

# Sustainability Progress Report

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GLOBAL ROUNDTABLE FOR  
**SUSTAINABLE BEEF**

**When GRSB developed our global goals and released them in 2021, we realized that the challenge was just beginning. While building consensus for the goals was a lengthy process, delivering on them was much more complicated and involved many more people and their organizations, from farm or ranch through to retailers.**

The goals on Climate, Animal Health and Welfare and Nature Positive Production were chosen as the priorities for beef sustainability in 2021. In addition, over the course of 2023 and 2024, we have been working on developing a goal for social wellbeing, which will be added to future reporting.

Our Climate Goal is to reduce the intensity of emissions by 30% by 2030, on a pathway to climate neutrality. Reporting on this requires a baseline. Countries may use different systems to measure emissions and some countries have no measurements. This was the reason GRSB developed our own Life Cycle Assessment (LCA) footprint guidelines, based on the work of FAO LEAP, and aligned with the Dairy industry guidelines. This provides us with a strong basis for reporting in the future.

Similarly, for the Nature Positive Production and Animal Health and Welfare Goals, a baseline is required before we can demonstrate progress.

In all three areas, our first step has been to establish which national roundtables have already developed aligned goals or are committed to them. Some of the national groups are still in formative stages or have other priorities that take precedence over reporting on the global goals.

This is our first full sustainability report and builds on information we collected from our roundtables in 2023. We have expanded that data and followed up with current mid-year information from our national roundtables to give us as complete a picture as we can. This has been a huge challenge for our national roundtable members. We are deeply grateful for the time and energy they have invested in this work. We recognize our national roundtables are at various levels of development and have a range of priorities. We did not expect to be able to fully report on all goals from all regions. However, to have received reports from them on their levels of commitment is a huge advance for us.

We will repeat this process biennially and look forward to adding more detail on their activities and impact as time goes on.

Once again, thank you to all whose hard work translates into this report. This condensed summary only represents a fraction of the work you all have done.



A handwritten signature in black ink, appearing to read 'R. Petre'.

**Ruairaidh Petre**  
*Executive Director, Global Roundtable  
for Sustainable Beef*

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### Vision

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.

### Mission

The GRSB mission is to advance, support, and communicate continuous improvement in sustainability of the global beef value chain through leadership, science, and multi-stakeholder engagement and collaboration.



## Members

GRSB members include organizations, roundtables and individuals from over 24 countries. Combined, they touch nearly two thirds of the cross-border beef trade. Member organizations deploy top leadership to actively participate in the work of bringing stakeholders from across the industry together to identify universal challenges and practical solutions for sustainable beef.

## National Roundtables and Project Initiatives

A dozen national roundtables across five continents are actively participating as members of GRSB. These “boots on the ground” organizations serve their members and countries through shared access to best management practices, dialog on leading science, data and technology and collaboration on sustainability activities. They serve GRSB by providing real-time information from a wide variety of viewpoints and geographical challenges.

## Working Groups and Councils

Member representatives conduct the business of the Global Roundtable through active committees which create and have oversight of working groups. It is an essential format to ensure member interest and involvement are maintained and communicated.

GRSB is a dynamic organization which invites professional participation, encourages a level of expertise to advance the mission and goals and commands commitment to sustainability and innovation.

## Summary and Highlights

The 2024 Sustainability Progress report represents the first aggregate summary of national and regional roundtable progress against the GRSB Global Goals. The focus of efforts of GRSB members leading up to this report has been to establish the foundation for achieving progress toward the global goals through development of a sustainability reporting framework that emphasizes engagement of national and regional roundtables, helping to harmonize global efforts while promoting solutions adapted to local context.

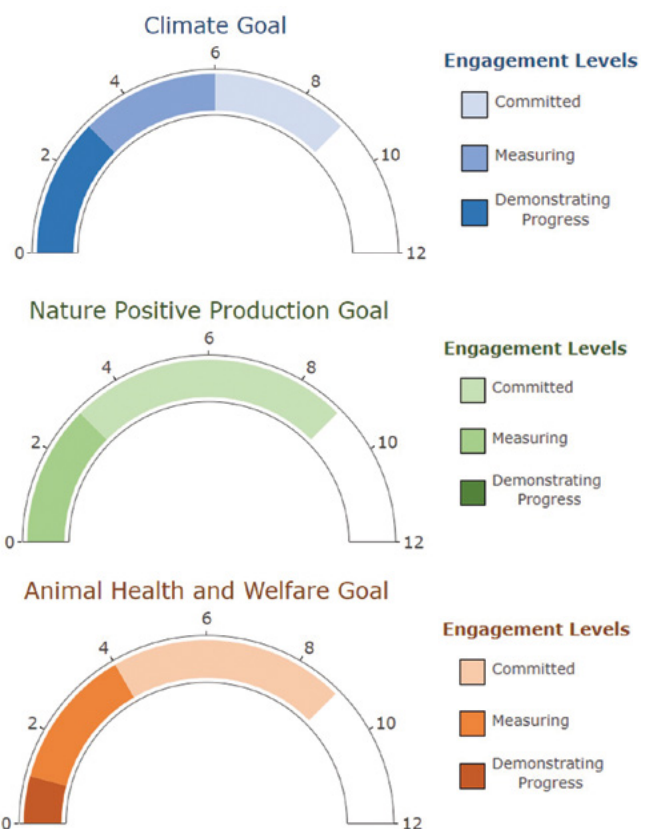
As a foundational step to support goals progress, national and regional roundtables have leveraged **multiple approaches for sustainability assessment**, including the Sustainability Indicators Self-Assessment Guide in Argentina, Environmental Credentials for Grassfed Beef platform in Australia, Sustainable Livestock Farming Indicator Guide (GIPS) in Brazil, BoviWell animal welfare management tool in France, and the sustainable livestock self-assessment system (SAGAS) in Paraguay. Other assessment models include the Canadian Roundtable for Sustainable Beef (CRSB) Certified program in Canada, Bord Bia Sustainable Beef and Lamb Assurance Scheme in Ireland, and the U.S. Roundtable for Sustainable Beef (USRSB) Recognition Program in the U.S.

Using the GRSB Sustainability Goal Reporting Framework, **national and regional roundtables reported progress in 2024 toward the Climate, Nature Positive Production, and Animal Health and Welfare Goals.**

Further details on the roundtable goals and targets that align with the global goals are provided in this report. Examples of roundtable actions to support goals progress are also provided to demonstrate the range of activities being carried out globally, including:

- **Climate.** In the area of climate, national and regional roundtables have leveraged the GRSB Carbon Footprint Guideline and **developed carbon footprints and life cycle assessments to measure the Climate Goal**, including examples from Australia, Canada, Europe, New Zealand, Uruguay, and the U.S. To support these efforts, the GRSB Climate Working Group carried out a review of on-farm carbon calculator tools in 2024.
- **Nature Positive Production.** Roundtables have reported **multiple activities to support advancement of the Nature Positive Production Goal** through examples such as sustainability assessment in Argentina to promote science-based land management practices, training and research activities in Australia, and collaboration and advocacy with governments in Bolivia and Brazil. To support these efforts, progress was made in 2024 with the **development of a GRSB Land Management Position Statement** through the GRSB Nature Positive Production Working Group.
- **Animal Health and Welfare.** Several roundtables **promote Animal Health and Welfare through training**, including examples such as coordinated work with official health services in Bolivia, partnerships with Solidaridad and Kering in Argentina, online training in Germany and Poland, Beef Quality Assurance in-person and online trainings in the U.S., and trainings in Mexico that are soon planned for release. GRSB was involved in various efforts in 2024 related to Animal Health and Welfare including support of educational webinars and conferences.

Finally, important **progress was made in 2024 in the development and formulation of a global Social Wellbeing Goal.**



The graphs show goals progress status according to roundtable Engagement Levels. Further details on each goal are provided in the report and a description of engagement levels is available in the Glossary.

# DEFINING SUSTAINABLE BEEF

The Global Roundtable for Sustainable Beef defines sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes: Planet, People, Animals and Progress.



## 5 Principles and Criteria of Sustainable Beef



### Natural Resources

The global beef value chain manages natural resources responsibly and enhances ecosystem health.



### Food

Global sustainable beef stakeholders ensure the safety and quality of beef products and utilize information-sharing systems that promote beef sustainability.



### People & the Community

Global sustainable beef stakeholders protect and respect human rights, and recognize the critical roles that all participants within the beef value chain play in their community regarding culture, heritage, employment, land rights and health.



### Efficiency & Innovation

Global sustainable beef stakeholders encourage innovation, optimize production, reduce waste and add to economic viability.



### Animal Health & Welfare

Global sustainable beef producers and processors respect and manage animals to ensure their health and welfare.

Visit the GRSB website for more information:  
<https://grsbeef.org/core-principles/>

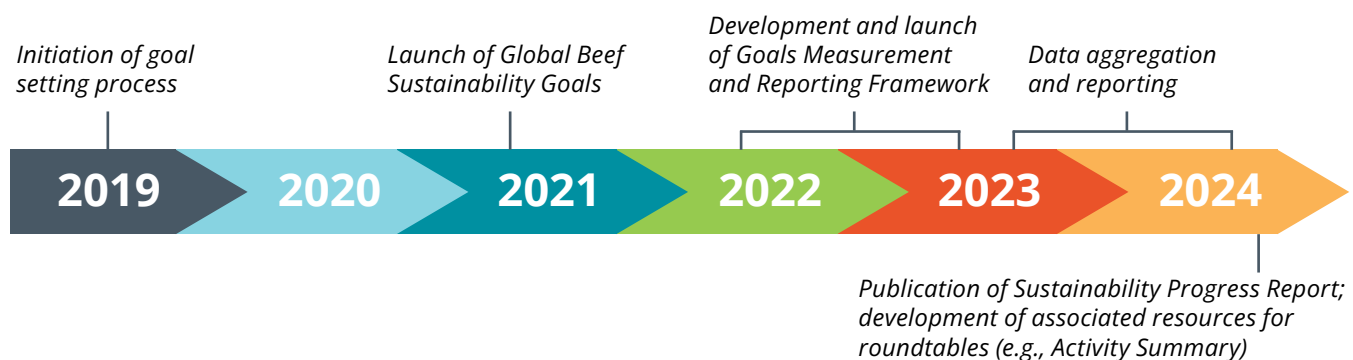
## Background and Summary of the Goals Reporting Process

The GRSB Global Goals were launched in 2021, articulating an ambitious vision of sustainability in the beef sector. To support implementation of the global goals and align efforts of GRSB members, the Beef Sustainability Goals Measurement and Reporting Framework was developed in 2022 and 2023. The Framework was used to support reporting from national and regional roundtables in late 2023 and early 2024, which was used as the basis for this Sustainability Progress Report. The GRSB Beef Sustainability Goals Framework was designed based on the guiding principles of facilitating a measurement and reporting approach that is globally applicable, locally relevant, and harmonized with existing initiatives.

Within the Reporting Framework, roundtables are required to report their progress towards achieving each of the global goals. Progress is reported through “Engagement Levels,” which consist of four stages: Committed, Measuring, Demonstrating Progress, and Milestones and Review. More details about the Engagement Levels are provided in the Glossary. These metrics offer an overview of the progress made by national and regional roundtables in the key areas of Climate, Nature Positive Production, and Animal Health and Welfare. To support each goal, roundtables are also requested to report on specific measurable Targets and provide information on Activities that have been carried out in support of achieving the Goals and Targets.

The Framework has been developed to support measurement of progress against the global goals and is envisioned to also serve as a catalyst for innovation and collaboration between national and regional roundtables as well as other GRSB members. To help support this objective, an initial step involved compiling a summary of goals-related activities that were submitted from roundtables in 2023 and 2024 to serve as a collective resource.

### Global Goals Milestones



### Enabling Conditions - Sustainability Assessment Programs

Each GRSB Global Goal requires a specific approach to measurement, but common themes and cross-cutting solutions are crucial for promoting the sustainability of the beef industry and advancing broad progress in the areas of Climate, Nature Positive Production, and Animal Health and Welfare. Below are examples of how national and regional roundtables have made progress in foundational efforts through sustainability assessment and certification programs. These types of initiatives serve an important role in advancing sustainability goals by providing structured frameworks for evaluating and improving performance.



The **Mesa Argentina de Carne Sustentable (MACS)** has developed a **producer self-assessment tool** (Sustainability Indicators Self-Assessment Guide; **Guía de Autoevaluación de Indicadores de Sustentabilidad**) designed to help beef producers assess and improve their sustainability practices. The tool provides a structured framework for evaluating a variety of sustainability indicators, including environmental impact, animal welfare, and social responsibility. By using the self-assessment, producers can identify areas for improvement, track progress, and contribute to a more sustainable and responsible beef industry in Argentina. <https://autoevaluacion.macs.com.ar/>



## Environmental Credentials

The **Environmental Credentials for Grassfed Beef platform is available for producers in Australia**. This platform provides producers with learning materials across five sustainability themes: carbon balance; biodiversity stewardship; groundcover; tree cover; and drought resilience.

