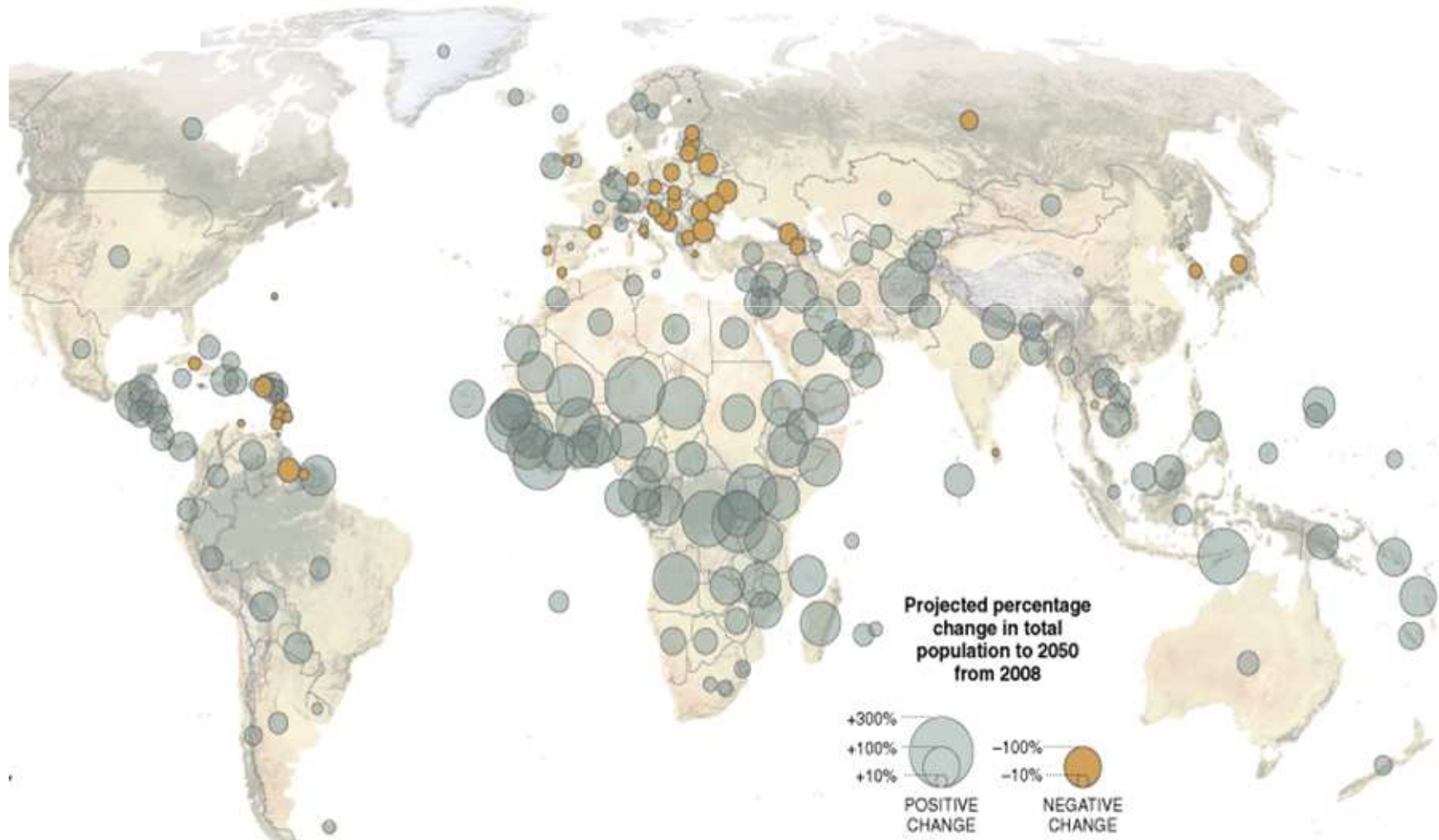




The Global Roundtable for Sustainable Beef

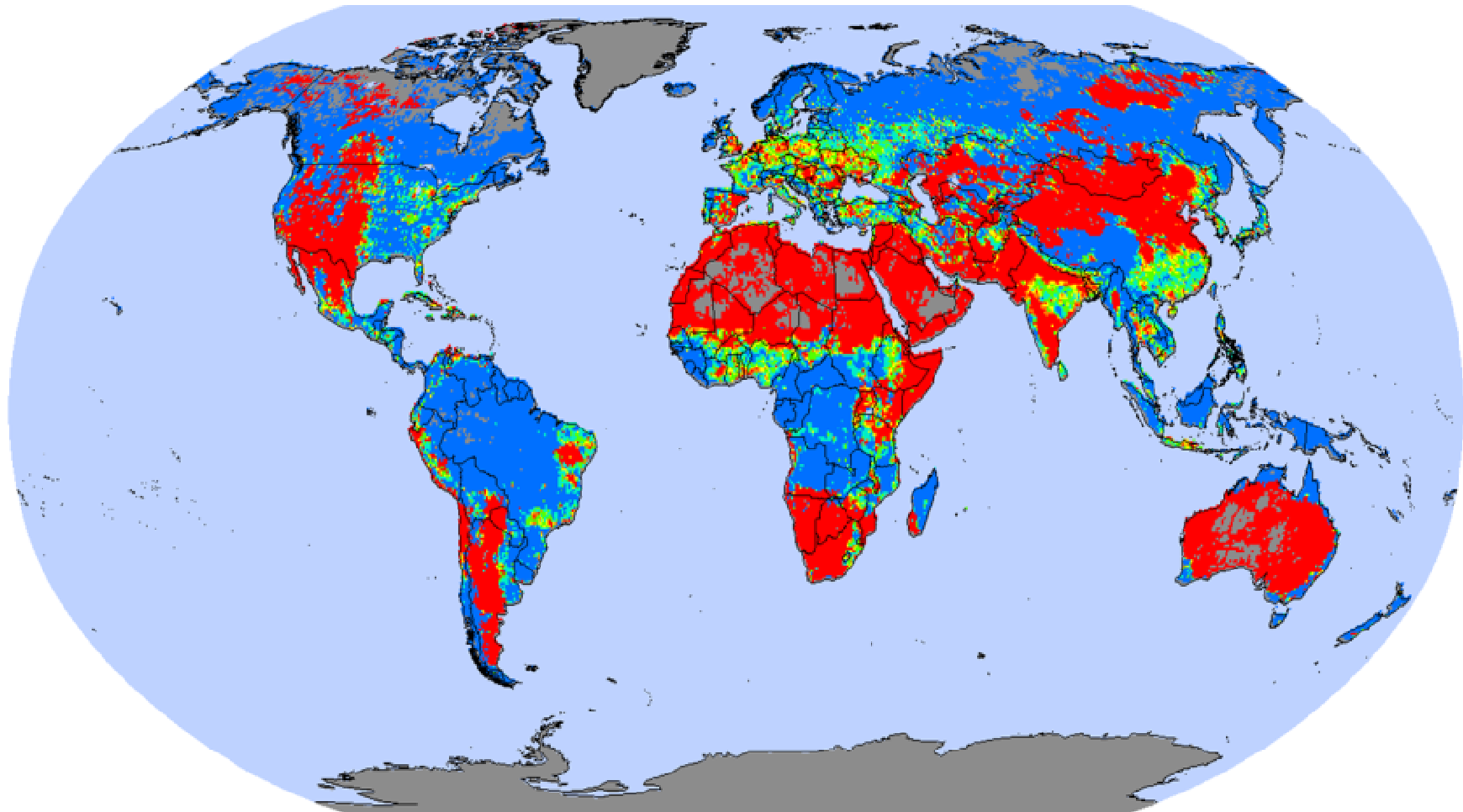
**Bryan Weech, WWF
May 19, 2011**

Feeding the World

