

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
BOARD OF DIRECTORS
JUNE 26, 2024**

The Global Roundtable for Sustainable Beef Board of Directors meeting was called to order at 4:00 p.m. Central US/Canada time.

Board Members Present:

Producer Constituency

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

Processing Constituency

ABIEC,
Harvest Road, Scott Strachan
Cargill, Carlos Saviani *for* Eliza Shardlow Clark

Retail Constituency

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

Ex-officio Members Present:

Bob Lowe, President
Justin Sherrard, Vice President
Shari Westerfeld, Treasurer

Executive Committee Members Present:

Luke McKelvie, Member-at-Large
Matthew Cleveland, Member-at-Large
Ian McConnel, Imd. Past President

Civil Society Constituency

National Wildlife Federation, Kate Sutherland
The Nature Conservancy, Nancy Labbe
World Wildlife Fund,

Allied Services and Industries Constituency

Breedr Ltd., Paige Savery *for* Ian Wheel
Rabobank, Justin Sherrard *for* Shane Bownds
LSQA, Ana Varsi

Roundtable Constituency

CRSB (Canada), Monica Hadarits *for* Ryan Beierbach
MPCS (Paraguay),
ABSF (Australia), Jacob Betros
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
Andrea White, CCA
Kristi Block, NAMI
Terry Ward, Zinpro
Tamara Loiselles Synergraze
Leopoldo Estol, Jose Lucero, MACS
Veronica Musselli, Jose Bonica, INIA
Bradd Witt, Univ. of Queensland
Brenna Grant, CANFAX
Hillary Fenrich, McDonald's
Alinee Moreno, MRGSM
Mandi McLeod, Systems Insight
Josh White, NCBA
Josh Merrill, Corteva

Opening Remarks/Executive Committee Report

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

Lowie encouraged members delinquent with their annual dues to help resolve.

Consideration of Minutes

It was moved by McIvor and supported by Labbe that the minutes from the May 22, 2024 Board of Directors meeting be approved with the correction of attendance for Sam McIvor. Motion carried.

GRSB Awards Program

Westerfeld reported that the Executive Committee had recently discussed the idea of giving recognition to members and non-members who have demonstrated leadership-driven efforts in advancing the global goals. The GRSB Awards Program was presented with recommendation for board approval that would begin at the 2024 Global Conference with two awards, *President's* and *Collaborator's* (more details are provided in the board meeting binder), then be built out more comprehensively for future awards to be presented at the global conference. A recognition committee is needed and some ideas are to use three Past Presidents or a multistakeholder panel to include members of GRSB, a sponsoring organization which would there would be good marketing opportunity to showcase the work across the membership. Committee volunteers were requested for 2024 and acknowledged in the chat as: I. McConnel, N. Labbe, T. Ward, K. Block.

It was moved by Westerfeld and supported by Labbe to promote the GRSB Awards Program for 2024 and beyond. Motion carried.

Council and Working Group Updates

Communications Council – Andrea White reported briefly on the Public Perceptions project and quotes that were recently presented to the Executive Committee (also provided in the board meeting binder). Of the three quotes received, Australia's has an added feature that would allow GRSB interaction with the data by asking specific questions vs. viewing a static report.

It was agreed that the questions will be reviewed to ensure output supports GRSB's global goals.

Petre clarified that at this time, voting would not be for implementing this project as funds will be needed to support this effort. Rather, this vote is to support in principle only, noting that proposals can change at a later time.

It was moved by McIvor and supported by Hadarits to move forward in principle until funding is received to implement. Motion carried.

Animal Health & Welfare (AHW) – Josh White reported they are working on a future AHW webinar with a few ideas including the option of Jacob Betros sharing the results from their survey on Animal Care Practices

surveyed among producers in Australia. They are still working on the AHW agenda for the conference. It was suggested that two of the tours would be a great opportunity to add an educational element on cattle handling or husbandry practices. Shari Westerfeld agreed with the suggestion and offered to brainstorm on ideas and messaging. Josefina relayed that Uruguayan farms recommended GRSB to specify particular areas of interest and they would tailor the tours accordingly. Please send your recommendations directly to (Ruaraidh.Petre@grsbeef.org) or (josefina.eisele@grsbeef.org).

Climate – Sam Werth reported on their recent webinar, The Landscape of International Standards (recording is available). The next step is to develop an FAQ on the various reporting standards that would be useful to the members. The next Climate WG call will be on July 29, 2:00-3:00pm Central US/Canada. The agenda will include review of the FAQ document, as well as review and discussion of another document in response to the Land Sector Remover Guidance with GHG Protocol and where the beef supply chain fits in, and GRSB recommendations. Brenna is working on an analysis from a survey sent to model developers on different farm assessment tools, and the importance of understanding the objectives and target audience.

Nature Positive Production (NPP) – Hillary Fenrich expressed appreciation, especially to the NRT for their review and feedback on the Deforestation statement. Areas of conflict were around whether to include/not include ‘conversion’ and/or ‘traceability’, language using *Recommendations* rather than *Requirements*. Feedback from companies have not been received and voices from the Retailer and Processor constituencies are still needed and requested. For continuing deeper discussions, as well as consideration of regional contexts and non-roundtable member engagement, please join the next NPP call will be on June 27, 3:00 pm Central US/Canada. The next GRSB webinar, “Conversion: What is it? How is it related to the beef industry?” will be on July 25, 4:00-5:00 pm Central US/Canada.