It also enables producers to access, generate, and share data on indicators that represent performance across these themes to generate an environmental credential report that can be shared with the supply chain. Meat and Livestock Australia (MLA) manages the maintenance and improvement of this platform, ensuring the platform remains available at no cost to producers to use and that improvements in remote sensing technology to inform indicators and enhance environmental credentialing can be added to the platform over time. Industry also plans to investigate the option to opt-in automatic sharing of information beyond processors to retailers and financial institutions. <https://www.envcred.com.au/>



The **Guide of Indicators on Sustainable Livestock (Guia de Indicadores de Pecuária Sustentável; GiPS)** is a free tool to support the livestock supply chain on its sustainability journey. The self-assessment management and measurement tool describes which indicators should be improved and how, always in alignment with Brazilian legislation, the **Mesa Brasileira da Pecuária Sustentável (MBPS)** manual of best practices, as well as global sustainability principles. Using the tool is voluntary and confidential. <https://gips.org.br/>



The **Canadian Roundtable for Sustainable Beef (CRSB) has developed a certification program known as CRSB Certified**. The program provides credible assurances for the production, processing, and sourcing of beef through certified supply chains in Canada. The standards cover natural resources, people and community, animal health and welfare, food, and efficiency and innovation. There are incentive programs for CRSB Certified operations, including examples such as the Farm Credit Canada Sustainability Incentive Program, Cargill's

Qualifying Cattle Credit Payments, and the Certification Recognition Credit. <https://www.crsbcertified.ca>

The **European Roundtable for Beef Sustainability (ERBS)** leverages various sustainability assessment programs applicable to country platform members. Two examples are BoviWell in France and the Bord Bia Sustainable Beef and Lamb Assurance Scheme in Ireland.



**BoviWell is a tool used in France to measure animal welfare on beef and dairy farms**. Adapted from the European Welfare Quality scientific framework, BoviWell includes the definition of animal welfare given by ANSES (2018) and its translation of the principle of Five Freedoms, recognized internationally and

included in the World Organization for Animal Health OIE codes. The tool provides feedback, lessons and areas for improvement given to the producer.



The **Bord Bia Sustainable Beef and Lamb Assurance Scheme is a certification program** designed to ensure that beef and lamb producers in Ireland adhere to stringent sustainability and animal welfare standards. The scheme promotes environmentally responsible farming practices, animal health, and welfare,

while providing assurance to consumers about the sustainability of the meat they purchase. <https://www.bordbia.ie/farmers-growers/get-involved/become-quality-assured/sustainable-beef-and-lamb-assurance-scheme-sblas>



The **Mesa Paraguaya de Carne Sostenible (MPCS) developed a sustainable livestock self-assessment system (Sistema de Autoevaluación de Ganadería Sostenible; SAGAS)** in 2020. This system is designed to enable livestock producers to evaluate their practices against sustainability criteria, covering aspects such as environmental stewardship, animal welfare, and socio-economic impact. <https://carnesostenible.org.py/sagas/>



The **U.S. Roundtable for Sustainable Beef (USRSB) has a Recognition Program** in which members across the U.S. beef value-chain can have their sustainability programs assessed by an independent third-party for alignment with the U.S. Beef Industry Sustainability Framework. This is not a certification program, rather, the recognition process provides a means for companies in the U.S. to demonstrate their commitment to sustainability of their operations and the U.S. beef industry in alignment with the USRSB Framework.

<https://www.usrsb.org/our-work/our-framework>





# Climate Goal

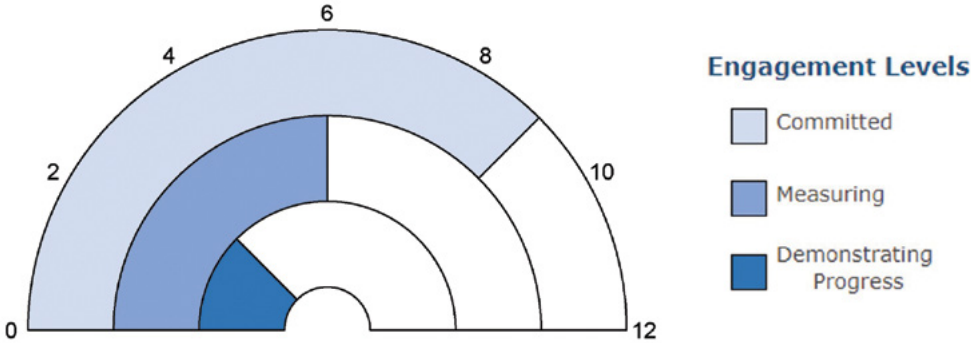
**Globally reduce the net warming footprint of each unit of beef by 30% by 2030, on a pathway to climate neutrality. Be able to report measured progress by 2025.**

The GRSB commits to delivering climate action across the beef industry to support the urgent global ambition to limit global temperature rises to 1.5 degrees above pre-industrial levels.

## Our Path Forward:

1. Using the best available metrics that recognize short-lived gases and sequestration, support the development and implementation of accounting and reporting frameworks.
2. Implement and incentivize climate-smart beef production, processing, and trade throughout the value chain.
3. Safeguard and build upon the carbon stores in soil and landscapes.
4. Invest in research and development of climate-smart practices, tools, and knowledge, to work towards net-positive beef production.

### Roundtable Progress in 2024



The diagram provides a summary of roundtables engaged with the Climate Goal as of sustainability reporting in early 2024. Because the reporting process was initiated in 2023, some roundtables are in the initial stages of defining approaches and establishing methods that align with the global goals and not yet included in this summary figure. A description of the engagement levels is provided in the Glossary.

**A total of nine roundtables reported a status of Committed, Measuring or Demonstrating Progress to the Climate Goal. Of the total, six roundtables reported that they are actively measuring the Climate Goal. Three roundtables reported a status of demonstrating progress toward the goal of reduced emissions, indicating that those roundtables have established an approach to measurement of the goal and have shown a reduction in overall emissions of the beef industry within their country or region.**

## Aligned Goals and Targets

The GRSB Climate Goal is an area where national and regional roundtables have shown progress in measuring and demonstrating progress. Below are examples of national and regional roundtable goals and targets that align with the global goal.

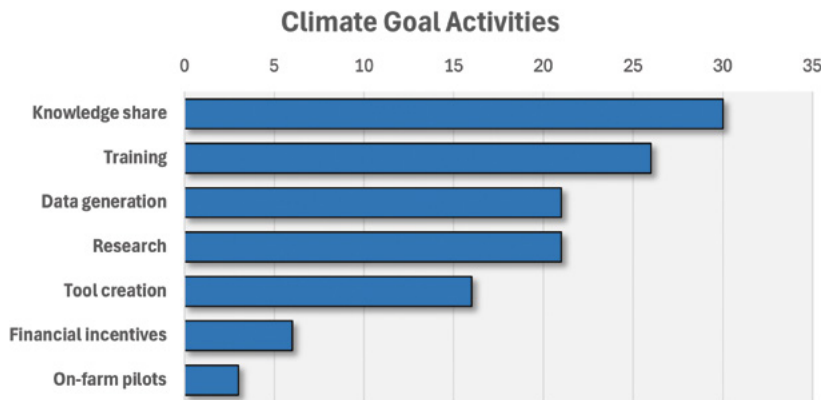
- **Mesa Argentina de Carne Sustentable (MACS) has set a climate reduction target aligned with the GRSB goal of 30% reduction in emissions by 2030.** The baseline is currently being measured and established based on producer responses.
- The **Australian beef industry targets net zero greenhouse gas emissions across its production and processing sectors by 2030.** A baseline was set in 2005 through the Australian National Greenhouse Accounts representing the Australian Government's submission to the United Nations Framework Convention on Climate Change. The *Australian Red Meat Industry's Carbon Neutral by 2030 Roadmap* outlines specific practices to prepare the red meat industry to meet their target.
- **Mesa Boliviana de Carne Sostenible (MBCS) has targeted a 30% reduction of GHG emissions in the Bolivian beef supply chain by 2030.** The MBCS has started work on approving indicators and identifying quantitative sustainability metrics across the beef supply chain to measure progress against the goal and establish a baseline.
- The **Canadian beef industry set a target of reducing primary production GHG emission intensity by 33% by 2030.** The target was determined through environmental life cycle modelling and scenario testing using a 2014 baseline. The industry's efforts have included funding research and extension on feed efficiency and utilization, promoting environmental sustainability, and supporting improvements of forage and grassland productivity. The National Beef Sustainability Assessment results showed a 15% decrease in GHG emissions to produce 1 kg of beef (boneless, consumed) from birth through farmgate to the plate from 2014 to 2021.<sup>1</sup>
- **European Roundtable for Beef Sustainability (ERBS) set a climate target to reduce GHG emissions by 15% by 2025.** An updated goal for 2030 will be published soon. Every ERBS Platform has committed to the target. The ERBS Platforms have completed two progress reporting cycles against the climate target, one in 2021 and again in 2023. In the 2023 GRSB sustainability reporting cycle, a total of 25 activities across the 6 countries were included as examples of initiatives helping drive progress on GHG. Every Platform within the ERBS has an action plan towards the GHG target. There are examples of data-backed progress being made in the ERBS. Data sources vary by country, while most data sources will be national data collected by the government. As an example of progress, Ireland has reported a 12% reduction in farm level GHG emissions from 2014 to 2023, with carbon footprinting done across 60,000 farmers.
- In New Zealand, a carbon footprint was developed in 2022 that analyzed beef and sheep meat produced in New Zealand and exported to different markets. Guidance has been provided to farmers on how to measure and manage greenhouse gas emissions through farm planning, and there is **a target for all farms in New Zealand to have a formal written plan to measure and manage farm greenhouse gas emissions by 2025. The New Zealand Roundtable for Sustainable Beef (NZRSB), with members throughout the beef supply chain, has a GRSB aligned goal of the New Zealand beef industry being climate neutral by 2030.**
- The Uruguayan Government has developed an aligned climate goal to reduce methane emissions intensity by **35% and nitrous oxide emissions intensity by 36% by 2030 from a 1990 baseline.** The **Mesa Uruguay de Carne Sostenible (MUCS)** and its members have aligned with this goal and are in progress to develop specific actions to contribute to the achievement of the national goals.
- **U.S. Roundtable for Sustainable Beef (USRSB) has set a goal for the U.S. beef industry to achieve climate neutrality by 2040.** This goal aligns with the U.S. beef industry's commitment to producing more with less and to support global efforts to limit warming to 2, or ideally 1.5, degrees Celsius of global average temperatures relative to pre-industrial times. USRSB has identified targets for the entire beef supply chain, including cow-calf, feedyard, packers, and processors and retail and food service sectors, to support in this effort.

<sup>1</sup> Canadian Roundtable for Sustainable Beef. (2024). *National Beef Sustainability Assessment: Environmental and Social Assessments*. Calgary, AB: Groupe AGECO

Aboagye I. A., Valappil, G., Dutta, B., Imbeault-Tétreault, H., Ominski, K. H., Cordeiro, M.R. C., Kröbel, R., Pogue, S. J., McAllister, T. A. 2024. An Assessment of the Environmental Sustainability of Beef Production in Canada. *Canadian Journal of Animal Science*, 104(2), 221–240.

## Activities

As part of GRSB Global Goals reporting, roundtables provide details on their Action Plan that includes various activities that are being carried out in support of the goals. Further details relating to efforts in measuring the climate goal through life cycle assessments and carbon calculators are provided below.



*Summary of number of activities reported by national and regional roundtables in support of the Climate Goal. Details of activity types are provided in the Glossary.*

in carbon footprint calculation. <https://grsbeef.org/grsb-beef-carbon-footprint-guideline/>. Some examples of national or regional roundtable efforts to carry out carbon footprint or life cycle assessments to measure beef industry GHG emissions are provided below.

