

# 2024 ANNUAL REPORT

## GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF



# WHO WE ARE

The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative that has been advancing sustainability of the global beef value chain through leadership, science and multistakeholder engagement and collaboration.

This organization has been continuously cultivating partnerships and establishing broadened channels of communication across the globe. Some of the partnerships include SureHarvest, Emerging Ag and the Consensus Building Institute. Together, with these partnerships, we've been able to reach more people, communicate our message and goals more clearly, and begin recording the impactful data we have to show how we're making a difference in beef sustainability. GRSB has made great strides in growing awareness of the core principles of sustainable beef — natural resources, people and community, animal health and welfare, food and efficiency and innovation.

Through global conferences, webinars, as well as speaking and publishing opportunities, GRSB has influenced change via educational and informational advancement for this industry. In ten years, GRSB has established a membership base of forward-thinking businesses and individuals who are working toward a more global sustainable beef supply chain. The GRSB consists of 120 members in seven constituencies: producer, processing sector, allied services & industries, retail companies, civil society, consulting, and national or regional roundtables. GRSB includes a General Assembly of all members, a Board of Directors of 20 members and Executive Committee of seven members.

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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.



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# From the President and Executive Director

Welcome to GRSB's annual report for 2024: A busy year that seems to have flown by.

**GRSB remains committed to Defining and Achieving Sustainable Beef:** We emphasize a holistic approach to sustainability, encompassing environmental, social, and economic aspects. This includes:

- **Environmental Sustainability:** Focus on climate change mitigation (reducing emissions intensity), biodiversity conservation, and responsible land management practices, particularly addressing deforestation and land conversion.
- **Social Sustainability:** Recognizing the impact of beef production on communities, including indigenous populations, and ensuring the social wellbeing of workers across the supply chain.
- **Economic Sustainability:** Prioritizing efficiency in beef production to improve economic viability and contribute to overall sustainability.

**2024's Sustainability Progress Report is a significant milestone for GRSB,** as it draws on the activities of all of our national roundtables and reports against our goals. While there is some qualitative data in the report, we have been able to highlight the level of alignment, activities and some documented progress against our goals.

**The need to drive change and to provide the data that we are achieving change emphasizes the importance of Pre-Competitive Collaboration:** GRSB champions pre-competitive collaboration as essential for systemic change in the beef industry.

**Navigating Regulatory Landscapes:** GRSB plays an active role in supporting members to comply with emerging sustainability regulations, particularly the EU Deforestation Regulation (EUDR), which once again underlines the benefits of collaboration.

We provide resources, webinars, and workshops to clarify requirements and help members navigate complex due diligence processes.

We have noted renewed interest in livestock in some quarters, and what appears to be a more nuanced view developing about the role of livestock in food systems. This was certainly evident at the first FAO Sustainable Livestock Transformation Conference in September 2023, and continued through the pathways to emissions reduction report they launched at CoP in Dubai.

There has also been some willingness to consider the important role of livestock in meeting the sustainable development goals. This was clear in New York Climate Week, where people were asking questions and keen on learning more, rather than dismissing the sector out of hand.

**There are still challenges:**

- **Funding Sustainability Initiatives.** GRSB is exploring alternative financing models, including in-kind contributions and strategic partnerships with foundations.
- **Global Standards and Local Contexts:** GRSB emphasizes the need for standards that are adaptable and acknowledge regional variations.
- **Realistic Implementation:** GRSB has set and encourages ambitious sustainability targets, but these need to be balanced with feasibility in the various contexts our members are working in.

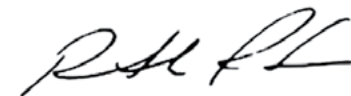
**Effective Communication:** GRSB supports efforts to highlight the positive contributions of sustainable beef production by communicating the industry's sustainability efforts to policy makers and consumers at a national level to build trust and demonstrate value.

**We were at CoP in Baku this year and armed with more information from our Sustainability Progress Report, we were able to tell more of the progress the sector is making.** Discussion included the many technical and management options for reducing climate impact of cattle production, as well as the considerable importance of bringing the developing world along with us. Healthy, nutritious diets for all do not have to entail ever increasing land conversion.

**With our Global Conference in Uruguay now successfully behind us, we are ready for the challenges that 2025 will bring.** GRSB continues to be a dynamic organization actively engaged in promoting sustainable beef production globally. GRSB's commitment to pre-competitive collaboration, data-driven decision-making, and continuous improvement continues to provide a framework for positive change.