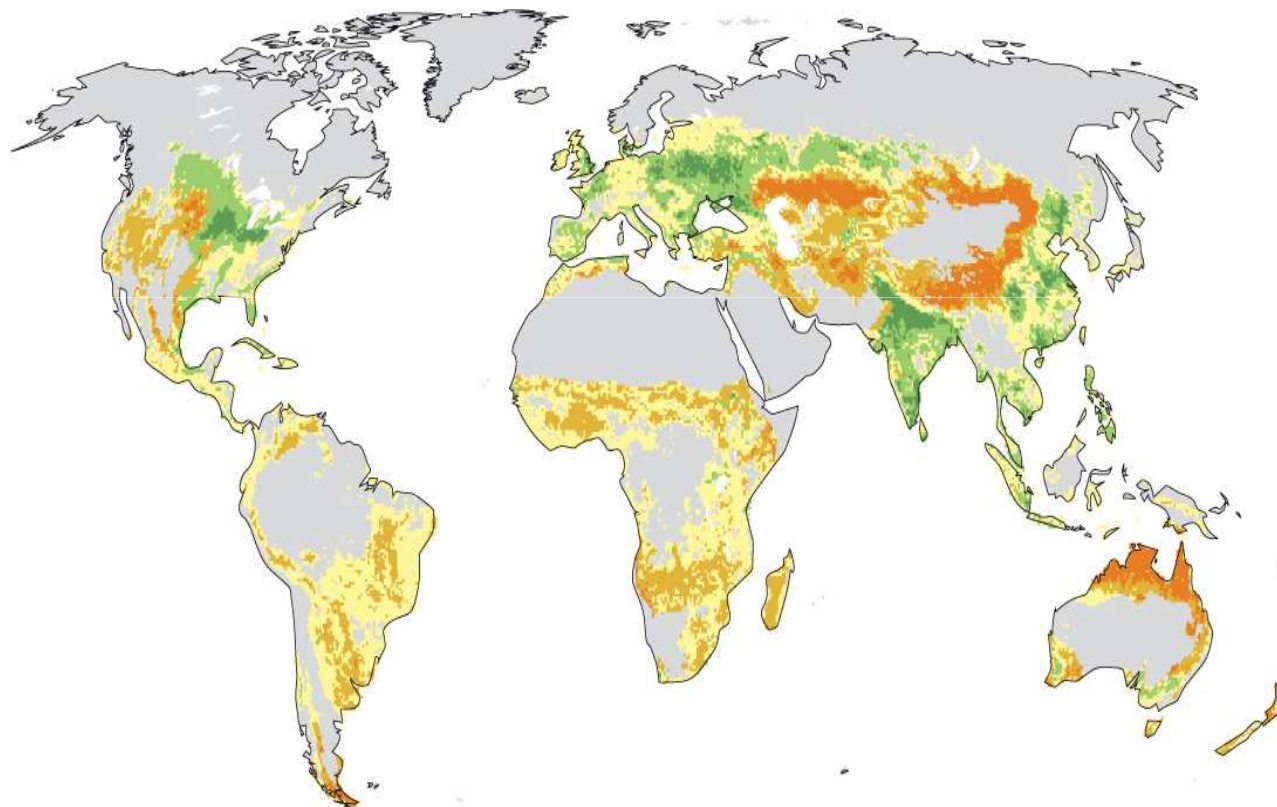








Sources: United Nations, Department of Economic and Social Affairs, Population Division "World Population Prospects: The 2006 Revision"; "Natural Earth" base map by Tom Patterson

