

**MINUTES**  
**GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF**  
**BOARD OF DIRECTORS**  
**OCTOBER 4, 2023, SAN DIEGO, CA**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 4:01 p.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/Gail Tavill  
Harvest Road, Scott Strachan  
Cargill – Ben Brophy

**Retail Constituency**

McDonald's –Andrew Brazier  
Restaurant Brands – Peter Measham

**Ex-officio Members Present:**

Ian McConnel, President  
Bob Lowe, Vice President  
Justin Sherrard, Treasurer  
Luiza Bruscato, Member at Large

**Executive Committee Members Present:**

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

**Other Members Present:**

Ana Varsi (LSQA); Hillary Fenrich (McDonald's); Brenna Grant (Canfax); Daniel Knoop (Solidaridad);  
Luiza Bruscato (GTPS); Catherine Forero (Mexico RT); Leopoldo Estol (MACS); Michelle Randall (CA);  
Felipe Urioste (Savory Institute); Mandi McLeod (Systems Insight); Louisa Icke (NZRSB);  
Sam McIvor, Jason Frost, Nick Jolly (Beef + Lamb NZ); Matthew Cleveland, Ellen Lai (ABS); Shari Westerfield (Zoetis);  
Bradd Witt (Univ. Queensland); David Smith (Ceres Tag); Patricia Caporaso (Food for Dev.); Aaron Wakeley,  
Jacqui Huntington (AAcO); Sam Werth, Mike Williams (USRSB); Andrea White (CRSB)  
Jason Frost and Sam McIvor (Beef+Lamb, NZ); Josh White (NCBA); Marcelo Lara (Bolivian RT);  
Charlotte Talbott (Rabobank); Chad Johnson (Datamars)

**Other Present:**

Alvaro Guzman; Aline Moreno; Neil Phillip Poral; Elise Veloso; Javier Lopez; Elise Veloso, JFC

**Civil Society Constituency**

Nat'l Wildlife Federation –  
Texas A&M, DAS –  
World Wildlife Fund – Alex Bjork

**Allied Services and Industries Constituency**

Rabobank, Shane Bownds  
Textile Exchange – Anne Gillespie  
Corteva AgrScience – Joshua Merrill

**Roundtable Constituency**

USRBS (U.S.) – Sam Werth  
MPCS (Paraguay) – Alfred Fast/Hugo Sanchez  
SAR RSB (S. Africa) –  
MBCS (Bolivia), Edward Moreno-Coimbra, Victor  
Hugo Magallanes

**GRSB Staff Members Present:**

Ruaraidh Petre, Executive Director  
Josefina Eisele, Regional Director, Latin America  
Scott Stuart, Dir. of Admn. And Finance  
Katie Ambrose, Director of Member Relations  
Julie James, Office Administrator  
Interpreters

## **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 Magallanes and supported by Bownds that the minutes from the August 27, 2023 Board of Directors meetings be approved as presented. Motion carried.

## **Financial Report**

Treasurer Sherrard reported on the September 30, 2023 Financial Report reflecting \$767,000 in revenues and \$613,444 in expenses for a net surplus of \$153,556. The project funding is off to a slow start but is hopeful to gain traction before the end of the year. GRSB's commitment to The Context Network for greenhouse gas emissions in-setting standard is reflected as a prepaid expense as that work has already started. Highlighted investments include: the current cryptocurrency valued at \$15,000, and it was stated that cash redemption would be sought once the holdings reach \$20,000-\$25,000; and the CD and a Treasury bill have been rolled over for another 3 and 6 months.

It was moved by Sherrard and seconded by Kester that the September 30, 2023 Financial Report be approved as presented. Motion carried.

## **Communications Updates**

### **Communications Council**

Andrea White reported on the Communicators Summit and the focus going forward will be on communicating progress on goals, aligning on key messages, and engaging further at international events. The council will work on developing actions from the Summit and will include the roundtables in their communications.

Additionally, stemming out of the 2022 Global Conference in Denver, efforts are being made to create a framework for collecting global consumer insight results, with the aim of presenting the first set of such results at next year's global conference. White shared the proposed public survey questions developed by the Comms Council adding the importance of knowing who people turn to for information on issues and the potential value of independently collected data for stakeholder engagement and public communication. The need was discussed for consistency in the climate emissions survey questions to ensure comparable data over time. There was also discussion on how the survey could reach the public or customers, with methods potentially varying by country. There was emphasis on the importance of standardizing demographic questions to understand the respondents better and compare regions. It was agreed that the survey data should be analyzed and synthesized for clearer insights, which might require additional resources. Josh Merrill (Corteva) shared his experience in global research consultancy, highlighting the importance of selecting appropriate partners to execute the survey. The board and the GRSB are to determine if conducting regular surveys to gather this type of data is worthwhile. A concern was raised about the potential for bias in the phrasing of the questions, with the suggestion that some

questions could be reversed to check for consistent responses. Input was requested from the National Roundtables to be submitted to [julie.james@grsbeef.org](mailto:julie.james@grsbeef.org) and specific questions could be directed to GRBSB Communications Council Chair, Amie Peck at [pecka@cattle.ca](mailto:pecka@cattle.ca). (see Survey Questions attachment)

### **Working Group Updates**

**Animal Health & Welfare (AHW)** – Josh White and Mandi McLeod reported increased enthusiasm and engagement of the roundtables, particularly in Latin America. It was encouraged to share resources and information amongst the regional roundtables. The roundtables were requested to submit any project ideas or support needs for the AHW working group. There was an emphasis on refining next steps to establish a AHW project for the Roadmap Fund, and better support and deliver on the global strategy, as well as how the working groups can collaborate and align in continuity for the reporting framework and overall strategy. Lastly, it was advised that Bruce McConnel (formerly with Minderoo Foundation) is no longer available to serve as co-chair of the AHW working group.

