

2020

ANNUAL REPORT



GLOBAL ROUNDTABLE FOR
SUSTAINABLE BEEF



A herd of cattle, including several brown and white cows and some calves, are grazing in a lush green field. In the background, there is a dense line of evergreen trees, and further back, rolling hills and mountains under a clear sky. A solid teal square is positioned in the top left corner of the page.

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.



TABLE OF CONTENTS

Who We Are	2
President and Executive Director Letter	3
Leadership	4
Executive Committee.	5
Sustainable Beef Milestones	6
World Beef Production Represented in	7
GRSB Membership	
Membership	8
Financial Highlights.	10
Global Beef Sustainability Acceleration Fund	11
Defining Sustainable Beef	12
Five Principles and Criteria of Sustainable Beef	12
Strategic Goals	13
Working Group Summaries	14
Partnering with Strategic Communications	
Consultancy MHP Communications	17
World Map of Roundtables and Initiatives	18
Regional Roundtable Highlights	
New Zealand Roundtable for Sustainable Beef	19
Canadian Roundtable for Sustainable Beef	20
European Roundtable for Beef Sustainability	22
Brazil Grupo de Trabalho da Pecuária Sustentável	24
Mesa de Ganadería Sostenible Colombia	26
U.S. Roundtable for Sustainable Beef	28
Mesa Paraguaya de Carne Sostenible	30
Mesa Argentina de Carne Sustentable.	32
Southern Africa Region Roundtable for	33
Sustainable Beef	
Australian Beef Sustainability Framework	34
Mesa Redonda de Ganadería Sustentable	36
de México	
2019 Events	37

Who We Are

The GRSB is a global, multi-stakeholder initiative that advances sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration. Created in 2012, GRSB consists of 75 members in six constituencies: producers and producer associations, the commerce and processing sector, retail companies, civil society, allied industry initiatives, and national or regional roundtables. GRSB includes a General Assembly of all members, an Executive Board of seventeen members, and an Executive Committee of six members.



Photo credit: Ruairaidh Petre

Perspectives from the President and Executive Director

ACCOMPLISHMENTS TO DATE

Since its inception in 2012, the GRSB has advanced sustainability through expanded membership, stimulating formation of many national and regional roundtables, creating guiding principles and metrics, holding biennial global conferences, issuing an antimicrobial stewardship statement and coordinating global and local efforts.

Building on our vision and mission and the progress we have made in developing a global network, GRSB's priorities for 2020 are to:

- > Establish a limited number of "Global Goals" for the GRSB Network.
- > Communicate to ensure that beef is a trusted part of a thriving food system.
- > Support the Roundtable Network.
- > Develop an information system to report progress on the GRSB Global Goals.
- > Develop and strengthen partnerships to meet the Global Goals .

While COVID-19 has created plenty of challenges within the global beef supply chains and impacted our way of working, our resolve to improve beef sustainability has only strengthened. In spite of the uncertainties we faced, we have progressed in our goals and priorities due in large part to the commitment and dedication of our members. Through increased calls, meetings, working groups, webinars, and other efforts, we faced this challenge together. We would like to extend our heartfelt thanks to each of you for the time, energy and ideas you've dedicated to our organization during this unusually difficult year.

Sincerely,



Bob McCan
*President, Global Roundtable
for Sustainable Beef*



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

LEADERSHIP

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 observer member also exists.

Of the general assembly, 17 members make up the Board of Directors; and six positions constitute the executive committee, which consists of a president, vice president, secretary-treasurer, and two 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.

GRSB Membership

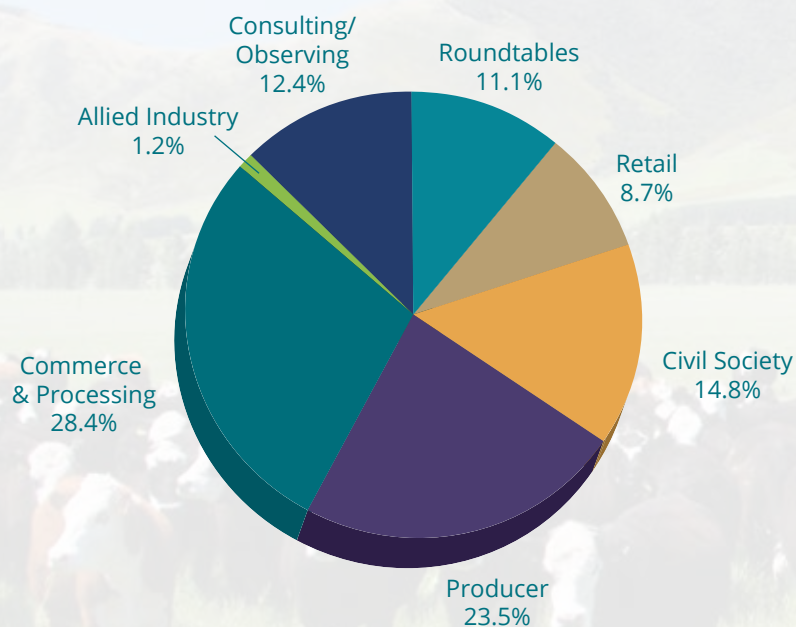


Photo credit: Ruairaidh Petre

Executive Committee



President

Mr. Bob McCan
McFaddin Enterprises
U.S.



Vice President

Dr. Nicola Robinson
McDonald's Corporation
England



Secretary/Treasurer

Mr. Ian McConnel
World Wildlife Fund
Australia



Member at Large

Ms. Cherie
Copithorne-Barnes
Canadian Cattlemen's
Association
Canada



Member at Large

Mr. Justin Sherrard
Rabobank
Netherlands



Immediate Past President

Ms. Nicole Johnson-Hoffman
OSI Group, LLC
U.S.

Administrative Staff



Executive Director
Ruairaidh Petre



**Regional Director
South America**
Josefina Eisele



**Director of
Administration
and Finance**
Scott Stuart



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



**Senior Project
Coordinator**
Angela Luongo



Accountant
Bill Stedman



**Social Media
Director**
Sarah J.
Bohnenkamp



Communications
Polly Welden

Board of Directors

PRODUCER CONSTITUENCY

- Canadian Cattlemen's Association
- Meat & Livestock Australia
- National Cattlemen's Beef Association

COMMERCE & PROCESSING CONSTITUENCY

- Cargill
- Rabobank
- OSI Group, LLC

RETAIL CONSTITUENCY

- A&W Food Services of Canada
- Ahold Delhaize
- McDonald's

CIVIL SOCIETY CONSTITUENCY

- Solidaridad Network
- National Wildlife Federation
- World Wildlife Fund

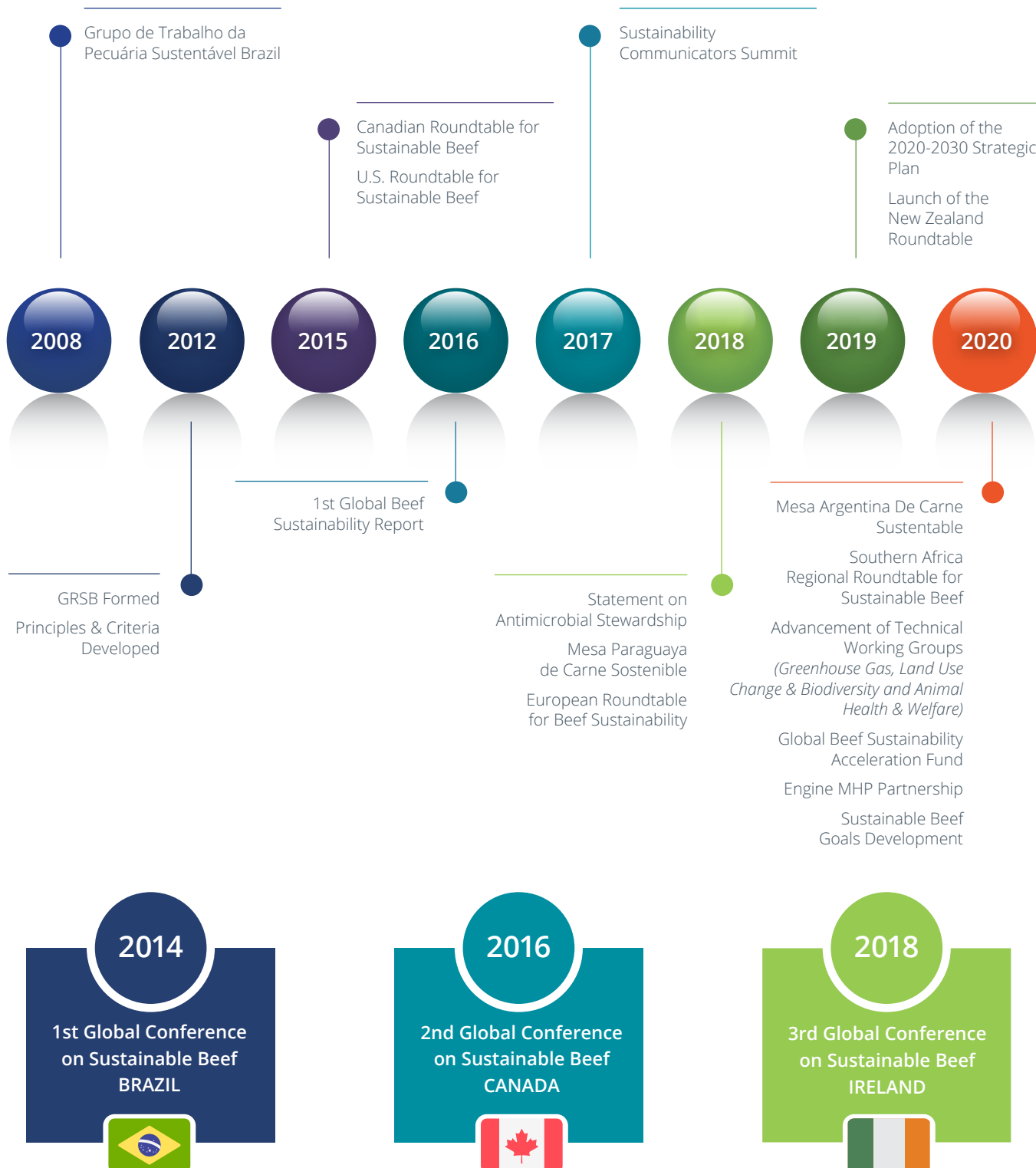
ROUNDTABLE CONSTITUENCY

- Canadian Roundtable for Sustainable Beef
- GTPS - Brazilian Roundtable for Sustainable Livestock
- Mesa de Ganaderia Sostenible de Colombia
- U.S. Roundtable for Sustainable Beef

