Vision

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

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

2010 Global Conference on Sustainable Beef, Denver, CO

Global Roundtable established

2011

National consultations in Argentina, Aust., Brazil, Canada, U.S.A

2012

Legal Registration GRSB in CH

2013

Mgmt Structure & TWG operational

2014 Global Conference on Sustainable Beef, Brazil
Constituency groups

- Producer constituency
- Commerce & Processing constituency
- Retail constituency
- Civil Society constituency
- Roundtable constituency
- Observers
Governance structure

**Executive Committee**
President, Secretary, Treasurer & 2 VP’s

**Executive Board**
11 members: 3 from the Roundtable constituency and 2 from each of the four additional constituencies

**General Assembly**
Five constituencies: Producer, Commerce & Processing, Retail, Civil society, Roundtable

**Observing Members**
Non-voting
Gov., Inter-Gov., Academia, Science

**Executive Director**
Management of Administrative Services

**Roundtable Administration (NLPA)**
Member Services & Coordination for all Global Roundtable Efforts

**Working Groups**
Strategic Work of Roundtable
Chaired by GRSB Member with Open Membership

Global Roundtable for Sustainable Beef
Leadership

• **11-member Executive Board**
• **5-member Executive Committee**
  – President: Cameron Bruett, JBS USA
  – Vice President/Secretary: Bryan Weech, WWF
  – Vice President/Treasurer: Roger Cady, Elanco
  – Vice President: John Carter, Aliança da Terra
  – Vice President: Bob Fields, Sam’s Club/Walmart
2013 Strategic objectives

1. Define “sustainable beef production” in a holistic manner that allows for multiple/regional sustainable beef systems;

2. Educate GRSB members, the general public, consumers and other stakeholders on the diversity of current sustainable approaches and how to improve beef sustainability throughout the various local segments of the global beef value chain; and

3. Unify global sustainable beef efforts and promote/support establishment of regional roundtables.
Draft principles*

**People** – Respects fundamental human rights and promotes opportunities for professional and personal development.

**Community** – Respects and contributes to the well being of local communities.

**Animal well-being** – Respects and manages animals to ensure their well-being.

**Food** – Protects food safety, provides nutritious, quality beef and contributes to food security.

**Natural resources** – Manages natural resources responsibly and maintains or enhances the health of ecosystems.

**Efficiency and innovation** – Encourages innovation, optimizes production and reduces waste.

*Work in progress within the Definition Committee*
Goal:

Create and support roundtables to develop and deliver science-based continuous improvements that address their key issues.

GRSB Role: Supporting local, national and regional sustainability initiatives
Objectives

**SUPPORT**

- Support action-oriented, regional and local multi-stakeholder initiatives focused on producing measurable outcomes

- Provide a forum and opportunities for constructive engagement, information exchange and technical problem solving

- Identify and address high-priority issues related to sustainability by sharing locally relevant and science-based information and support pilot projects to demonstrate those.
Objectives

CONTINUOUS IMPROVEMENT

• Identify, evaluate and enable increased adoption of:
  – leading production and supply chain practices
  – leading employment and economic development practices
  – constructive policies and technologies
**GRSB member value proposition**

- Demonstrates leadership through actions and commitment improving the sustainability of beef production
- Opportunity to engage with global leaders from across the beef value chain
- Members participate in shaping the global dialogue and actions on beef sustainability
- Contributes to long-term viability of beef industry, which contributes to supply stability
- GRSB vision and mission support stakeholders' objectives
Global Roundtable for Sustainable Beef

The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration. The GRSB envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

Who We Are

GRSB is the strategic platform where leading organizations from within the beef industry, environmental branch, retailers and others with a close interest in the industry partner to advance continuous improvement in sustainability of the global beef value chain through sharing their knowledge of leadership, science and through multi-stakeholder engagement and collaboration.

What Sets GRSB Apart

The GRSB aims to facilitate a global dialogue to advance continuous improvement in the sustainability of the global beef value chain by:

• identifying, evaluating and enabling