

**MINUTES  
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF  
BOARD OF DIRECTORS  
MAY 22, 2024**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 9:00 a.m. Central US/Canada time.

**Board Members Present:**

**Producer Constituency**

Beef+Lamb NZ, Sam McIvor  
Cattle Australia -  
Nat'l Cattlemen's Beef Assoc., Kevin Kester  
Sol Dorado, Sebastian Olaso Aguirre

**Processing Constituency**

ABIEC, Fernando Sampaio  
Harvest Road -  
Cargill, Eliza Shardlow Clark

**Retail Constituency**

A&W Foods, Lisa Hughes  
McDonald's, Andrew Brazier  
Restaurant Brands Int'l, Tiago Pontes

**Ex-officio Members Present:**

Bob Lowe, President

**Executive Committee Members Present:**

Luke McKelvie, Member-at-Large  
Matthew Cleveland, Member-at-Large

**Civil Society Constituency**

National Wildlife Federation -  
The Nature Conservancy -  
World Wildlife Fund, Maria Elena Varas

**Allied Services and Industries Constituency**

Breedr Ltd., Ian Wheel  
Rabobank, Shane Bownds  
LSQA, Ana Varsi

**Roundtable Constituency**

CRSB (Canada), Ryan Beierbach  
MPCS (Paraguay), Hugo Sanchez  
ABSF (Australia) -  
MBCS (Bolivia), Edward Coimbra Moreno

**GRSB Staff Members Present:**

Ruaraidh Petre, Executive Director  
Josefina Eisele, Regional Director, Latin America  
Katie Ambrose, Director of Member Relations  
Polly Welden, Communications Coordinator  
Julie James, Office Administrator  
Interpreters

**Other Members Present:**

Gail Tavill, OSI  
Sam Werth, USRSB  
Amie Peck, Andrea White, CCA  
Roz Davis, ERBS  
Monica Hadarits, CRSB  
Kristi Block, NAMI  
Josh Merrill, Corteva  
Tim Hardman, Fulton Marketing Group  
Sam Wildman, WWF  
Josh White, NCBA

## **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 Monica Hadarits and supported by Kevin Kester that the minutes from the April 24<sup>th</sup>, 2024 Board of Directors meeting be approved as presented. Motion carried.

## **Council and Working Group Updates**

Communications Council – Amie Peck gave an update on the recent Comms call where the discussion was primarily in preparation for the Communications panel during the global conference. The discussion will focus on communications success stories and how they relate to the global goals to include reporting and progress. The panel will include representation and perspectives from Canada, Oceania and Latin America. They have also standardized the Beef Sustainability Public Perception Survey and have identified countries where such intel would be most significant. They received 3 quotes for the work which will be presented to the Executive Committee at their June meeting.

Animal Health & Welfare (AHW) – Josh White reported that the working group has been working on planning for the global conference to include the AHW working group, panel discussion and workshop, and also securing respective speakers and panelists. They are also working on a clearing house of resources around cattle care guidelines from various roundtables/groups with regional resources for producers. Colorado State University has volunteered interns to help with this summer project with an aim for completion by the global conference.

Climate – Brenna Grant reported that they are working on putting together a July webinar looking at how international standards interact and work together. They are also preparing for the July Climate call where they hope to have the tools survey ready for member distribution, and an initial draft of the land sector removals document. They are also working on putting together the Climate panel discussion for the global conference.

Nature Positive Production (NPP) – Josefina Eisele reported they have been socializing the Deforestation Statement draft as much as possible and met with that National Roundtables and other constituency groups for more focused feedback. There was also discussion on whether to include conversion now at this stage or wait until later. The timeline for member feedback on the statement draft will be extended to mid-June and members are implored to review the draft within their membership and governance to offer GRSB comprehensive feedback. Please contact co-chairs, Josefina Eisele ([josefina.eisele@grsbeef.org](mailto:josefina.eisele@grsbeef.org)) or Hillary Fenrich ([hillary.fenrich@us.mcd.com](mailto:hillary.fenrich@us.mcd.com)) with any questions or request a 1:1 call to discuss the draft further. They are also working on a webinar in July to help bring clarity on *Conversion* and what it means in relation to grasslands or other native ecosystems.

Social Impact Goal – On behalf of Daniel Knoop, Ruaraidh reported that the Social Impact Goal draft is presently out for member consultation. Please contact [julie.james@grsbeef.org](mailto:julie.james@grsbeef.org) if you have not received it. Additionally, GRSB is working with Social Goal subgroups on *Indigenous Rights* and *Nutrition*. Nutrition is having good traction working on a position paper which should be ready in a few months for member consultation. The paper does not include KPIs or reporting as nutrition is beyond our realm of control. Also,

Mario Herrero, Cornell University has offered an intern who will serve as the group scribe.

Producers – No report was available.

Allied Services and Industries (ASI) – Josh Merrill reported on their recent call with Josefina joining to help facilitate discussion around the Deforestation statement and how it applies to a service organization. Josh added that ASI typically would not have any position on deforestation due to the potential negative impact on their customer relationships with ranchers. In June, the constituency group will be discussing Animal Health and Welfare.