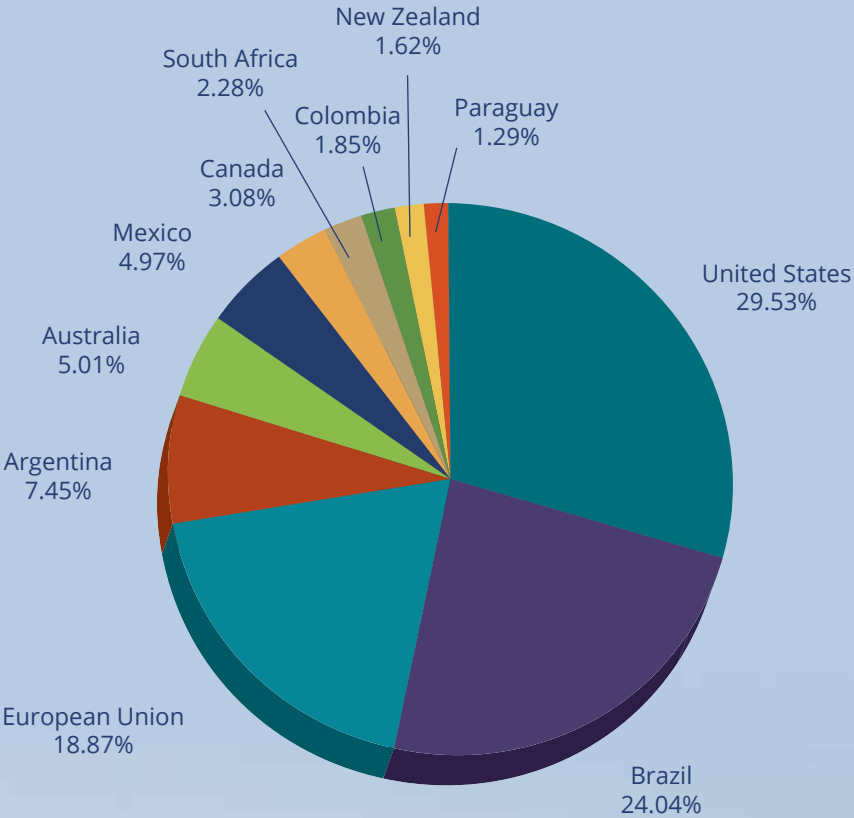
ALLIED INDUSTRY INITIATIVES CONSTITUENCY

- Textile Exchange

SUSTAINABLE BEEF MILESTONES



WORLD BEEF PRODUCTION REPRESENTED IN GRSB MEMBERSHIP



MEMBERSHIP

PRODUCER AND PRODUCER GROUP CONSTITUENCY



Dr. Laurie Marker
Mandi McLeod

COMMERCE AND PROCESSING CONSTITUENCY



RETAIL CONSTITUENCY



CIVIL SOCIETY CONSTITUENCY



ROUNDTABLE CONSTITUENCY



OBSERVING AND CONSULTING MEMBERS



Dr. Jude Capper Dr. Holly Gibbs Alexander Toto, DVM

ALLIED INDUSTRY SUSTAINABILITY INITIATIVES



FINANCIAL HIGHLIGHTS



For fiscal year-end December 31, 2019
(*Global Conferences are held every two years)



Photo credit: Ruairaidh Petre



GLOBAL BEEF SUSTAINABILITY ACCELERATION FUND

In May of 2019, the membership of the Global Roundtable for Sustainable Beef underwent a rigorous and extensive process of developing a strategic plan to begin in earnest in 2020-2030 with an emphasis on: Greenhouse Gas, Land Use and Biodiversity, and Animal Welfare with each group having developed a technical summary. GRBSB will work with an outside organization to ensure that this body of work is well represented with the GRBSB stakeholders.

A communications agency, as decided by the Communications Council, has been selected to support the efforts of the working groups by building trust with GRBSB stakeholders that beef is a sustainable part of a thriving food system.

**THE GRBSB AND ITS STAKEHOLDERS
WOULD LIKE TO THANK THE FOLLOWING
ORGANIZATIONS FOR THEIR CONTRIBUTION
TO THE ACCELERATION FUND.**

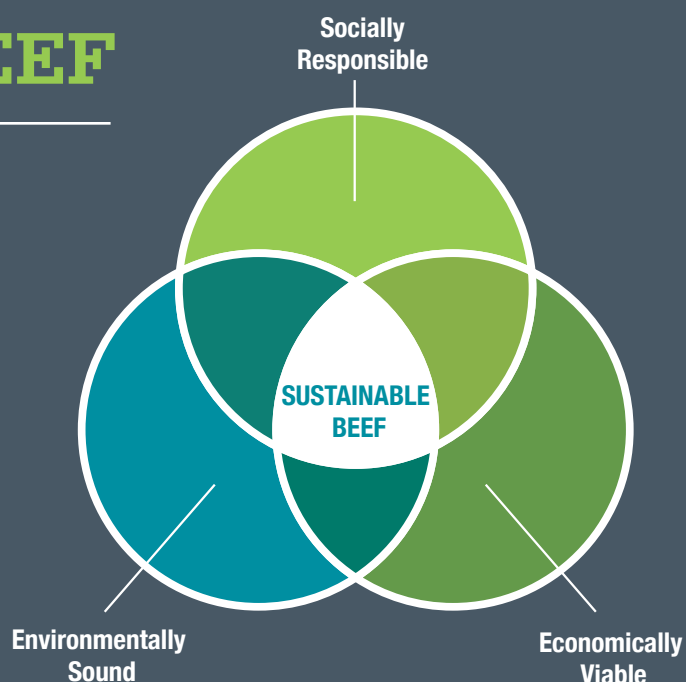


GRSB is the trusted source for beef sustainability.

Photo credit: Ruairaidh Petre

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.



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.



Animal Health & Welfare

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



Food

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



Efficiency & Innovation

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

Reference: www.grsbeef.org/WhatIsSustainableBeef

GRSB GOAL SETTING

Since 2010, the GRSB has set about bringing people together to drive a more sustainable beef industry. This process has focused on creating a forum for the sector to come together, inspire and support each other to create a shared ambition to continually improve, and be bold in sharing these improvements with our consumers and stakeholders.

In 2019, as we sat down and refreshed the GRSB strategy, we sought to find a way to communicate our ambition and create an energising platform to drive further progress. To achieve this, we have committed to setting goals for key sustainability indicators.

THESE GOALS INTEND TO:

Articulate Ambition: By clearly communicating where we want to be, what we want to achieve and by when, the GRSB can clearly communicate its role and the role of the beef industry in delivering a sustainable, thriving food system.

Recognize Reality: By basing our goals on the work being done at our regional roundtables and through our members, the goals represent what is occurring and what is possible “on the ground.”

Compel Collaboration: Communicating a suite of goals that align to shared global ambition on issues like animal welfare, climate and land use will enable GRSB to bring together a greater group of stakeholders to engage and buy-in to the work we are doing.

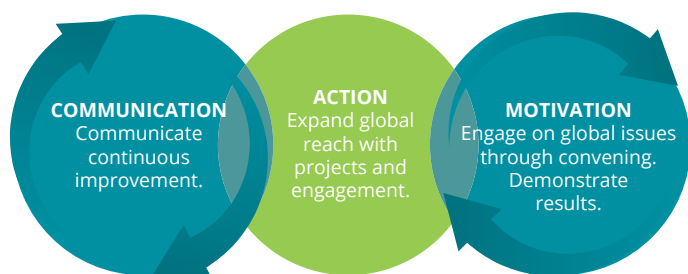
Inspire Innovation: Our goals are ambitious, and we may not yet have all the solutions to achieve them. By focusing efforts on these goals, we aim to inspire research and investment in science and innovation that will unlock the potential.

To write the goals, GRSB has set up a technical working group to develop a suite of global goals. This working group undertook an analysis of the materiality and prioritisation work of the regional roundtables to identify areas of obvious overlap and importance and settled on three subject areas to be the first goals written:

- Climate Change and Greenhouse Gas Emissions
- Natural Ecosystems, including deforestation, conversion, and management
- Animal Welfare

We have committed to having the goals finalized by the end of the first quarter of 2021. To achieve this, a clear action plan was drawn up including:

- A technical review of goals, metrics and science for each of the goals
- Small drafting groups developed to interpret the review and draft goal language
- Goal Working Group review of draft language
- Finalisation of draft language for full GRSB membership review
- Detailed and extensive GRSB membership, and key external stakeholder review
- Final amendments and approval by GRSB General Assembly



ANIMAL HEALTH & WELFARE WORKING GROUP

The over-arching thought process when GRSB leadership began brainstorming in Spring of 2019, a long-term plan and future activities led us to focus energy on key priority areas that the full value chain could rally around.

One of these areas, Animal Health and Welfare, rose to the top of the list because it is an area of shared value throughout the supply chain. From the farmer or rancher who depends on the health and welfare of their animals to provide a livelihood for their family, all the way to the consumer who expects us to do right by the animals in our care, good animal husbandry is a foundational skill undergirding beef production. This area is also well described in the foundational GRSB Principle & Criteria document, providing a solid foundation from which to build a goal.

In the development of a goal around animal health and welfare, we gathered GRSB members, member roundtables, and cattle health and welfare experts from across the globe to understand what information was available to evaluate cattle welfare, what education resources were available and how we could make meaningful improvements in this area.