**Climate** – Samantha Werth provided an update on the Climate Working Group's earlier carbon scoping project workshop facilitated by The Context Network, and there was discussion focusing less on the inset offset and more on existing guidelines and assessment tools. 20 out of 30 interviews have been conducted so far and preliminary results will be available soon. The next Climate call will be on October 30th with plans to bring in a representative from the Dairy Sustainability Framework to discuss the land sector removals guidance under review for the GHG Protocol, and how GRBSB can play a role in informing that conversation.

**Nature Positive Production (NPP)** – Josefina Eisele and Hillary Fenrich gave an update on the Nature Positive Production Working Group meeting having three NPP project ideas presented. Based on feedback, it was agreed to combine the three projects into one, focusing on principle-based and outcomes approach rather than specific practices. NPP will also connect with the other working groups, particularly, Climate, to ensure alignment between projects before rewriting the project proposal and sharing with the working group before submitting to the Board of Directors, hopefully, by the next meeting. Feedback that was specific to incentives and that it is critical to ensure that considerations are not just for NPP, but alignment with the other global goals, as there are incentives that exist outside of NPP. Also, impact is critical, and GRBSB wants to be sure that we're filling a need, as well as a sensible timeline in the scope of what we're trying to do, especially against 2030. And, most importantly, we have to make sure that the project is something that someone wants to fund – that we're matching their needs. Lastly, any volunteers interested in assisting Eisele and Fenrich in drafting the new proposal are welcome. (see NPP Projects attachment)

**Social Impact Goal** – Daniel Knoop reported the Social Working Group was formed about six months ago, and from that group there is a smaller drafting group. The revised Principle and Criteria draft was shared with the Social Working Group, as well as the National Roundtables along with the request for feedback. While awaiting this feedback, they are now working on drafting the Social Impact Goal which will be shared with the Social Working Group and National Roundtables upon completion for feedback, particularly, feedback from regions that have not been able to participate on the calls. Knoop emphasized the need for

access to additional subject matter experts and any referrals are welcome. (see Social draft attachment)

**Regenerative Ag** – Bradd Witt shared that a small working group has been working on a document to aid in the discussion within GRSB and its membership on how it might engage both internally and externally, with the term, *Regenerative Agriculture* in the context of *sustainability*. The purpose is not to provide a definition, but simply awareness of some issues or risks when engaging with various audiences. GRSB will circulate the draft to the National Roundtables along with the request for feedback to be submitted to [julie.james@grsbeef.org](mailto:julie.james@grsbeef.org) by Oct. 31. (see Regenerative Ag attachment)

**Retail** – Andrew Brazier highlighted the need for collaboration among retail members from both global and regional roundtables to identify common concerns related to sustainable beef initiatives. The aim is to share commonalities to help navigate through complex rules and regulations. It was emphasized that the retail level is crucial in initiating these sustainability efforts, as it impacts the consumer ultimately. It was proposed to have an offline discussion with GRSB staff about tactics to engage with these initiatives and their appropriate resourcing. It was agreed that having a value proposition is imperative for current GRSB members, particularly, those that are not engaged and therefore, do not see the work or traction in a given area.

Ian McConnel added the Executive Committee is in full support of having constituency meetings (modeled as the National Roundtables), along with a Board Champion to help facilitate those meetings and report back to the Board, along with key actions and decision points from each of those constituency meetings. This will allow more input to board decisions from the broader membership and give GRSB stronger guidance from its constituencies and offer a value proposition for both its members and potential members. GRSB will start reaching out to potential volunteers to serve as Constituency Board Champions.

**National Roundtable Updates** – The Regional Roundtable reports provided are attached. Samantha Werth reported on the National Roundtable meeting earlier in the day. There was discussion around animal health, particularly, regarding pain mitigation and what are different regions doing in this space as it relates to things like castration and dehorning, etc. The NRT was tasked with coming back next month to have a few resources. What is being done locally? And, what programs already exist to help those who may want to have a bit clearer guidance on what they can do in their regions. The NRT also discussed the Regenerative Ag document recognizing the need for awareness of the term as it compliments sustainability. This term, although may seem like another buzz word, rather than being negative towards it, we should be open to these different concepts so that we're sharing our story in a positive way, no matter how we're doing it. The NRT also reviewed the draft Social Goal and the NPP project ideas and the roundtables were tasked with submitting feedback.

SureHarvest – Werth also gave an update that SureHarvest shared a preview on the first of the goals reporting where 7 of 12 roundtables have submitted data. While the regions are starting at different levels and not all have access to a quality national database, they do have priorities in common, such as animal efficiency that directly ties into greenhouse gas emissions and productivity, as well as various thoughts on prioritizing. Getting the full report from SureHarvest will be helpful, and show how regions can

coalesce around these common themes that can help advance sustainability, regardless of having available numbers.

