

# 1<sup>st</sup> Annual Meeting Rome 6<sup>th</sup> March 2014

Guiding Environmental Performance in the Livestock Sector

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# GRSB – a Multi Stakeholder Initiative

## GRSB Founding Members



## Civil Society Constituency Members



## Commerce & Processing Constituency Members



## Producer & Producer Assoc. Constituency Members



## Retail Constituency Members



## National or Regional Roundtables



## Observing Members





# VISION

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



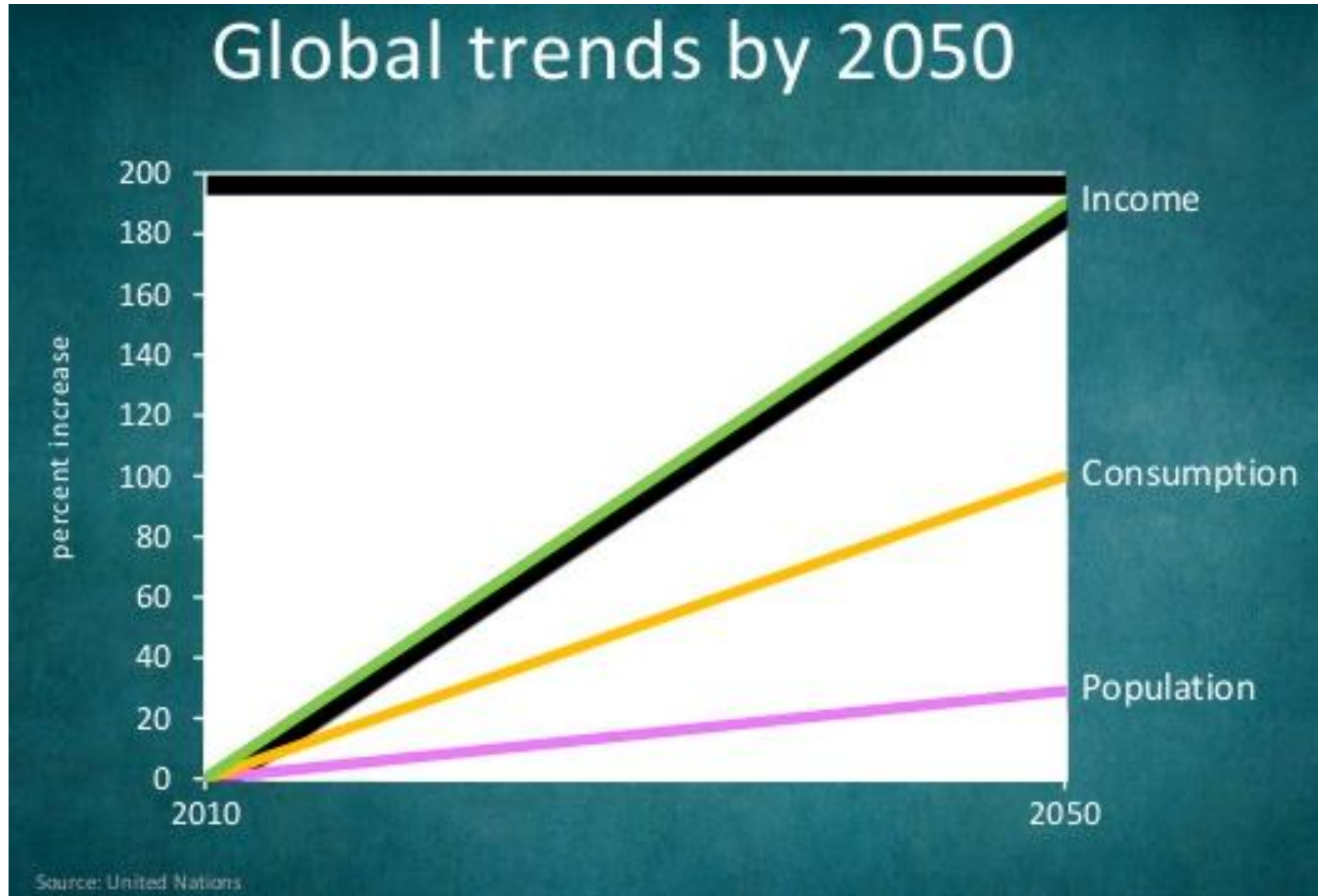


# MISSION

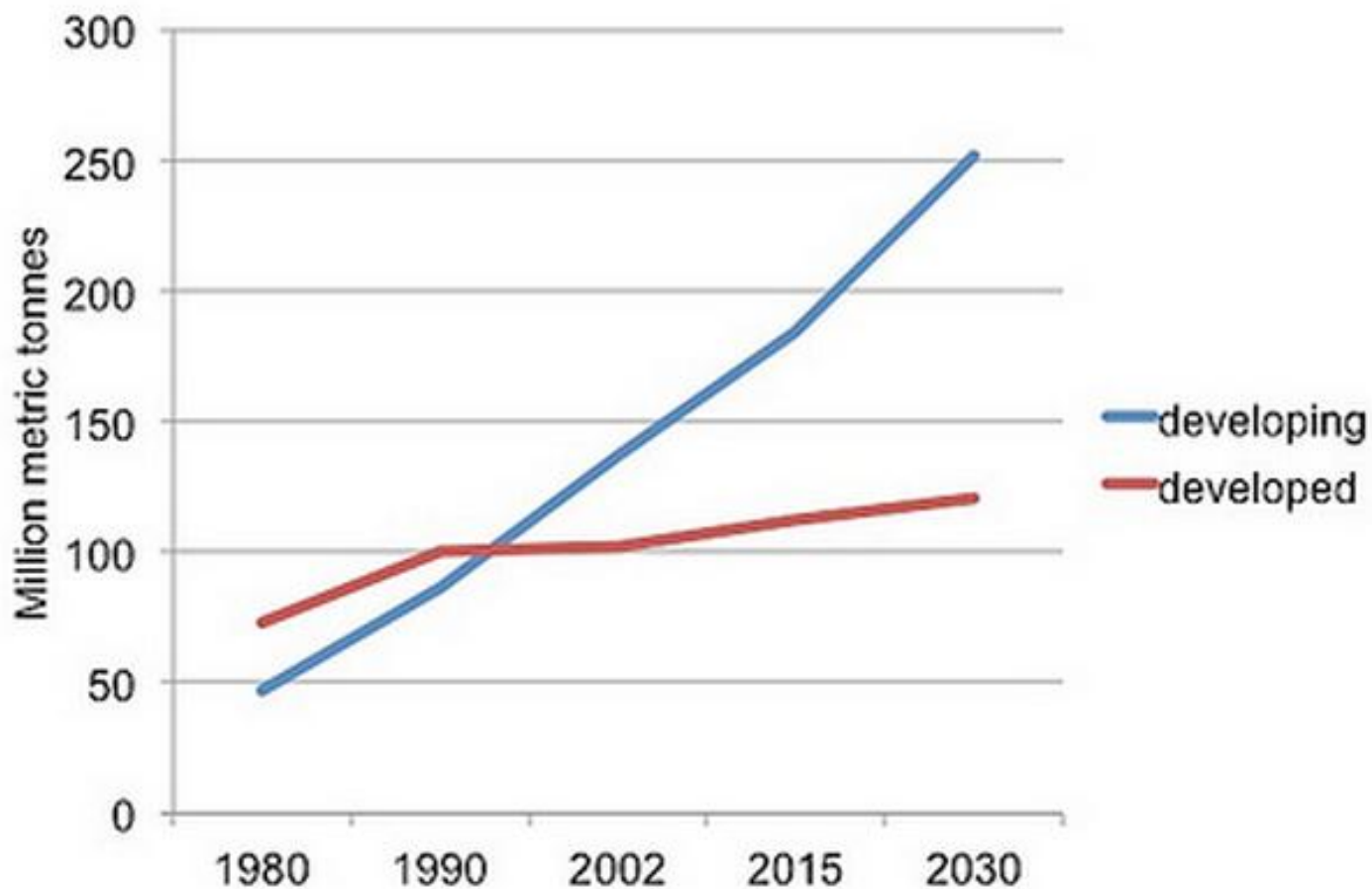
*The GRSB mission is to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration.*