Our goal and supporting strategies are meant to be challenging but achievable and focus resources to moving forward in a way that aligns with global expertise in this area. The World Organization for Animal Health (OIE) has a robust

terrestrial animal care technical specification and OIE has already collaborated with the International Organization for Standardization (ISO) to create a resource for country level program evaluation. The ability to leverage existing tools, resources and expertise in this area will help producers and roundtables mobilize their cattle health and welfare continuous improvement efforts. Ultimately, it is those who care for and handle cattle each day that make the most difference in health and welfare, so providing them with appropriate tools and training is a core GRSB ambition.

Our goal and supporting strategies are meant to be challenging but achievable and focus resources to moving forward in a way that aligns with global expertise in this area.



GREENHOUSE GAS WORKING GROUP

In 2019, Viresco Solutions undertook a review for GRSB to determine where we should prioritise work on GHGs.

The guidance offered in their report was to align where possible with approaches that are already gaining traction, with the specific recommendation that FAO LEAP guidelines have already been through an international review process. Our Scientific Advisory Panel (previously, Methodology and Accounting Group) produced a more detailed set of recommendations on the adoption, use and support of LEAP guidelines.

A second recommendation of the Viresco report was to seek alignment on the use of GWP metrics. Again, we followed up on that with two webinars and some internal consultation on the subject of GWP*, including valuable presentations from the Oxford Martin and Victoria University team who developed the metric. We also participated in a group with the Dairy Sustainability Framework looking into GWP*. Our Scientific Advisory Panel produced a report recommending that we continue to disseminate information about GWP* and promote its increased acceptance as a metric that better reflects the warming impact of methane on the atmosphere, while recognising that it is not a replacement for GWP100 in all respects, and that therefore it may be necessary to use both in industry and policy discussions, and emphasise why that is required.

A third observation from the Viresco report was that grasslands contain substantial amounts of SOC and maintaining these lands as grasslands for cattle grazing helps ensure this carbon remains stored.



Photo credit: Ruairaidh Petre

A third observation from the Viresco report was that grasslands contain substantial amounts of SOC and maintaining these lands as grasslands for cattle grazing helps ensure this carbon remains stored. Given this, there is an opportunity to potentially include this carbon sink in beef LCAs. However, there are no generally agreed methods for doing this, and so we have participated with the Dairy Sustainability Framework in their C-Sequ group and have established a fund with support from McDonald's for further work in this area to include producing a position paper on soil C storage and added sequestration and how to approach it. This will build on the work done by others in this space including C-Sequ and TNC.

JOINT WORKING GROUP LAND-USE CHANGE

The Joint Working Group on Land-Use Change (JWG), previously known as the Joint Working Group on Forests, is a technical working group of the Global Roundtable for Sustainable Beef (GRSB) and the network of national and regional beef and cattle roundtables around the world — focused on helping advance solutions that protect forests and native vegetation and promote more sustainable cattle value chains.

With the formulation of the new Strategic Plan 2020-2030, the GRSB and the National Wildlife Federation (NWF) identified strategic opportunities to expand and strengthen the important work of the JWG. At the beginning of 2020, NWF and GRSB worked closely together to expand the membership of the JWG, enhance the diversity of the stakeholder constituencies represented in the JWG, and to update the objectives and workplan to reflect the interests and priorities of the members. The JWG now includes over 42 members from 12 different countries, representing all of the stakeholder constituency groups of the GRSB.

Leading the development of the GRSB's Global Sustainability Goal on Land-Use Change

The GRSB aims to help advance more sustainable and regenerative practices that can deliver better environmental, social, and economic outcomes in the beef value chain while discouraging and minimizing unsustainable and harmful practices that ranching can have on forests and native vegetation. To support these aims, the GRSB is developing a global sustainability goal on land-use change, covering forests and native vegetation, to help drive progress, spur innovation, and ensure accountability on this important sustainability topic within the global beef and cattle roundtable network, and beyond.

The group has made significant progress in the drafting of this new global goal, which has benefited from the collective expertise and collaborative input from all the JWG members. The JWG and GRSB are excited about the opportunity to further co-create this goal (and the other sustainability goals) over the coming months.

Continued leadership on other key issues related to land-use change dynamics

Webinar

BRIDGING DEFORESTATION AND LEGAL COMPLIANCE IN THE BEEF VALUE CHAIN: FROM CONSTRUCTIVE DEBATE TO PRACTICAL SOLUTIONS

June 25th, 2020.

Fostering connectivity and thought-leadership with other major international platforms

Since its formation, the JWG has regularly engaged with other influential global and regional platforms focused on land-use change issues. Our objective is to build bridges, foster thought leadership and build consensus on key issues, and help ensure a data-driven and science-based approach to the issues associated with land-use change in cattle value chains. Some of the platforms that the JWG engages with include: the Tropical Forest Alliance (TFA), the Responsible Leather Round Table (RLRT) and the Consumer Goods Forum (CGF).

The GRSB aims to help advance more sustainable and regenerative practices that can deliver better environmental, social, and economic outcomes in the beef value chain while discouraging and minimizing unsustainable and harmful practices that ranching can have on forests and native vegetation.

PARTNERING WITH STRATEGIC COMMUNICATIONS CONSULTANCY MHP COMMUNICATIONS

In 2020, the Global Roundtable for Sustainable Beef took a big step towards achieving our third 2016-2021 strategic goal, communicating continuous improvement around the globe, by partnering with MHP Communications.

MHP Communications is an award-winning, London-based strategic communications consultancy, with a team of 200 specialists in areas including consumer communications, corporate reputation, crisis management and public affairs. Their appointment as GRBSB's Agency of Record followed an extensive, international search, with more than thirty agencies worldwide responding to GRBSB's brief.

The MHP x GRBSB team is led by Deputy CEO Nick Barron, Director Sam Holl, and Associate Director Skye Buttenshaw.

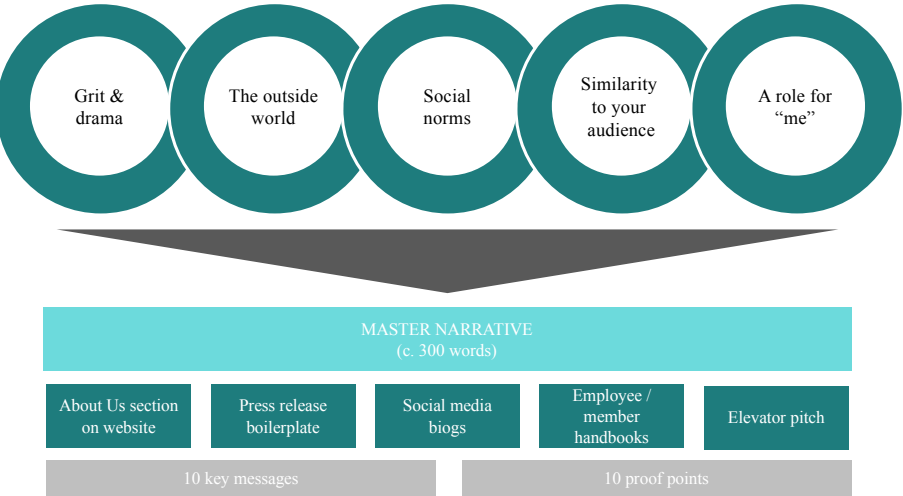
Their other clients include:

- producers who help to advance sustainable agriculture and aquaculture practices
- technology partners and campaign groups that help to set and enforce standards in industry
- some of the world's largest buyers of agricultural produce
- and a range of other global membership groups

MHP's remit for GRBSB includes: narrative development, stakeholder engagement, digital strategy and media relations. As a consultancy, they believe in three new "rules of influence":

1. Who you are is as important as what you do
2. Influencers and passion spread ideas
3. Arguments are not won, outcomes are

It is with these rules in mind, that MHP is developing GRBSB's new narrative, together with the "tools" that GRBSB and our members need to better communicate continuous improvement around the globe.



The MHP x GRBSB team is also providing communications advice and support as we develop our sustainability goals and prepare for our next annual conference.

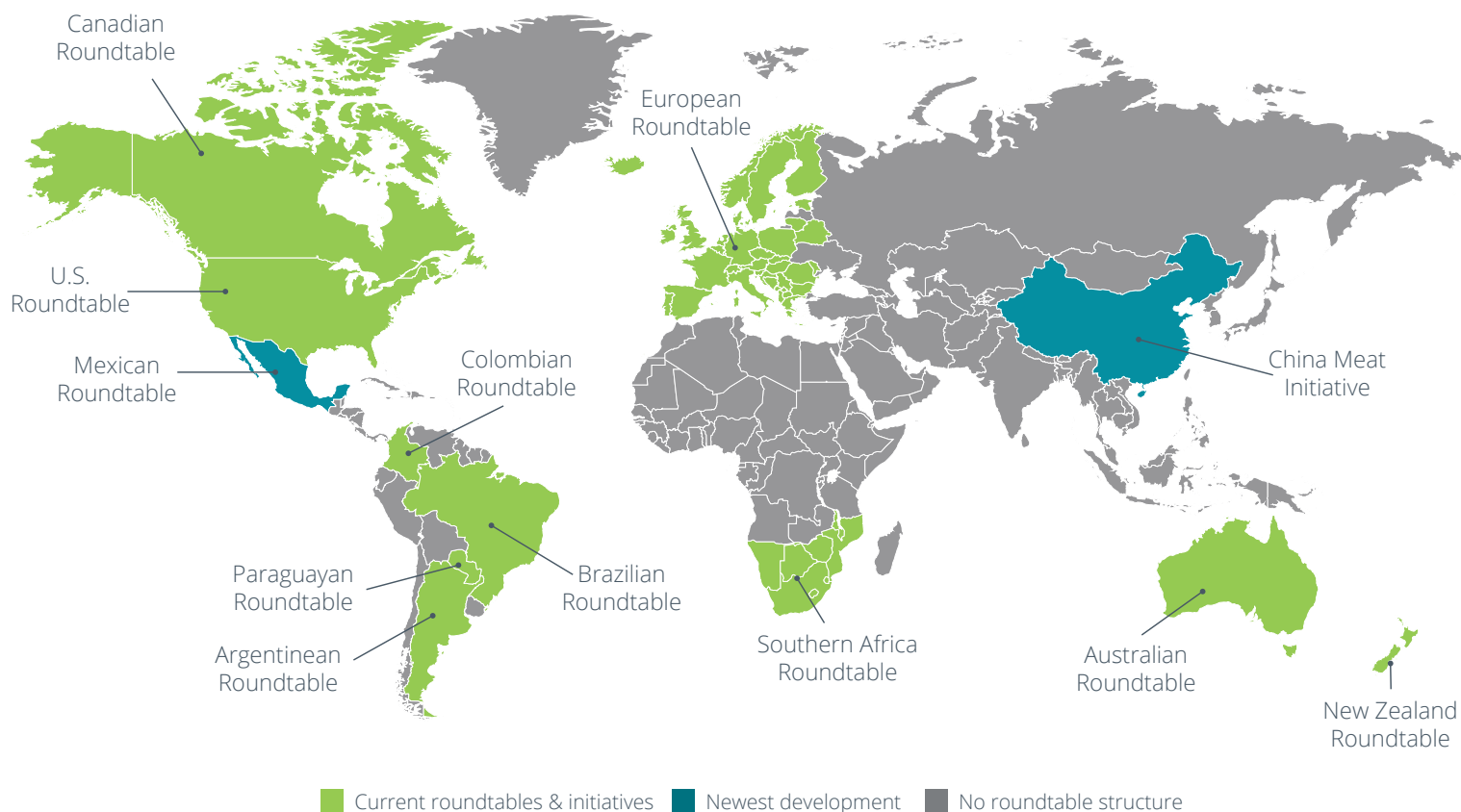
"The agricultural sector is brimming with innovative ideas to reduce human impact on the planet. It is an honour to work with an organization that plays a central role in enhancing animal welfare and human rights, cutting greenhouse gas emissions, and improving stewardship of the earth's natural resources."