Bob Lowe  
President, Global Roundtable  
for Sustainable Beef



Ruairaidh Petre  
Executive Director, Global Roundtable  
for Sustainable Beef

## Executive Committee



**President**  
Bob Lowe  
*Tri-L Ranch, Canada*



**Vice President**  
Justin Sherrard  
*Rabobank, Netherlands*



**Secretary/Treasurer**  
Shari Westerfeld  
*Zoetis, U.S.*



**Member at Large**  
Lucas McKelvie  
*McDonald's Corporation, U.S.*



**Member at Large**  
Matthew Cleveland  
*ABS Global, U.S.*



**Member at Large**  
Brian Lindsay  
*Dairy Sustainability Framework, United Kingdom*



**Immediate Past President**  
Ian McConnel  
*Australia*

## Board of Directors

### Producer Constituency



**Nicholas Jolly**  
Beef+Lamb NZ



**Adam Coffey**  
Cattle Australia



**Kevin Kester**  
National Cattlemen's Beef Assoc.



**Sebastian Olaso Aguirre**  
Sol Dorado

### Allied Services & Industries Constituency



**Ian Wheal**  
Breeder



**Shane Bownds**  
Rabobank



**Ana Varsi**  
LSQA

### Processing Constituency



**Fernando Sampaio**  
ABIEC



**Eliza Shardlow Clark**  
Cargill



**Scott Strachan**  
Harvest Road

### Retail Constituency



**Andrew Brazier**  
McDonald's



**Lisa Hughes**  
A&W Foods



**Tiago Pontes**  
Restaurant Brands, Int'l

### Civil Society Constituency



**Karl Didier**  
National Wildlife Federation



**Nancy Labbe**  
The Nature Conservancy



**Maria Elana Varas**  
World Wildlife Fund

## Board of Directors continued

### Roundtable Constituency



**Edward Moreno Coimbra**  
MBCS – Mesa Boliviana de Carne Sostenible



**Alfred Fast**  
MPCS – Mesa Paraguaya de Carne Sostenible



**Ryan Beierbach**  
CRSB – Canadian Roundtable for Sustainable Beef, Canada