Water Scarcity



Grazing Land Around the World

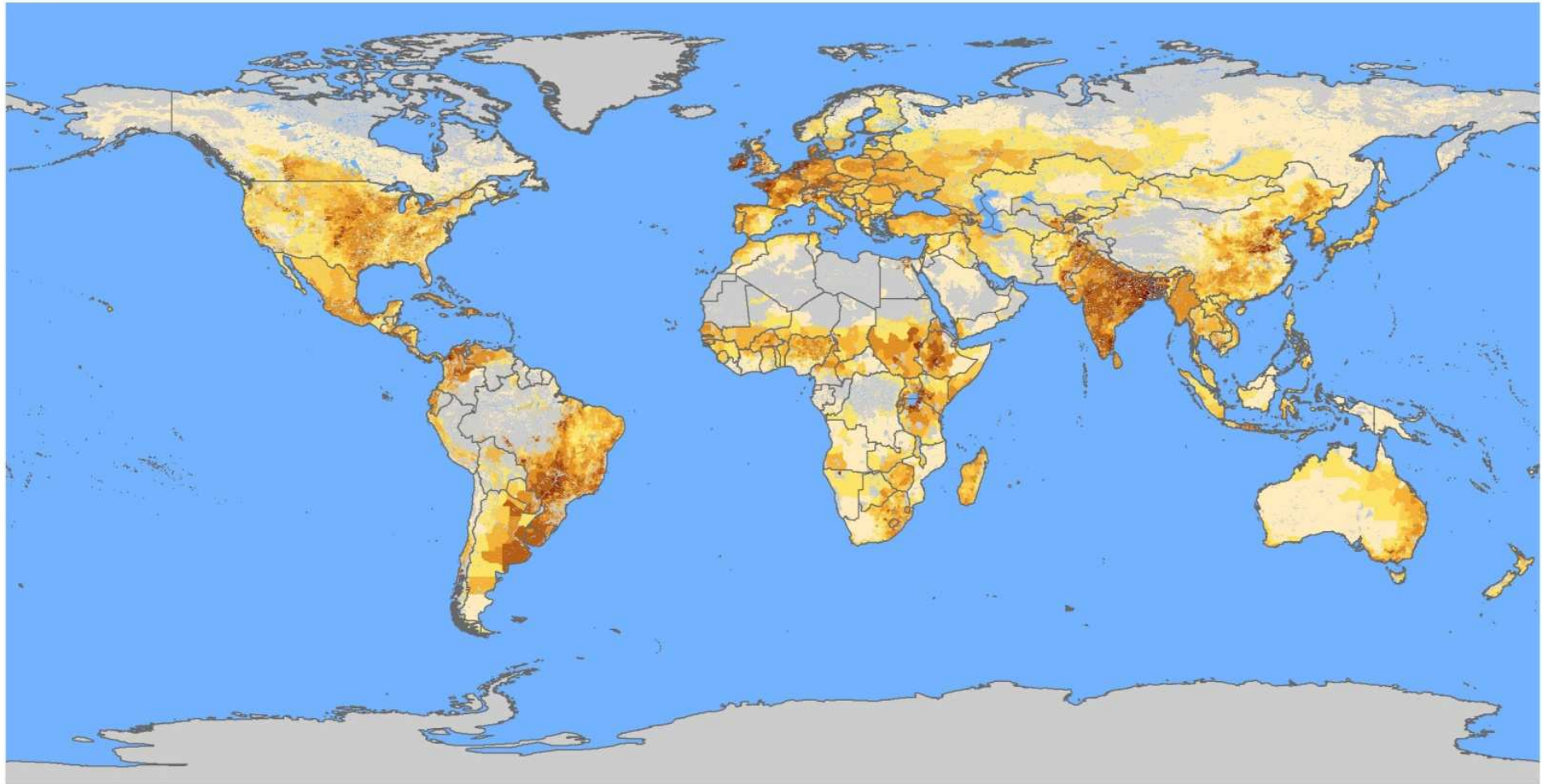


-  Agriculture <20% of land area or no growing season
- Ratio of cropland vs grazing land**
-  Cropland/grazing land mosaic
-  Cropland, > 50%
-  Cropland, > 85%
-  Grazing land, > 50%
-  Grazing land, > 85%



Cattle density map – 2005 (census data)

AGRICULTURE AND CONSUMER PROTECTION DEPARTMENT
Animal Production and Health Division