*Nick Barron, Deputy CEO,
MHP Communications*

"MHP's experience of working at all points in the agricultural value chain; with regulators, buyers, suppliers, multinational producers, farmer co-operatives and industry bodies, makes them ideal partners for GRBSB and our members. Their work stood out for its insight and imagination."

*Ruaraidh Petre, Executive Director,
GRBSB*

SUSTAINABLE BEEF REGIONAL ROUNDTABLES & INITIATIVES



BEEF FOCUSED SUSTAINABILITY ROUNDTABLES & INITIATIVES

NEW ZEALAND

www.nzustainablebeef.co.nz
(Est. 2018)

CANADA

www.crsb.ca
(Est. 2015)*

EUROPE

www.saipatform.org/european-roundtable-beef-sustainability/
(Est. 2018)*

BRAZIL

www.gtps.org.br
(Est. 2008)*

COLOMBIA

www.mgscolumbia.com
(Est. 2013)*

U.S.

www.usrsb.org
(Est. 2015)*

PARAGUAY

www.carnesostenible.org
(Est. 2018)*

ARGENTINA

www.macs.com.ar
(Est. 2017)*

SOUTHERN AFRICA

www.sarrsb.org
(Est. 2018)*

AUSTRALIA

www.sustainableaustralianbeef.com.au
(Est. 2016)

MEXICO

Website Coming Soon
(Est. 2018)*

*Current GRSB Member or in process

NEW ZEALAND ROUNDTABLE FOR SUSTAINABLE BEEF

A BUSY FIRST YEAR

The New Zealand Roundtable for Sustainable Beef launched in November 2019 and we were pleased that so many people from other Roundtables, including the Global Roundtable were able to attend.

The New Zealand Roundtable for Sustainable Beef is an incorporated society comprising stakeholders from across the supply chain who are working together to position New Zealand as a leading producer of beef that is safe and is produced in a way that is environmentally sound, socially responsible and economically viable.

Our founding members include a number of leading New Zealand companies: ANZCO Foods, Beef + Lamb New Zealand, Greenlea Premier Meats, McDonald's, Silver Fern Farms and World Wildlife Fund for Nature. AgResearch, Alliance, Ngai Tahu Farming, Pamu and individual farmers joined in 2020.

The group is in its formative stages and is focusing on growing its membership across the supply chain and developing a strategy that will be used to direct and progress activities for the next three years. The strategy will seek to document the NZRSB purpose and alignment with the wider GRSB goals.

A key project during the year was involvement in a trial that demonstrated New Zealand can produce and trace independently verified sustainable beef from the farm to the customer. The year-long trial involved a group of New Zealand stakeholders from across the supply chain who identified and implemented standards and systems required to meet this sustainability claim. Another pleasing aspect of the trial was the demonstration that the wider industry – including competitors – can successfully collaborate in non-competitive areas for the good of the wider industry; a demonstration of what the Roundtable is all about. Because the NZRSB's members span the supply chain, it is well placed to lead the sustainable beef movement beyond this project. Education is a key component of this, including demystifying and clarifying what sustainability looks like across the supply chain.



2020 HIGHLIGHTS AT A GLANCE

Significantly increased membership targeting individuals and groups from across the supply chain

Development of a new website (<https://www.nzsustainablebeef.co.nz/>)

Developing a ratified strategy

Responding to issues as they occur

Involvement and support for a trial that demonstrated NZ can produce and trace independently verified sustainable beef from the farm to the customer



Next steps are to evolve the on-farm and processing standards to a point whereby verification through an independent audit will result in a certified sustainable beef trademark.

CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF

MISSION: Advance continuous improvement in Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science.



Accomplishments this year

COMPLETED PHASE 1 GOALS

This year, the Canadian Beef industry demonstrated its commitment to ensuring the health and viability of both the land and animals under the care of farmers and ranchers. Building upon the five-year goals outlined in the 2020-2024 National Beef Strategy, the industry launched a suite of ambitious ten-year goals that will provide positive and clear messaging about the desire to continually improve practices, reduce carbon footprint and enhance natural environments.

The first three goals were released in September and address: 1) Greenhouse Gas and Carbon Sequestration, 2) Animal Health and Welfare and, 3) Land Use and Biodiversity.

These goals highlight the work of the Canadian beef industry as integral for climate change mitigation and the sustainability of the food system. The CRSB actively participated in the goal setting process. The goals also link to the CRSB's sustainability strategy.

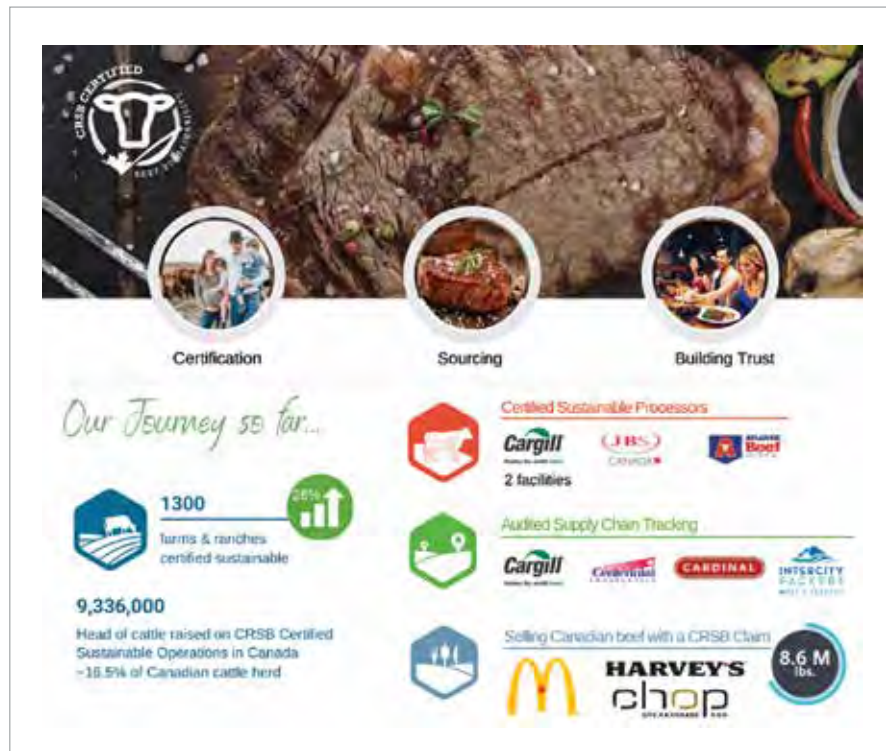


CONTINUED GROWTH IN THE CERTIFIED SUSTAINABLE BEEF FRAMEWORK

In 2017, the CRSB launched the first outcome-based certification framework for beef sustainability in the world. Every year, the CRSB publishes an impact report to communicate progress and learnings. The program continues to see adoption with a 28% increase in beef producer participation, over 9 million cattle raised on CRSB Certified Operations, and 8.6 million lbs of beef have been sold with a CRSB Claim since the program launched in 2018. The CRSB looks forward to continue to work with new participants across the beef value chain in Canada.

CONSUMER AD CAMPAIGN

This year, CRSB got its feet wet in communicating beef sustainability with a consumer audience. We did our first social ad campaign in August with a series of six ads with the aim of sharing the ecosystem benefits of beef production and aligning with a younger, urban demographic's values. The campaign was supported by a simple, consumer-focused website (<https://beeforth-epanet.ca>) to learn more about beef sustainability in Canada. The campaign had great engagement, and we continue to leverage this website as we work with our retail and foodservice partners, as well as the Guardians of the Grasslands documentary developed by our beef industry partners here in Canada.



MEMBERSHIP Over 110 members and observers representing different constituencies

Added 8 new members in 2019-20, from a wide variety of categories, including producer associations, processors, academic research, retail and foodservice and agribusiness.