**Jacob Betros**  
ABSF – Australian Beef Sustainability Framework

## Working Groups Chairs

### Animal Health & Welfare



**Josh White**  
NCBA



**Mandi McLeod**  
Systems Insight

### Climate



**Brenna Grant**  
Canfax



**Samantha Werth**  
USRSB

### Nature Positive Production



**Hillary Fenrich**  
McDonald's Corporation



**Josefina Eisele**  
GRSB

### Social Wellbeing



**Daniel Knoop**  
Solidaridad

### Communications Council



**Amie Peck**  
Canadian Cattle Association



**Andrea White**  
Canadian Cattle Association

## Administrative Staff



**Executive Director**  
Ruaraidh Petre



**Regional Director South America**  
Josefina Eisele



**Director of Administration and Finance**  
Scott Stuart



**Director of Member Services and Business Development**  
Katie Ambrose



**Office Administrator**  
Julie James



**Accountant**  
Bill Stedman



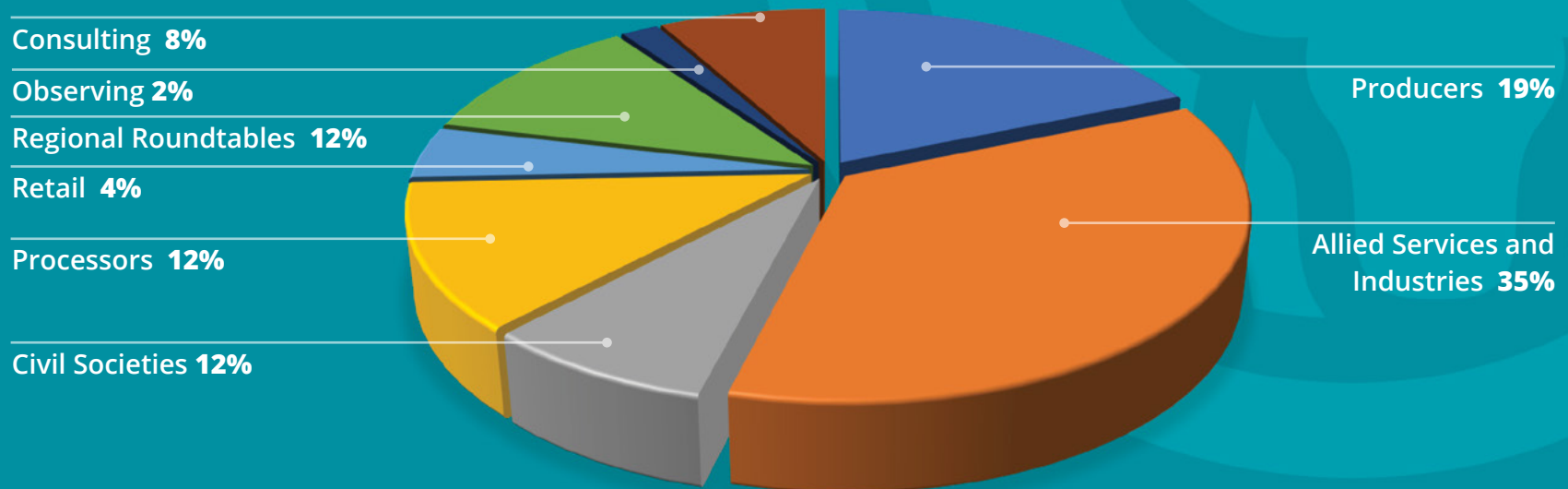
**Communications**  
Polly Welden

# GRSB MEMBERSHIP

The framework of the GRSB consists of six constituencies: producers and producer associations, the commerce and processing sector, retail companies, civil societies, allied industry and national or regional roundtables. The possibility to participate as an observing or consulting member also exists.

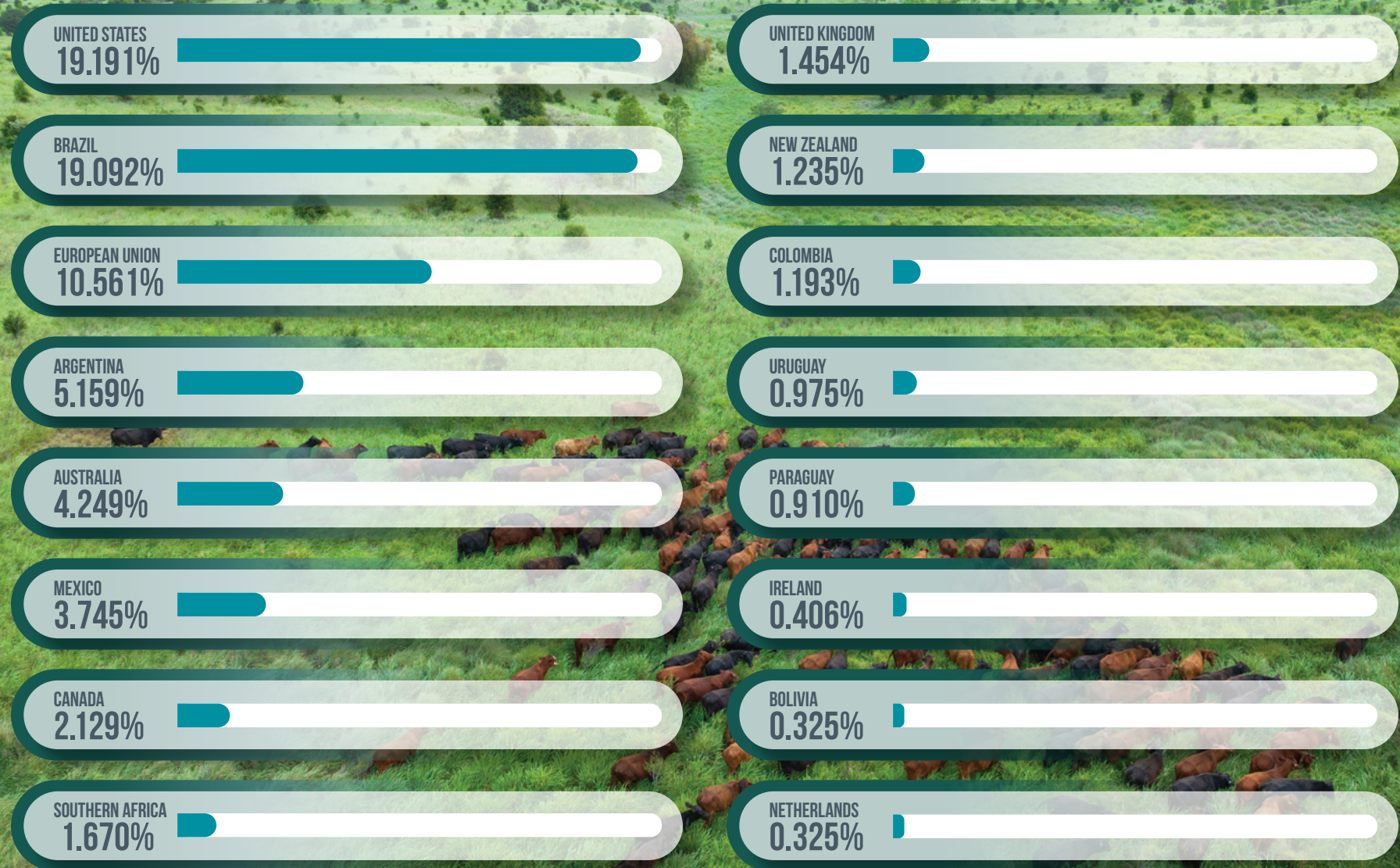
Of the general assembly, 19 members make up the Board of Directors; and seven positions constitute the executive committee, which consists of a president, vice president, secretary-treasurer, and three at-large members and past president. Committees to cover the work of the roundtable itself are formed from the membership and include Finance, Membership, Sustainability Definition and Communications Committees.