### **Executive Director's Report**

GRSB Sustainable Beef Roadmap Fund – Petre reported that there have been some constructive discussions with several members and he will be following-up in the next week or two, and having a concrete project proposal available is essential for those discussions. The work with Context is progressing well and although not quite the inseting mechanism envisaged, it will likely be a mapping of existing initiatives to help members understand the landscape. It will also help to identify some gaps and opportunity to fill those gaps. There was discussion about the need for better alignment and communication within the organization, particularly in relation to meeting the Global Goals and influencing external parties. Importance was highlighted on the role GRSB plays in providing guidance and standards to its members, and the need for a clearer roadmap to ensure consistency in expectations. It was suggested to have more frequent meetings within constituencies to facilitate better input from the broader membership and stronger guidance from the board.

FAO Global Conference on Sustainable Livestock Transformation – Petre reported on his experiences and observations from the FAO Global Conference on Sustainable Livestock Transformation. While the content of the conference was not particularly engaging, it provided valuable insights into the dynamics and politics of FAO. The conference was a significant opportunity to network and make connections, such as with Carlos Cherniak (Argentina), Chairman of the Livestock Subcommittee of the Committee on World Food Security, which will afford us an observing seat at the meeting.

Emerging Ag/CoP28, Dubai – Petre reported GRSB submitted a proposal for an official side event and had discussions with the Inter-American Institute for Cooperation on Agriculture (IICA) to organize several side events. Petre and Eisele will put together a matrix of CoP attendees. GRSB has 4 badges which would allow for 4 people each week, potentially 8 people in all, as staying the entire two weeks for any one person is unlikely – this will also enable increased participation in several side events. The second week will focus on food and agriculture discussions. Petre recently met with Donald Moore (Global Dairy Platform) and a few other livestock organizations and they discussed the importance of spreading out their presence at various pavilions, particularly in countries with significant livestock industries. Additionally, Petre emphasized the need for engaging with country delegates and sharing relevant documents with them and highlighted the importance of knowing the national negotiators at CoP and the role of the roundtables in this regard.

SureHarvest – Petre added to Werth's report earlier, that SureHarvest will provide a summary of the National Roundtable reporting by December 1st. This will help expose any gaps in the framework, or lack of clarity in the reporting format. The summary will also be available in the GRSB Annual Report which should be completed by December 1<sup>st</sup> and available for CoP.

### **Regional Director's Report**

GRSB Sustainable Beef Roadmap Fund / Nature Positive Production Project – Eisele gave an update on the Nature Positive Production Projects discussed earlier in the Nature Positive Working Group where it was concluded to integrate the 3 projects into one, as well as work with the other GRSB working groups to ensure alignments to avoid multiple asks of a member.

Uruguayan Roundtable Launch – Eisele reported on the recent launch of the Uruguay Roundtable and plans for a kickoff meeting in late October. The launch was a success, and the roundtable will now focus on engaging more members, and keeping them involved.

Human Rights and Environmental Due Diligence in the Global South – Eisele reported on her recent trip to Berlin for a meeting about the EU's new Corporate Sustainability Due Diligence Directive. The directive will require European companies to conduct environmental and human rights due diligence in their supply chains, potentially up to indirect suppliers. The need was expressed for companies to get involved in solving supply chain issues rather than merely avoiding them.

Multi-stakeholder Platform on Protecting and Restoring the World's Forests – There was discussion on a research project on deforestation and the potential for it to contribute to economic growth in certain regions. Concern was expressed as no response had been received regarding GRSB's application to join the platform, and emphasized the need for producers' voices to be represented in such discussions.

## **Administrative Report**

### New Members

A new member consideration was presented for *National Agriculture Research Institute INIA*).

It was moved by Olaso Aguirre and supported by Beierbach to approve INIA for GRSB membership, pending clarification of appropriate constituency of either Civil Society or Consulting. *Motion carried.*

2024 Board Elections – Stuart shared an overview of the upcoming GRSB Board election process and the seats available (attached). A nomination email was sent to the Primary Contact email for each member. Nominations must be submitted in writing and also have the acceptance of the organization being nominated. Members can nominate their own organizations, and can only nominate within their constituency. Nominations were particularly encouraged for Retail and Latin American representation. There will be a two-week voting period starting on October 15<sup>th</sup> with a newly elected Board of Directors established by November 1. The new Board will then elect their Executive Committee members. The previous and newly elected Board will meet to discuss Budget/Planning. (see Board Elections attachment)

### 2024 Global Conference on Sustainable Beef (Uruguay, September 30 – October 3, 2024)

Sebastian Olaso Aguirre (Sol Dorado) is assisting GRSB with the planning of the global conference in Uruguay at the Grand Hotel, September 30 – October 4, 2024. The conference would offer pricing

options to cater to both local and international attendees. GRSB also left the door open for potential innovation tours in the first half of the year, particularly in North America, and requested any suggestions for such tours.

**AOB**

As there was no other business, the meeting was adjourned at 7:00 p.m. (Central US/Canada).

**Next Board of Directors – November 15, 2023, 9:00 a.m. – 10:30 a.m. Central US/Canada**

**Attachments:**

Survey Questions  
NPP Projects  
Regenerative Ag  
Social Impact  
Board Election/Nominations

# 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 sentiment (internationally). A small working group was formed after the 27<sup>th</sup> February GRSB Comms Council, and met on the 17<sup>th</sup> of March. This working document will form the basis of a proposal to be put forward to the October 2023 Communicators Summit (San Diego, 2023) and then to the GRSB to consider for implementation and resourcing.