Monica Hadarits
Executive Director



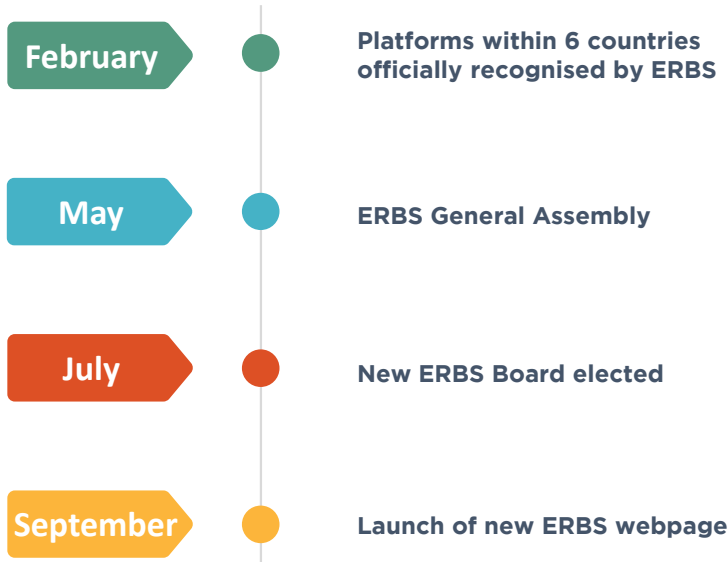
Anne Wasko
Chair

GOALS FOR 2021

- Participate in phase 2 of the Canadian beef industry goal setting process on the following topics: water; people health and safety; and food safety and beef quality
- Support and inform the GRSB's goal setting process
- Establish a governance committee
- Promote certification framework, and support partners that are committed to supporting beef sustainability in Canada
- Participate in the development of a Canadian green and transition finance standard

EUROPEAN ROUNDTABLE FOR BEEF SUSTAINABILITY

ACCOMPLISHMENTS



NEW ERBS WEBPAGE



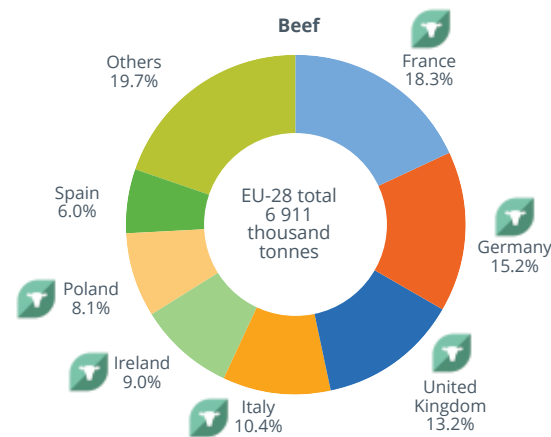
RECOGNIZED PLATFORMS



In each country identified, there is now an established **platform**, where participants across the beef supply chain have gathered to **work together towards sustainable beef production** using the outcome targets set by ERBS.

24
ERBS member companies

COUNTRIES INVOLVED IN THE ERBS PRODUCE MORE THAN 70% OF EUROPEAN BEEF



Source: European Commission, 2018 figures


The biggest European beef producing countries have an ERBS platform

214,000
Total number of **European beef farmers represented by the platforms**

Constituency: Processors



Chair
Claire Donoghue

Operations Director & EU Head of Sustainability
OSI



Estelle Rabourdin

Quality & Environment Director for Food Services Europe
Moy Park

Constituency: Retailers & Services



Vice-Chair
Nigel Edwards
CSR Director
Hilton Food Group



Peter Garbutt
Global Sustainable Sourcing Manager
McDonald's

Constituency: Allied Industries



Ian Stevenson
Chief Executive
Livestock and Meat Commission for Northern Ireland (LMCNI)



Mick Houllihan
Sector Manager for Dairy, Beef and Lamb
Bord Bia

SAI Platform Representative **Jane Duncan, SAI Platform**

ERBS Manager **Bulle Pouzoulet, SAI Platform**

1

Develop further the Beef Recognition Framework

- Implement **support for reporting** to local Platforms.
- Develop **guidance documentation**.
- Develop **training materials** for Platforms.
- Develop **validation and verification** mechanisms.

2

Share best practices

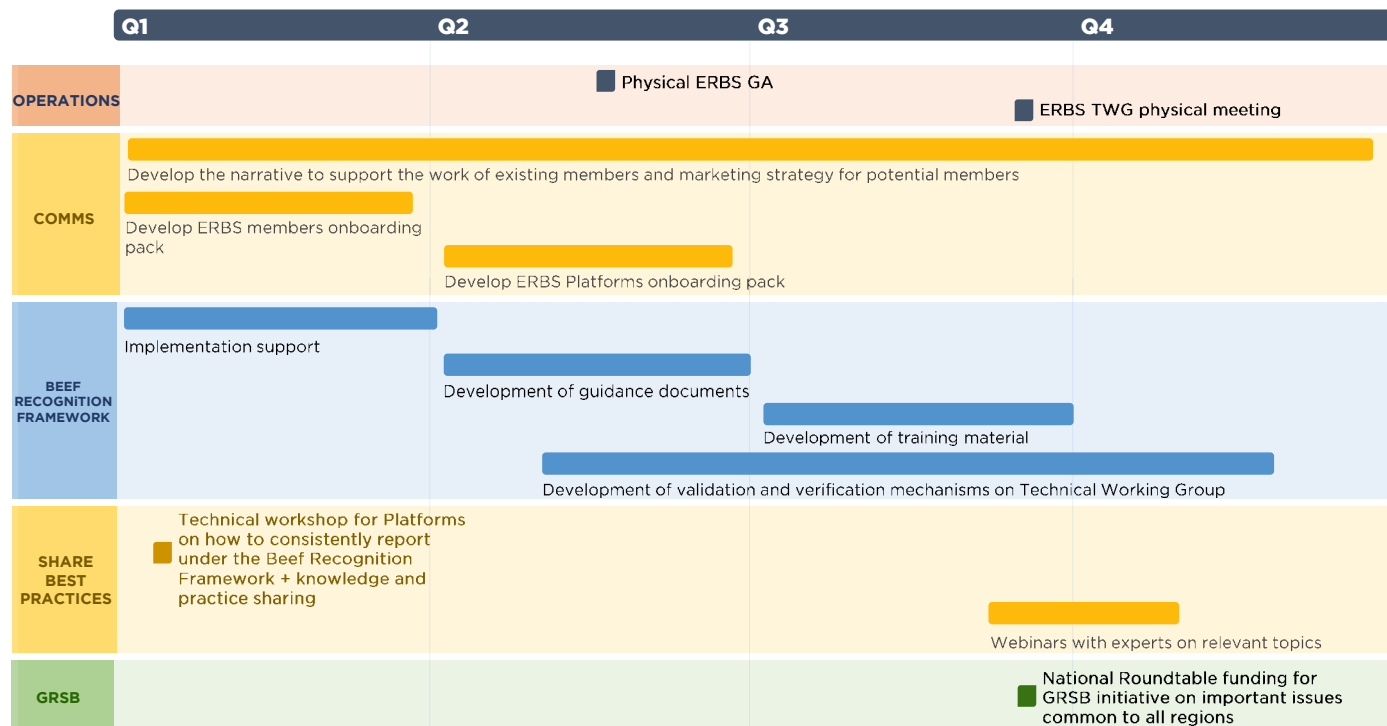
- Organise a **technical workshop for Platforms** on how to consistently report under the Beef Recognition Framework.
- Organise **webinars with experts** on relevant topics.

3

Develop membership

- Develop the **narrative** to support the work of existing members.
- Develop a **marketing strategy** for potential member.
- Develop **ERBS member onboarding pack**.
- Develop **ERBS Platform onboarding pack**.

2021



BRAZIL GRUPO DE TRABALHO DA PECUÁRIA SUSTENTÁVEL

With a positive agenda seeking the development of sustainable livestock, GTPS launched its new website in April, in addition to renewing the Map of Initiatives on sustainable livestock (MIPS), with a new page.

This year was also the year of revision of the Guide of Indicators (GIPS), which underwent optimization and will have 35 indicators for the Productive Sector (instead of 44). From January 2021, the GIPS platform will have a new design and improved usability.

During this year, with the activity becoming 100% remote due to the pandemic, we also decided to dispose of the physical office and undergo a digital transformation of all our processes, which will be completed in December.

With the meetings of the Working Groups becoming virtual, we had a greater participation of the associates and we were able to expand the activities and actions, which had seven discussion groups.

Each group had its activity and deliveries determined by the members themselves, in line with the strategic actions of the Executive Committee, but with freedom and autonomy within their scope of work.

The team also coordinated two projects: one on Payments for Environmental Services sponsored by Earth Innovation and another on the implementation of GIPS with producers suppliers of JBS and Minerva, in an unprecedented partnership, sponsored by Solidaridad. Both projects were with resources from NICFI.

Finally, we had the entry of five new members and we count on the contracting of a strategic communication planning and the hiring of a communication agency that will start its operations now in November.



MEMBERSHIP

GTPS MEMBERS

Industries	6
Inputs and Services	15
Civil Society	11
Retail and Restaurants	4
Producers	12
Financial Institutions	3
Total	51

We had the entry of five new members and we count on the contracting of a strategic communication planning and the hiring of a communication agency that will start its operations now in November.

WORKING GROUPS

WG on Communication

# Subscribers	24
# Meetings	12

DELIVERABLES:

- . New Website Launch Campaign
- . MIPS Communication Plan
- . "We are GTPS" Campaign

WG on Payment for Environmental Services (PES)

# Subscribers	43
# Meetings	11

DELIVERABLES:

- . PES Workshop
- . Study on technical and legal barriers of PES
- . Meetings using Theory U to deepen the PES challenges





Photo credit: Ruairadh Petre

WORKING GROUPS (CONT.)