Civil Society – Maria Elena Vara reported on their recent call where main discussion points included: 1) The need for stronger member engagement for the constituency, both internally and externally. World Farmer Organization (WFO) has been identified for outreach. 2) An idea to host a Deforestation webinar or information series with subject experts from the Accountability Framework, the Global Grasslands and Savannahs Initiative to help clarify context, concepts, etc. 3) How to incorporate the topic of beef as it relates to the conversion discussion of the Deforestation statement. 4) Share impact stories showing more progress toward the goals. Please contact [julie.james@grsbeef.org](mailto:julie.james@grsbeef.org) if you would like to be added to this constituency group or know of other organizations that you recommend we reach out to for potential engagement.

Retail – Andrew Brazier gave an update after having calls with the various members. Some main points discussed were: 1) Reciprocal GRSB member value; hearing more farmer voices is appreciated and helps build trust. 2) GRSB work is more around cattle production and on a global scale, and can be challenging for more regional nuances, as well as the consumer lens. 3) Financing initiatives and how to amplify, leaning into how to scale up quickly and broadly. 4) Carbon management – can GRSB play a larger role supporting carbon management so that there's a consistency in approach and expectation around the world that can be pushed out to their members. GRSB can grow its governmental engagement/stakeholders. Next steps: setup regularly scheduled constituency meetings and come up with some actionable steps to propose to the board.

National Roundtable – *The Regional Roundtable reports provided are attached.*

Roz Davis reported on the recent NRT call where main points of discussion included: 1) Deforestation statement – roundtable members agree to take the time to adequately review the draft with their members and governance in order to give comprehensive feedback to GRSB. Having more time to adequately review was agreed. 2) EUDR – roundtables shared their various approaches and challenges in preparation for EUDR. 3) Key highlights on diverse activities across the roundtables were shared for collective NRT support. 4) The next NRT meeting in June will focus on the International Reporting Standards and prioritizing a list for engagement and influence. 5) Global conference preparation – will be setting a call with the working group chairs to establish alignments in targets and messaging.

## **Executive Director Report**

COP29 / Emerging Ag – Petre reported Emerging Ag has been preparing for the Biodiversity CoP which GRSB is not participating due to a prohibitive budget and funding. However, Emerging Ag will circulate any outcomes. GRSB also provided comments on the recent FAO draft document.

EU Multistakeholder Platform – The next meeting will be on June 20; please send any questions to Ruaraidh in advance to funnel up. The FAQs version 3 on EUDR should be released in the next few weeks.

Academia Constituency – There was discussion around the idea of separating Academia into its own constituency which is currently included in the Civil Society Constituency. There was consensus to keep Academia in the Civil Society constituency and rename the constituency to *Civil Society and Academia* but have them chaired separately. Academia would be leaned more for support for help with developing a position or with science that can support the work of GRSB/members.

Annual Membership Renewals and Dues – Ideas were exchanged on how to narrow the window of extended outstanding membership dues that notoriously occur every renewal period; consequently, taking a lot of administrative time away from productivity due to continually following-up for payments. GRSB bylaws indicate a membership-lapsing if dues are not paid by March 31. Invoices are sent December 2 and due January 1. This allows members the option of the current fiscal year if they wish to pay. It was agreed that GRSB not publicly share delinquent members; however, impose an interest fee after March 31.

Fundraising Committee – The idea of establishing a Fundraising Committee was discussed on the last Executive Committee call. GRSB funding has been primarily on Katie Ambrose, with support from Ruaraidh and Josefina. Fernando Sampaio shared that ABIEC conducts a Donor Table 1-2 times per year specifically for institutions and governments to be exposed to and get familiarized with the work of the roundtable and potential funding. GRSB has been discussing a similar idea to bring a group of foundations together (i.e., Bezos, Gates, etc.) for a general discussion of where their priorities might align with GRSB.

It was moved by Ian Wheel and supported by Sam Mclvor to establish a GRSB Funding Committee in support of the GRSB. Motion carried.

### **Regional Director Report**

Deforestation Position Draft – This has been highly covered on the call.

Josefina will be at the Future of Food and Beverage in Minneapolis, MN, May 29-30.

### **Administrative Report**

Global Conference – Katie Ambrose reported the conference registration site is live on the GRSB website.. GRSB's global conference is a revenue generator and member support is needed. Katie expressed gratitude to the chairs of all the working groups and National Roundtable for all of their work to help contribute to the success of the conference through its content.

New Member Consideration – Huvepharma NV (Allied Services and Industries, Belgium)

It was moved by Mclvor and supported by Fenrich to approve Huvepharma NV for GRSB membership. Motion carried.

There was a question about GRSB requiring membership applicants to subscribe to GRSB's Principles and Criteria prior to membership approval. Petre replied members are required to sign a Letter of Agreement essentially committing to working constructively alongside GRSB and adhere to the mission, vision, and bylaws; however, he will review the language for any necessary tweaking or clarification.

**AOB**

As there was no other business, the meeting was adjourned.