## Current contributors:

Bradd Witt, Taylah Faulkner, Pip Band, Ruairaidh Petre, Amie Peck, Teresa Steele-Rika, Julie James

## Rationale

In November, 2022 the Communications Summit of the GRSB held a dedicated session to bring together and interrogate various regional 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 survey questions that can inform the GRSB's internal and external engagement and communications with key stakeholders.

## Aims of the survey.

The GRSB should develop a survey instrument that quantifies public 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. Consideration also needs to be given to surveying people in regions and countries that are important markets, 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
5. Communications Council to prioritise questions (final question number expected to be about 10)
6. Funding proposal developed
7. Research in market
8. Results presented

## Draft questions below based on several iterations of feedback

Scoring of questions (1-essential 2, nice to have, 3, it could go	Theme area	Possible question(s) (All are 5 point Likert scale: Strongly disagree, Disagree, Neutral, Agree, Strongly Agree) unless otherwise noted.	Rationale or justification of its importance	How would this data be used to who?
1	<b>Trust</b> (links to GRSB Goals)	<ul style="list-style-type: none"> <li>• <b>When thinking of food generally, I see beef as a trustworthy source of food</b></li> <li>• <del>I trust the beef industry is striving to achieve sustainability.</del></li> </ul>	This matches the overarching vision of the GRSB (We envision a world where beef is a trusted part of a thriving food system in which the beef value chain is environmentally sound, socially responsible and economically viable) and places beef in broadly within the food system from a public perspective.	Primarily for the GRSB to inform (and regional) trust but also for discussions with regulatory stakeholders (including potential members, retailers)
1	<b>Diet/nutrition</b> – beef as a part of a balanced nutritious diet	<ul style="list-style-type: none"> <li>• <b>I consider beef to be an important part of a healthy and nutritious diet.</b></li> <li>• <b>Animal based protein (poultry, goat, sheep, beef etc.) is an important part of a healthy and nutritious diet.</b></li> </ul>	Diet trends are a key issue that all food industries are grappling with in terms of healthy diets, planetary health etc. knowing diet trends and reasons for purchasing and consumption is essential to all food industries	

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1

Changes in  
consumption could  
be 2

Diet – trend in beef  
consumption (up  
down steady) and  
why (drop down or  
similar)

- **Considering your normal diet over the last year or so, choose the option that best reflects your beef consumption.** As above

(5 point scale - 1. Never 2. Rarely (a few times a year or once every other month), 3. Occasionally (a few times a month) 4. Often (a few times a week), 5. Daily

Then the frequency set of questions

- (for those who select "never") **If you do not eat beef, which of the following best describes what influences your choice?**
    - a. religious beliefs/practices
    - b. cost/price
    - c. health
    - d. taste
    - e. animal welfare
    - f. non-animal based diet
    - g. climate
    - h. environmental
    - i. other
  - (for those that do eat meat (2 to 5 above) **Considering your normal diet over the past year, which best describes your consumption of beef?**
    - a. Decrease a lot
    - b. Decreased a little
    - c. About the same
    - d. Increased a little
    - e. Increased a lot
  - (only for those that answer the question above) **Which of the following most influences any trends in your beef consumption over the past year?**
-

- a. religious beliefs/practices
- b. cost/price
- c. health
- d. taste
- e. animal welfare
- f. non-animal based diet
- g. environmental
- h. climate
- i. other

- |   |  |  |
|---|--|--|
| 1 | Perception of <b>sustainability</b> of beef overall (when compared to other foods to keep it meaningful) | <ul style="list-style-type: none"> <li>• <b><i>I feel that beef production is sustainable.</i></b></li> <li>• <b><i>I feel that beef can be raised sustainably</i></b></li> <li>• <b><i>On a scale of 1-5, how sustainable do you think the beef is as a food source</i></b></li> <li>• <b><i>How do you rate the performance of beef as a sustainable food source</i></b></li> <li>• <b><i>Very sustainable / sustainable / neutral /</i></b></li> <li>• <b><i>The sustainability of beef production is improving.</i></b></li> <li>• <b><i>When making food purchasing decisions, sustainability is <u>not</u> an important consideration for me.</i></b></li> </ul> |
|---|--|--|

**Animal welfare** - a difficult one to avoid both social desirability and leading questions.

- ***I believe that beef cattle are treated humanely.***
- ***I believe that people in the beef industry use good animal welfare practices.***
- ***It is OK for cattle to receive antibiotics when essential for their wellbeing.***
- ***It is OK for cattle to receive hormones to improve productivity.***

Animal welfare is one of the top drivers of a decrease in public beef consumption. Understanding perceptions of animal welfare will therefore be important in monitoring changes in beef consumption over time.

Directly links to stated goals of GRSB and needs to be used to inform engagement with stakeholders.

Knowing trends in attitudes towards animal welfare can also feedback into policy chains and ultimately provide a platform to bring together consumers and producers but using global standards.