- **Meat & Livestock Australia** undertook a life cycle assessment to determine environmental impacts, including GHG emissions, water, energy, and land use across the industry for the five years from 2016 to 2020 to update the ongoing trends analysis. The study allowed industry to trace the ongoing changes and improvements in environmental performance of the industry, demonstrating the proactive progress achieved by the industry in this time. <https://www.mla.com.au/research-and-development/reports/2023/e.sub.0010---trends-analysis-of-the-australian-beef-industry-2020>
- **Canadian Roundtable for Sustainable Beef (CRSB)** has made progress in measurement of GHG emissions using a carbon footprint approach reported through the National Beef Sustainability Assessment. [https://crsb.ca/wp-content/uploads/2024/01/SUMMARY-REPORT\\_CRSB-National-Beef-Sustainability-Assessment-Strategy\\_EN.pdf](https://crsb.ca/wp-content/uploads/2024/01/SUMMARY-REPORT_CRSB-National-Beef-Sustainability-Assessment-Strategy_EN.pdf)
- Various member Platforms of the **European Roundtable for Beef Sustainability (ERBS)** have made progress on carbon footprinting by using existing national databases (e.g., UK, Ireland, France) or leveraging other programs to measure GHG emissions (e.g., Germany, Poland, Italy).
- A country level life cycle assessment (LCA) was conducted to support a baseline understanding of carbon emissions related to beef and sheep produced in **New Zealand**. <https://www.sciencedirect.com/science/article/pii/S0195925522002128>
- The **Uruguayan Government** with the technical support of the National Agricultural Research Institute (INIA), National Meat Institute (INAC), National Dairy Institute (INALE), and Universidad de la República developed the first report on the environmental footprint of livestock production. <https://www.gub.uy/ministerio-ambiente/comunicacion/publicaciones/reporte-final-huella-ganaderia-uruguay>
- **U.S. Roundtable for Sustainable Beef (USRSB)** has leveraged a peer-reviewed, comprehensive life cycle assessment to support development of a national GHG emissions baseline. <https://doi.org/10.1016/j.jclepro.2023.136766>

## Measuring GHG Emissions

National and regional roundtables have collaborated in efforts to support measurement of the Climate goal in multiple ways, with some roundtables using carbon footprints or life cycle assessments to set their baseline and measure progress. Roundtables have also supported the development of approaches to on-farm carbon calculation, including various examples of carbon calculator tools.

## Carbon Footprints and Life Cycle Assessment

GRSB's Carbon Footprint Guideline, launched in 2022, has helped to harmonize global efforts

## Carbon Calculator Tools

The GRSB Climate Working Group recently conducted a survey to better understand on-farm carbon calculator tools available for beef cattle and provided a summary of tools to GRSB members. Multiple tools were highlighted in their findings. Below are select examples that have involved national or regional roundtables:

- **Meat & Livestock Australia** has supported development of a calculator for determining greenhouses gases produced at a property level. The tool enables the calculation of total enterprise greenhouse gas emissions calculation as well as emissions intensity per product produced (e.g., beef, sheep meat, wool, grain). <https://carbon-calculator.mla.com.au/>
- **The French Livestock Institute (Institut de l'Élevage - Idele)**, in collaboration with its partners, has developed the CAP'2ER®, a tool to help to reduce the carbon footprint of dairy and beef production. CAP'2ER® is a multi-criteria calculator to measure greenhouse gas (GHG) emissions associated with a farm and to identify options for mitigation. To date, it has been deployed on 33% of French beef farms and continues to grow. <https://idele.fr/detail-article/cap2err>
- The **Uruguayan Government through the SRNCC (National System on Response to Climate Change)** has worked on the development of the MRV National Visualizer platform to measure and communicate progress towards the country's Nationally Determined Contributions (NDCs) and goals. [https://visualizador.gobiernoabierto.gub.uy/visualizador/api/repos/%3Apublic%3Aorganismos%3Ambiente%3Avisualizador\\_cdn.wcdf/generatedContent](https://visualizador.gobiernoabierto.gub.uy/visualizador/api/repos/%3Apublic%3Aorganismos%3Ambiente%3Avisualizador_cdn.wcdf/generatedContent)



## Climate Working Group Update

### Overview

The Climate Working Group supports members as they work towards the climate goal, recognizing that each region and production system will have a different focus and message to their supply chain. Overarching support is provided by focusing on understanding the fast-moving landscape of international standards, tools, and resources to learn from each other and accelerate efforts.

### Progress and Activities

The Context Network's November 2023 Carbon Scoping Report provided four main recommendations from the member interviews and the October 2023 San Diego workshop:

- 1) Engagement with existing frameworks lacking beef representation**—While GRSB members are engaged with the Science-Based Targets initiative (SBTi), it was noted that there are capacity issues at SBTi's technical level that could benefit from species-specific information on the beef sector. The Greenhouse Gas (GHG) Protocol seems to have better market penetration, but there are limitations in its scopes, differing from ISO Life Cycle Assessment (LCA) requirements. Exhaustive protocols like ISO make it very difficult to sustain claims for products. Discussions also noted that the GHG Protocol lacks rangeland accounting for avoided grassland conversion and their roles in nature-positive goals. Conversion from rangeland to cropland appears better under SBTi. This issue was deferred to work being done by the Nature Positive Production Working Group on land conversion.

**2) Assessment of existing methodologies**—In April, representatives from the Global Livestock Environmental Assessment Model (GLEAM) presented FAO’s 2023 report “Pathways Towards Lower Emissions: A Global Assessment of the Greenhouse Gas Emissions and Mitigation Options from Livestock Agrifood Systems,”<sup>2</sup> identifying known strategies for reducing greenhouse gas emissions from the beef sector.

In June, Koen Deconinck from Organization for Economic Co-operation and Development (OECD) and Andrea Russi from LSQA presented in a webinar to help GRSB members understand the landscape of international standards. The purpose was to explain how different international standards build upon one another, complementing rather than competing or contradicting each other. Many questions about Measurement, Monitoring, Reporting, and Verification (MMRV) are addressed in the ISO standards.

**3) Landscape assessment of existing GHG accounting tools/solution**—In January 2024, the Climate Working Group developed a sub-committee to poll the membership on GHG tools they were interested in. Then, they surveyed the administrators of these tools for information and alignment with the GRSB Climate Footprint Guideline. GRSB members identified 40 tools available internationally for agriculture. The survey was distributed in March 2024, and the Working Group received 17 responses specific to the beef sector. A summary of the results was shared with the Working Group in July and is posted in the Members-Only section of the GRSB website.

A May 2024 publication, “From Education to Action: A Review of Greenhouse Gas Tools in Pursuit of Net-Zero Agriculture,”<sup>3</sup> noted that it is critical to design GHG tools that are “fit-for-purpose” and tailored to meet the diverse needs of different farming operations. Ensuring these tools are scientifically accurate, practically relevant, and user-friendly for educational or compliance purposes will enhance their utility for farmers. A significant gap exists in data accuracy, and the sector has a pressing need for tools that reflect the regional diversity of agriculture. Developing tools that account for regional specificity will improve emission tracking precision and support localized management strategies. A major barrier to adopting GHG tools is the absence of clear economic incentives. Aligning these tools with financial benefits could enhance their attractiveness and uptake among farmers. Better integration of GHG tools with existing agricultural management systems is needed. This integration can reduce the operational burden on farmers and increase the practical utility of emissions data in everyday agricultural practices.

Brenna Grant, co-chair of the Climate Working Group, was invited to be a panelist in the June 2024 webinar about “Net Zero Agriculture: GHG Tools.” Other panelists noted that producers rely on specialists like accountants and nutritionists for certain tasks. On-farm reporting of GHG tools may require a service sector to support producers who want to pursue this. However, the uptake of record-keeping and knowing the cost of production has historically been low in the cow-calf sector. Additionally, not all of the data points needed for robust tools are readily available within existing reporting systems.

**4) Roadmap development**—A key focus of this part is in providing resources to membership and identifying a path forward for GRSB in driving impact for credible GHG emissions accounting with the beef industry.

## Next Steps

Efforts will shift from advancing the scoping report recommendations (Numbers 1 to 3 above) to providing resources to members from this existing information in 2025.

<sup>2</sup> FAO. 2023. *Pathways Towards Lower Emissions – A Global Assessment of the Greenhouse Gas Emissions and Mitigation Options from Livestock Agrifood Systems*. Rome.

<sup>3</sup> CAPI. 2024. *From Education to Action: A Review of Greenhouse Gas Tools in Pursuit of Net-Zero Agriculture*. Canadian Agri-Food Policy Institute. Ottawa.

## Nature Positive Production Goal

**By 2030, GRSB and its members will ensure the beef value chain is a net-positive contributor to nature.<sup>4</sup>**

GRSB believes that sustainable beef production can and should have a net-positive impact on nature. Therefore, we commit to mobilizing efforts of our members and within the network of national and regional roundtables to publish, measure, track, and report key metrics to demonstrate, in a quantifiable and transparent manner, the net-positive contributions that the sustainable beef value chain has on nature.

### Our Path Forward:

1. Mobilize efforts with the GRSB, its members, and the network of national and regional roundtables to establish regionally applicable metrics and practices (if they do not already exist) that can be aggregated globally to effectively measure, track, report, and verify progress and results.
2. Increase adoption of science-based land management practices that improve ecosystem services, maintain healthier soils, generate additional carbon sequestration, promote more efficient water usage, and increase biodiversity.
3. Increase adoption of practices to recover degraded pastures and improve resilience.
4. Eliminate illegal deforestation and illegal land conversion while increasing deforestation-free production, financing, and sourcing to restore degraded native ecosystems.
5. Improve traceability, transparency, and the availability of relevant information throughout the value chain.
6. Foster meaningful incentives for producers and other actors in the value chain to help catalyze action, spur innovation, reward progress, and promote continuous improvement.

An interim milestone for the Nature Positive Production Goal was that by 2023, the GRSB and its members would be able to measure, track, and report, regional and global metrics that demonstrate progress and results related to the Nature Positive Production Goal. The development and implementation of the Global Goals Sustainability Reporting Framework in late 2023 helped to address this interim milestone through establishing an approach to measure progress and engagement of national and regional roundtables. The Reporting Framework includes reference to four targets based on the “Our Path Forward” description above.<sup>5</sup> Drafting a GRSB Land Management Position Statement in 2024 also represents foundational work to further define and support the Nature Positive Production Goal approach.

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<sup>4</sup>A net-positive impact is defined as the overall (2030) impact being positive, after considering the relevant set of positive impacts and negative impacts. Net-positive simply means there are more positive impacts than negative impacts in a particular period of time. In the context of this goal, the aim is to ensure the collective set of actions taken by the GRSB and its members result in an overall net-positive outcome for nature and land use by 2030.

<sup>5</sup>The four targets included in the Sustainability Reporting Framework are:

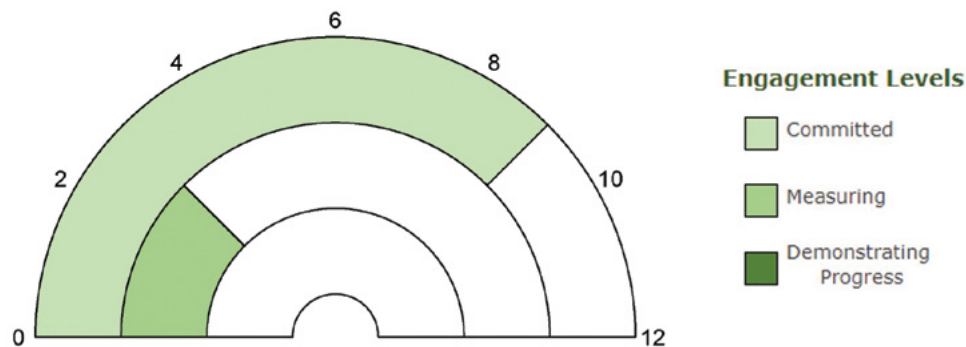
NP-1: Increased adoption of science-based sustainable land management practices that improve ecosystem services, maintain healthier soils, generate additional carbon sequestration, promote more efficient water usage, and increase biodiversity.

NP-2: Increased adoption of practices that help recover degraded pastures and increase resilience.

NP-3: Elimination of illegal deforestation and illegal land conversion.

NP-4: Increased production, financing, sourcing and recognition of beef that does not contribute to additional deforestation, conversion, or degradation of native ecosystems.

## Roundtable Progress in 2024



The diagram provides a summary of the total number of roundtables engaged with the Nature Positive Production Goal as of sustainability reporting in early 2024. Because the reporting process was initiated in 2023, some roundtables are in the initial stages of defining approaches and establishing methods that align with the global goals and not yet included in this summary figure. A description of the engagement levels is provided in the Glossary.

**A total of nine roundtables reported a status of Committed or Measuring the Nature Positive Production Goal. Of the total, three roundtables reported a status of starting to measure progress towards this goal.**

## Aligned Goals and Targets

National and regional roundtables have developed multiple approaches and targets adapted to local contexts that align with the global goal and associated targets. Examples of work to establish and implement aligned goals and targets are provided below.

- **Mesa Brasileira da Pecuária Sustentável (MBPS) is working to establish aligned Nature Positive Production targets.** Initial work has been done to support increased adoption of science-based land management practices through the Sustainable Livestock Farming Indicator Guide (Guia de Indicadores de Pecuária Sustentável; GIPS) program.
- The **Canadian beef industry has a goal to maintain the 35 million acres of native grasslands in the care of beef producers.** The CRSB supports the GRSB Nature Positive Production goal in various ways, including through collaborations that encourage beef farmers and ranchers to engage in habitat conservation projects (e.g., the Species At Risk Partnerships on Agricultural Lands [SARPAL]).

