

**MINUTES
GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF
EXECUTIVE COMMITTEE MEETING
July 10, 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, Matthew Cleveland, Ian McConnel

Staff/Others Present: 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.

Approval of Minutes

It was moved by Sherrard and seconded by Westerfeld that the minutes of the June 12, 2024 Executive Committee meeting be approved as presented. Motion carried.

Financial Report

Westerfeld reviewed the June 30, 2024 Financial Report.

Administrative Revenue \$573,362 and Expenses \$294,751 for a net surplus of \$278,610.

All membership dues have been received with only one outstanding.

Contract Revenue (GoChain, Textile Exchange & Solidaridad) is behind budget. Petre, Westerfeld and Stuart will have a call to discuss future options with GoChain considering it is not producing as well as in past years. There will also be discussion the end of July regarding a maturing CD and whether to reinvest or hold funds for the global conference.

Program Revenue \$100,912 and Expenses \$118,626 for a net deficit of (\$17,714).

Conference sponsorship is looking to land closer to \$100K vs \$200K due to lag in sponsorship procurement due to a combination of location and the current economic environment.

SureHarvest work is focused on the Sustainability Reports to be released at the conference, moving other work to FY 2025. Petre added the importance of this reporting for demonstrating progress against the goals, thus the need to increase the budget in 2025 accordingly.

It was moved by Westerfeld and seconded by McConnel that the June 30, 2024 Financial Report be approved as presented. Motion carried.

Executive Director Report

Strategic Review Planning – Petre reported in a follow-up to the initial discussion in Bologna, Italy that a deeper strategy review for GRSB is needed ASAP. The Communications Consumer Survey would be useful for insight; however, the funding is not available at this time. It was agreed to conduct an in-person strategy meeting, facilitated by a 3rd party, to include the EC, Board, and other key members on the Sunday evening before the global conference, with a framework, preparatory calls and material reviews beforehand. Lowe, Petre & McConnel will further discuss ideas, initiated with a basic outline by Petre – outcomes to be reported back to the EC. It was stated that the many changes in landscape, ambitions and leadership across companies are to be considered, with measurable outcomes as being a key driver, moving away from a forum but delivery of actions.

Petre is to send email to the Fundraising Committee.

Petre added a recent discussion with new GRSB member, *Beef Shorthorn*, surfaced a new idea to service members by offering help with a plan to identify a member as being in alignment with GRSB. It was agreed for Petre to follow-up with Beef Shorthorn to further discuss developing.

Social Goal – Petre reported on the recent call where they discussed the Social Goal feedback received from members. Bradd Witt has volunteered to step in as chair due to the loss of Daniel Knoop/Solidaridad.

Regional Director Report

GRSB Deforestation Survey and Statement – Eisele reported the feedback period on the draft has just closed although additional time has been granted to members who requested. The final decision on the *partial* global position should be completed by the end of July. *Partially*, because the 1st round of feedback received was specific to the text on GRSB's position, but also to include the National Roundtables to present their own positions so as to reflect both global and national positions.

An action plan/roadmap to include National Roundtables/members will be worked on next with the goal of roundtables/members having a commitment or formal position contributing to deforestation. It was agreed to not include *Conversion* at this stage although further discussion will be in the action plan.

McConnel added, it could soften the ask and be helpful to add value for the member if GRSB would help develop processes that enable their achievement. Ideas such as helping to collate the definitions, facilitate some of the providers of GIS Solutions to meet with customers, advocating for all of those providers to use the Transparency Protocol to write the credentials so they can be shared through supply chains.

New Member Consideration – Eisele reported on her call with the applicant who primarily represents producers would be better categorized under the Producer constituency rather than Civil Society as applied. They are located in Colombia (although main office is in Spain) and agreed to help resurrect the Colombian Roundtable. Eisele will contact them to advise of the constituency change.

It was moved by McConnel and supported by Westerfeld to recommend World Livestock Sustainability (AMGS) for GRSB membership as a Producer Constituency. Motion carried.

Administrative Report

New Member Prospects – Petre reported being in contact and/or discussion with various member prospects such as: VetSalus, Lely, Boehringer Ingelheim, as well as the potential return of Merck in 2025. Sherrard added Hilton Foods will likely be rejoining GRSB in 2025.

Global Conference – Petre reported GRSB is working on a webinar with IICA in August that would also help promote the conference due to IICA's reach, and that it would be open to non-members. Eisele is working on securing assistance from the municipality for free lodging, as well as local UY fundraising. Polly Welden has been actively working with members on conference communications/promotions and will also be contacting EC members for promotional quotes/30-second videos. Applicable social media posts will increase to at least 2x/week with the *World Without Cows* documentary next, followed by a post on Sherrard/*Building Better Beef Supply Chains* session.

Any Other Business

Awards – McConnel reported that a draft media statement to members was emailed to Petre earlier for review. The nomination form has been refined in Survey Monkey and should be sent by the end of this week for nominations open through July 30th. The Awards Committee will then shortlist with due diligence prior to voting by a group of Past Presidents. The Awards Committee will then conduct the process for the Collaboration Award. Both awards to be presented at the global conference. Travel expense consideration may be needed if the recipient was not already planning to attend.

Upcoming Meetings

- Board of Directors Meeting – July 24, 2024, 9:00 a.m. – 10:30 a.m. Central US/Canada

The next Executive Committee Meeting will be on **Wednesday, August 7, 2024, 3:00 p.m. - 4:30p.m. Central US / Canada.**