The board creates technical working groups and guides their scope of work. It is through these working groups that most of the GRSB's work is accomplished. Some of the areas that the working groups are addressing include: deforestation, life cycle assessment, metrics and reporting, harmonization, and the convening of global conferences.



# WORLD BEEF PRODUCTION

## BY GRSB MEMBERSHIP





# SUSTAINABLE BEEF MILESTONES



Note: The 2020 Global Conference was held online due to COVID-19.

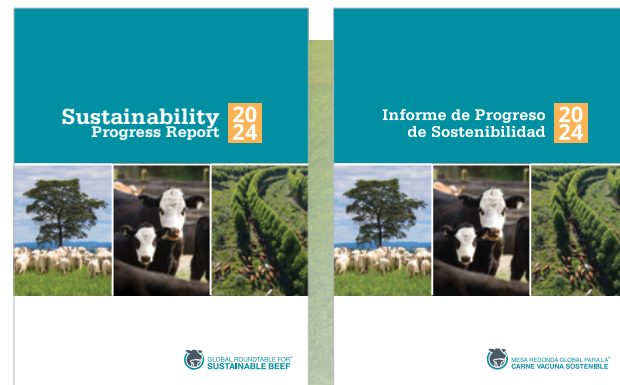
# PARTNERSHIPS & COLLABORATIONS

## We have continued to partner with SureHarvest on reporting progress on our Global Goals and Emerging Ag on engagement with UN processes over the last year.

SureHarvest did much of the heavy lifting and did superb work with the National Roundtables and working group leads in order to produce our first Sustainability Progress Report.

Emerging Ag has continued to support us with United Nations (UN) connections, specifically United National Framework Convention on Climate Change (UNFCCC), and the Private Sector Mechanism of the Committee for Food Security, New York Climate Week, and others. They have their finger on the pulse of several UN processes that relate to agriculture and livestock and as such help us navigate what would otherwise be very complicated preparations.

We also worked with the Consensus Building Institute (CBI) again this year to seek member input to refresh our Strategic Plan 2030, and to focus on prioritizing activities for 2025 and beyond.



In addition to those contracted partnerships, we have ongoing collaboration agreements with the Inter-American Institute for Cooperation on Agriculture (IICA), which is very much involved in Latin American sustainable livestock initiatives and has a pavilion at CoP each year where GRSB will hold our panels.

We were accepted as observers of the Food and Agricultural Association (FAO) Subcommittee on Livestock and the FAO Committee on Agriculture. We attended their meeting in Rome this year. As that coincided with a Global Agenda for Sustainable Livestock (GASL) meeting, Ruaraidh Petre, GRSB Executive Director, was able to participate in person at both.

The Organization for Economic Cooperation and Development (OECD) hosted a panel discussion on Deforestation Risks linked to the Leather Supply Chain in Paris, took a look at drivers of deforestation and the risks associated with the leather industry. Ruaraidh gave a perspective on the multifaceted nature of economic drivers, and the fact that leather is a by-product of beef. The panel discussed the challenges in preparing for European Deforestation Regulation (EUDR).



**COP29**  
Baku  
Azerbaijan  
November 11-22, 2024

Ruaraidh and Josefina Eisele, GRSB Regional Director for Latin America, also represented GRSB at the Commission Expert Group/ Multistakeholder Platform on Protecting and Restoring the

Worlds Forest. The main objective of the group is to provide advice and assistance to the Commission in the preparation of legislative proposals and policy initiatives, as well as preparation of delegated acts and the implementation of Union legislation. In addition, the Commission works on programs and policies in relation to the protection and restoration of world's forests, including illegal logging and coordination and cooperation with member states and stakeholders.

Ruaraidh gave a keynote and another presentation at the World Buiatrics Association Congress in Cancun, emphasizing the strong connection between health, welfare and sustainability.