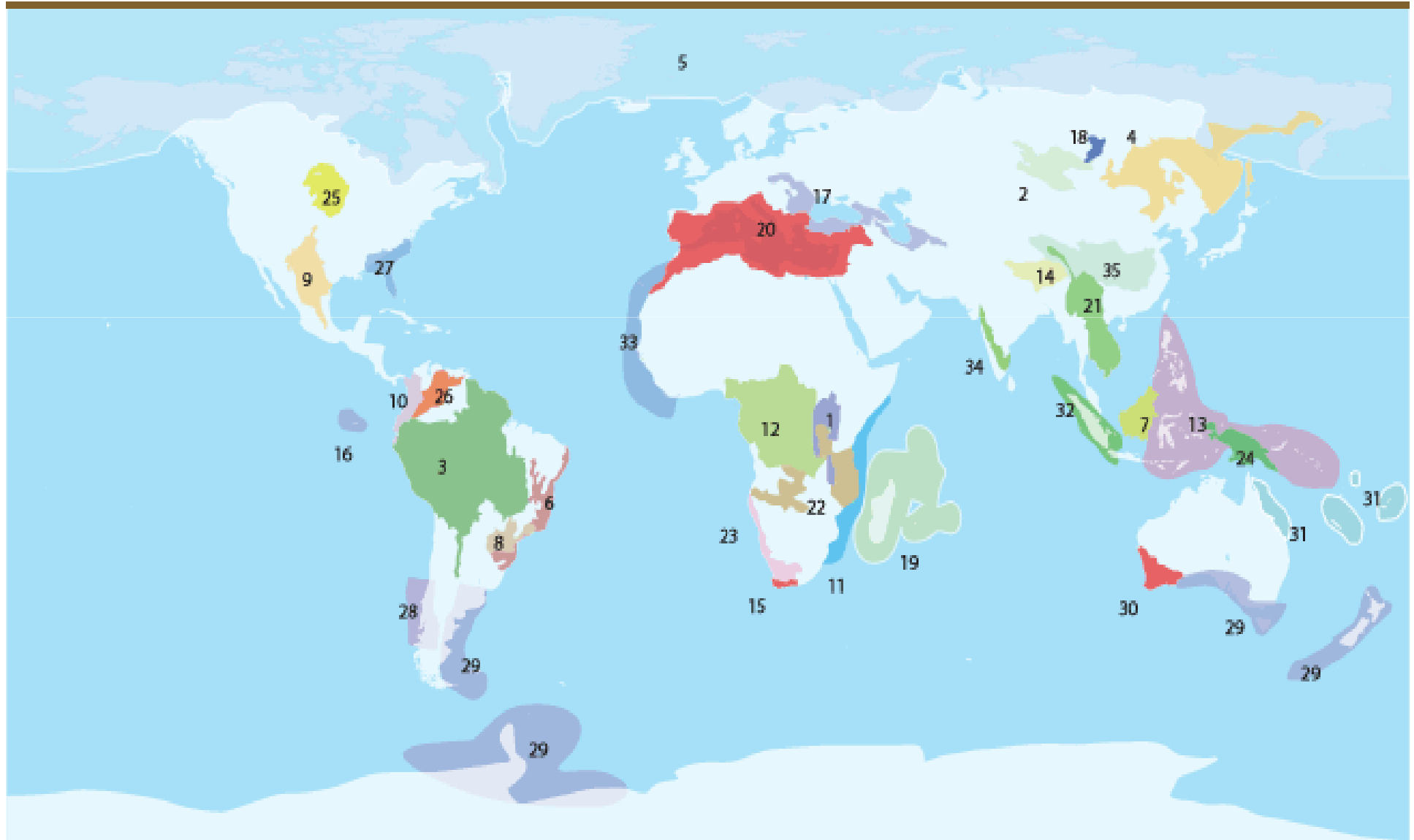


Number per square km



Source: Gridded Livestock of the World

WWF Priority Places




Issues of Concern



- GHG Emissions
- Land Planning & Management
- Water Issues
- Waste/pollution
- Food Security
- Impact on Small Holders/Rural Communities

Multi-stakeholder Commodity Dialogues



Starting	Developing	Mature
<p>Global Roundtable for Sustainable Beef</p>  <p>Dairy - TBD</p>	<p>BONSUCRO™ BETTER SUGAR CANE INITIATIVE</p> <p>RTRS Roundtable on Responsible Soy</p> <p>ALLIANCE FOR WATER STEWARDSHIP™</p> <p>Roundtable on Sustainable Biofuels <small>EPFL ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE</small></p> <p>asc Aquaculture Stewardship Council</p>	<p>RSPO Roundtable on Sustainable Palm Oil</p> <p>FSC</p> <p>MARINE STEWARDSHIP COUNCIL™</p>
	<p>BCI Better Cotton Initiative</p>	

Beef Systems Around the World



USA



Brazil



Australia



Europe



Stakeholders



Global Roundtable for Sustainable Beef



Vision

The Global Roundtable for Sustainable Beef (GRSB) will be an action-oriented international coalition of beef supply chain stakeholders committed to a sustainable global beef system.

Global Roundtable for Sustainable Beef



Mission

The GRSB supports on the ground improvements and serves as a catalyst to regional and local science-based projects and initiatives delivering continuous improvements in the sustainability of the global beef supply chain by:

How GRSB Mission Will Be Accomplished



