculture will be a major part of this CoP and hopefully resulting in accord. FAO is building a roadmap toward 1.5°C with a pathway to reduce global greenhouse emissions, and GRSB would like to align with this. The Bonn Climate Change meeting is in Rome in June and virtual attendance is open; Emerging Ag, NWF, NAMI & USRSB will be present. Please let GRSB know if you would like to be part of the monthly group calls.

Monitoring and Reporting – Petre reported that SureHarvest is working on the reporting framework with feedback from the roundtables. GRSB can have its first attempt to gather reporting data from the roundtables. While not in a position to aggregate that data, we can formulate it in a useful and visually presentable dashboard to offer an overview of progress against the three goals in different parts of the world.

Fundraising Needs – Petre reported GRSB will be establishing a universal project fund that can support all project areas that would specifically provide GRSB members with support in contributing to reaching the Global Goals. One project idea is using consultants to conduct a scoping study around GHG reporting and

how GRSB can support its members to report in a consistent way across the many mechanisms that exist such as SBTi, Carbon Disclosure, etc. Each project would be presented to the Board for their input and direction. Fund contributors may specify project(s) for allocation. A flyer is currently being developed to outline this fund structure in more detail. Any input to this process is welcome.

Other project ideas suggested include: coordinate industry partnerships (i.e., FAO, Gleam, IICA, etc.) for the roundtables, and actions or partnerships that help the roundtables in achieving their goals as aligned with the Global Goals.

Eisele added Fenrich will also be helping to seek funding resources for the projects.

Regional Director's Report

Future of Food Innovation Forum – Eisele reported having attended the Future of Food Innovation Forum in Amsterdam which was closely related to the food systems, as well as regenerative agriculture. The event was very anti-beef claiming beef cannot be sustainable. Eisele believes GRSB can strengthen its position by producing metrics and data showing beef can be sustainable, and having a presence at CoP28 will be important. Werth added it is good to have GRSB presence at Future of Food events to be a voice with the plant-based diet advocates. There is also opportunity to sponsor one of their webinars which would could allow for expanding GRSB efforts into new audiences.

Eisele also reported on a successful trip to Uruguay visiting with members and stakeholders in establishing a Uruguayan Roundtable.

Administrative Report

New Members

New member consideration was presented for *Wilson Flying Diamond Ranch*.

It was moved by Kester and supported by Aguirre to approve *Wilson Flying Diamond Ranch* as a new GRSB member. Motion carried.

National Roundtables / Working Groups / Board of Directors Meeting, Oct. 4, 2023, San Diego, CA

Petre shared an overview of the next in-person meeting which will include the Communicators Summit immediately followed by separate meetings for the National Roundtable, Working Groups, as well as the Board of Directors and General Assembly which will also be available virtually.

2024 Global Conference on Sustainable Beef (Tentatively, Paraguay)

Petre gave an update of having had discussions with the Paraguayan Roundtable and they are still working out details to ensure alignments and the best dates for the conference as GRSB Global Conferences are generally held late in the 3rd quarter.

AOB

Bruscato extended an invitation to all for GTPS' upcoming event in San Paulo, September 28, 2023. More information will be shared when available.

GRSB BOARD OF DIRECTORS MEETING

MAY 24, 2023

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The meeting was adjourned at 10:24 a.m. (Central US/Canada).

Next Board of Directors – June 28, 2023, 4:00 p.m. – 5:30 p.m. Central US/Canada

Regional Roundtable Report Form

GRSB Roundtable Member: Australian Beef Sustainability Framework

Date: 17 May, 2023

Person Reporting: Jacob Betros

Report on Governance and Organisation:

- Three SSG members have had their terms extended by one year. Three other members terms are coming to completion. The SSG and RMAC are currently interviewing possible replacements.

Report on Projects and Initiatives:

- RMAC approved 5 beef industry sustainability goals for announcement at the Annual Launch on June 8 in Melbourne. The goals focus on the following themes:
 - Climate
 - Environmental Stewardship
 - Best Animal Care
 - People & Community
 - Economic Resilience
- Seeking commitment from industry bodies engage with their members to set targets to report into the goals. Aware goals without targets can leave industry exposed more so.
- Currently undertaking final review of the data and content for the 2023 Annual Update.
- Assisted with the launch of the [Sheep Sustainability Framework 2023 Annual Update](#).
- Investigating involvement in global forums such as GASL, or the new FAO Global Conference on Sustainable Livestock Transformation.

Report on Committee and Working Group Activities:

- Finalizing Australian beef industry goals
- Planning and preparing for report and launch

Upcoming Meetings / Conferences / Events:

- 2023 Annual Launch, Melbourne – 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: Canadian Roundtable for Sustainable Beef

Date: May 2023

Person Reporting: CRSB

Report on Governance and Organization:

- CRSB Council elections
 - Call for nominations closed
 - Voting closes May 31st

Report on Projects and Initiatives:

- CRSB Certified
 - Finalizing the technical updates to CRSB Certified
 - Formed a working group to explore incentives
 - Consumer-facing marketing campaign focused on CRSB Certified has launched
- National Beef Sustainability Assessment and Strategy
 - Compiling feedback from members on sustainability strategy direction
 - Identifying data gaps and research priorities
 - Member comment period in July

Upcoming Meetings / Conferences / Events:

- **Calgary Stampede**
July 7 – 16, 2023
More information [here](#)
- **Canadian Beef Industry Conference**
August 14-17, 2023
Registration [here](#)
- **2023 CRSB Annual General Meeting**
September 26 & 27, 2023
Toronto, Ontario



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF®

Regional Roundtable Report Form

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GRSB Roundtable Member: Paraguayan Roundtable of Sustainable beef (MPCS)
Date: May 18, 2023
Person Reporting: Hugo Sánchez

Report on Governance and Organization:

- Board Meeting, last May 8th.
- We incorporated 2 new members. We have now 42 members
- Working on improving our internal communication system

Report on Projects and Initiatives:

- Several training courses in sustainable livestock, for students and professionals, presential and online
- We will re-start studying the global goals of GRSB, and when finished it will be communicated again to the GRSB.
- June 3: MPCS Sustainable livestock meeting: we expect 200 people

Report on Committee and Working Group Activities:

- SAGAS Technical group is studying modifications and innovations in the system and the report to have better information for better decisions.
- Carbon Credits Group met twice and have conclusions as proposals to modify the original law proposal

Upcoming Meetings / Conferences / Events:

- June 15 to 20: Global Conference of Agribenchmark in Asunción, Paraguay
- June 15 and 16: Animal Nutrition Conference in Asunción.