***“The global food system faces increasing challenges, needing to reduce the impact of the current system while feeding a growing population. Livestock production is part of this, and animal health, breeding and genetics can contribute significantly to livestock sustainability.”***

**— Ruairaidh Petre**

This was the first time that GRSB has attended New York Climate Week. It is an excellent opportunity, similar to CoP, although the audience is different. Here, Ruairaidh participated in two panels, one with GDP and some of GRSB’s own members including Elanco and ArkeaBio, and the other with Protein PACT moderated by Eric Mittenthal from the Meat Institute and Justin Webb from AgriWebb.

Ruairaidh and Josefina and a delegation of leadership from our members in the global beef supply chain attended and participated at CoP29 in Baku this year. We were able to report on the progress the sector is making with our Sustainability Progress Report 2024. We were part of the discussions on technical and management options for reducing climate impact of cattle production and the importance of bringing the developing world along. Ruairaidh spoke during two events, and Josefina Eisele participated in a panel presentation.



[Click here](#) for video of the OCED panel discussion

[Click here](#) for audio of the WBC presentation (Spanish intro, English presentation)

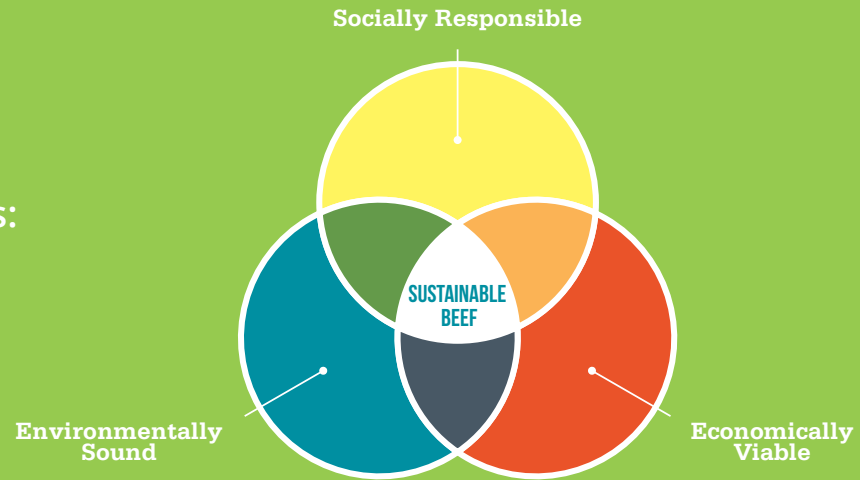
Speaking Engagements	
Jan. 31-Feb. 3	NCBA Conference, Orlando, FL
Mar. 7-8	Livestock Sustainability Forum, Mexico City
Jul. 19	Organization for Economic Cooperation & Development, Paris
Apr. 16	Dairy Sustainability Framework Advisory Committee
Apr. 16	Uruguayan Roundtable Strategy Session
Apr. 22	Brazilian Roundtable General Assembly
Apr. 30-May 2	USRSB General Assembly, St Louis, MO
May 7	Communication Strategies in Argentina – La Rural Argentina
May 20	World Buiatrics Congress, Cancun, Mexico
May 28	Future of Food and Beverage Conference, Minneapolis, MN
Jun. 11-12	IICA Livestock Platform Meeting, Brazil
Jun. 23	Royal Highland Agricultural Show, Edinburgh
Jul. 16-18	Committee on Agriculture (COAG), Sub Committee on Livestock, Rome, IT
Jul. 19-21	GASL Guiding Group Meeting, FAO Rome
Sep. 23	Climate Week, NYC
Oct. 30-31	International Summit: Societal Role of Meat and Livestock
Nov. 11-22	CoP29 – Climate Change Conference, Baku, Azerbaijan
Dec 6	Columbia University, New York Future of Protein

[Click here](#) for the WBC whitepaper PDF

[Click here](#) for the WBC presentation PDF

# 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.

# GRSB GOALS

On June 29, 2021, the GRSB announced their commitment to reduce the net global warming impact of beef 30% by 2030 through their three global sustainability Goals: Climate, Animal Health & Welfare and Nature Positive Production.



**CLIMATE:**  
Reducing global warming impact on a pathway to climate neutrality

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.

## How we're going to get there:

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.



**ANIMAL HEALTH & WELFARE:**  
Providing cattle with an environment that they can thrive within

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 throughout their life. We must also continue our efforts to minimise 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's health and well-being.

## How we're going to get there:

Increase the percentage of cattle producers and handlers undertaking training in or demonstrating competence in comprehensive cattle care (as defined by the World Organisation for Animal Health) by 25% from the 2020 numbers. Training should be appropriate to caretakers, and the effectiveness of said training should be monitored and assessed. Comprehensive cattle care training is designed to result in continuous improvement in animal health and welfare outcomes to reduce mortality and increase the ability to thrive. Training should also improve outcomes within the five domains of animal welfare; e.g. (but not limited to) ensuring comfort and allowing animals to express normal patterns of behaviour, pain mitigation, and the adoption of best management practices.