# WHY SUSTAINABLE BEEF?

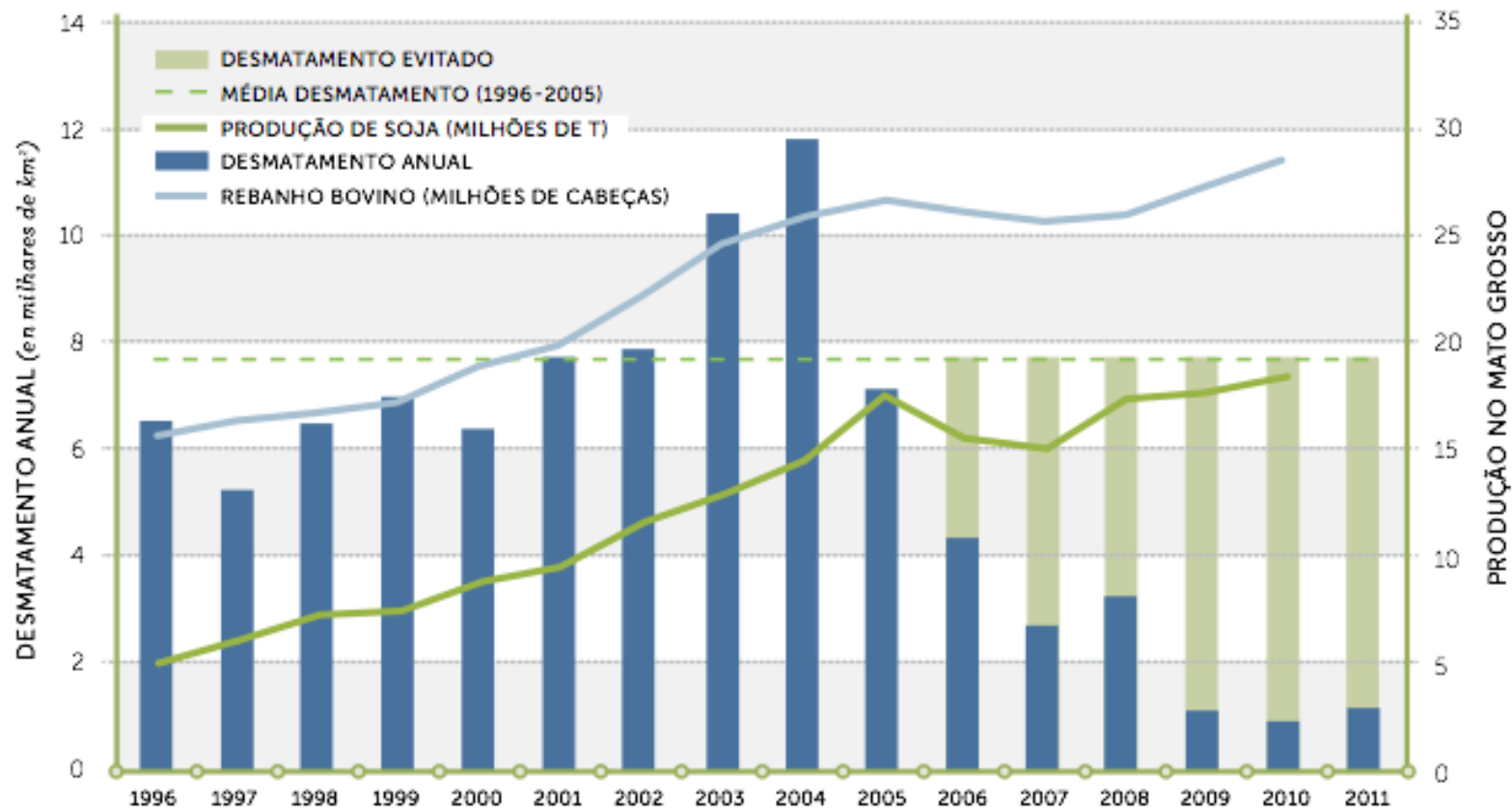


# WHY A GLOBAL ROUNDTABLE?



FAO 2006

# Perceptions vs pace of change?

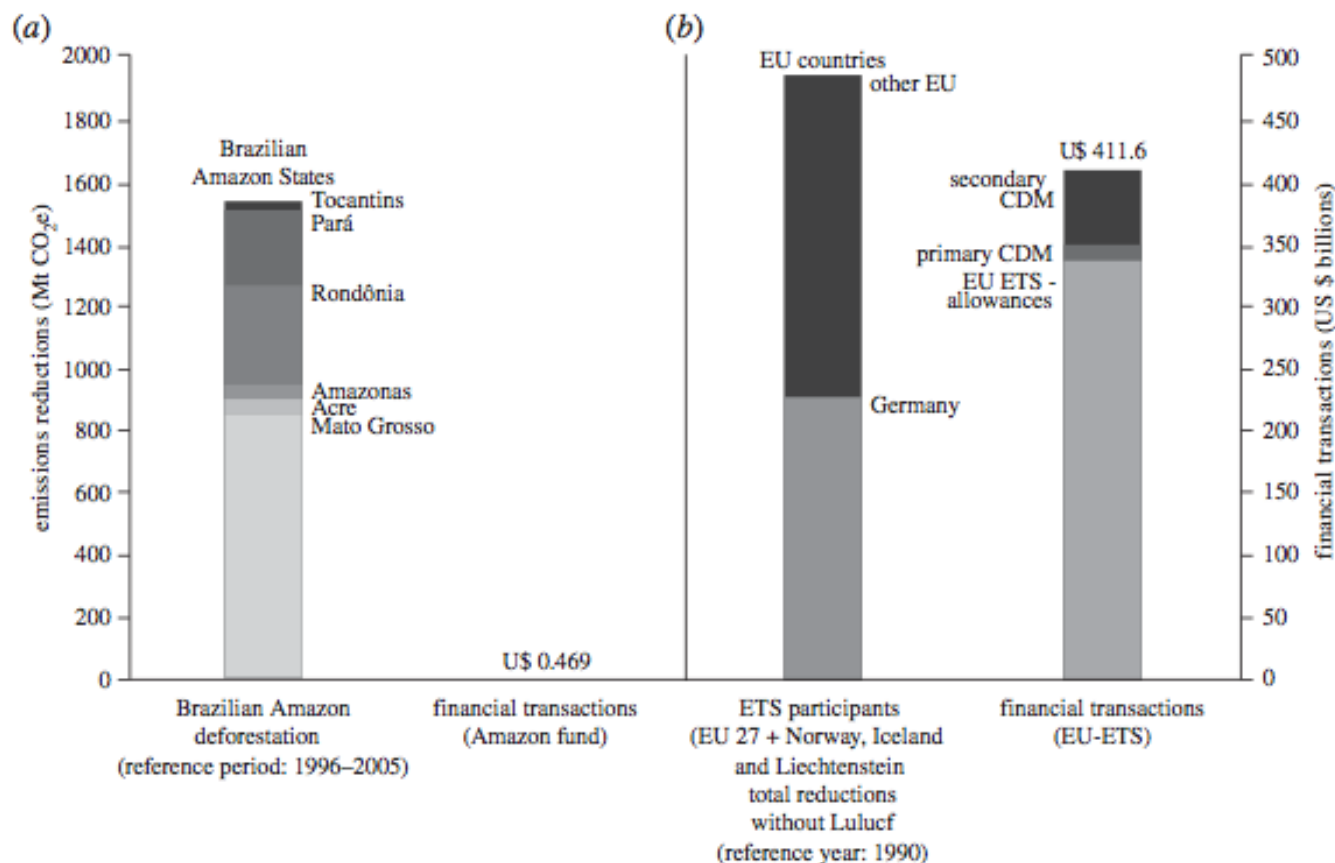


**Figura 1:** Desmatamento anual, produção de soja, e rebanho bovino em Mato Grosso (Dados do PRODES, IBGE)

IPAM: Mato Grosso - no Caminho do Desenvolvimento de Baixas Emissões: Custos e Benefícios da Implementação do Sistema estadual de REDD+