<b>Climate and emissions</b>	<ul style="list-style-type: none"> <li>• <b><i>Greenhouse gas emissions of food is important to me when making purchasing decisions.</i></b></li> <li>• <b><i>I believe the beef industry is trying to reduce their greenhouse gas emissions.</i></b></li> <li>• <b><i>I believe the beef industry has been of reducing greenhouse gas emission</i></b></li> </ul>	The impact of beef production on the climate is a primary challenge being addressed by the industry and is of particular importance to the public. Monitoring public perceptions of industry's focus and action on emissions reduction will help to determine how action and communications are being received by the public and driving purchase/consumption patterns.
<b>Nature</b> positive/environmental (other than climate)	<ul style="list-style-type: none"> <li>• <b><i>I feel that the beef industry looks after the environment.</i></b></li> <li>• <b><i>Cattle can make a positive contribution to nature.</i></b></li> <li>• <b><i>Environmental issues are important to me when making food choices</i></b></li> </ul>	Sustainability is often thought about in terms of environmental health, and so asking general questions on whether the public thinks industry is looking after the environment are important to understand how the industry and environment co-exist, and how perceptions of this relates to consumption trends.
<b>Social</b> benefits – supporting farming industries and communities	<ul style="list-style-type: none"> <li>• <b><i>The beef industry positively contributes to the community.</i></b></li> <li>• <b><i>Eating beef is an important part of my lifestyle (culture?) (Who I am).</i></b></li> </ul>	<p>Asking this question will enable an understanding of the value the public hold towards the social dimension of beef sustainability and can indicate the level of communications focus necessary for social benefits of beef production. Should engage the working group on social goals.</p> <p>This will need to link to the <b><i>People and the community</i></b> principle (Principle 2 of the GRSB)</p>
Who do people trust in <b>information</b> , or which <b>messages</b> and media do they rely on (Where do they go first for information)?	<ul style="list-style-type: none"> <li>• <b><i>The beef industry can be relied on when providing information about sustainability.</i></b></li> <li>• <b><i>When it comes to information on sustainability issues and food which of the following do you trust the most.</i></b> (drop down list) a. Friends and family;</li> </ul>	<p>This helps to understand who is relied on or trusted when it comes to public attitudes to food and beef sustainability.</p> <p>However, it should be noted that predispositions and underlying values have a very strong effect on attitudes and most people have little to no knowledge of beef production or supply chains.</p>

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- b. Researchers / academics;
  - c. Environmental groups;
  - d. News media
  - e. Government sources
  - f. Social media
  - g. Google or other search engine...

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**Traceability**  
throughout supply  
chains to consumer

- ***Traceability is important to build trust in the beef industry.***
- ***It is important to me to be able to trace where my food has come from.***

The next step for sustainable livestock is to include the final consumer in the ESG agenda, who have already shown a growing concern with the topic. Traceability plays a key role in shortening the distance between the origin and the consumer, providing information, and building trust throughout the beef value chain.

Traceability is an important tool for property management, risk management, and demands for export, and it is important since the origin throughout the chain to the final consumer. It is being important for disclosure to regulatory agencies, the consumer, and to the elaboration of continuous improvement.

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# Nature Positive: Project 1: SBLMP Practices

## 1. Evaluation of science-based land management practices (SBLMP) in cattle (or Nature based solutions)

- I. Set criteria for guiding the selection of the practices that contribute to nature
- II. Set methodology for compiling SBLMP according to outcomes
- III. Classification of Practices
- IV. Identification of Outcomes

## 2. Development of a Document that support nature positive outcomes based on local or regional research across the 25 countries who make up part of the GRSB network

## 3. Create opportunities for promoting SBLMP in cattle at all levels (Global agreements, National strategies, others)

*Funding requested:* X

*Timeline:* X



## Nature Positive: Project 2: NPPP Verification Guidance

**(1) Develop a nature-positive production "verification guidance" based on measurable outcomes to support GRSB members to verify their nature-positive commitments in a robust and legitimate way and be able to make public claims.**

Without a clear industry-wide understanding of what makes a claim legitimate on nature positive, we are comparing apples to oranges and could be contributing to green-washing of the term and the beef industry.





# Nature Positive: Project 2: NPPP Verification Guidance

1. **Map GRSB Members (and other key non-members stakeholders) nature positive definition, commitments and identify:**
  - Timeline
  - Indicators
  - Outcomes
  - Practices
  - Means of verification
  
2. **Develop a “verification guidance” to support verification on claims identified in stage 1 (i.e. if a retailer is using the word “regenerative beef,” what is the common definition of this?)**
  - Deforestation and conversion-free
  - Regenerative
  - Landscape
  - Set measurable outcomes for verification.
  - Based on Project 1, Identify SBLMP that contribute to the Nature Positive goal and are verifiable.

**Funding requested: X**

**Timeline: X**





## Nature Positive: Project 3: Mapping incentives that reach producers for nature positive outcomes

**Map incentives (financial and otherwise) that reach producers to support nature positive outcomes, on an evergreen platform.**

- a. Producers will need support on the nature positive transition but currently, there is no one-stop-shop to easily find incentives that are applicable to ranches in certain geographies and working under specific conditions.



# Nature Positive: Project 3: NPPP Verification Guidance

## Stage 1: Mapping Nature Positive outcomes

- **Consultant review** of “nature positive” outcomes, as aligned with the GRSB goal
- **Collaborative (NPPWG) work** on naming types of incentives such as: technical assistance, capacity-building, legal assistance, technology support, economic security (such as long term contracts), direct financial benefits (transition economic support, loan rates, and direct payment)
- **Community (NPPWG) identification** of such incentives that exist internationally or domestically that are known – and currently working (i.e. producers receive certain benefits for nature positive work)

## Stage 2:

- **External consultant review** of additional incentives not already listed to verify their legitimacy

## Stage 3:

- **Collaborative (NPPWG) review** of incentives found
- **External comms development:** design and build platform to highlight incentives (trilingual)
  - Enable producers to give reviews (stars) as a form of verification of support (i.e. I was part of this incentive scheme, utilizing the tool on 100 hectares of land)
  - Establish mechanism to include additional incentives as they appear
  - Align with other initiatives – such as the CGF FPC
  - Assign responsibility for upkeep to someone

# Global Roundtable for Sustainable Beef (GRSB) working document on *Regenerative Agriculture*

**Note:** This is a **draft** working document prepared for discussion by the working party to facilitate how the GRSB uses, and engages with, the term *regenerative agriculture*.