# GRSB GOALS continued

## ***ANIMAL HEALTH & WELFARE continued***

### **GRSB members and roundtables will:**

- 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 Principle and Criteria for Animal Health and Welfare.
- 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.
- Encourage all beef value chain partners to support and invest in the continuous improvement of cattle's health and wellbeing.
- Development and implementation of comprehensive cattle care training and evaluation for outcomes-based adoption in line with the World Organisation for Animal Health's terrestrial animal health code and ISO/TS 34700.
- Research and development.
- Promotion and advancing adoption of pain mitigation practices, including where appropriate, use of genetics that contribute to avoidance of painful procedures, such as polled cattle.

The GRSB and its members are committed to producing, financing, sourcing, and supporting practices throughout the entire value chain that are designed to sustain and restore grazing lands, enhance resilience, conserve forests, grasslands, and native vegetation, increase biodiversity, and help reverse ecological decline.



## **NATURE POSITIVE PRODUCTION: Ensuring the beef value chain is a net positive contributor**

### **How we're going to get there:**

1. Mobilize efforts with the GRSB, its members, and the network of national and regional roundtables to establish metrics and practices (if they don't already exist) that are regionally applicable and can be aggregated globally to effectively measure, track, report, and verify progress and results.
2. Adopt 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. Promote practices that help recover degraded pastures, improve productivity, and increase resilience.
4. Eliminate illegal deforestation and illegal conversion, as fast as possible.
5. Increase the production, financing, sourcing, and recognition of beef that does not contribute to additional deforestation, conversion, or degradation of native ecosystems.
6. Improve traceability, transparency, and the availability of relevant information throughout the value chain.
7. Foster meaningful incentives for producers and other actors in the value chain to help catalyze action, spur innovation, reward progress, and promote continuous improvement.



## **SOCIAL WELLBEING:** Achieving equitable sustainability outcomes across communities and cultures

Social wellbeing is a central element of sustainability, and through our People and the Community principle, it has always formed a part of GRSB's definition of sustainable beef. We have also seen several of the national roundtables identify social wellbeing through their materiality analyses. The goal language focuses primarily on equity and equality, and we also cover the issue of fair incomes.

### **How we're going to get there:**

A subsequent piece of work that grew out of the Social Wellbeing Working Group is our nutrition paper, which is nearing completion. We invited a panel of external experts to give us input in this process. Several of them are academics who have spoken at GRSB's conferences in Denver and Punta Del Este and in some of our webinars, as well as industry nutrition specialists.

In the paper, we advocate for the role of beef in a sustainable food system, navigating the complex interplay of nutrition, environmental concerns, and economic realities. We do this through the lens of our Principles and Criteria and our Global Goals, as well as highlighting the role of cattle production in meeting the Sustainable Development Goals.

In turn, we urge policy makers to make informed decisions and to consider the multifaceted implications of dietary guidelines and food policies on sustainability, food security, livelihoods, and culturally relevant diets.

Our position highlights the importance of balancing consumption with dietary guidelines, considering regional differences, and addressing health concerns through further research and responsible consumption choices. Ultimately, the GRSB aims to ensure that beef production and consumption contribute positively to global sustainability goals.