The National Beef Sustainability Assessment results show that land used for beef production contributes the majority of critical habitat that wildlife need for reproduction, to raise their young (74%) and to find food (55%) when all of Canada's agricultural land is considered.<sup>6</sup>

<sup>6</sup>Canadian Roundtable for Sustainable Beef. (2024). *National Beef Sustainability Assessment: Environmental and Social Assessments*. Calgary, AB: Groupe AGECCO

- **European Roundtable for Beef Sustainability (ERBS) has been actively working on establishing a set of Nature-based targets for 2030 with reference to the GRSB global Nature Positive Production Goal.** Landscape research was completed on the latest science, policy, and marketplace developments, and a materiality assessment was conducted with ERBS members and external stakeholders. A specific Targets Task Force from the ERBS Technical Working Group was formed and has been working on developing nature targets. Three nature targets have been established to focus on biodiversity, soil and water, and will leverage the SAI Platform Regenerating Together Framework to support progress. These targets are expected to be launched in November 2024. Ahead of the ERBS nature targets being set, France has already been working towards a nature target on carbon stock under permanent grassland and average biodiversity surface per hectare and is reporting progress.
- **New Zealand Roundtable for Sustainable Beef (NZRSB) has developed goals that track and seek to enhance the level of participation and accreditation of beef producers across the country in assurance programs that aim to improve environmental outcomes related to soil, water, and biodiversity.** The New Zealand sheep and beef industry has an assurance program that is third-party audited every three years. Coverage of sheep and beef farms is over 90%, although around 50% of New Zealand beef comes from the dairy herd.

Deforestation from agricultural activities is not considered an issue for New Zealand due to strict environmental regulation. This is enforced by regional authorities, and additional protections were added through the National Policy Statement for Indigenous Biodiversity in May 2023 which extends this to additional classes of native vegetation such as wetlands and other ecosystems. Beef + Lamb NZ commissioned a report to understand what native vegetation was on sheep and beef farms. This found that 24% of native vegetation, and 17% of native forest, is on sheep and beef farms. This is the largest amount of native vegetation outside of public conservation land. Work is ongoing regarding understanding the change in vegetation on sheep and beef farms, and meat processors are incentivizing the uptake of on-farm assurance programs by offering price premiums for farmers who sign up to them and meet the requirements, which include farmers having biodiversity management plans. These assurance programs are independently audited by third parties and relate to the Nature Positive Production Goal, water and soil quality, and biodiversity.

- The **Uruguayan Government through various Ministerial Divisions with the support of the National Agricultural Research Institute** has set multiple targets aligned with the GRSB Nature Positive Production goal, as described below. The **Mesa Uruguaya de Carne Sostenible (MUCS)** will develop specific activities to contribute to the achievement of those national targets.

- Protect all native forest areas from a 2012 baseline, with a goal to increase native forest areas from this baseline by 5% by 2030, conditional on financial support. This effort will prioritize ecologically sensitive regions that impact water resources, many of which occur in livestock production areas.
- Maintain all forest plantation areas designated for shade and shelter, including silvopastoral systems, from a 2018 baseline. If financing is secured, the target may be expanded to increase forest plantation areas by 10%.
- Implement best management practices in livestock production and breeding across 1,500,000 hectares of native grasslands, with the possibility of an additional 1,000,000 hectares conditional on financial support.
- Apply good management practices, such as forage budgeting and grazing load management, for native grasslands and breeding herds in livestock production areas covering between 1,500,000 and 4,000,000 hectares by 2030.

The aim is to enhance resilience and reduce the vulnerability of livestock production systems to climate variability.

- **U.S. Roundtable for Sustainable Beef (USRSB) has developed goals to maintain and improve grazing lands under the care of U.S. beef producers as well as improve water resources. These goals include achieving 385 million acres covered by a written grazing management plan by 2050.** The USRSB is also working to support programs that expand producer capacity to deploy well-managed grazing strategies to ensure lasting legacies founded on conservation and economic success. Finally, USRSB member retail and food service companies have set a target to assess and set science-based targets to reduce conversion risk in their U.S. supply chains and will implement a strategy to reduce conversion by 2025.

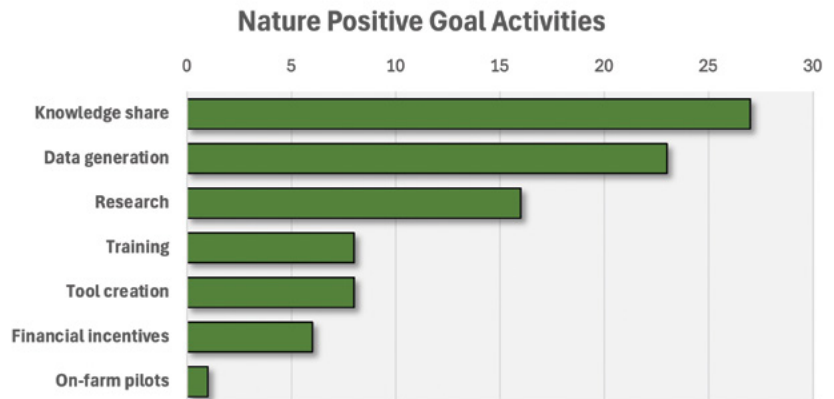


## Activities

As part of GRSB Global Goals reporting, roundtables provide details on their Action Plan that includes various activities that are being carried out in support of the goals. A summary of the types of activities and some select highlights of activities that are being carried out are provided below.

## Activity Highlights

- The self-assessment (Guía de Autoevaluación de Indicadores de Sustentabilidad) developed by the **Mesa Argentina de Carne Sustentable (MACS)** includes a producer commitment to appropriate land use, including understanding of the value of natural ecosystems (forests, grasslands, wetlands), protection from conversion, and responsible management. Producers are asked about current and past land use and mitigation strategies supported by local enforcement agencies. In addition, the self-assessment includes questions regarding soil management practices designed to improve fertility supported by soil testing results.
- **Meat & Livestock Australia (MLA)** collaborates with stakeholders across Australia to deliver programs that equip producers with the knowledge and skills to put the latest research into action in the area of nature positive beef production. One area of focus of training activities relates to providing information and resources for sustainably managing grazing land, which represents a key profit driver that underpins livestock and business health. In addition to training efforts, MLA lends support and expertise to many research and customized adoption initiatives. One example is the Rangelands Living Skin, which seeks to regenerate New South Wales rangelands to support livestock production now and into the future. It brings together producers, researchers, and advisors to identify practical, cost-effective solutions to deliver benefits for soil, plants, animals and people. Through trials, demonstrations and significant skills and knowledge building activities, the project aims to influence management practices within the producer network to increase their productivity, sustainability, and profitability.
- As part of activities to promote nature positive beef production, the **Mesa Boliviana de Carne Sostenible (MBCS)** is supporting the Autonomous Departmental Government of Santa Cruz in the implementation of a departmental policy on good, sustainable and regenerative livestock practices, for the benefit of all sectors involved in the beef supply chain. Santa Cruz represents a focus of efforts in Bolivia because the majority of beef cattle in the country are raised in the eastern departments of Santa Cruz and Beni.
- **Mesa Brasileira da Pecuária Sustentável (MBPS)** helped develop a technical public policy proposal for full traceability of the beef supply chain in Brazil. The MBPS has successfully secured approval and is now collaborating with the Brazilian government to finalize the National Policy Plan. This plan will ensure individual traceability of cattle from birth to slaughter. When implemented, traceability represents an important tool to promote sustainable ranching practices and ensure that global markets have access to traceable products. Individual traceability is essential for enhancing transparency and accountability throughout the livestock supply chain. Strengthening traceability in the livestock supply chain is a strategic measure to address illegal deforestation associated with ranching and can contribute to global decarbonization efforts.



*Summary of number activities reported by national and regional roundtables in support of the Nature Positive Production Goal. Details of activity types are provided in the Glossary.*



## Nature Positive Production Working Group Update

### Overview

The Nature Positive Production Working Group (NPPWG) is a technical working group of the GRSB focused on advancing solutions that protect nature and support sustainable cattle value chains. At its core, the NPPWG serves as a constructive dialogue space to support shared learnings and advance the science-based, nature-positive agenda in the beef value chain as quickly as possible. Outside of the clear link to support implementation of the GRSB Nature Positive Production Global Goal, the NPPWG exists as an unparalleled dialogue and idea space that works alongside the beef industry to support the production, financing, sourcing, and recognition of sustainable beef (environmentally sound, socially responsible, and economically viable). The NPPWG focuses on the environmentally sound element, recognizing that the beef industry has a responsibility to future ranchers, consumers, and the planet to produce in harmony with nature, acknowledging that climate change and biodiversity loss are the biggest challenges of our time.

### Progress and Activities

Over the last year, the NPPWG has been busy. To support our strategy, at the beginning of the year we surveyed NPPWG members who reported their desire to learn more about the Nature Positive Production global goal progress, international market and regulatory updates, and shared challenges and solutions. Stakeholders were most interested in making serious collective progress on adopting science-based land management practices that improve ecosystem services, which has guided our work in 2024 and will be featured at our panel session at the 2024 Global Conference on Sustainable Beef in Uruguay.

To further strengthen our strategy and collective action, at the beginning of 2024, we formed a core NPPWG with representation from Latin America, Australia, Europe, and the U.S.

We applied for and were accepted to sit on the European Union Multistakeholder Platform (EU MSP) to represent the voice of the beef industry in discussions with the European Commission on the European Union Deforestation Regulation (EUDR) and report back to the larger GRSB network to support implementation efforts. We also followed parallel voluntary initiatives and reported back to the NPPWG, including the Consumer Goods Forum Forest Positive Coalition, the Global Grasslands and Savannas Dialogue Platform, the Nature Positive Forum, and the World Business Council for Sustainable Development (WBCSD) Nature Positive Roadmap.

Two webinars were held in 2024 on nature positive topics. One was on the European Union Deforestation Regulation (EUDR) to provide insights while gathering feedback on what role the GRSB should play in the face of the EUDR. A second webinar was held on conversion, as a broader land use change topic which is more relevant in some geographies than others.

Finally, the GRSB Nature Positive Production WG has worked to co-create a GRSB Land Management Position Statement, which has been discussed in the run-up to the 2024 Global Conference. The statement was drafted due to regulatory and voluntary initiatives that have increased pressure across agricultural networks to demonstrate that production is rooted in nature positive land management practices and is deforestation-free. The position statement builds on the GRSB Principles and Criteria ratified in 2014 that emphasize the importance of native forests being protected from deforestation, as well as grasslands, other native ecosystems, and high conservation value areas being protected from land conversion and degradation. The GRSB Land Management Position Statement began with a survey related to existing deforestation and conversion commitments within the GRSB network, definitions used, and specific national forest legislation. We reported back the results of this survey, highlighting the prevalence of deforestation and conversion commitments, geographies of common focus, and various implementation timelines. We also spent substantial time reviewing definitions, ultimately, using the Accountability Framework initiative (AFI) definition of a forest as a guide within our Land Management Position Statement, considering it aligns with legislation and voluntary initiatives but recognizes flexibility is necessary, allowing national and sub-national forest definitions to take precedence. Through a series of in-depth discussions (including within the Nature Positive Production Working Group, GRSB Executive Committee meetings, GRSB Board of Director meetings, National Roundtable calls, one-on-one meetings with several National and Regional Roundtables and constituency groups), the entire GRSB network was called on multiple times to review the Land Management Position Statement. We collated over 10 pages of comments and suggestions from members during the first round of revisions alone. The time, thought partnership, and suggestions through the GRSB membership network to improve the Land Management Position Statement over the course of 2024 and make it truly a work of the network is **invaluable**. Thank you, all, for offering your expertise and perspectives. Next steps for this statement will be discussed at the 2024 Global Conference in the Nature Positive Production WG meeting.

Ultimately, the GRSB fundamental belief is that deforestation is not essential for maintaining or increasing beef production. Recognizing that regions in the network may be in different starting points, GRSB member organizations should draw on their influence to support industry-wide transformation towards deforestation-free supply chains, with recommended actions for members as detailed in the GRSB Land Management Position Statement.

## Next Steps

The NPPWG will serve to support national and regional roundtables regarding action plans on land use change, and progress on the broader Nature Positive Production global goal. In addition, as detailed in the GRSB Land Management Position Statement, we believe the transformation of systems for science-based land management practices extends beyond just primary forests. We know that drivers of natural ecosystem conversion are also important to better understand to see if they are linked with the global beef industry. We commit to reviewing conversion by 2025. More on this in the next annual report – stay tuned and get involved, if this is of interest to you!

## Animal Health and Welfare Goal

### Provide cattle with a good quality of life and an environment where they can thrive.<sup>7</sup>

Sustainable beef means providing cattle with a good quality of life and an environment where they can thrive. Health and welfare are the major contributors to this.