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## Brief background and context – Why the need for a clarifying document on regenerative agriculture for the GRSB?

'Sustainable agriculture' and 'regenerative agriculture' are not new terms.

Sustainable development (or sustainability and sustainable agriculture), as it is widely understood (considering environmental, social and economic dimensions to improve well-being now and into the future), dates to the 1980s. Similarly, the emergence of *regenerative agriculture* (in response to growing concerns about the environmental impacts of agriculture) can be traced back to the 1970s.

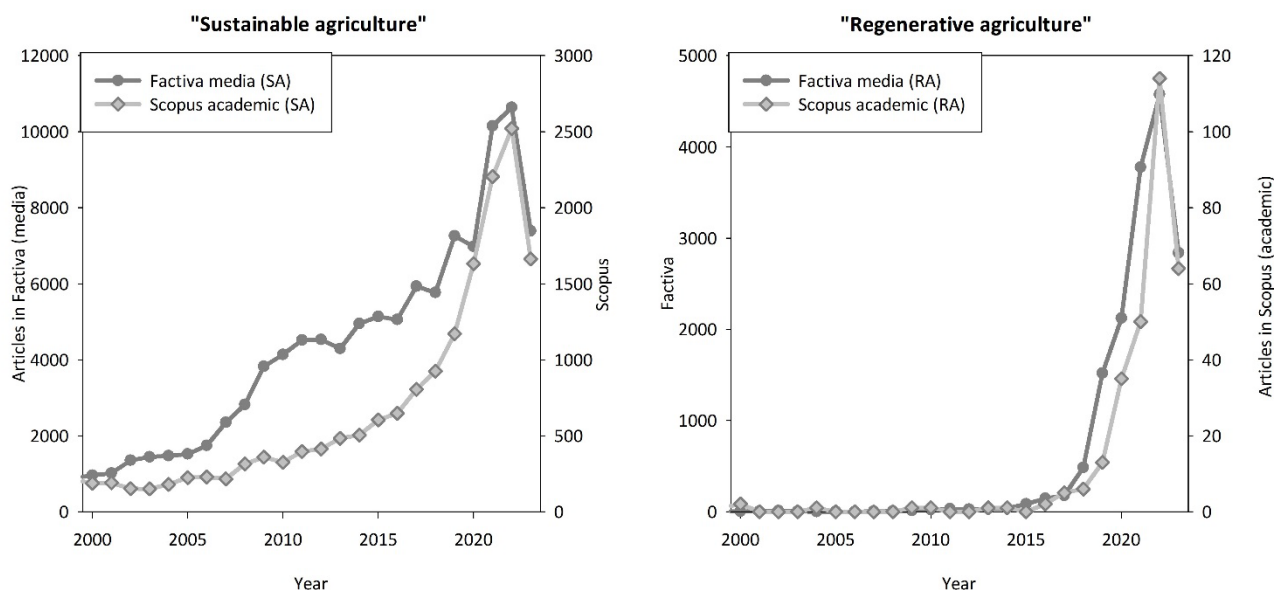
While there is broad agreement on definitions and use of the term *sustainable agriculture* - *regenerative agriculture*, by contrast, is still being debated.

Although *regenerative agriculture* was mentioned in a range of agricultural policy documents and began being associated with aspects of organic agriculture in the 1970s, it was not picked up by mainstream media, consumers, retailers, or researchers until quite recently (Fig 1).



**Unlike *sustainable agriculture*, which has been discussed, debated and researched for well over three decades, *regenerative agriculture* is only just undergoing such scrutiny.**

What is clear is that the early discussions of *regenerative agriculture* were primarily focused on improving and restoring soil health to ensure that agricultural practices did not deplete the natural capacity of soils as the key basis of food production. It is in this area that we see the key link and overlap between *sustainable*- and *regenerative*- *agriculture* in the context of sustainable beef.



**Figure 1:** Trends in global media (dark grey) and academic literature (light grey) using the terms “*sustainable agriculture*” (left graph) and “*regenerative agriculture*” (right graph) from 2000 to July 2023 (Note: the left axis in each graph is for media and right axis is for academic articles).

The Global Roundtable for Sustainable Beef supports a ‘triple bottom line’ (environment, society and economy), approach to sustainable agriculture. Therefore there is clearly an overlap between *regenerative agriculture* and the mission of the GRSB. The area of overlap sits primarily within the nature positive goals of the GRSB which is to: *Ensure the beef value chain is a net positive contributor to nature*<sup>1</sup>.

## Different schools of thought in regenerative agriculture.

It needs to be acknowledged that there is some current debate around the scope of *regenerative agriculture*. Some recent publications argue that *regenerative agriculture* should go beyond the physical environment and that has implications for the social, political, and economic dimensions of agriculture.

In some cases, advocates for a particular view of *regenerative agriculture* will claim that it is ‘better’ than sustainability because they view sustainability as the preservation or maintenance of the *status quo*. It is important to note that this is not the case for organisations such as the GRSB and other roundtables. These organisations strive to set clear goals and targets that can demonstrate ongoing improvements (where required), or when sustainable outcomes are being achieved, they can be maintained and demonstrated.