Social Impact Goal – Ruaraidh Petre reported that Solidaridad is undergoing significant reorganizational changes which affects the role of Daniel Knoop as the working group chair. GRSB wishes to express sincere appreciation to Daniel for his commitment, time and significant effort in getting the goal where it is today. The working group is in need of a chair and any volunteers are requested to contact GRSB. Regarding the current status of the Social Impact Goal, the comment period has closed on the draft goal recently circulated for a 30-day member review. Next steps: Comments discussion will be on July 9th, 3:00 pm Central US/Canada, and then the updated draft to be circulated for another member comment period before voting. GRSB will inquire on Consulting member eligibility and confirm for Bradd Witt as a possible substitute.

Another part of the Social Impact Working Group is the *Nutrition Panel* presented by a group of academics. They’re last call was the end of May and they have been assisted by an intern to produce a draft document for the panel to review. A draft circulation for GRSB member review is anticipated around the end of August.

Producers – No report was available.

Allied Services and Industries (ASI) – The next constituency meeting is being arranged.

Civil Society – No report was available.

Retail – On behalf of Andrew Brazier, Luke McKelvie reported the retail constituency has been discussing next steps to align their focus and there should be more to share at next board meeting. Petre reported on a recent brainstorming call with Andrew, discussing the idea around the abilities of retailers and corporate members in using the word, *commit* to any given project. One idea was match-making for project funding, with an increase in the scale of demonstration that we can achieve our goals in many different places,

contexts, and producers by bringing together the partners that can help make this happen, and then seek the financing. Petre reminded GRSB that this is similar to the Leather Industry's Impact Incentives Program which creates projects and enables organizations that want to support an area but may have legal challenges in using the word, *commit*, to be able to contribute funds to a project which demonstrates progress.

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

Monica Hadarits reported on the last NRT call where discussion included: desired outputs for the NRT meeting during the global conference, the NRT survey on Int'l Standards to prioritize relevancy for the roundtables and 7 Int'l Standards were identified as having alignment for the NRT, and the NRT suggested GRSB extend them invitations to the global conference which would serve as a connection point for engagement and to learn more about GRSB and its activities. Another main topic was the idea to help increase attendance and engagement on the NRT calls is to possibly adjust time zones and/or focus the agenda on more strategic items and shift to quarterly meetings giving the roundtables more time to focus on their impact.

Executive Director Report

Petre reported having attended recent meetings including: Buiatrics Congress in Cancun and the Royal Highland Show in Edinburgh, where he met with new members the Beef Shorthorn Society as well as Quality Meat Scotland. All were useful opportunities to meet with many GRSB members and prospective members, and talk about their priorities and sustainability strategies. Mid-July, Petre will attend the FAO Subcommittee on Livestock, as well as the Global Agenda for Livestock Guiding Group meeting. The chairman of the FAO Subcommittee will be attending the GCSB in Uruguay.

CoP29 – The call with Emerging Ag reported on the recent Bonn meeting (also summarized in the current *Connect* newsletter along with a link to Emerging Ag's full report). This year's meeting in Baku will be smaller than last year in Dubai and the number of passes awarded are expected to be fewer, although GRSB will apply for as many as possible. Let GRSB know if you wish to attend.

GRSB Fundraising Committee – The landscape of membership engagement and funding has changed over recent years and GRSB is looking for new fundraising ideas; hence, the idea of a fundraising committee was discussed on the last Executive Committee call. Petre will follow-up with an email outlining the functions and requirements of this committee and also request volunteers.

Webinars – Petre inquired if having monthly webinars is still a value for the members or should consideration be given to reduce their frequency or another format such as podcasts. There was consensus that the monthly webinars are beneficial, especially, the recordings that are made available as they are also a useful tool for members to share within their organization.

Carlos Saviani shared that the Meat Institute hosts webinars that are sponsored which is a revenue source and also offers the sponsor a few minutes during the webinar to share their message as it relates to the webinar topic. Also, each webinar concludes with a survey to solicit future topics of interest. Petre will follow-up with Meat Institute to learn more.

Regional Director Report

EU Multistakeholder Platform (Deforestation) – Eisel briefly reported on the recent EUDR meeting; the minutes and FAQ are posted on the EUDR website. A 3rd version of the FAQ will be coming in July. They are also working on benchmarking, as well as a guidance document that covers mainly the legal aspects pertaining to the due diligence statement. Sam McIvor asked if anyone is interested in the EUDR WTO

compliance question and getting a legal opinion email Nicholas Jolly Nicholas.Jolly@beeflambnz.com. It was emphasized that GRSB is not a lobbying organization and can only help to facilitate discussions.

IICA / IDB Regional Platform Meeting – Eisele reported on her recent trip to Brazil attending a meeting sponsored by IIC and IDB where they were working on indicators for the southern cone of Latin America. GRSB's role could be working together with Governments and Research Institutes in terms of progress and communication that are based on science. There will be further discussions on how to continue this regional platform and expand all over the Americas.

Administrative Report

Global Conference – Petre advised the agenda is coming along well, and thanked all that are coming together to make it a success, particularly, the assistance of GRSB's Uruguayan members, and he encouraged members to take advantage of the sponsorship opportunities remaining.

AOB

It was suggested to reorganize the board agenda to start with the working group updates since often members have to drop off the call closer to the end. It was agreed to include Constituency Group updates upon request of the chair.

Meeting adjourned.