WG on MIPS

# Subscribers	14
# Meetings	3

DELIVERABLES

- Update of 15 initiatives and upload to the website
- Operation of the MIPS Communication Plan

WG on GIPS Review

# Subscribers	17
# Meetings	21

DELIVERABLES

- Review of the GIPS's indicators (Optimizing from 44 to 35 indicators)
- Update of Usage Guidelines of GIPS
- Review of the Performance Calculation

WG on Animal Welfare

# Subscribers	27
# Meetings	4

DELIVERABLES

- Discussion on animal welfare techniques
- Beginning of the production of technical sheets on Animal Welfare

WG on GHG

# Subscribers	38
# Meetings	11

DELIVERABLES

- Discussion of methodologies
- Discussion of the GRSB goals
- Beginning of work to compile information on GHG emissions in livestock in Brazil

WG on Technology

# Subscribers	9
# Meetings	1

DELIVERABLES

- Beginning of discussions on the topic



GIPS – GUIDE OF INDICATORS FOR SUSTAINABLE LIVESTOCK

GIPS

# Total Valid GIPS* (*above 50% filled)	315
---	-----

GIPS by Category

Industries	4
Inputs and Services	1
Civil Society	2
Retail and Restaurants	0
Producers	306
Financial Institutions	2

Valid GIPS* for biome (*above 50% filled)

Amazônia	142
Cerrado	156
Others	17

Workshops with producers

# Producers trained in the workshops	685
--------------------------------------	-----

With the meetings of the Working Groups becoming virtual, we had a greater participation of the associates and we were able to expand the activities and actions, which had seven discussion groups.

MESA DE GANADERÍA SOSTENIBLE COLOMBIA



PROGRESS ON GOVERNANCE AND ORGANIZATION:

Our public-private initiative has recently become more private than public, with 43 private members out of our current 62. This is the result of a Corporate Engagement Strategy by the Technical Secretariat and the Markets Working Group to involve more private sector companies and market players.

A legal assessment report for the legal constituency of the Colombian RT has been finished and was presented to the Assembly Meeting on the 14th of August. We are looking forward to having better governance and organization, in order to structure our membership plan and leverage funding for our growth. We will also have more impact on the ground.

The proposal was well received and its finalization is pending. It will formalize the position of the Technical Secretariat by the Ministry of Agriculture, in order to start the process, hopefully in Q4 2020, for the organization to become a non-profit corporation.

PROGRESS ON PROJECTS AND INITIATIVES:

1. The initiative to build and develop a National Framework for Sustainable Cattle Landscapes in Colombia has launched its first report.

The proposal presents a transition model towards cattle sector sustainability with a landscape approach to guide the formation and efforts towards a sustainable value chain: <http://reporte.humboldt.org.co/biodiversidad/2019/cap3/305/>

2. Capacity Building – Webinars, e-Workshops and Partnerships.

Between May and August 2020, in anticipation of an increase of the COVID 19 pandemic, we undertook the task of organizing the Talks on Sustainable Livestock based on four thematic axes:

- GHG Emissions
- Biodiversity, Ecosystem Services and Sustainable Cattle Landscapes
- Markets and End Consumers
- Technical Assistance Services

A total of 40 speakers during 18 weeks of Talks are summarized as follows:

Hosts of the Workshop “Traceability and Monitoring, Tools to Respond to the Differentiated Attributes for Beef and Dairy Products of Bovine Origin,” the product of a strategic alliance between the Colombian Roundtable for Sustainable Livestock and the Zero Deforestation Agreements of Beef and Dairy. More than 60 people from various public and private entities participated, with an expectation of these outcomes:

- Educate stakeholders on the definition of the sustainability of cattle landscapes and its intrinsic relationship with deforestation.
- Place into context the current state of dynamics and public responsibility for traceability and monitoring in Colombia, and the varied factors in the analysis of cattle landscapes by the public and private sectors.
- Definition of a roadmap which allows the efficient and effective operation of a traceability and monitoring system for pilot exercises of sustainable cattle and their relationship with deforestation.
- Establishment of a framework / terms of reference for the implementation of pilot exercises of sustainable beef and dairy based on regional and national goals, merging and articulating the expectations and interests of private economic representatives who make up the value chain.

A new partnership with the National Learning Service of Colombia - SENA, a public entity that is a member of the Colombian Roundtable, for the deployment of the first course of “Principles, Criteria and Indicators of Sustainable Cattle Landscapes in Colombia” through the National School of Instructors, which will take place during November and December.

The objective of the course is to build capacities at the cattle region level, hand-in-hand with SENA and the technical secretaries of the Regional Roundtables of Sustainable Cattle. They can then become a part of the organic structure during the execution of the pilot exercises, to validate thresholds for sustainable livestock indicators.

A partnership with the Universidad de la Salle, a private educational entity which is member of MGS-Col, to carry out the course on “Principles, Criteria and Indicators of Sustainable Cattle” for members of the Colombian RT.



3. Regional Roundtables: Institutional Strengthening

To date, twelve Regional Roundtables for Sustainable Livestock have been created throughout the country in order for MGS-Col to respond to the principle of multidimensionality: global, national and regional. Of this total, nine regional roundtables have been formally established with the remaining three in process. This important milestone is scheduled to be achieved during the last quarter of the year.

Regional Roundtables' action plan responds to three thematic axes previously established by MGS-Col: transversal, institutional and focal.

4. Progress in Public Policy

The decision of the national government towards Sustainable Cattle Policy is to process and issue an administrative act between the Ministry of Agriculture and Rural Development and the Ministry of Environment and Sustainable Development which establishes and guides the reconversion of the cattle activity (beef and dairy) towards sustainability with a supply chain approach.

5. Nationally Appropriate Mitigation Action - NAMA for Bovine Livestock

Our country is advancing toward the design and implementation of nationally appropriate mitigation actions, known as NAMA (an English acronym). Using the framework of guidelines established by the Ministry of Agriculture and Rural Development and the Ministry of Environment and Sustainable Development of Colombia, the effort is the responsibility of the livestock union through FEDEGAN and other GS-Col allied organization members.

Once the NAMA design has been approved, pilot projects are scheduled to be carried out in those regions with the highest production of beef and milk of bovine origin.

GOALS FOR 2021-2022 ALIGNED WITH GRSB GLOBAL GOALS AND THE PRINCIPLES & CRITERIA

1. Consolidate a clear proposal for a National Framework for Sustainable Cattle Landscapes, validated in the regions, structured with a market mechanism, recognized by stakeholders for better alignment and success in its implementation with real market demand.
2. Legal formation of the Colombian Roundtable.
3. Nationally Appropriate Mitigation Action approval and implementation of pilot exercises in the prioritized cattle regions.
4. Sustainable Cattle Public Policy approval and accord through the Regional Roundtables.
5. Observatory Project: Analysis and transition to Sustainable Cattle Landscapes. Definition of the Terms of Reference for the design, structure, implementation and maintenance of the program to be used as a tool for monitoring public policy and organizing the information and data obtained, particularly the indicators to be traced and monitored.



David Calderón
*Solidaridad Network
Colombia*



German Serrano
*Technical Secretariat
of the Roundtable*

U.S. ROUNDTABLE FOR SUSTAINABLE BEEF

The U.S. Roundtable for Sustainable Beef brings together instrumental stakeholders to lead the beef sustainability initiative across the entire U.S. beef value chain. The USRSB believes each sustainability journey is unique and lends itself to specific goals for individuals, companies, and organizations. Their efforts in 2019 and 2020 reflect that uniqueness.



Throughout the past few years, the USRSB has expanded its membership, bringing together 122 individuals, companies and operations, allied industries, research institutions, and nongovernmental organizations that are united around a common vision for U.S. beef sustainability. USRSB members have shared the impactful story of U.S. beef, provided free tools and resources to continuously improve the production, processing and distribution of beef, and focused on improving overall trust of U.S. beef among consumers. In 2019, this included a self-assessment tool aimed to help stakeholders make decisions in key areas of beef sustainability, including profitability, animal welfare, and natural resources. In 2020, this involved launching both Cowcalf Educational and Outreach modules, as well as Feedyard and Auction Market Educational and Outreach Modules.

In 2019 and 2020, the USRSB expanded its support of projects that promote beef sustainability and recognized marketplace programs that appropriately incorporate the Framework. Six new projects received support in 2019-2020, expanding their efforts to explore and advance diverse areas of environmental, economic, and social elements of beef sustainability. In addition, the USRSB Recognition Program approved sixteen marketplace programs representative of 14 million head of cattle and 18.1 billion pounds of beef.

A vision for the future of the USRSB was planned in the USRSB 2020-2022 USRSB Strategic Plan, which outlines key areas of focus to guide the USRSB's efforts over the next three years. This includes the development of industry targets and expanded communication and outreach efforts to improve awareness and implementation of the U.S. Beef Industry Sustainability Framework. Since development, the USRSB has launched a new Goals Committee, aligned to a goals development process, and drafted six industry goals around their six high-priority indicators as well as sector specific targets. Like the Global Roundtable for Sustainable Beef, the USRSB plans to launch its goals in April 2021.

Visit www.USRSB.org to Learn More.

83%

MEMBERS REPORTED UTILIZING USRSB MATERIALS AND RESOURCES IN SUSTAINABILITY MARKETING AND COMMUNICATION EFFORTS

9,000

ESTIMATED STAKEHOLDERS REACHED THROUGH EXTERNAL OUTREACH

52%

MEMBER ORGANIZATIONS PUBLICLY REPORT ON THEIR SUSTAINABILITY EFFORTS

194,296

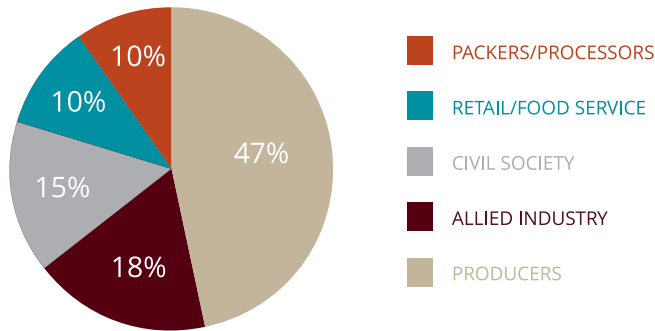
IMPRESSIONS GAINED THROUGH SOCIAL MEDIA PLATFORMS

86%

INCREASE IN EDUCATION AND OUTREACH EFFORTS



MEMBERSHIP



In 2019, the USRSB board of directors developed a formal strategic plan. The 2020-2022 USRSB strategic plan recognizes four key areas of focus as well as corresponding goals for the organization.