# Lessons from Brazil



**Figure 1.** Carbon emissions reductions from states of the Brazilian Amazon (a) and European Union signatories to the Kyoto Protocol [39] (KP) (b) and associated financial transactions for the first 3 years of the KP compliance period (2008–2010) (Amazon fund. <http://www.fundoamazonia.gov.br> accessed 20 February 2013) [47].



# Linkages to other initiatives

- Global Agenda for Sustainable Livestock; MoU with GRISB
- Livestock Environmental Assessment and Performance Partnership; Large Ruminant Group
- RT REDD; Colombia & Brazil
- SAI Platform Beef Working Group
- National and regional roundtables; Brazil, Canada, Colombia, US, Australia and potential elsewhere



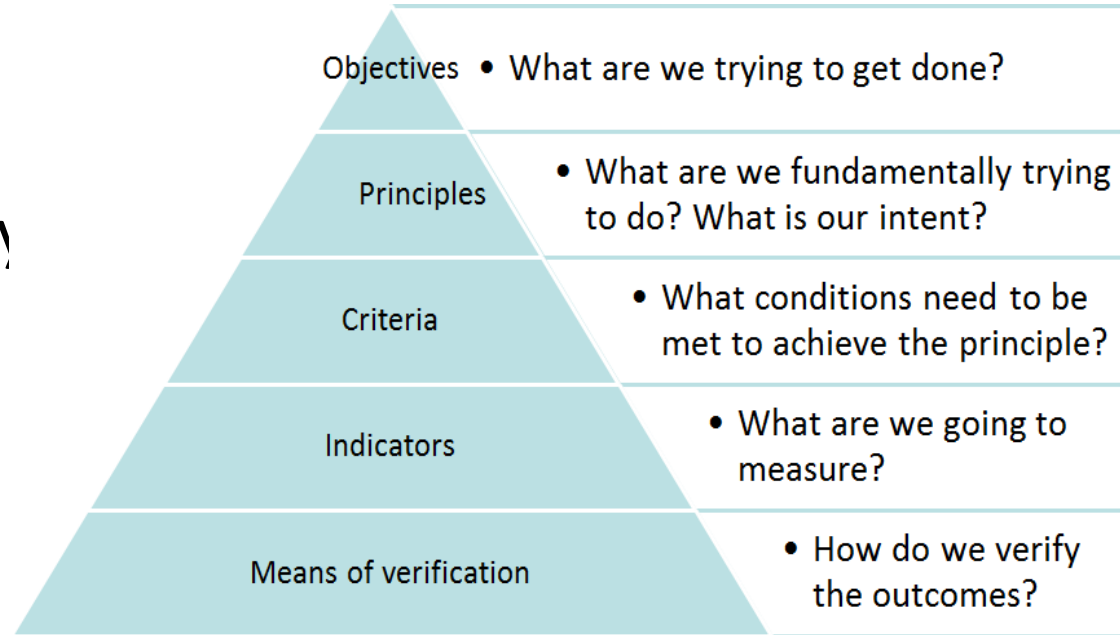
# Importance of to GRSB

- We need a common understanding and approach
- General agreement on allocation and methodology between dairy/ beef / leather
- Better understand systems and opportunities for improvement
- Scientifically underpinned
- Support continuous improvement rather than “pointing the finger”
- Provide stakeholders and outsiders with information they can use

# Definitions progress

## Principles and Criteria:

1. Natural Resources
2. People & Community
3. Animal Well-Being
4. Food
5. Efficiency and Innovation



## Development of Subsequent levels:

Performance outcomes are the basis for comparison not practices or systems by type. Indicator development at national / regional level, but we will need a common methodology for baseline and measurements

# Summary Definition

## ***“Planet, People, Animals and Progress”***

We define sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes **Planet** (relevant principles: *Natural Resources, Efficiency & Innovation, Community Development*); **People** (relevant principles: *People and Community and Food*); **Animals** (relevant principle: *Animal Well-being*); the; and **Progress** (relevant principles: *Natural Resources, People and Community, Animals, Food, Efficiency and Innovation*).