# MEMBERSHIP

## PRODUCER CONSTITUENCY



## ALLIED SERVICES AND INDUSTRIES CONSTITUENCY



## PROCESSING CONSTITUENCY





**RETAIL CONSTITUENCY**



**CIVIL SOCIETY CONSTITUENCY**



**ROUNDTABLE CONSTITUENCY**



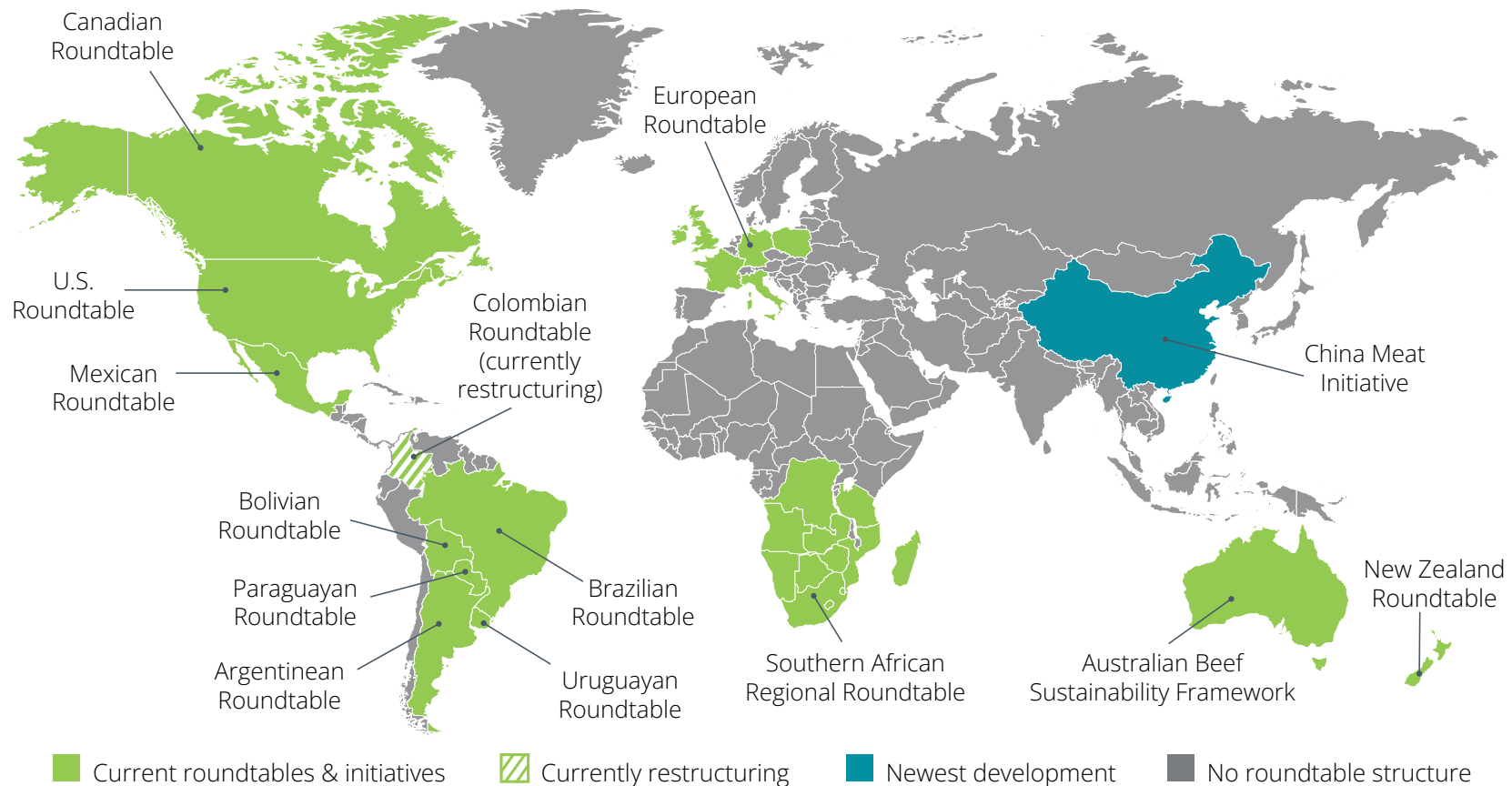
**CONSULTING MEMBERS**



**OBSERVING MEMBERS**



# 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.saipatform.org/european-roundtable-beef-sustainability/](http://www.saipatform.org/european-roundtable-beef-sustainability/)

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

**MEXICO** (Est. 2018)  
[www.ganaderiasustentablemexico.com](http://www.ganaderiasustentablemexico.com)

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

**PARAGUAY** (Est. 2018)  
[www.carnesostenible.org](http://www.carnesostenible.org)

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

**URUGUAY** (Est. 2023)

# GRSB MARKETING EXCHANGE – NEW FOR 2024!



The Marketing Exchange was created in 2024 as a way for GRSB to promote our Member Roundtables through our social media channels. GRSB highlights the efforts of our Member Roundtables by reposting or creating new posts about their sustainability events, reports, research and meetings aligned with the GRSB Global Goals.

In exchange, the Member Roundtables were asked to use their social media to promote GRSB and its activities. From May to October this year, the Member Roundtables promoted attendance of the Global Conference on Sustainable Beef on their social media channels, websites, member newsletters and email blasts. GRSB sent 22 personalized graphics, pre-sized for social media channels, with the member's logo and a citation as "A member of the Global Roundtable for Sustainable Beef" to all 13 Member Roundtables, a total of 302 graphics and 65 documents in English, Spanish and Portuguese.

As an offshoot of the Marketing Exchange program with our Roundtables, member sponsors of the Global Conference requested graphics for their use on their business social media. The members of the Uruguay Roundtable for Sustainable Beef, which hosted the Conference in Punta del Este, also requested and received the graphics. In all, 28 local beef industry businesses in Uruguay and Argentina received pre-sized social media graphics, logos, talking points and a news release on the Global Conference, a total of 336 graphics and 168 documents in English, Spanish and Portuguese.