- Addressing high priority sustainability issues (through triple bottom-line analysis), and providing guidelines and principles associated with those key issues;
- Identifying and enabling increased adoption of current best practices that mitigate impacts while accounting for regional differences; and
- Supporting action-oriented regional and local multi-stakeholder initiatives that improve the sustainability of the beef supply chain

Development of GRSB



-
- Stakeholder Discussion – 2009
 - Beef LCA Working Group Meeting – June, 2010
 - Global Conference on Sustainable Beef – November, 2010; Denver, Colorado, U.S.
 - Development of Draft Transition Plan – Recently Completed

Development of GRSB



-
- Regional Stakeholder Engagement – feedback and refinement of plan; Starting Now
 - Formalization of GRSB – by June, 2012
 - Projects & Initiatives that Deliver Results - TBD

Global Roundtable for Sustainable Beef



-
- Focus on the issues that matter most
 - Platform for support and collaboration with existing initiatives
 - Provide innovative solutions that are voluntary and market-based
 - Maintain a multi-stakeholder process

Development Process



- **Identify the key issues (6-8)**
- Understand regional context
- Governance & organization
- Technical working group to assess science
- Further develop key issues framework
- Link BMPs to key issues
- Pilot projects to demonstrate BMPs and increase uptake
- Increase stakeholder awareness