# Natural Resources

**Global sustainable beef production takes place in a way that identifies and manages natural resources responsibly and maintains or enhances the health of ecosystems.**

Air

Water

Land

GHG

Biodiversity

Continuous improvement

# Efficiency and Innovation

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

Genetics

Non recyclable waste

Product value and utilisation

Water and land use efficiency

Energy

Feed

Pharmaceutical, nutrient & chemical use.

# Efficiency and Innovation...

The criteria defined under this principle aim to increase the ability of the value chain to profitably and safely produce beef, with a balanced use of natural resources through optimal use of external inputs, efficient management and reduced waste.

Efficiency and Innovation are seen as key to the continuous improvement for each of the other four GRSB principles for sustainable beef. Efficiency improvements should also enhance the ability of the beef industry to adapt to external and internal challenges. Increasing efficiency through shared knowledge and experience should be underpinned by scientific evidence that ensures environmental protection and social responsibility, while allowing economic viability.

# Communicate

What's in the news right now about the **environmentally sound, socially responsible and economically viable** beef value chain.



## Global Roundtable for Sustainable Beef



[GRSBEEF.ORG](http://GRSBEEF.ORG)

Dear GRSB Member,



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

As we gear up for our Executive Board meeting in Denver on 4th October, GRSB is also preparing for the second Global Conference on Sustainable Beef. GCSB II is to be held in São Paul Brazil, and is being co-hosted by GRSB and our colleagues in GTPS (the Brazilian Sustainable Livestock Roundtable). It promises to be as interesting and as valuable as the first global conference was, with a range of presentations, discussion groups and of course visits to beef enterprises and related institutions in Brazil. Save the date for this milestone event in 2014.

In the meantime you will have received the draft principles and criteria document from GRSB. Please take some time to get feedback from within your organisation. Please don't distribute it more widely at this stage, as that is the next phase of our consultation.

Thank you for your feedback!

### Roundtable Updates

Welcome to new GRSB Members:

#### This issue:

To read the entire source article, please click on the link in the article headline

[Roundtable Update](#)

[Member News](#)

[In The News](#)

**Livestock Exporters Conference**  
dateline: 9/10/13 source: Farm Weekly

Exporters, producers and supply chain participants will come together in October this year for the livestock export industry's first ever national Conference to showcase the sector's commitment to innovation, change and animal welfare improvements.



LIVEXchange 2013, which will be held at Jupiter's Casino in Townsville from Wednesday, October 30 to Friday, November 1, will feature topical speakers from Australia and the world. Australian Livestock Exporters' Council (ALEC) chair, Peter Kane, said:

LIVEXchange 2013 would be the first time industry experts, from across the supply chain, will be brought together to address and challenge key issues confronting them.



## Global Roundtable for Sustainable Beef

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## Global Roundtable for Sustainable Beef

Global Roundtable for Sustainable Beef is a global, multi-stakeholder initiative to advance continuous improvement in sustainability of the global beef industry through leadership, science and stakeholder engagement and innovation. The GRSB envisions a world in which the environmental, social and economic aspects of the beef value chain are integrated and mutually reinforcing, environmentally sound, socially responsible and economically viable.



Platform where leading experts from the beef industry, government, academia and others with industry partner to develop and implement in the beef value chain a range of leadership, science and stakeholder

## What Sets GRSB Apart

The GRSB aims to facilitate a global dialogue to advance continuous improvement in the





# Everyone Has a Seat at the Table

**YOU will determine OUR success.**