The success of the Marketing Exchange program has included increased awareness of our Roundtable Members, broader promotion of the Global Conference and closer relationships between GRSB personnel and Roundtable executives and their marketing professionals.

# BY THE NUMBERS

## GRSB IN ACTION

GRSB MEMBERS

120

### Social Media Metrics



- in** 33% increase of impressions
- in** 21% increase of followers (+1350 new followers over the last 12 months)
- ig** 42% increase in reach (+113 new followers over the last 12 months)

### Website



- 26,566** Visits **+25.4%**
- 1,494** Downloads **+8.54%**
- 50,508** Page Views **+11.9%**

### Webinars



- JAN:** CoP28: Policy Implications for Global Beef
- FEB:** Producer Walkabout — Western Hemisphere (US/CA, LatAm, France)
- MAR:** EUDR: What You Need to Know (morning and afternoon sessions)
- MAY:** Sustainable Finance and Incentives
- JUN:** Landscape of International Standards
- JUL:** Conversion: What is it?
- NOV:** Sustainable Beef in 2025
- DEC:** Biodiversity CoP and Climate CoP29

# GRSB BOARD MEETING AND ITALIAN BEEF INNOVATION TOUR

BOLOGNA, ITALY, APRIL 3-5, 2024

The GRSB Board Meeting and Italian Beef Innovation Tour was held in Bologna, Italy, April 3-5, 2024. Roundtable support, membership growth, especially in the retail section, a revenue model with an identified fundraising arm, and strengthened partnerships were all discussed as priorities for the year. The Innovation Tours included Mastrottol Leather, the Bonifiche Feraresi Feedlot and the Biomethane Plant, the largest of its kind in Europe.





# GLOBAL CONFERENCE ON SUSTAINABLE BEEF

**PROOF POSITIVE: REPORTING GLOBAL BEEF SUSTAINABILITY**

**Punta del Este, Uruguay  
September 30–October 4, 2024**

PRESENTED BY



GLOBAL  
ROUNDTABLE FOR  
SUSTAINABLE  
BEEF



MUCS  
MESA URUGUAYA DE  
CARNE SOSTENIBLE

**The sixth Global Conference on Sustainable Beef was the best yet. With representatives from all across our industry and the globe, it truly was an incredible experience.** From the opening documentary, “World Without Cows,” to the sessions and presentations, the information was invaluable. The closing dinner and awards were a meaningful way to celebrate collaboration and engagement, and the tours provided priceless insights.



**268**  
ATTENDEES

**53**  
TOTAL  
SPEAKERS

**23**  
PARTICIPATING  
COUNTRIES

## GRSB 2024 AWARDS

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 as evidenced throughout their membership.

As part of recognizing exemplary leadership within GRSB, three awards were announced at the close of GRSB’s Global Conference on Sustainable Beef, honoring individuals who have made significant contributions to GRSB’s growth and success.

The 2024 GRSB Success Through Collaboration Award recognizes an individual who exemplifies the foundational principles and goals of GRSB and drives collaborative efforts to advance beef sustainability. This was awarded to Melinee Leather of Leather Cattle Company.



*Melinee Leather*

The GRSB Presidents’ Award recognizes individuals who have driven success for GRSB through dedication, support and engagement. For the inaugural presentation of this award, GRSB honored two recipients: Roger Cady, who served as GRSB Secretary/Treasurer for six years during the first decade of the organization; and Hillary Fenrich of McDonald’s, in recognition of her work as co-chair on the Nature Positive Goal Working Group.



*Roger Cady*



*Hillary Fenrich*

[Click here](#) for more information about the inaugural awards presentation

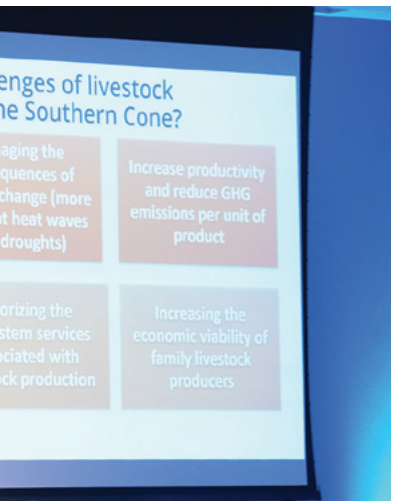


*“ The diversity of speakers was amazing. People and ideas from everywhere! ”*



*“ The atmosphere in the room is not like any meeting I’ve ever been to. Everyone seems excited and optimistic about the future of beef from what they’ve learned here. ”*





*“ This was truly a bilingual conference which made me feel we were really getting insights from around the world. ”*





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