There is a view that *regenerative agriculture* definitions should avoid prescribing practices because of the great diversity of climate, soils, production, food and fibre types and scale of farming across the globe.

<sup>1</sup> <https://grsbeef.org/sustainability-goals/nature-positive/>

While some argue that *regenerative agriculture* should be seen as a world view or mindset, these are outside the scope of the GRSB and those seeking to provide verifiable and measurable outcomes that can be tracked to demonstrate improvements across all dimensions of sustainability.

Despite the apparently academic debate over what constitutes *regenerative agriculture* this level of debate and scrutiny is healthy and to be expected. Sustainability and *sustainable development* underwent the same level of debate in the 1980s and early 1990s, and such debate was necessary for it to mature and emerge as a fundamentally new approach to development.

Apart from academic interest, there is strong retail and consumer curiosity and interest in the attributes they perceive *regenerative agriculture* may bring to evolving food systems, especially for environmental outcomes. Many companies, supply chains and producers are responding to the signal from consumers who wish to know that their food choices are not harming planetary systems.

## Key principles of regenerative beef production

*Regenerative agriculture* generally falls within the aims of *sustainable agriculture*, but it tends to focus primarily on the biological and physical nature of soils, pasture and other ecological processes. Sustainability must encompass much more than this including the social economic and environmental dimensions of agriculture.

Thus, provided that those who claim, or practice *regenerative agriculture* are contributing towards improvements on stated environmental goals, then there is no contradiction with sustainable beef production. However, it is important to note that many beef producers and supply chains may strive for and have aims towards sustainable systems that may not describe themselves as “regenerative”.



**The key point for GRSB and other organisations who are dedicated to sustainability is that:**

**the overlap between *regenerative agriculture* and *sustainable beef* is where outcomes are matched to stated aims that are both quantifiable and verifiable, so that progress toward those goals can be demonstrated in a transparent fashion.**

### Key points for GRSB stakeholders

- *Regenerative agriculture* is just one of several approaches applied by those seeking to achieve sustainable beef production.
- Not all claims of *regenerative agriculture* will necessarily demonstrate or achieve the broader dimensions of *sustainable agriculture*, as claims of regenerative agricultural practises may have limited links to the social and economic dimensions of sustainability.
- Sustainable beef production and supply chains may or may not use the term, or lay claims to being “regenerative”. From the GRSB perspective what is most important is that those claiming sustainable beef production can demonstrate progress on their stated goals.



# GRSB TWG Social Impact (TWGSI)

## Proposal for revision of GRSB Principle 2

Elaborated by a TWGSI-appointed drafting group composed of:

- Grace Vehige (USRSB)
- Elizabeth Armstrong (Ithaca)
- Nick Jolly (Beef+Lamb NZ)
- Ian McConnel (Tyson)
- Luiza Bruscato, (Mesa Brasileira da Pecuária Sustentável), Carlos Barbieri
- Florence Nherera (NERPO)
- Roz Davis (SAI Platform)
- Bradd Witt (University of Queensland)
- Daniel Knoop (Solidaridad, chair)

## Documents

[ToR for the TWG Social Impact](#)  
[GRSB Principles](#)

## Purpose

Purpose of this document is to present the proposals for revision of Principle 2, intent statement and corresponding criteria, as prepared by the TWGSI drafting group. It is a first step towards defining a social impact Goal, as explained below.

## What is the role of the Principle, Criteria and Goal?

The principle and criteria are meant to inform the policies and actions of GRSB members; they can be thought of as technical reference documents for people looking to understand the detail behind the work of the GRSB. In these documents, getting the technical language is prioritised.

The Goal is intended to be a statement of ambition, an aspirational end point that is easily understood by broad audiences and summarises the outcome to be achieved by delivering on the principle and criteria. In the goal, having the intent understood and attractive to external audiences is the priority. The criteria serve as guidance for members working towards the goal.

## Principle 2: People and the community

The revised principle statement proposed by the drafting group is:

**GRSB and its members commit to enhancing the lives of the people and communities we impact throughout our value chain.**

## Intent

GRSB members ensure a fair and inclusive industry and thriving, healthy communities. We recognise the central role that farming and ranching must play in creating a sustainable, more equitable world. Through innovation, collaboration and investment across our value chains, we will empower farming communities to adapt and thrive in the face of change, accelerate diverse industry leadership, raise living standards, and provide healthy, affordable and nutrient-dense foods to communities worldwide.

## Criteria

GRSB members commit to creating a fair and inclusive industry and contribute to building thriving, equitable, peaceful communities through their daily choices and actions by:

1. respecting and advancing human rights in accordance with the UNGPBHR<sup>1</sup>;
2. recognizing and respecting the rights and cultures of indigenous peoples;
3. improving living standards and providing a living income, supporting career progression and youth opportunities;
4. conducting business with integrity and safeguarding against corruption and exploitation;
5. providing safe and healthy work to ensure the physical and mental health of all;
6. accelerating an industry that builds attractive and accessible workplaces and careers for a broad cross section of society
7. accelerating gender equity and equality at all levels in the industry;
8. recognizing the cultural heritage, land and property rights, and way of life of all stakeholders;
9. seeking out opportunities to contribute to relevant community needs and challenges beyond the farm gate.
10. being transparent about and accountable for the social impact of our operations.

