

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
June 12, 2024**

The Executive Committee meeting of the Global Roundtable for Sustainable Beef was called to order at 3:00 p.m. Central U.S. / Canada time.

Members Present: Bob Lowe, Justin Sherrard, Shari Westerfeld, Luke McKelvie, Brian Lindsay, Matthew Cleveland, Ian McConnel

Staff/Others Present: Andrea White, Ruairaidh Petre, Scott Stuart, Katie Ambrose, Julie James

Opening Remarks/Executive Committee Report

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

Communications Survey Quotes

Andrea White presented the Public Perception Survey project along with the three quotes received. Any technical questions on methodologies can be directed to Amie Peck pecka@cattle.ca or Andrea White whitea@cattle.ca. Based on the discussion, and prior to the next board call, Amie and Andrea will further provide the EC with:

- RFP that was distributed
- Briefing note with some background on the how, what and why, as well as value proposition / case study of how our research is used in Canada.
- Full proposals submitted with recommendation

This is a good overarching survey that can help to drive GRSB priorities and investment decisions. This project concept will be presented at the global conference.

Approval of Minutes

It was moved by Sherrard and seconded by McKelvie that the minutes of the May 8, 2024 Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Westerfeld reviewed the May 31, 2024 Financial Report.

Administrative Revenue \$523,374 and Expenses \$252,659 for a net surplus of \$270,716.

Dues revenue from outstanding member renewals will come closer to \$20K with the recent addition of Huvepharma and retention of Merck. Westerfeld proposed that the EC members consider prospective members and arrange to reach out for the conversations.

Meetings Expense are higher due to cost in Italy and lighter attendance and translation. These areas should be increased in future budgets, as well as for Travel for both Ruairaidh and

Josefina. Bank fees are also higher than normal due to the registrations.

Program Revenue \$83,135 and Expenses \$106,311 for a net deficit of (\$23,176).

Zoetis and McDonald's are only contributors to the Sustainability Fund so far.

It was moved by Westerfeld and seconded by McConnel that the minutes of the May 31, 2024 Executive Committee meeting be approved as presented. Motion carried.

Executive Director Report

Solidaridad – Petre reported that Solidaridad is undergoing changes as it has a new Executive Director who will not renew Solidaridad's GRSB membership. This also negatively affects Daniel Knoop who has been instrumental in spearheading the Social Impact Goal as he will no longer be with Solidaridad. The Executive Committee intends to extend a public appreciation to Solidaridad, GRSB members, and to Daniel – for all of his work and dedication on the social goal. Solidaridad, Latin America wishes to maintain the membership although at their appropriate turnover level. Josefina is also working with Solidaridad Latin America on their IntegraCampo project that is worth \$60K to GRSB.

World Buiatrics Congress, Cancun, MX – Petre reported this was a useful conference that was well attended, and he had two speaking appearances including the keynote address on the Role of Health and Genetics in Beef Sustainability. Petre also met with several members (former, present and potential).

Social Goal – Petre reported that the goal is currently out for member review and then will go to member vote once updated with the feedback.

Nutrition Panel – Petre shared the working group has put together a paper that is currently being reorganized with the help of a summer intern before going back to the panel members for feedback.

Membership – Petre reported there are a few larger and a number of smaller members that remain on the outstanding member renewals.

Regional Director Report (Petre reported in Eisele's absence)

Innovation Forum, Minneapolis, MN – Eisele attended this conference that was a positive experience unlike the one last year in Amsterdam where it was pro plant-based. She talked with many processors which was helpful to understand some of the reporting that currently exists and how to leverage them for our own reporting efforts. A complete report of the conference can be read in the June 12th issue of Connect.

GRSB Deforestation Survey and Statement – We have received a lot of feedback on the draft statement and an Executive Committee call has been scheduled to further discuss with the Nature Positive Product co-chairs on June 24, 9:00-10:00 a.m. Central US.

Global Conference – Eisele has been working heavily on the logistics. Speaker confirmations are needed in order to promote. Ambrose encouraged EC members to repost GRSB social media to help drive registrations and inspire sponsorship.

Administrative Report

New Member Consideration, World Livestock Sustainability (AMGS) – In the absence of time, this will be sent by email to the EC for their recommendation to the board.

Any Other Business

Retailer Briefing – McKelvie gave a report on behalf of Retail Constituency group chair, Andrew Brazier on their recent peer-to-peer phone calls within the constituency discussing GRSB value proposition and possible opportunities (highlighted below).

GRSB value proposition
Objective: Through a Retailer member lens, highlight what role could/should the GRSB and its broader membership focus on:

4 Retailer Constituents interviewed:

What we like:

- Very good at pulling in SME's and information sharing through platforms such as the webinars. More emphasis on "real world" case studies rather than academic is preferred
- Love hearing the farmer voice discussing challenges and opportunities. They are very well trusted inside and outside the supply chain so we need to do a better job amplifying their voice.
- Overdue to have retailer to retailer conversation. This is a good start...continue to take meaningful action, both as retailer to retailer and with the broader industry supply chain.

Possible Opportunities:

- 1) **After 10 years, do we need to review the original principles and criteria? The world's priorities have evolved. How should those be addressed?**
 - a. **Example: Do we need to consider how to include principles and criteria for carbon management?**
- 2) **What can be done to enable and evolve more credible and robust comms in increasingly cynical and litigious environment?**

Sherrard acknowledged the vital importance of this constituency and offered to support as needed.

Awards – In the absence of time, Westerfeld and Cleveland will email the EC for their feedback.

Upcoming Meetings

- Board of Directors Meeting – June 26, 2024, 4:00 p.m. – 5:30 p.m. Central US/Canada

The next Executive Committee Meeting will be on **Wednesday, July 10, 2024, 3:00 p.m. - 4:30p.m. Central US / Canada.**