The MPCS is supporting all these activities.

Other:

Regional Roundtable Report Form

GRSB Roundtable Member:	New Zealand Roundtable for Sustainable Beef
Date:	May 2023
Person Reporting:	Megan Skiffington/Steve Dickie

Report on Governance and Organization:

The NZRSB Board was re-issued, less one, at the AGM held 3 May. We will be looking to fill the four empty Board seats, preferably with entities where we have little or no representation with some talks underway.

Report on Projects and Initiatives:

We held a webinar at the end of April, released our Annual Report at the May AGM and held our 3rd annual Conference (photo below) which included a processing plant and farm visit.

We have already started receiving producer applications for our 1-year free Associate membership available to all beef industry farmers registered with an accredited and NZRSB Board approved assurance programme that aligns with our continual improvement and sustainability standards. With well over 300 farmers registered to NZFAP Plus alone, and growing, we hope to bring many more of our leading producers into the fold and tap into their wealth of knowledge and experience.

Report on Committee and Working Group Activities:

The member goals consultation had to be extended and will finally close this Friday to allow some time for the AGM attendees to send in their comments. The Certification Framework will commence reporting this year on number of animals processed under the programme. We are working towards reporting on kgs beef.

Upcoming Meetings / Conferences / Events: 17 May 2023 – NZRSB Board meeting – Virtual





GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF®

Regional Roundtable Report Form

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GRSB Roundtable Member: U.S. Roundtable for Sustainable Beef

Date: 18 May 2023

Person Reporting: Sam Werth

Report on Governance and Organization:

New USRSB Leadership and BOD has been appointed for April 2023 – April 2024.

Leadership:

- **Chair:** Chad Ellis, Texas Ag Land Trust
- **Chair-elect:** Mike Williams, California Cattlemen’s Association
- **Secretary/Treasurer:** Scott Anderson, CRI Feeders
- **Past-chair:** Debbie Lyons-Blythe, Kansas Livestock Association

Newly elected board members:

Allied Industry (Term: April 2023 – April 2025)

- Primary: Fulton Marketing Group (Tim Hardman)
- Appointed: RaboBank (Lance Zimmerman)

Packer/Processor (Term: April 2023 – April 2025)

- Primary: Lopez Foods (Brooke Davis)
- Appointed: National Beef (Robert Cannell)

Producer (Term: April 2023 – April 2025)

- Primary: Kansas Livestock Association (Clayton Huseman)
- Appointed: Texas Cattle Feeder’s Association (Tom McDonald)

Retail/Food Service (Term: April 2023 – April 2025)

- Primary: Sysco Corporation (Bruce Daley)
- Appointed: Sysco Corporation (Jessica Willingham)

Civil Society (Term: April 2023 – April 2025)

- Primary: Noble Research Institute (Hugh Aljoe)
- Appointed: Texas Ag Land Trust (Chad Ellis)

Standing member organizations:

Allied Industry (Term: April 2022 – April 2024)

- Primary: Food Safety Net Services (Bill Thoni)
- Appointed: Elanco Animal Health (Jamee Krug)

Packer/Processor (Term: April 2022 – April 2024)

- Primary: Golden State Foods (Wayne Morgan)
- Appointed: Tyson Foods (Paula Alexander)

Producer (Term: April 2022 – April 2024)

- Primary: California Cattlemen’s Association (Mike Williams)
- Appointed: Florida Cattlemen’s Association (Gene Lollis)

Retail/Food Service (Term: April 2022 – April 2024)

- Primary: McDonald’s Corporation (Kendra Levine)
- Appointed: McDonald’s Corporation (Belinda Richardson)

Civil Society (Term: April 2022 – April 2024)

- Primary: The Nature Conservancy (Nancy Labbe)
- Appointed: The Nature Conservancy (Rob Manes)

Report on Projects and Initiatives:

USRSB is working to start the process of data collection and tackling how to securely store data related to our goals and sector targets.

Report on Committee and Working Group Activities:

- The Goals Progress WG is working with leads for each sector to collect information related to goals and sector targets.
- The Project and Resource Review WG has commissioned a literature review the first step of their updated research plan. The aim of the literature review is to help demonstrate the value of a written grazing management plan which ties into our goals work around GMPs.
- The Outreach WG will be launching our latest learning module on developing a GMP in June. They have begun work on a new module related to our goals.

Upcoming Meetings / Conferences / Events:

[Future of Food USA](#) – May 31-Jun 2 (Minneapolis, MN)

CRSB Annual Meeting – Sep 26-27 (Toronto, ON)

GRSB Communicators Summit – Oct 2-4 (San Diego, CA)

Protein PACT Summit – Oct 5-6 (San Diego, CA)

[Sustainable Ag Summit](#) – Dec 6-7 (Charlotte, NC)

Other:

USRSB had record attendance at the 2023 General Assembly Meeting with over 190 people in attendance. Thank you to GRSB and CRSB for contributing to the event!