Animal health and welfare are achieved through increased adoption of best practices in disease prevention and treatment measures, cattle handling (e.g., low stress), and appropriate genetics to promote animal health and welfare<sup>8</sup> throughout their life. We must also continue our efforts to minimize morbidity and mortality and focus on achieving measurable improvements. We encourage all value chain partners, from farm to plate, to support and invest in the continuous improvement of cattle health and well-being.

A key focus for this goal area is increasing the percentage of cattle producers and handlers undertaking training in or demonstrating competence in comprehensive cattle care (as defined by the World Organization for Animal Health) by 25% from the 2020 baseline. Training should be appropriate to caretakers, and the effectiveness of training should be monitored and assessed. Comprehensive cattle care training<sup>9</sup> is designed to result in continuous improvement in animal health and welfare outcomes to reduce mortality and increase the animal's ability to thrive. Training should also improve outcomes within (but not limited to) the five domains of animal welfare (e.g., ensuring comfort and allowing animals to express normal patterns of behavior, pain mitigation, and the adoption of best management practices.)<sup>10</sup>

### Our Path Forward:

1. Introduce and promote comprehensive cattle care training in areas around the world where it currently does not exist, ensuring that it achieves all aspects of the GRSB's Principles and Criteria for Animal Health and Welfare.<sup>11</sup>
2. Develop (or adopt) research and monitoring systems to track the effectiveness of cattle care training. Research should identify causes of mortality and actions to overcome them to reduce mortality by 10% of their current rate by 2030.
3. Encourage all beef value chain partners to support and invest in the continuous improvement of cattle's health and wellbeing.
4. Development and implementation of comprehensive cattle care training and evaluation for outcomes-based adoption in line with the World Organization for Animal Health's terrestrial animal health code and ISO/TS 34700.
5. Research and development.
6. Increase adoption of pain mitigation practices,<sup>12</sup> including promotion and advancement of science for improvements and where appropriate, use of genetics that contribute to avoidance of painful procedures, such as polled cattle.

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<sup>7</sup> In line with OIE Terrestrial Code Section 7. Chapters 7.1-7.6, 7.9 and 7.11.

<sup>8</sup> According to the OIE Terrestrial Code.

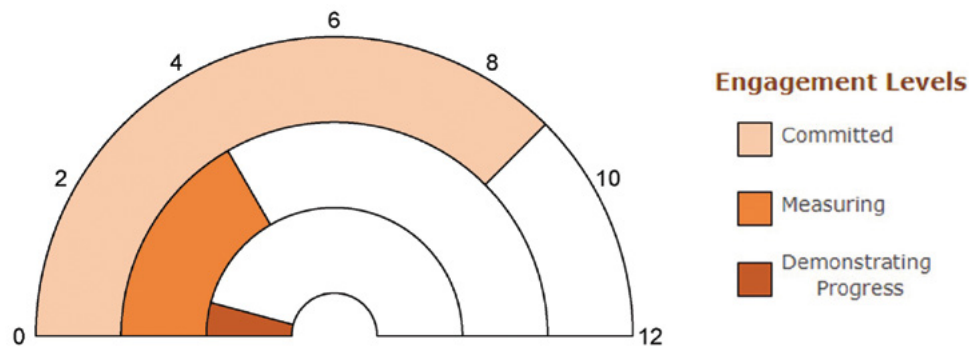
<sup>9</sup> In line with OIE Terrestrial Code, see this ISO Standard for further detail: <https://www.iso.org/standard/64749.html>.

<sup>10</sup> i.e., Resource, animal and management-based measures improve; programs should be national level and recognized by national roundtables.

<sup>11</sup> Ideally, training should be done at a national level and recognized by roundtables.

<sup>12</sup> Mitigation includes avoidance and treatment of pain.

### Roundtable Progress in 2024



The diagram provides a summary of the total number of roundtables engaged with the Animal Health and Welfare Goal as of sustainability reporting in early 2024. Because the reporting process was initiated in 2023, some roundtables are in the initial stages of defining approaches and establishing methods that align with the global goals and not yet included in this summary figure. A description of the engagement levels is provided in the Glossary.

**A total of nine roundtables reported a status of Committed, Measuring or Demonstrating Progress to the Animal Health and Welfare Goal. Of the total, four roundtables reported steps to measure progress against the Animal Health and Welfare Goal, and of those, one reported progress toward meeting the goal.**

### Aligned Goals and Targets

Examples of national and regional roundtable goals that align with the GRSB approach are provided below.

- The **Australian beef industry** has developed two targets to reach its overarching goal:
  - **The Australian beef industry is committed to the pursuit of non-invasive replacements for surgical procedures. Until those are available, the industry aspires to 100% use of pain relief for these procedures by 2030.**
  - **The feedlot industry is working towards all cattle in Australian feedlots having access to shade by 2026.**

Based on the most recent reporting in 2023, 31% of producers were using appropriate pain relief, while 68% of cattle in feedlots had access to shade.

- The **Canadian beef industry** has developed multiple targets aligned with the GRSB goal for Animal Health and Welfare, including ensuring the five freedoms of animal wellbeing by increasing adoption of on-farm management practices and ensuring the effectiveness of existing and future antimicrobials is preserved to support human and animal health and welfare. In 2013, a Code of Practice for the Care and Handling of Beef Cattle was developed by the National Farm Animal Care Council in conjunction with welfare researchers, veterinarians, animal welfare groups and other stakeholders. There are also sub-targets on: herd health management; nutritional management; preparing calves for the feedlot; excellence in animal health; excellence in animal care; feedlot management; research and development; and technology transfer.
- **European Roundtable for Beef Sustainability (ERBS)** has set three animal welfare targets:
  - **All animals have access to loose housing, when housed, by 2030;**
  - **Mortality rates are below 1.5% and for systems with mortality rates above 1.5%, a year on year reduction of 20% should be achieved; and,**
  - **Animals are given pain relief (analgesics) for all surgical procedures and for all forms of castration, dehorning and disbudding.**

Every ERBS Platform has an animal welfare action plan of activities towards the animal welfare targets. The ERBS Platforms have completed two progress reporting cycles against the animal welfare targets in 2021 and in 2023.

- **New Zealand Roundtable for Sustainable Beef (NZRSB) has developed animal health and welfare goals that demonstrate cattle are provided with a good quality of life and an environment where they can thrive.** The goals have been developed in a way that is relevant to cattle production in New Zealand and encompass non-replacement dairy calves to ensure these are included within this scope.
- **U.S. Roundtable for Sustainable Beef (USRSB) has set a goal for their U.S. beef supply chain to continue to improve animal health and well-being.** Each sector target has emphasized the importance of supporting producers to obtain certifications in the Beef Quality Assurance (BQA) program, or equivalent. USRSB members are also encouraged to increase awareness and uptake of the U.S. Beef Industry Sustainability Framework, which contains extensive insights into key metrics for ensuring animal health and well-being along with links to critical resources across all sectors.

## Activities

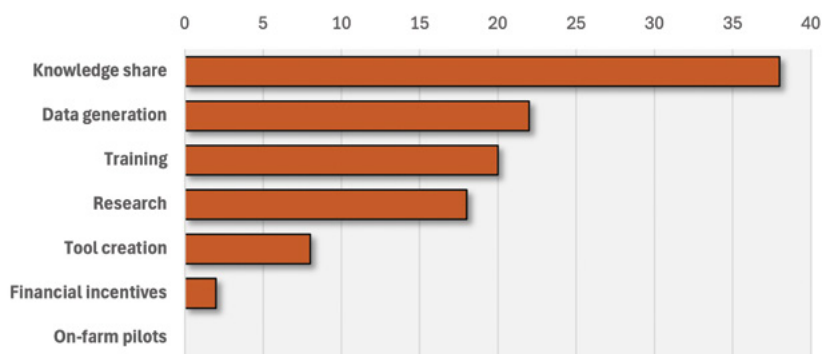
As part of GRSB Global Goals reporting, roundtables provide details on their Action Plan that includes various activities that are being carried out in support of the goals. Further information on the number of activities as well as efforts related to advancing animal health and welfare training are provided below.

## Animal Health and Welfare Training

A key component of the Animal Health and Welfare Global Goal is related to promotion of comprehensive cattle care training. Training needs to be tailored to local context and language and there are multiple examples of progress in this area by national and regional roundtables.

- **Mesa Argentina de Carne Sustentable (MACS)** uses their self-assessment to establish baseline values and measure change over time on topics related to animal health and welfare. In line with this, the MACS has undertaken several initiatives with its member partners. For example, training in good animal health and welfare practices for small producers in the Gran Chaco Argentino was conducted in partnership with Solidaridad and the French luxury group Kering. To support training initiatives, the MACS created an animal welfare training survey to better understand and assess concern for the welfare of meat production animals, interest in training and topics related to cattle farming, and good management practices. Finally, a video titled “Animal Welfare: Continuing Education Offerings by Target Groups” was produced to promote animal welfare training. It emphasizes the significance of education and illustrates how MACS training can benefit various groups, including livestock producers and consumers, by enhancing management practices and fostering a more ethical and sustainable meat industry.
- **Mesa Boliviana de Carne Sostenible (MBCS)** supports and promotes health and wellbeing throughout the beef supply chain through coordinated work with official health services for the development of training activities for producers and other organizations. The MBCS is currently developing a system to monitor the effectiveness of training to support regulatory compliance by producers and animal care staff. The MBCS is also engaged with relevant universities in veterinary and agricultural sciences to improve training and promote scientific research that contributes to the improvement of animal health and wellbeing.

**Animal Health and Welfare Goal Activities**



*Summary of number of activities reported by national and regional roundtables in support of the Animal Health and Welfare Goal. Details of activity types are provided in the Glossary.*

- Cattle care training was reported by **European Roundtable for Beef Sustainability (ERBS) Platforms** as part of the action plan to drive progress on animal welfare. There are multiple examples of training and other animal health and welfare activities across EU countries. One example of a training activity is in Germany where an Online Training for BEST Beef farmers about “Hoof Care” has been developed. Poland has launched an online Sustainable Agriculture Academy, which includes modules on best practices for animal health and welfare. The online academy now has over 13,000 users. In addition, ERBS Platforms have been carrying out various other activities in support of the Animal Health and Welfare Goal. For example, Italy has launched a pilot project to develop a dedicated tool for data extraction and analysis to enhance animal welfare and antibiotic management. And in the UK, working collaboratively with livestock industry stakeholders, agreement was reached on a common goal of 100% compliance on the use of pain relief for all surgical procedures for members of national schemes across the UK.
- **Mesa Redonda de Ganadería Sustentable de México (MRGSM)** is currently working on a training course in partnership with various professionals in the sector with a focus on animal welfare and its impact on meat quality. The training will be finalized in 2024 Q4.
- **New Zealand Roundtable for Sustainable Beef (NZRSB)** has prepared videos that will be released on the topic of animal health and welfare. NZRSB member Beef + Lamb NZ provides online resources for farmers regarding animal health and welfare and holds regular in-person events for farmers. These cover a range of topics, such as winter grazing, parasite management, and other animal health issues.



## Animal Health and Welfare Working Group Update

“An ounce of prevention is worth a pound of cure,” is attributed to Benjamin Franklin from back in 1735. It certainly still rings true when focusing on cattle health and welfare in 2024. However, getting research-based cattle producer training extended to cattle producers across the globe is no small task. That was the focus of the animal health and welfare webinar “Challenges on Adopting Animal Welfare Practices” held in the first half of 2024. An esteemed panel of presenters from across the globe shared challenges, but one of the positive developments which stood out during the webinar was the CME Group, which was a good example of a value chain partner supporting the continuous improvement of cattle health and welfare. As a group that facilitates agriculture commodity trade and risk management, they shared the addition of an affidavit for cattle being delivered under the CME Live Cattle Futures contract, confirming

that those cattle have been managed according to Beef Quality Assurance (BQA) standards. This provides a terrific example of a business leveraging an industry leading quality assurance program as a standard for the cattle trade.

Another example of GRSB leadership this year was Executive Director, Ruaraidh Petre’s presentation on the intersection of cattle health and welfare and beef sustainability at the 2024 World Buiatrics (bovine veterinarian) Conference. The Conference is held every other year and exists to promote goodwill and knowledge transfer within the international veterinary community. Petre delivered the message that we collectively have extensive veterinary technology and husbandry knowledge in the modern cattle industry, which if adopted everywhere in the world would produce far more beef and milk than we have today without any need to increase the herd. This narrative is supported by two very important international reports which were issued in the past year, affirming and supporting the GRSB goal of improving animal health and welfare.

- *Animal Health and Sustainability: A Global Data Analysis*<sup>13</sup> by Oxford Analytica, an independent research and analysis firm, modelled the connection between animal health and economic, environmental and social sustainability. The report demonstrates the economic impact of losses due to disease and helps make the positive business case for the GRSB goal of providing cattle with an environment in which they can thrive.

<sup>13</sup> Oxford Analytica. 2023. *Animal Health and Sustainability: A Global Data Analysis*. Produced for HealthforAnimals.