1 PROMOTE ADOPTION OF SUSTAINABILITY FRAMEWORK

- Reach 300,000 producers with messaging campaign through trade media
- Achieve utilization of self-assessment tools by 1,000 users
- Recognize 10 industry programs that align with the Framework
- Complete development of an outreach program for the four value chain sectors

2 ESTABLISH INDUSTRY SUSTAINABILITY TARGETS

- Develop U.S. beef value chain goals for each of the six high priority sustainability indicators
- Collaborate with value chain stakeholders to develop sector-specific targets for one or more metrics to support the value chain goals

3 BUILD AWARENESS WITH EXTERNAL STAKEHOLDERS

- Collaborate with five external organizations to highlight beef sustainability
- Convene 20 thought-leaders at stakeholder events

4 ENSURE ORGANIZATIONAL SUCCESS

- Increase gross revenue 10% year-over-year
- Engage five members in leadership roles
- Grow USRSB members by 25% in the cow-calf, retail and civil society constituencies

USRSB MEMBERSHIP CONSTITUENCIES:



PRODUCERS:

Individuals, organizations and associations of people who are actively engaged in the ownership and management of cattle used to produce beef.



ALLIED INDUSTRY:

Organizations and associations of people who supply the beef value chain with goods and services, including but not limited to financial institutions.



PACKERS/PROCESSORS:

Organizations and associations of people who process cattle and beef into saleable product.



RETAIL/FOOD SERVICE:

Organizations and associations of people who bring beef and beef-related products to consumers.



CIVIL SOCIETY:

Academic institutions, non-government and non-commercial institutions, foundations, alliances and associations with a stake in the beef value chain.

MESA PARAGUAYA DE CARNE SOSTENIBLE



The Paraguayan Roundtable on Sustainable Beef (MPCS) brings together all the links in the beef value chain, seeking to turn Paraguay into a global reference.

The MPCS includes the sectors of industry, production, input and service providers, and consumers, as well as civil society organizations. In addition, the public sector, academia and international cooperation agencies are included as observers.

THE PARAGUAYAN ROUNDTABLE FOR SUSTAINABLE BEEF INCORPORATES:

- 34 production cooperatives
- 7.000 livestock producers of different sizes
- 10 slaughterhouses that export beef, 100% of Paraguayan beef exports
- 99% of the financing resources, through the banks to the agricultural sector, come from the members of the MPCS
- Over 100 beef retail outlets
- Main NGOs of the country
- Official institutions as observers

BACKGROUND

2016: First bilateral conversations.

2017: Multi stakeholders' dialogue. Systematic meetings. Workshops.

2018: Technical definitions of Principles and Criteria. Legal Constitutive Assembly.

2019: Institutional strengthening. Communications' plan. Networking. Field trips.

2020: Software for producers' self-assessment. Webinars. Update of Principles and Criteria.

CHALLENGES

- Join all sectors to work together. More participation of key institutions.
- Show that it is possible to work with sustainability values (economic, social and environmental).
- Create Trust.
- Promote traceability, information, reliability.
- Present models of sustainable work in all sectors.

CONSENSUS

- The MPCS recognizes that the laws currently in force in Paraguay are adequate to meet sustainable production criteria.
- Promotes good practices for continuous improvement in sustainability.
- Supports the strengthening of public institutions for the fulfillment of their functions.
- Equal participation of all represented sectors.

SUSTAINABLE BEEF DEFINITION

It is the product of a socially responsible process, which respects the environment, the animal welfare, and is economically viable, involving all players in the value chain.

Socially Responsible. Environmentally Friendly. Economically Feasible.

INSPIRATIONAL DREAM

"Paraguay, World Reference of Sustainable Beef"

PRIORITIES OF THE MPCS

1. Development of the agricultural sector and especially of the beef value chain with sustainability
2. Compliance with the current law. Avoid illegal deforestation.
3. Achieve the approbation of the P&C of sustainable beef in Paraguay
4. Promote the application of the P&C, evaluate and measure.
5. Communicate actions efficiently.
6. Disseminate sustainable models and recognize successful models.
7. Increase representativeness and social/public participation.
8. Active participation in the GRSB.
9. Cooperate with other local and international organizations.
10. Strengthening of public institutions related to the beef chain for the fulfillment of their obligations.

VISION

"Be a reference in Paraguay for the production of healthy meat as a product of a sustainable value chain."

MISSION

"Promote the sustainability of the value chain of Paraguayan beef."

MPCS PRINCIPLES:

Natural resources: The beef value chain promotes the efficient use of natural resources and conservation, identifying, preventing and mitigating negative environmental impacts of the productive activity.

Individuals and communities: Individuals involved in the beef value chain are in full exercise of their rights guaranteed by international laws and conventions regarding working conditions and the community receives social benefits from corporate action.

Animal health and welfare: The sustainable beef value chain promotes, encourages and applies standards and practices that ensure animal health and welfare conditions throughout the process of breeding, fattening, transport and slaughtering.

Food: MPCS companies promote the creation, preservation and availability of safe food for the consumer, practices to avoid food waste in the development, and reuse measures whenever possible.

Efficiency and innovation: The MPCS promotes continuous improvement and the incorporation of adapted technology throughout the entire chain, enabling efficiency in obtaining the product and in all operations and transformations experienced by the meat. The search for efficiency is motivated by the best use of all resources, avoiding waste and unnecessary use of energy. Research, transfer, training and adoption of technologies are crucial to permanent innovation in the achievement of more efficient products.

Economic viability: The MPCS believes that economic viability is the basis for social and environmental sustainability and encourages the application of efficient processes and systems that ensure that the investor obtains a reasonable income that allows him to sustain the economic activity. Everyone involved in the chain must be able to work without the influence of external factors that may distort free competition and productive efficiency.

ACTION IN PROGRESS

- Members' assessments on sustainability
- Agreements and alliances for sustainable synergies
- Communication and information for participation and impact
- Update and Recognition of the P&C as a national standard

LOOKING FORWARD

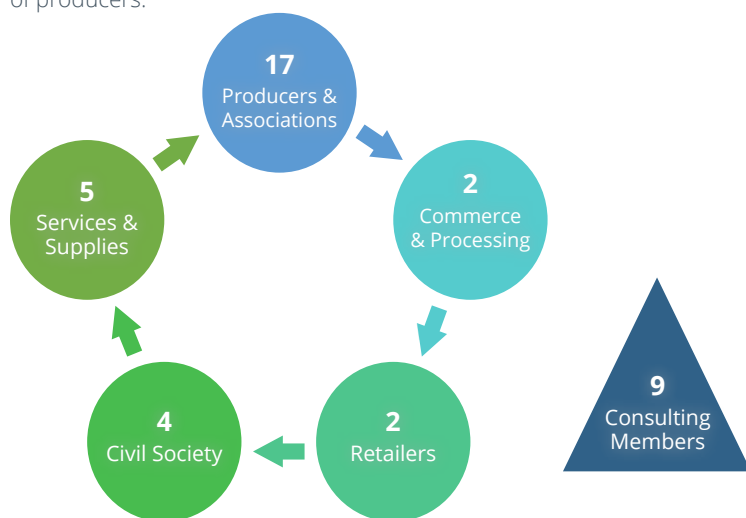
- Guides and instructions on technical topics
- Dissemination and multiplication of sustainable models
- Incentives and acknowledgments
- Information and traceability of our production



MESA ARGENTINA DE CARNE SUSTENTABLE

MACS MEMBERSHIP

The Argentinean Roundtable have 30 members and 9 consulting members from all the value chain. Most of the members are producers and association of producers:



LEADERSHIP TEAM (BOARD)

President

Federico Baiocchi
CREA

Vice president

Bernardo Cané
Campo del Tesoro

Secretary

Ma. Eugenia Periago
Fundación Vida Silvestre

Vice secretary

Fernando Storni
Cámara Argentina de Feedlot

Treasurer

Juan Pablo Villa
Food Safety

Vice treasurer

Charlie Van De Straten
AAPRESID

ACCOMPLISHMENTS THIS YEAR

The principal accomplishments MACS has reached during 2020 refer to the legal inscription of the Roundtable within the national legal system to become a civil association; the begging of indicators and goals development process, starting by production sector, in which most of the members have actively participated; joined the GRSB and positioning the national and regional reality within the debate globally, and developed a communication strategy to promote the Roundtable and its main actions.

GOALS FOR 2021

MACS have four main priorities for 2021:

- To finish the indicators development process for producers
- To develop the indicators correspondent to all sector
- To increase its membership
- To design a strategic plan for the next three years, that includes, besides others, the goals for the roundtable, align with global ones; and the communication strategy needed to positioning the roundtable within the value chain, in particular, and the public, in general

REGULAR MEMBERS OF THE BOARD

Carola Baglietto
Arcos Dorados McDonald's

Agustín Mascotena
Solidaridad

Máximo Marani
ACDI

Claudio Cabral
Silva Team

Diego Cybulka
Control Union

Victor Tonelli
Producer

Javier Beltra
The National Conservancy

Ariel González
Grupo Bermejo

SOUTHERN AFRICA REGION ROUNDTABLE FOR SUSTAINABLE BEEF

The Southern Africa Region Roundtable for Sustainable Beef (SARRSB) was established to improve global market competitiveness of beef and beef products from Southern Africa, engaging the beef value chain among smallholder farmers. The SARRSB comprises 13 Member States including Eswatini (Swaziland) Malawi, Mozambique, Namibia, South Africa, Zambia and Zimbabwe that initiated the establishment of SARRSB.

SARRSB is managed by a regional board drawn from member states. The board is supported by a secretariat within Solidaridad, offering a facilitatory and day to day management role with support from the executive. The SARRSB secretariat is based in Zimbabwe, housed by the International Livestock Research Institute (ILRI) at the Matopos Research Station (MRS) office in Bulawayo.

BACKGROUND

Over 80% of the cattle in Sub Saharan Africa are owned by communal or smallholder farmers. However, even with this resource, the region continues to be a net importer of animal sourced products. This is a consequence of poor beef productivity such as conception rates below 50 %, mortalities above 5 % and offtake rates of about 5 % for cattle in most of the countries. Recurring droughts have also had a detrimental effect on beef populations and productivity, registering mortalities rates as high as 20%.