Development Process



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GRSB Objectives - 2011



**Organizational
Development**

Objectives

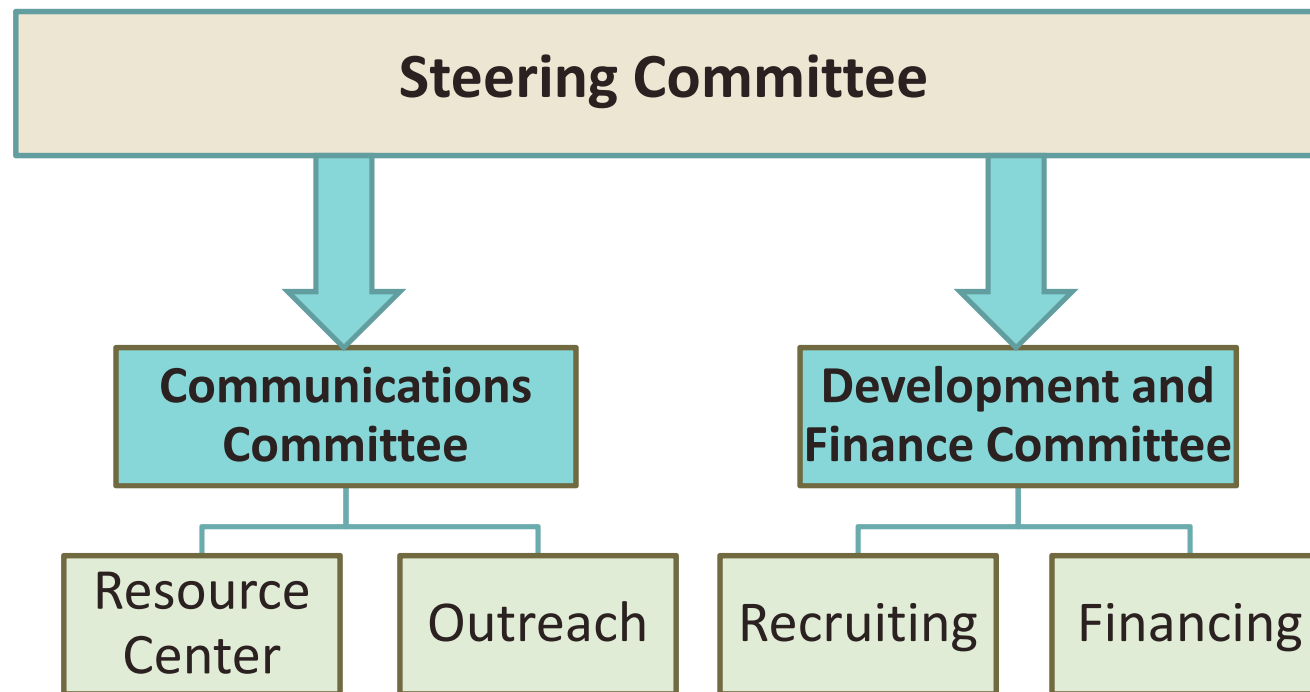
**Stakeholder
Engagement**



Current Stakeholders



Current Organization Structure



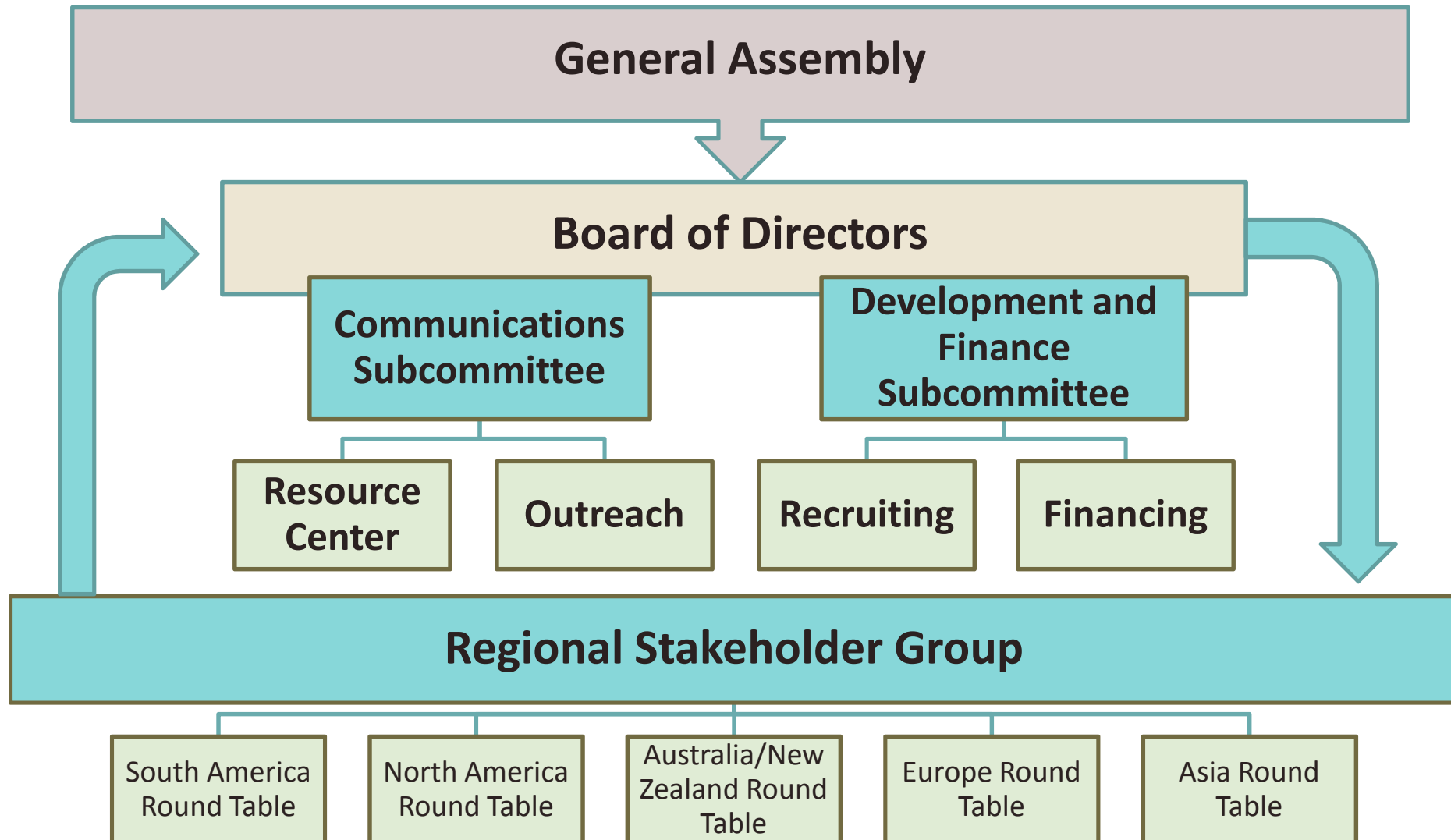