- The second example is an FAO publication released at COP28 entitled *Pathways Towards Lower Emissions – A Global Assessment of the Greenhouse Gas Emissions and Mitigation Options from Livestock Agrifood Systems*.<sup>14</sup> This report makes the case for the GRSB Animal Health and Welfare Goal, identifying aspects like improved animal health, breeding as well as improvements to feed and nutrition as levers to reduce emissions while increasing beef production. To put it plainly, well managed and healthy cattle with positive states of welfare are extremely productive compared to those that do not have their nutritional and health needs met. A more in-depth and scientifically cited version of this narrative is also available from the proceeding paper from Petre’s talk at the 2024 Buiatrics Conference.

To quote the writer Friedrich Dürrenmatt who poignantly said: “What concerns everyone can only be solved by everyone. Any attempt by an individual to solve for himself what concerns everyone must fail.” This underpins the GRSB Animal Health and Welfare Working Group’s approach to improving the welfare of beef cattle globally. It also unifies the concept of “One Health, One Welfare” which recognizes the inextricable link between human health and animal welfare and how these work together to promote a more sustainable future. The Animal Health and Welfare Working Group recognizes the work being undertaken by all the roundtables and allied partners in supporting the goals and collectively working to improve the beef industry.

## Social Wellbeing Goal

Over the past year GRSB’s Social Impact Working Group has been reviewing and revising the People and Community Principle and Criteria and formulating a Social Wellbeing Goal. The group has been led by Daniel Knoop from Solidaridad, and the GRSB is very grateful to him for the time he has devoted to the process, including late in his evenings to accommodate as many members as possible. Bradd Witt from the University of Queensland will be taking over the chairmanship of this in August of 2024.



The Principle and Criteria (P&C) on people and the community were approved back in 2014 with the rest of our P&C and cover the human rights elements of those working with and related to the beef supply chain.

The updates made over the past year were being reviewed and voted on during the same time that this Sustainability Report was being drafted, so it is not possible to give a definitive version of the new P&C. The changes relate mostly to the evolving discussion over equity, equality, and fair income. The group also introduced elements covering the creation of attractive careers for a broad cross section of society.

Similarly, the Social Goal has not yet been voted on as this document goes to press, but the essential elements of the draft goal focus on equity and equality.

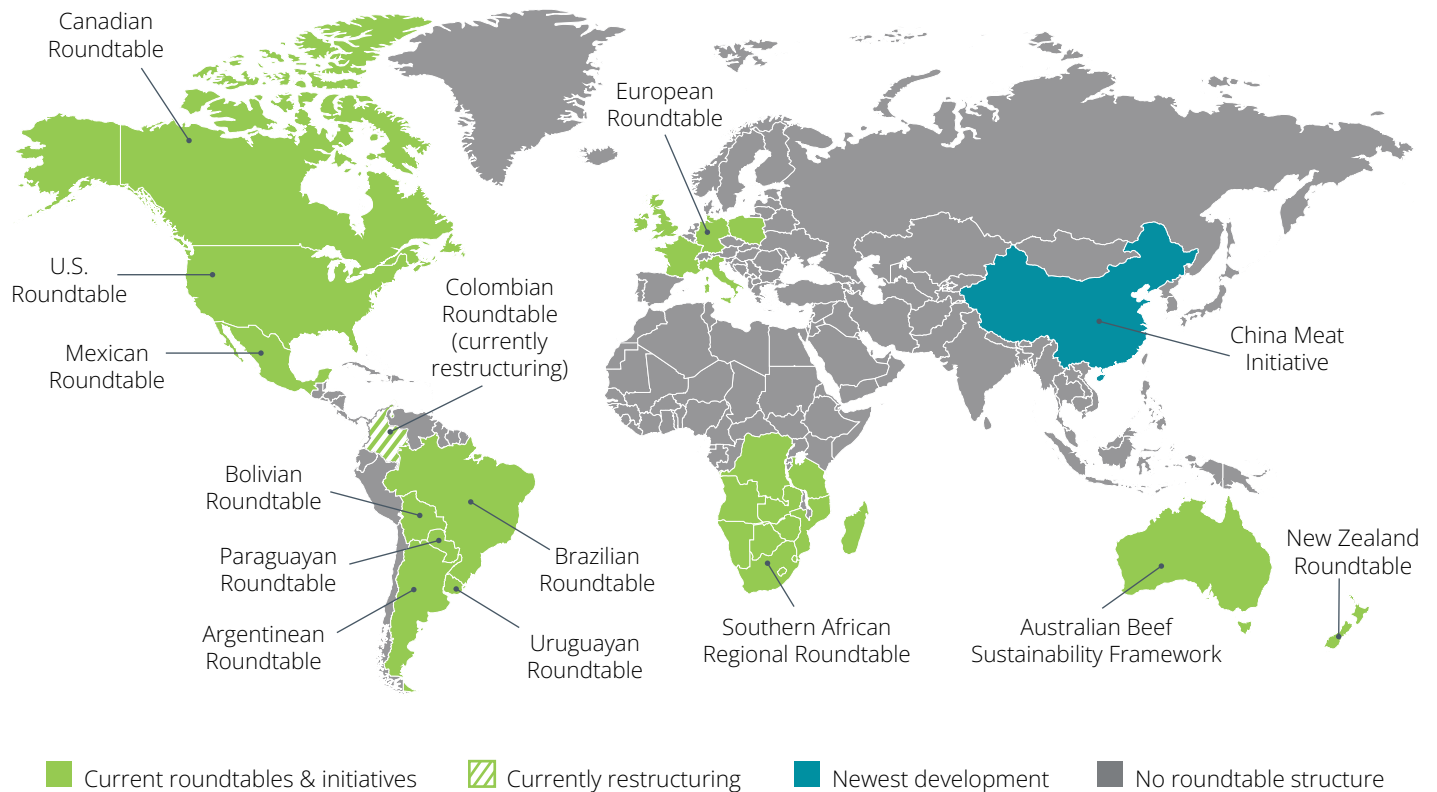
Two subgroups have been established for further consideration of Indigenous rights and nutrition. The reason for pursuing these elements separately was that the GRSB members did not feel that the working group had all the necessary expertise and representation to address those topics. To be able to meaningfully work on Indigenous rights we need to ensure that we have representatives of Indigenous groups connected with the beef industry involved in the discussion.

For the nutrition panel we were able to bring together a panel of academics who have given us guidance about what is reasonable to include. Our members are fully aligned with the fact that beef is a valuable source of a wide range of essential nutrients, and that policy should not try to limit access to it. However, our position paper needs to present sound scientific justifications and not be purely self-serving to the beef industry. The focus of this work has been to highlight the role of beef in providing essential amino acids and other micronutrients in a highly nutrient dense and digestible form from lands that cannot produce human edible crops. We must acknowledge where land use for food competes with other uses, but also accept that a large proportion of land producing food today cannot produce edible crops. This piece of work will be released for voting to members before the end of 2024.

<sup>14</sup> FAO. 2023. *Pathways Towards Lower Emissions – A Global Assessment of the Greenhouse Gas Emissions and Mitigation Options from Livestock Agrifood Systems*. Rome.



# Sustainable Beef Regional Roundtables and Initiatives



## Beef-focused Sustainability Roundtables and Initiatives

**ARGENTINA** (Est. 2017)  
[www.macs.com.ar](http://www.macs.com.ar)

**AUSTRALIA** (Est. 2017)  
[www.sustainableaustralianbeef.com.au](http://www.sustainableaustralianbeef.com.au)

**BOLIVIA** (Est. 2021)

**BRAZIL** (Est. 2007)  
<https://pecuariasustentavel.org.br/>

**CANADA** (Est. 2015)  
[www.crsb.ca](http://www.crsb.ca)

**COLOMBIA** (Est. 2017) *Currently Restructuring*

**EUROPE** (Est. 2018)  
[www.saiplatform.org/european-roundtable-beef-sustainability/](http://www.saiplatform.org/european-roundtable-beef-sustainability/)

**SOUTHERN AFRICA** (Est. 2018)  
[www.sarrsb.org](http://www.sarrsb.org)

**MEXICO** (Est. 2018)  
<https://www.ganaderiasustentablemexico.com/>

**NEW ZEALAND** (Est. 2019)  
[www.nzsustainablebeef.co.nz](http://www.nzsustainablebeef.co.nz)

**PARAGUAY** (Est. 2018)  
<https://carnesostenible.org.py>

**U.S.** (Est. 2015)  
[www.usrsb.org](http://www.usrsb.org)

**URUGUAY** (Est. 2023)



# ARGENTINA

## Mesa Argentina de Carne Sustentable (MACS)



### Overview

The goal of the Mesa Argentina de Carne Sustentable (MACS) is to ensure that Argentine beef is recognized worldwide as a sustainable, reliable, and quality product. The MACS seeks to position the beef industry as a benchmark for a socially and environmentally responsible as well as economically viable value chain.

- **Vision:** The MACS is the Argentine benchmark for sustainability of the cattle and beef system, positively impacting society, economy, and the environment.
- **Mission:** Promote and communicate the continuous improvement of all links in the Argentine sustainable beef chain, through the development of comprehensive guidelines based on science and participation.
- **Principles:** The organizations within the MACS agree to work based on the five principles of GRSB: a) Natural Resources; b) People & Community; c) Animal Health & Welfare; d) Food; and e) Efficiency & Innovation.

### Progress and Plans

The MACS has been actively engaged in issues relating to greenhouse gas (GHG) reduction, deforestation, circular economy, and other topics. To address these issues, the MACS has developed livestock production indicators, established work committees, and incorporated experts in different topics that concern climate, nature positive beef production, as well as animal health and welfare.

A long-term goal of the MACS has been the development of a sustainability self-assessment for livestock producers. This tool is now available and has allowed identification of areas where the MACS can focus efforts. For example, self-assessment results have highlighted potential needs related to the use of pain medicine and anesthesia and potential actions and links of producers to the community. In early July 2024, the MACS participated in a seminar on addressing antimicrobial resistance, showcasing collaborative progress between UK universities and Argentine institutions. Later that month, a MACS delegation met with the President of CONICET (National Council for Scientific and Technical Research), Dr. Daniel Salamone, to sign a Framework Collaboration Agreement between the two organizations.

In terms of animal health and welfare, the MACS has developed strategic partnerships to train producers, seek advice from governmental and private entities, and engage actively in the community and agricultural sector. These efforts aim to promote good animal welfare practices through participation in conferences, seminars, and meetings with livestock producers. Another important milestone for the MACS has been the creation of the One Health Internal Commission, with the aim of staying at the forefront of this very important and highly topical issue.

### Learn More

More information about MACS is available on their website: <https://macs.com.ar/category/novedades/> as well as [LinkedIn](#) and their [YouTube channel](#).



# AUSTRALIA

## Australian Beef Sustainability Framework (ABSF)



### Overview

The Australian Beef Sustainability Framework (ABSF) sets out the key indicators of performance in sustainability for the beef industry. It enables success to be recognized through evidence-based metrics and empowers the industry to continually improve and demonstrate its values to customers, investors, and stakeholders.

The ABSF envisions a thriving Australian beef industry that strives to continuously improve the wellbeing of people, animals, and the environment.

The ABSF tracks the performance of the beef industry against a series of indicators grouped under four themes: Best Animal Care; Economic Resilience; Environmental Stewardship; and People and the Community.

Within the four themes the industry has identified 24 priority issues and created 53 indicators with which to measure sustainability within those priority areas. The reporting boundary covers the actions of the entire Australian beef value chain, including farms, saleyards, feedlots, transport, processing, and live export. The 2024 Annual Update, for the first time, provides evidence of industry's progress towards the five beef sustainability goals announced in 2023.

### Progress and Plans

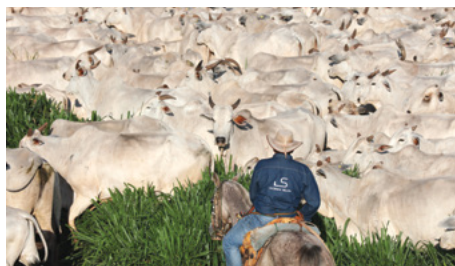
The five Australian beef sustainability goals announced in 2023 provide a tangible pathway for industry to meet consumer and community expectations.

The industry understands that targets are an imperative feature of goals to demonstrate real progress towards the overarching goals, and work is not complete until targets are set. Through the ABSF, the Australian beef industry can further demonstrate the progress being made by setting meaningful targets against key indicators. With increased confidence in data and trends, targets will be based on evidence, carefully considered, and be ambitious and achievable.

Work is underway to align with the GRSB targets where possible, understanding the geographical and environmental differences at play.

### Learn More

The ABSF 2024 Annual Update is available at this website: <https://www.sustainableaustralianbeef.com.au/>. Subscribe to the ABSF eNews here: <https://info.mla.com.au/p/4PKB-23N/absf> or follow the ABSF on [LinkedIn](#) and [X](#).