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<sup>1</sup> [https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR\\_EN.pdf](https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf)

# Social Impact Goal

*In 2030, the farmers, workers, suppliers and communities involved throughout the beef supply chain have a living income and scope to advance, and women make up 40% of the industry at all levels.*

Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Producers & Producer Organizations	Meat & Livestock Australia (2-year term)	Meat & Livestock Australia	Meat & Livestock Australia (2-year term)	Meat & Livestock Australia	(To be elected)
Producers & Producer Organizations	National Cattlemen's Beef Association (2-year term)	National Cattlemen's Beef Association	Canadian Cattlemen's Association (2-year term)	Canadian Cattlemen's Association	(To be elected)
Producers & Producer Organizations	Canadian Cattlemen's Association	Cattle Council of Australia (2-year term)	Cattle Council of Australia	National Cattlemen's Beef Association (US) (2-year term)	National Cattlemen's Beef Association (US)
Producers & Producer Organizations			Beef + Lamb New Zealand (1 year term)	Sol Dorado (UY) (2-year term)	Sol Dorado (UY)



Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Processing	OSI Group (2-year term)	OSI Group	OSI Group (2-year term)	OSI Group	(To be elected)
Processing	Cargill	JBS (2-year term)	JBS	Harvest Road (AU) (2-year term)	Harvest Road (AU)
Processing	Rabobank	Rabobank (2-year term)	Cargill (2-year term)	Cargill	(To be elected)

Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Allied Services & Initiatives	OSI Group (2-year term)	OSI Group	Corteva Agriscience (2-year term)	Corteva Agriscience	(To be elected)
Allied Services & Initiatives	Cargill	JBS (2-year term)	Textile Exchange (2-year term)	Textile Exchange	(To be elected)
Allied Services & Initiatives	Rabobank	Rabobank (2-year term)	Rabobank	Rabobank (2-year term)	Rabobank

Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Retail	A&W Food Services of Canada (2-year term)	A&W Food Services of Canada	McDonald's (2-year term)	McDonald's	(To be elected)
Retail	McDonald's	Restaurant Brands Intl. (2-year term)	Restaurant Brands Intl.	Restaurant Brands Intl. (2-year term)	Restaurant Brands Intl.
Retail	Ahold Delhaize (2-year term)	Ahold Delhaize	(Vacant)	(Vacant)	(To be elected)

Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Civil Society	Solidaridad (2-year term)	Solidaridad	Texas A&M Dept. of Animal Science (2-year term)	Texas A&M Dept. of Animal Science	(To be elected)
Civil Society	National Wildlife Federation	National Wildlife Federation (2-year term)	National Wildlife Federation	National Wildlife Federation (2-year term)	National Wildlife Federation
Civil Society	World Wildlife Fund	Savory Institute (2-year term)	Savory Institute	World Wildlife Fund (2-year term)	World Wildlife Fund

Board of Directors	2020 Board	2021 Board	2022 Board	2023 Board	2024 Board
Roundtables	Canadian Roundtable for Sustainable Beef (2-year term)	Canadian Roundtable for Sustainable Beef	Southern African Regional Roundtable (2-year term)	Southern African Regional Roundtable	(To be elected)
Roundtables	GTPS - Brazilian Roundtable (2-year term)	GTPS - Brazilian Roundtable	U.S. Roundtable for Sustainable Beef (2-year term)	U.S. Roundtable for Sustainable Beef	(To be elected)
Roundtables	U.S. Roundtable for Sustainable Beef	European Roundtable for Beef Sustainability (2-year term)	European Roundtable for Beef Sustainability	MBCS - Bolivia (2-year term)	MBCS - Bolivia
Roundtables	MGSC - Colombian Roundtable	Mesa Paraguaya de Carne Sostenible (2-year term)	Mesa Paraguaya de Carne Sostenible	Mesa Paraguaya de Carne Sostenible (2-year term)	Mesa Paraguaya de Carne Sostenible

**Producer and/or Producer Group Constituency (2 seats)**

Cattle Australia (AU)\*

**Allied Services and Industries Constituency (2 seats)**

Ceres Tag (AU)\*

**Processing Constituency (1 seat)**

None

**Retail Constituency (2 seats)**

McDonald's (GL)\*

**Civil Society Constituency (1 seat)**

None

**Roundtable Constituency (2 seats)**

Australian Beef Sustainability Framework (AU)\*

Canadian Roundtable for Sustainable Beef (CA)\*

# 2024 EXECUTIVE COMMITTEE ELECTIONS

## CURRENT UPDATE

Executive Committee	2020	2021	2022	2023	2024
President	Bob McCan	Bob McCan	Ian McConnel	Ian McConnel	(To be elected)
Vice President	Nicola Robinson	Ian McConnel	Bob Lowe	Bob Lowe	(To be elected)
Secretary-Treasurer	Ian McConnel	Justin Sherrard (2-year term)	Justin Sherrard	Justin Sherrard (2-year term)	Justin Sherrard
At-Large	Cherie Copithorne-Barnes (2-year term)	Cherie Copithorne-Barnes	Jeanette Ferran Astorga (2-year term)	Jeanette Ferran Astorga	(To be elected)
At-Large	Justin Sherrard (to complete term)	Lucas McKelvie (2-year term)	Lucas McKelvie	Lucas McKelvie (2-year term)	Lucas McKelvie
				Luiza Bruscato (2-year term)	Luiza Bruscato