Global Roundtable for Sustainable Beef



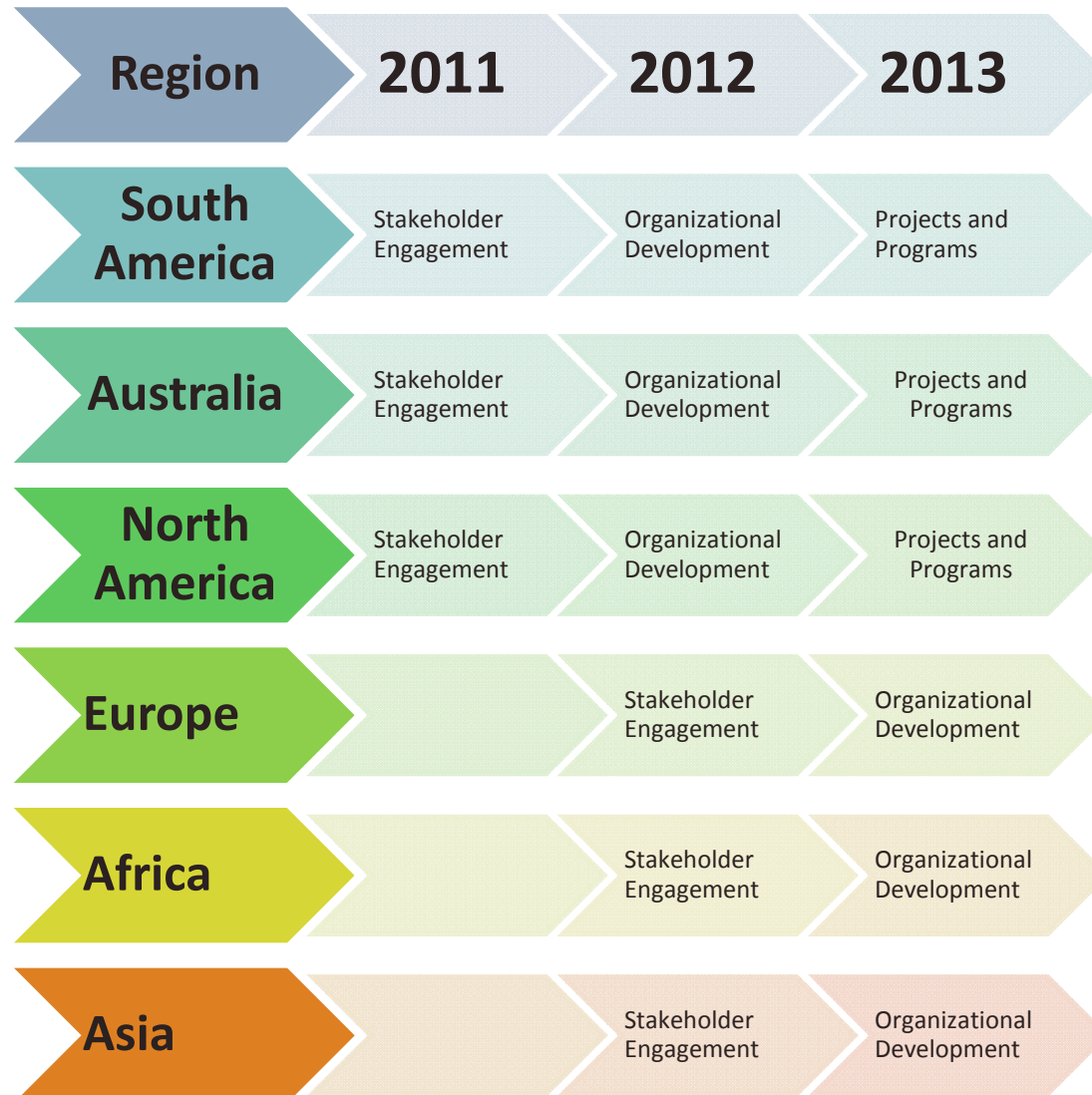
Proposed Future Structure

- General Assembly – decision making body
- Board of Directors
- Advisory Board – regional roundtables
- Sub-Committees on priority issues
- Technical Working Groups