# BOLIVIA

## Mesa Boliviana de Carne Sostenible (MBCS)

### Overview

The Mesa Boliviana de Carne Sostenible (MBCS) was created March 25, 2021 as a non-profit organization that brings together all sectors involved in the beef supply chain. The MBCS seeks to position the benefits of beef produced under sustainability standards and is linked to the GRSB. The sectors that make up the MBCS include primary producers; meat industry; civil society; livestock trade, supermarkets and restaurants; suppliers of inputs and services; and academia.

- **Vision:** The MBSC imagines a production model where beef is a reliable part of a prosperous food system, with a value chain capable of being environmentally sound, socially responsible, and economically viable.
- **Mission:** Promote, support, and communicate continuous improvement in the sustainability of the Bolivian bovine meat chain, through leadership, science, commitment and collaboration of multiple stakeholders.

### Progress and Plans

The MBCS has developed sustainability indicators for the Bolivian beef supply chain, which incorporates the GRSB Principles and Criteria. The metrics of each indicator are relevant to the measurement and achievement of GRSB Global Goals. In the short term, the MBCS is working to develop a sustainability baseline for the Bolivian beef supply chain.

Recent progress of the MBCS includes:

- The MBCS organized an international event on sustainable and regenerative livestock farming, where training and scientific research on animal health and welfare issues, as well as carbon sequestration and climate change mitigation practices, were promoted. At the event, recognition was given to people and organizations that made a difference with their work in sustainable and regenerative livestock farming.
- Members of the MBCS have participated in exchange events on sustainable livestock farming and livestock management with Colombia and Peru.
- The MBCS participated in a sustainable livestock farming workshop with countries that make up the Southern Agricultural Council (CAS) of Mercosur to review Greenhouse Gas (GHG) measurement indicators.
- The MBCS was officially recognized by Departmental Law of Santa Cruz No. 331 in July 2024. For more details visit <https://gacetaoficial.santacruz.gob.bo/verpdf/ley-departamental-331>.

### Learn More

The MBCS is currently in the process of developing a website to provide access to documents, relevant research and publications of interest that support the progress of the roundtable.



## BRAZIL

### Mesa Brasileira da Pecuária Sustentável (MBPS)



Mesa Brasileira da  
Pecuária Sustentável



### Overview

The Mesa Brasileira da Pecuária Sustentável (MBPS) is a non-profit association with more than 60 members who work together toward the mission of promoting the development of sustainable livestock in Brazil. The vision of the MBPS is to be the voice of sustainable livestock in Brazil to the world by discussing emerging issues, taking solid positions, and sharing knowledge. With over 16 years of history, the MBPS has been a pioneer in creating a multisectoral organization with the single purpose of promoting sustainable livestock in Brazil.

### Progress and Plans

The MBPS is dedicated to establishing long-term goals through the active engagement of its members, focusing on key issues such as sustainable land use, traceability, climate and animal welfare. A key objective has been to advance low-carbon livestock farming.

This year, the MBPS has achieved a major milestone by facilitating dialogue with the Brazilian government to present a proposal for a National Individual Cattle Traceability Policy. This initiative is a substantial leap forward in promoting sustainable ranching practices, ensuring proper health, social and environmental management within the industry, while also enhancing transparency and accountability throughout the livestock supply chain.

Through its Climate Working Group, the MBPS has held a series of seminars with experts on the carbon market aiming to consolidate the potential of carbon credits for sustainable livestock and prepare a Q&A to endorse the GHG emissions and removal metrics of Brazilian livestock. The idea is to engage the entire supply chain to overcome the geopolitical demands of animal production, developing a position that demonstrates a national reality adjusted to local soil and climate while advocating for national sustainable livestock.

The MBPS has also worked throughout the year to develop a guide with recommendations on animal health and welfare and related trends. This material will serve as a reference for proposals to improve animal welfare as well as support the development of positions or policies on behalf of the MBPS. Once finalized, the aim is to widely disseminate the material to rural producers and field technicians.

Additionally, strategic partnerships have been established, including an initiative to promote events related to dialogues about the European Union Deforestation Regulation (EUDR). These events aim to facilitate structured discussions among the livestock value chain, with the goal of understanding challenges and exploring opportunities presented by the EUDR. The expected outcome is effective stakeholder engagement with the regulatory requirements and identification of practices and strategies to ensure compliance.

### Learn More

Resources and more information about the MBPS are available online and include English translation.

MBPS website: <https://pecuariasustentavel.org.br/>

National Individual Cattle Traceability Policy proposal: <https://pecuariasustentavel.org.br/rastreabilidade/>



# CANADA

## Canadian Roundtable for Sustainable Beef (CRSB)



### Overview

The mission of the Canadian Roundtable for Sustainable Beef (CRSB) is to advance, measure and communicate continuous improvement in sustainability of the Canadian beef value chain. The CRSB brings together over 85 member organizations representing beef producer associations, beef processors, retail and food service companies, NGOs, academic institutes, and food and agriculture businesses. It drives continuous improvement through science-based performance measurement and goals, a voluntary third-party certification program (CRSB Certified), and projects and initiatives aligned with strategic goals. The CRSB's vision is that the Canadian beef value chain is a global leader in environmental, social and economic sustainability and part of a trusted and thriving food system.

### Progress and Plans

The CRSB released its second National Beef Sustainability Assessment (NBSA) and Strategy report. The assessment reflects three years of in-depth scientific analysis and highlights the Canadian beef sector's progress between 2014 and 2021 on sustainability indicators like greenhouse gas (GHG) emissions, biodiversity, carbon storage, people's health and safety, animal care, economic contributions, and more. The report also includes sustainability strategies that identify areas for continuous improvement.

Key environmental improvements reported include a 15% reduction in GHG emissions to produce 1 kg of beef (boneless and consumed) between 2014 and 2021. This improvement is largely attributed to increased efficiencies of cattle growth, leading to a smaller overall carbon footprint as fewer resources (e.g., land, water, and feed) are required to produce the same volume of beef. The report also showed that land used for beef cattle production is estimated to store 1.9 billion tonnes of soil organic carbon. With overall loss of habitat, Canadian beef farmers and ranchers play an important role in preserving critical wildlife habitat.

Following the first scheduled five-year review, the CRSB released an update of the Certified Sustainable Beef Framework. All components of the Framework and program were reviewed by a committee representing the whole beef supply chain, with input from stakeholders, subject matter experts, and public consultation. Key improvements and updates were made to the Framework, Assurance Protocols, and Chain of Custody Requirements.

### Learn More

The National Beef Sustainability Assessment and Strategy Report: <https://crsb.ca/nbsa/>

More information on CRSB Certified: <https://www.crsbcertified.ca>

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Aboagye I. A., Valappil, G., Dutta, B., Imbeault-Tétreault, H., Ominski, K. H., Cordeiro, M.R. C., Kröbel, R., Pogue, S. J., McAllister, T. A. 2024. An Assessment of the Environmental Sustainability of Beef Production in Canada. *Canadian Journal of Animal Science*, 104(2), 221-240. Available at: <https://cdnsiencepub.com/doi/full/10.1139/cjas-2023-0077>



## EUROPE

### European Roundtable for Beef Sustainability (ERBS)



#### Overview

The European Roundtable for Beef Sustainability (ERBS) was established to make the most of collaboration across the value chain through alignment of sustainability programs around a common agenda, to deliver measurable and positive impact and continuous improvement. The ERBS believes that through the role of the Roundtable in shaping the future of European beef sustainability, we can achieve

a world in which all aspects of the beef value chain are environmentally sound, socially responsible, and economically viable.

The ERBS is a multistakeholder organization, connecting members from producers and farmers, processors, allied industries and retailers. The ERBS has chosen to focus so far on the most material and most urgent areas of preserving the effectiveness of animal medicines, improving animal health and welfare, improving the resilience of beef farming, and improving the environmental footprint of beef farming systems. To demonstrate measurable and credible positive impacts in these priority areas, progress is measured and regularly reported against eight outcome targets.

The ERBS recognizes national and local programs and to accommodate the diversity of production systems, the ERBS supports stakeholders to develop their own approach in a locally relevant way, using a simple, staged recognition framework. The activities with farmers in each country are coordinated by a Platform, which is a group of cross-sector stakeholders all working towards a common vision. The countries involved in the ERBS – France, Germany, Ireland, Italy, Poland and the United Kingdom - represent more than 70% of European beef production, and the Roundtable is actively working to engage with more European production.

#### Progress and Plans

The ERBS established targets in 2019 across the outcome areas of climate, animal medicine, animal welfare, and farm management. These were established through a process of materiality assessment and external consultation. The ERBS Platforms have completed two progress reporting cycles against the ERBS targets – in 2021 and in 2023. The ERBS uses a detailed measurement-reporting-verification framework. The latest progress reporting in 2023 showed examples of credible, data-backed progress in each of the four outcome areas. Collectively, the ERBS Platforms have engaged in 125 activities including knowledge share, training, tool creation, scale-up, financial incentives, data, national program support, influencing, on farm pilots or research, and on farm improvement tool. 250,000 farmers have been reached by the activities led by the Platforms.

The ERBS has been actively working on a revised set of targets, supported by landscape research, materiality assessment, a dedicated task force from ERBS members, and a consultation. These targets have been finalized and will be launched in November 2024. These will include targets across climate, nature, animal health and welfare, and resilient farming (which include social and economic priorities) and have a line of sight up to the GRSB Global Goals but adapted to the local European context.

#### Learn More

To learn more about the ERBS and access resources available, please visit <https://saiplatform.org/erbs/>.



## MEXICO

### Mesa Redonda de Ganadería Sustentable de México (MRGSM)



#### Overview

Mexico has a population of 130.1 million, including 9 million people involved in the agricultural and fishing sectors. Livestock activities occupy nearly 110 million hectares, representing 56% of the national territory. The livestock sector contributes approximately 40% of the value of the agricultural and fishing sectors in Mexico and represents a dynamic component of the rural economy.

Within this context, the Mesa Redonda de Ganadería Sustentable de México (MRGSM) plays a crucial role in promoting the sustainability of the livestock supply chain. The broad goals of the MRGSM are to enhance environmental, social, and economic benefits, improve sector competitiveness, integrate key stakeholders, generate sustainable strategies, support national policy development, and advance livestock activity.

#### Progress and Plans

The strategic initiatives of the MRGSM include strengthening the membership of key actors in the value chain and integrating them into seven thematic committees: Legal, Public Policy, Technical/Scientific, Communication, Society, Dairy Products, and Pork.

The MRGSM has developed a communication strategy focused on multiple areas, including (i) the benefits of incorporating animal protein in human nutrition, (ii) actions carried out by the livestock sector to make production more efficient and responsible, and (iii) the promotion of animal traceability as a tool for animal health and access to international markets. This strategy includes newsletters, infographics, publications, webinars and a website showcasing sustainable livestock projects and online resources.

In addition, virtual seminars have been held on topics from the four GRSB working groups, led by sector experts, allowing the MRGSM to build a directory of scientists and professionals in livestock production with a focus on sustainability. The MRGSM plans to continue offering virtual and in-person training workshops focused on the transition toward a more sustainable and climate-resilient livestock industry, promoting strategic alliances with organizations that enhance the knowledge, skills and common actions of members of the National Roundtable, as well as promote livestock projects that are an engine of development in the various territories of the country.

#### Learn More

For more information and to explore current sustainable livestock projects in Mexico, visit the MRGSM website: [www.ganaderiasustentablemexico.com](http://www.ganaderiasustentablemexico.com).





## NEW ZEALAND

### New Zealand Roundtable for Sustainable Beef (NZRSB)



### Overview

The mission of the New Zealand Roundtable for Sustainable Beef (NZRSB) is to support the continuous improvement of environmentally sound, economically viable, and socially responsible beef sustainability outcomes and celebrate the good work done by the New Zealand beef industry value chain in the production of healthy and nutritious beef in a nature positive manner. The NZRSB's vision is that the New Zealand beef value chain strives together to produce sustainable beef through strategic, collaborative, coordinated, and transparent actions.

Earlier in 2024, the NZRSB launched its 3-year strategy and set three foci: (i) Organization valued for industry engagement and support, (ii) Continuous improvement and assurance, and (iii) NZRSB goals align with the GRSB Global Goals and are measurable. These foci will be met with the new Strategic Priorities:

- **Measure** the performance of the NZ Beef value chain.
- **Motivate** and influence the sector to become more sustainable.
- **Communicate** good sustainable work that is being done in the sector.
- **Support** the value chain.