REGIONAL FOCUS AREAS

Collaboration and Coordination among beef players in the region.

Research and information dissemination on beef industry to players in the region.

Standards and sustainable beef production principles among players in the region, especially small holder farmers.

Commercialisation of various aspects of the beef industry in line with principles of sustainable beef production.



SAR-RSB

Southern Africa Region
Roundtable for Sustainable Beef



Photo credit: Ruairaidh Petre

WHERE ARE WE TO DATE

Legal registration is now being finalised in Zimbabwe with signatures from the 5 trustees: Patrick Khembo (President- Malawi), Max Makuvis (Vice President- Zimbabwe), Sikhilazo Dube (Treasurer- Zimbabwe), Frank Kayula (Board Member- Zambia), Mandla Nkomo (Solidaridad).

A five year (2020-2024) Strategic Plan has been developed, completed and approved at a General Meeting on 13th October 2020.

A website is under development and will launch by the time this report is being read. The site is www.sarrsb.org.

We are in the process of setting up our first initiative in the field, which is a partnership between IFAD and GRSB. This will facilitate bringing the core values of the GRSB to Southern Africa.

SARRSB has had a more active participation in GRSB meetings during 2020 with close to 100% attendance at monthly Board meetings . We have also been involved in various GRSB committees.

AUSTRALIAN BEEF SUSTAINABILITY FRAMEWORK

OVERVIEW

Launched in April 2017 in the baseline report, the Australian Beef Sustainability Framework (the ABSF) was developed by the Australian beef industry to meet the changing expectations of customers, investors and other stakeholders. The Framework defines sustainable beef production and tracks performance over a series of indicators annually. The indicators will continue to be refined through a process of consultation with both stakeholders and technical experts. Since its launch, considerable work has been underway to optimise indicators and collect the data to map the beef industry's sustainability performance.

The Framework supports the strategy outlined in Red Meat 2030 to deliver for the longevity and prosperity of our people, our livestock and the communities we serve.

The Framework is used to:

- Advise industry investment for continuous improvement in areas most important to our customers and other stakeholders
- Help protect and grow access to investment and finance by providing evidence of performance and a clear path to continuous improvement
- Foster constructive relationships with stakeholders to work collaboratively on continuous improvement
- Promote our industry to the community and customers

The Framework does not:

- Establish or endorse measurement systems at an individual business level
- Provide an accreditation or certification system
- Endorse prescriptive management practices
- Create paperwork for individual businesses – existing data is used where available

The Australian beef industry, led by the Red Meat Advisory Council (RMAC), has developed the Australian Beef Sustainability Framework (ABSF) to measure and communicate the Australian beef industry's commitment to sustainability to ensure continued market access to high value markets. The 2020 Annual Update was the third update to complement the baseline report.



Australian Beef
Sustainability
Framework

KEY ACTIVITIES

1. At the time of writing, the ABSF was undertaking a materiality assessment to identify and confirm the sustainability topics that matter most to the Australian beef industry and its stakeholders. The previous assessment was conducted in 2016, and the world has changed substantially since. Over 55 stakeholder interviews were conducted, and public consultation through online forums and surveys will finalise the priorities the ABSF will report on in years to come.

2. The Consultative Committee serves as a reference group for the Framework. Consulting with the group has provided valuable insight and perspective into the activities and expectations of our non-industry stakeholders. The Consultative Committee includes Australia and overseas retailers, banks, investors, environment and welfare, non-government organisations, agribusiness, researchers, government, policy organisations and industry groups. The Consultative Committee met via interactive webinars in August 2020.

3. Through the work of CIBO Labs and advice of an expert panel, the ABSF now has a national measure of vegetation change spanning 30 years across every rural property (greater than 10ha) and all 56 NRM regions for the beef industry—the first time this has been done in Australia. All 56 regions can be viewed on the Framework website and interactive time series maps are under. These new balance of tree and grass cover measures:

- Allow the Framework to annually track and measure the net difference the beef industry is having on vegetation across the nation
- Support the industry to drive improvement in environmental practices and celebrate successes of good farm management
- Provide a tool for producers to use for improving on-farm productivity and land management
- Create a science-based measure of vegetation, separating fact from fiction in ongoing debates and for policymakers



Photo credit: Ruairaidh Petre

2020 HIGHLIGHTS

The Australian beef industry remains free from all exotic diseases to ensure access to over 100 markets.

56.7% reduction in the carbon footprint of the industry since the Paris baseline year of 2005. The figure from last year's report has been restated from 55.7 to 52.1%. The Department of Industry, Science, Energy and Resources review and update activity data and the inventory methodology each year, and changes are applied retrospectively to past inventories.

An estimated **21%** of the national cattle herd are now treated with pain relief for routine, necessary husbandry practices. This is an increase of 15% on last year.

The percentage of Australian cattle properties covered by a documented biosecurity plan has increased to 90%, **up from 25%** in the 2019 Update.

The amount of land with coverage from trees and shrubs, including remnant and regrowth **increased by 0.5%** between 2017 to 2018 and 10% from 2009-18 in beef producing areas.



Photo credit: Ruaraidh Petre

2021 & BEYOND

With the new materiality assessment, the ABSF will work to enhance the robustness and confidence of data associated with its indicators. This will ensure the industry continues to be the source of trust and transparency for both those within and external to the beef industry.

With the commitment to improve the credibility of the ABSF indicators and measures, the SSG will undertake deep dives into key priorities, with the first to be Animal Husbandry Techniques. The Animal Husbandry Techniques deep dive will lead to:

- Refined animal husbandry techniques indicators
- Improved robustness of the animal welfare survey to more accurately report on industry trends
- Progressed uptake of pain relief
- An ongoing commitment to promotion of animal welfare within industry
- Development and adaptation of industry goals

Under the direction of RMAC, the SSG has been exploring the possibility of goals for the ABSF to better meet consumer and community expectations, protect access to capital and markets, and provide clearer guidance to the industry on where to invest its efforts for continuous improvement. Heading into 2021, the ABSF will work with industry to engage technical experts and consult with external stakeholders to develop goals that can practically encourage continuous improvement.

KEY PEOPLE



Tess Herbert
*Chair, Sustainability
Steering Group*



Jacob Betros
*Secretariat, Sustainability
Steering Group*

MESA REDONDA DE GANADERÍA SUSTENTABLE DE MÉXICO



Mexico is a country of more than 125 million people and is one of the most important livestock producers (7th) and consumers (6th) countries in the world. Livestock is a key activity in the Mexican economy; it is developed on 76% of the land in Mexico, comprising more than 641 million animals and involving more than 1 million of people. Promoting and enhancing sustainability through the value chain is a key element to increase the benefits for biodiversity and people and the competitiveness of this activity.

The Mexican Roundtable for Sustainable Livestock started in 2014 and after a two-year inactivity period, it was reactivated in 2018. Currently, the Roundtable is focused on promoting the sustainability in the cattle industry (beef and dairy), but the objective is to work also in other sectors, such as swine production.

KEY HIGHLIGHTS SINCE 2018:

- Participation of more than 27 partners, representing different actors in the value chain such as producers, processing industry, retail, research and cooperation institutions, allied consultants, civil society organizations and observing institutions as government agencies.
- Governance structure defined. Includes: a general assembly, a board of directors, a control council, a technical secretariat and thematic committees.

THE BOARD OF DIRECTORS IS COMPOSED OF:

Yamil García Kuri (President);
rancher from Veracruz, Veracarne.

Jesús Ramos (Secretary);
rancher from Coahuila, Carnes de Múzquiz.

Homero García de la Llata
(Treasurer); Confederación Nacional de Organizaciones Ganaderas (CNOG).

THE CONTROL COUNCIL IS COMPOSED OF:

Leticia Deschamps,
Inter-American Institute for Cooperation on Agriculture – México (IICA Mexico).

Xiomara Chávez, International Maize and Wheat Improvement Center (CIMMYT).

Josefina Eisele, Global Roundtable for Sustainable Beef (GRSB).

THE TECHNICAL SECRETARIAT IS COMPOSED OF:

Eduardo Rendón-Salinas, World Wildlife Fund Mexico (WWF Mexico).

Diana Catherine Forero, World Wildlife Fund Mexico (WWF Mexico).

Leticia Deschamps,
Inter-American Institute for Cooperation on Agriculture – México (IICA Mexico).

Enrique López, Asociación Mexicana de Productores de Carne (AMEG).

Luis García, Confederación Nacional de Organizaciones Ganaderas (CNOG)

- Establishment of five thematic committees addressing different topics: legal, civil society, public policy, communications and technical.
- Participation in national and international forums for visualizing and positioning sustainability in the Mexican livestock industry.
- Support for fundraising projects to reinforce the transition to sustainable livestock.
- Participation in the GRSB and its working groups.

MISSION

Contribute to the sustainability of the livestock value chain in Mexico through the cooperation of its participants and integrating social, environmental and economic elements.

VISION

The MRGSM is a reference group for society in sustainable production and incorporate all relevant actors in the livestock value chain, generating sustainable production strategies, supporting the definition of public policies and enhancing sustainable rural development.

NEXT STEPS

- Complete the legal constitution of the Roundtable; consolidate the governance and the operations structure.
- Develop the strategic planning process: definition of priorities, goals, indicators and means of verifications.
- Increase the roundtable constituency, strengthening the participation of unrepresented sectors (as meatpackers, restaurants, financial institutions).
- Increase awareness in Mexican society and government about the Roundtable and the importance of sustainability in the livestock industry.
- Formalize the participation of the MRGSM in the GRSB.

2019 EVENTS

COMMUNICATORS SUMMIT | MAY 2019 | CHICAGO



LATIN AMERICA SUSTAINABLE BEEF VISION SUMMIT | JULY 2019 | SÃO PAULO



BOARD MEETING | NOVEMBER 2019 | NEW ZEALAND





GLOBAL
ROUNDTABLE FOR[®]
**SUSTAINABLE
BEEF**

13570 Meadowgrass Drive, Suite 201
Colorado Springs, CO 80921
P +1-719-355-2935
F +1-719-538-8847
GRSBeef.org



Some cover photos courtesy of Ruairaidh Petre