Proposed Future GRSB Structure



Stakeholder Engagement



Regional Initiatives



Brazil

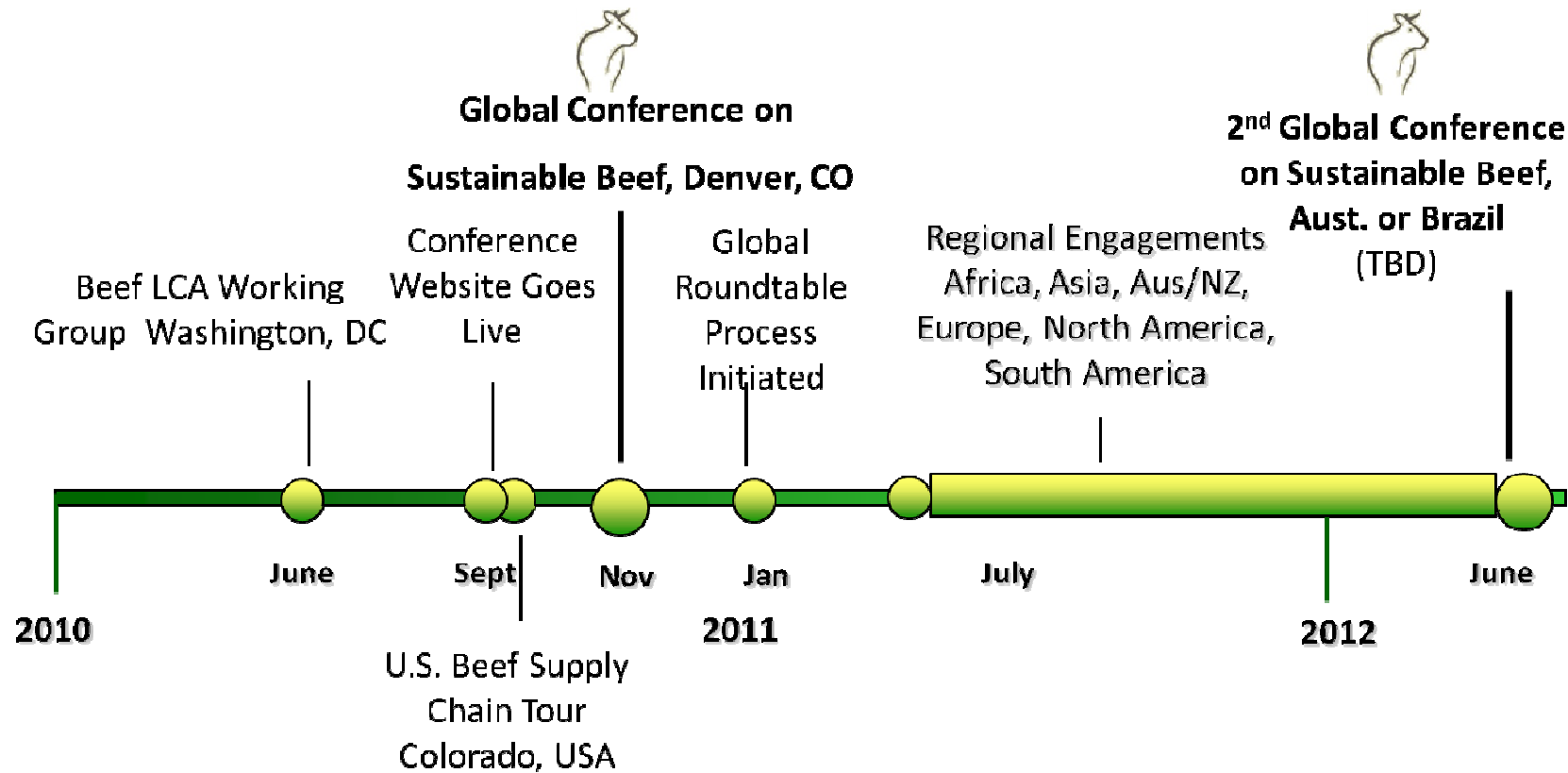


Australia



- **Catalyst for new initiatives:**
 - North America
 - Southern Africa
 - Europe
 - Asia

Timeline



Thank You