### Progress and Plans

The NZRSB established its first set of goals aligned with the GRSB in 2023. A full goal review and members materiality assessment review are underway to be finalized in 2025. The following projects selected for this year will work to assist the organization in driving these goals forward:

- *Baseline Data* – The NZRSB will capture data from members and the wider NZ industry. Initially, the work is focused on collating a small set of baseline data within 100 days to prompt discussion and help determine the best way forward for benchmarking and reporting.
- *Member Engagement* – is centered around education, identifying the information needed, sourcing it from industry experts, and bringing the knowledge to NZRSB members to support cross-industry communication, involvement, education, insights, and inspiration.
- *Biodiversity* – is focused on making data collection fun and easy, using existing and easily accessible technology, including farmers through to consumers and engaging the New Zealand beef community.
- *Continuous Improvement* – is to help facilitate growth in existing quality assurance programs by identifying risks and opportunities for improvement, followed by education to demonstrate how emerging aspects of farm quality assurance can be implemented.

### Learn More

The NZRSB 2024 Annual Report is available online, as well as webinars and video profiles on the organization and its members.  
<https://www.nzsustainablebeef.co.nz/news/2024-annual-report>  
<https://www.youtube.com/@nzroundtablesustainablebeef>



# PARAGUAY

## Mesa Paraguaya de Carne Sostenible (MPCS)



### Overview

The Mesa Paraguaya de Carne Sostenible (MPCS) unites all sectors of the beef value chain, aiming to make Paraguay a global leader in sustainable beef production. The MPCS includes industry, producers, service providers, consumers, civil society organizations, the public sector, academia, and international cooperation agencies. With 50 members, the MPCS fosters a collaborative environment to drive sustainability efforts in the beef industry. The mission of the MPCS is to promote the sustainability of the Paraguayan beef value chain, with a vision of becoming a reference for the production of healthy meat from a sustainable value chain. The inspirational dream of the MPCS is “Paraguay, World Reference of Sustainable Beef,” reflecting its commitment to excellence and leadership in sustainable practices.

### Progress and Plans

The MPCS has made significant progress in aligning its goals with the GRSB. Key achievements include the development of technical definitions of principles and criteria in 2018, institutional strengthening and communications planning in 2019, and the creation of a sustainable livestock self-assessment system (Sistema de Autoevaluación de Ganadería Sostenible; SAGAS) in 2020. The launch of the Sustainability Championship in 2021 and ongoing training courses on sustainability have further solidified the MPCS's efforts. In 2023, the MPCS focused on alliances and strengthening existing partnerships.

Looking ahead, the MPCS plans to expand research, enhance communication, and launch the Sustainable Livestock Action Plan at a national level in 2024. These plans aim to increase productivity of the beef sector, reduce deforestation, maintain soil health, and promote carbon sequestration through good agricultural practices. Additionally, the MPCS is dedicated to improving animal health and welfare through training programs and promoting best practices across the beef supply chain.

### Learn More

For more information about the Paraguayan Roundtable on Sustainable Beef and its initiatives, visit [www.carnesostenible.org.py](http://www.carnesostenible.org.py).



## SOUTHERN AFRICA

### Southern Africa Region Roundtable for Sustainable Beef (SARRSB)



**SAR-RSB**  
Southern Africa Region  
Roundtable for Sustainable Beef



### Overview

The SARRSB (includes 13 member states in the Southern African Development Community (SADC) region of Africa. The primary goal of the SARRSB is to advance continuous, sustainable improvement in local beef value chains through inclusive development, leadership, science, and multi-stakeholder engagement and collaboration. The SARRSB supports, facilitates, lobbies, and advocates for sustainable commercialization of beef value chains within the small-scale sector.

The SADC region has a rich diversity of cattle and small-stock breeds, contributing significantly to agricultural GDP. Small-scale producers, who own at least 50% of the livestock, often farm under marginalized conditions due to colonial-era land and water access policies. The African Union Inter-African Bureau for Animal Resources (AU-IBAR) Strategic Plan (2018-2023) and the AU Agenda 2063 recognize that animal resources are key assets that support rural livelihoods in SADC. However, the potential of cattle resources is not fully exploited, and the region remains a net importer of animal products.

The SARRSB focuses on advocacy and lobbying for (i) inclusive and competitive production systems, enabling policies and funding opportunities to enable smallholder livestock farmers to participate meaningfully and profitably in all steps of the supply chain; and (ii) strengthening coordination and collaboration in research on greenhouse gas emissions from agricultural systems.

### Progress and Plans

The SARRSB has been engaging primarily in two main areas: primary production and research.

*Primary Production - Inclusive Development.* The SARRSB advocates for increased capacity building for smallholder producers. The SARRSB's lobbying efforts aim to include youth and female farmers in the beef value chain, traditionally dominated by males and white commercial farmers, though progress has been limited. The Social Compact will be crucial in advancing this goal, with partners like the public sector, Solidaridad (KYLUSA project), Tuli Growth Initiative, and International Fund for Agricultural Development (IFAD) supporting inclusive development through the commercialization of indigenous animal genetic resources.

In addition, the region is developing a risk mitigation plan for the livestock sector by investing and expanding breeding herds of climate-resilient indigenous breeds such as Tuli, Afrikaner, and Nkoane.

*Research Collaboration.* Stakeholder consultations held in 2022 identified opportunities to lobby for a regional Climate Change Research and Development Framework, termed QINISA – which means “STRENGTHEN.” The initiative is coordinated by Future Africa at the University of Pretoria Centre of Excellency for Sustainable Food Systems (ARUA-SFS) and launched in 2024. Further information will be posted on the SARRSB website and the ARUA SFS website.

### Learn More

More information about SARRSB is available on their website: <https://sarrsb.org/>.



# URUGUAY

## Mesa Uruguaya de Carne Sostenible (MUCS)

### Overview

The Mesa Uruguaya de Carne Sostenible (MUCS) is the newest National Roundtable in the GRSB network. The initiative was launched in September 2023 during ExpoPrado 2023, the country's main livestock fair. Government authorities and representatives of the entire meat supply chain in the country were present at the event. On that occasion, the association was presented, and the founding members signed a letter of intent to establish the MUCS. On May 20, 2024, the bylaws were approved by the founding members, who represent all GRSB constituencies, and the MUCS is now in the process to be officially registered as a civil association.

- **Vision:** Uruguayan beef is globally recognized as a sustainable, reliable, and high-quality product, serving as a benchmark for a socially and environmentally responsible, and economically viable value chain.
- **Mission:** To promote and communicate the continuous improvement of all segments of the sustainable Uruguayan beef value chain through the development of comprehensive, science-based guidelines, and participation.

The next step is to develop the MUCS' strategy, agreeing on strategic priorities to ensure value addition and to build synergy with current sector initiatives and institutions. The Uruguayan beef supply chain is embedded in a robust institutional framework with significant progress in various dimensions of sustainability. The MUCS will add value mainly through dissemination, alignment, and communication.

### Progress and Plans

In line with the strategic priorities, GRSB goals, and national goals, the MUCS will establish its first set of goals adapted to the national context through a process of materiality assessment in consultation with all members and key stakeholders, aiming for approval in the first half of 2025. The starting point will be to map all existing projects, initiatives, and developments across the country and gather valuable information on best practices and available tools for improvement from both the private and public sectors. The next step will be to identify gaps in dissemination, involvement, and communication, in order to develop actions to promote adoption by the beef sector nationwide.

Another line of action will be to encourage the engagement of all members and build trust and synergy with all relevant stakeholders in the beef supply chain, growing membership and representation in the MUCS, with the purpose of fostering collaboration and alignment on sustainability-related public and private initiatives. An important milestone for the MUCS is the recent hiring in August 2024 of a General Coordinator. This step will foster the development and deployment of the strategy and action plan.

### Learn More

Follow MUCS on LinkedIn: <https://www.linkedin.com/company/m-u-c-s/>.



# UNITED STATES

## U.S. Roundtable for Sustainable Beef (USRSB)



### Overview

The U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed in 2015 to advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain. The USRSB achieves this through leadership, innovation, multi-stakeholder engagement and collaboration.

- **Mission:** Advance, support and communicate continuous improvement of sustainability across the U.S. beef value chain.
- **Vision:** The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.

In 2022, the USRSB released its High-Priority Indicator Goals and Sector Targets for the full beef supply chain. The USRSB has been working since that time to determine methods to measure and track progress toward each target and to establish baselines for measurement.

In addition to its Goals work, the USRSB has developed free tools and modules to assist organizations across the beef supply chain in their efforts for continuous improvement. The USRSB also administers a Recognition Program, which was developed to encourage and recognize voluntary adoption of the U.S. Beef Industry Sustainability Framework. The process is based on a third-party review of programs who seek recognition for their alignment with the USRSB Framework.

### Progress and Plans

The USRSB Goals Progress Working Group has established sub-groups for each sector to assess their own targets and outline plans for progress. The working group has met regularly, both collectively and by sub-group, to make headway on the USRSB's goals.

The cow-calf, auction market, feedyard, packer/processor and retail/food service constituencies have been working with industry experts and partners to benchmark data and explore opportunities to leverage available industry initiatives and resources to support advancement towards achieving USRSB goals.

The USRSB is actively building partnerships and collaborating with complimentary industry efforts and initiatives. To further support addressing its goals, in late 2024, the USRSB will host a research workshop to identify knowledge and data gaps related to the goals and will create a sustainable beef research roadmap to support more streamlined efforts across the industry.

Across these extensive goals efforts, the USRSB has focused heavily on developing resources and supporting efforts that will allow for success of the industry while understanding and respecting each sector and organization's individual needs.

### Learn More

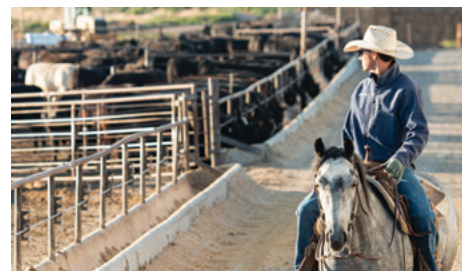
To learn more about the USRSB and its work, or to access their free resources, visit [www.usrsb.org](http://www.usrsb.org).



## Ongoing Reporting and Continuous Improvement

The goals reporting summary included in this sustainability report is considered a starting point and baseline, with a key objective of providing a common framework to support collaboration and innovation by the national and regional roundtables. This baseline provides a first step for measuring progress. Moving forward, global sustainability goal reporting by roundtable members is planned to be conducted every two years, allowing GRSB to comprehensively evaluate collective sustainability initiatives and make informed adjustments with a focus on continuous improvement.

In addition to the current approach of using Engagement Levels, Targets, and Activities to understand progress toward the goals, future plans for the GRSB Sustainability Framework include the potential to explore global aggregate measurements of the global beef industry, as well as reporting by other types of GRSB members, such as companies, to create a more inclusive and comprehensive view of sustainability efforts across the sector.



## Glossary

The four **Engagement Levels** used to measure progress by GRSB members against the sustainability goals:

Committed	Measuring	Demonstrating Progress	Milestones & Review
Formally committed to working towards the sustainability goal. Established person/team/organization responsible for measuring and reporting and associated activities (e.g., outreach).	Roundtable has developed targets and established a baseline to measure goal that aligns with GRSB's guidance and structures data collection efforts. Roundtable has developed an action plan that includes any associated activities and/or indicators.	Roundtable has shown progress against measurable targets as well as the implementation timeline as indicated in the Action Plan.	Roundtable has met roundtable-specific milestones related to goals target. Roundtable has carried out a review of milestones and adjusted as necessary.

**Types of activities** reported by GRSB members in support of Goals progress:

Activity Type	Definition	Selected Examples
<b>Research</b>	Supporting research activities conducted by universities, colleges, NGOs, or other organizations.	Academic studies, NGO research projects, collaborative research efforts.
<b>Data generation</b>	Gathering information through surveys and experiments, or aggregating and analyzing existing data.	Self-assessment schemas, research studies, online data collection tools.
<b>Tool creation</b>	Developing technology designed to improve outcomes or reduce effort, including data tools that capture, calculate, and provide decision support.	Decision support tools, GHG calculators.
<b>Knowledge share</b>	The exchange of information or understanding between people, teams, communities, or organizations.	Workshops, collateral (online or print), meetings and tradeshows.
<b>Training</b>	Teaching skills or behaviors through practice and instruction. Training has specific goals to improve capability, capacity, productivity, and performance.	Extension meetings, workshops, and instructional materials (online or print).
<b>On-farm pilots</b>	Implementing pilots on farms or ranches to highlight management methods and inputs, typically less extensive than demonstration farms.	Extension research plots, on-farm trials.
<b>Financial incentives</b>	Providing direct or indirect monetary rewards to change behavior, such as cash payments, carbon credits, or tax relief.	Government or private sector payments, fee reductions, tax relief.



*This report was compiled and prepared in collaboration with SureHarvest. SureHarvest was founded in 1999 with the vision of a sustainable future through empowered food choices. Today, the company's mission is to help food and agriculture partners define, measure, and meet their sustainability goals. Learn more about SureHarvest at <https://www.sureharvest.com>.*

# Sustainability Progress Report

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