



Sustainable Beef



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Global Roundtable for Sustainable Beef

July 2011

What are we?



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



Steering committee



Mission



We support on the ground improvements and serve 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:

- Addressing high priority sustainability issues through triple bottom-line analysis, and providing guidelines, principles and criteria associated with those key issues that lead to science-based measureable outcomes;
- 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 and provide cross-learning opportunities between regional initiatives

2010 Global Conference on Sustainable Beef



- 300 participants from 14 countries
 - Ranchers-Processors-Suppliers-Retailers-Restaurants-NGOs-Government
- Constructive engagement on key issues
- Gain understanding
- Shared learning

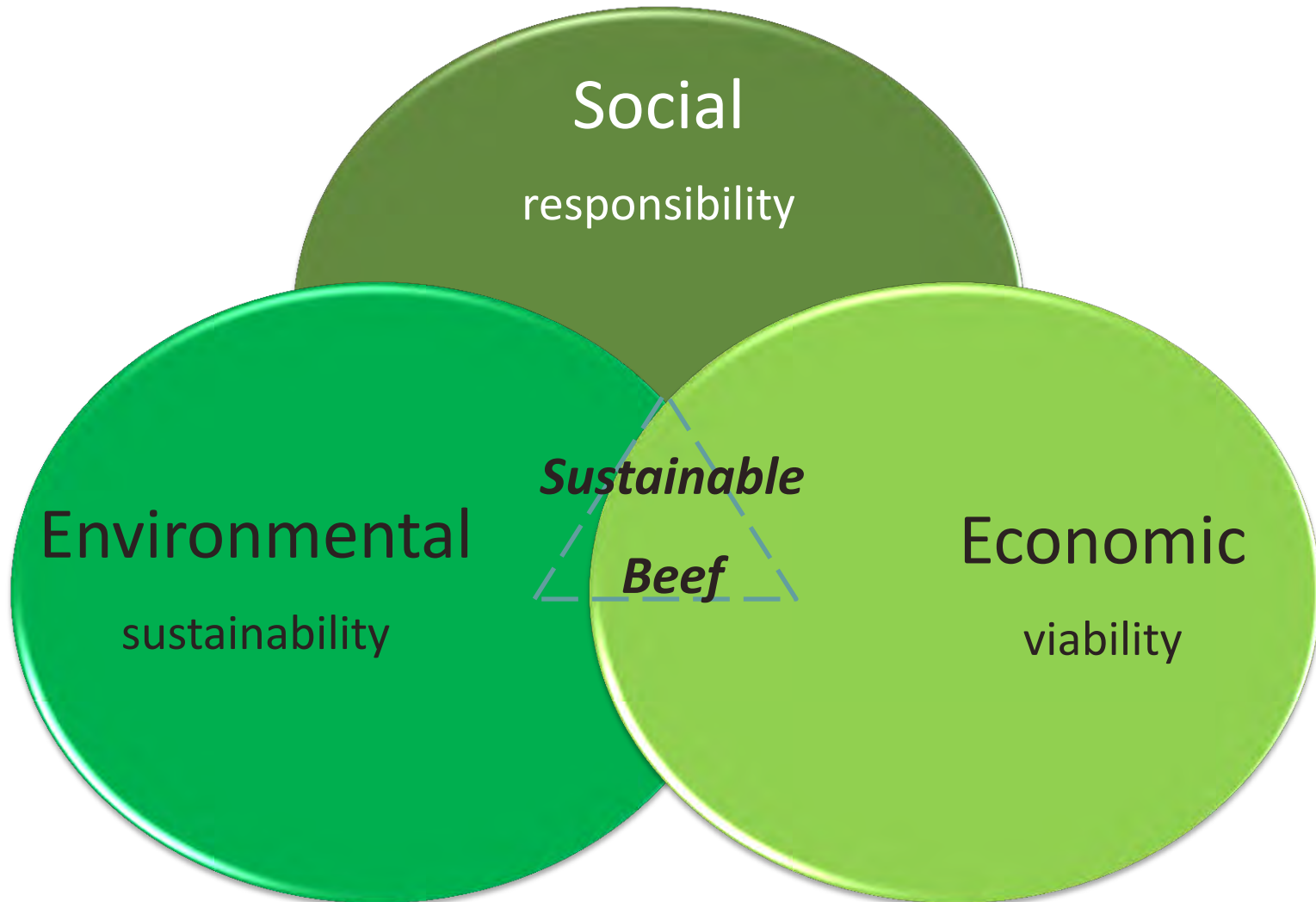


Beef LCA Working Group



- June 2010 – 54 Global stakeholders and subject matter experts convened at WWF
- September 2010 – U.S. beef system tour
- Key takeaways
 - Few beef LCAs have been developed and significant variations in LCAs methodology exist.
 - There is a need to identify and close the significant gap in open-sourced data.
 - The identification and prioritization of impacts of beef should be highlighted in an LCA.
 - Approximately 80% of emissions originate before harvesting the animal.
 - Other tools may be more appropriate to answer some questions.
 - Cumulative impacts are not always identified in an LCA.
- Next step – Steering committee is building a scope of work

Triple bottom-line lens

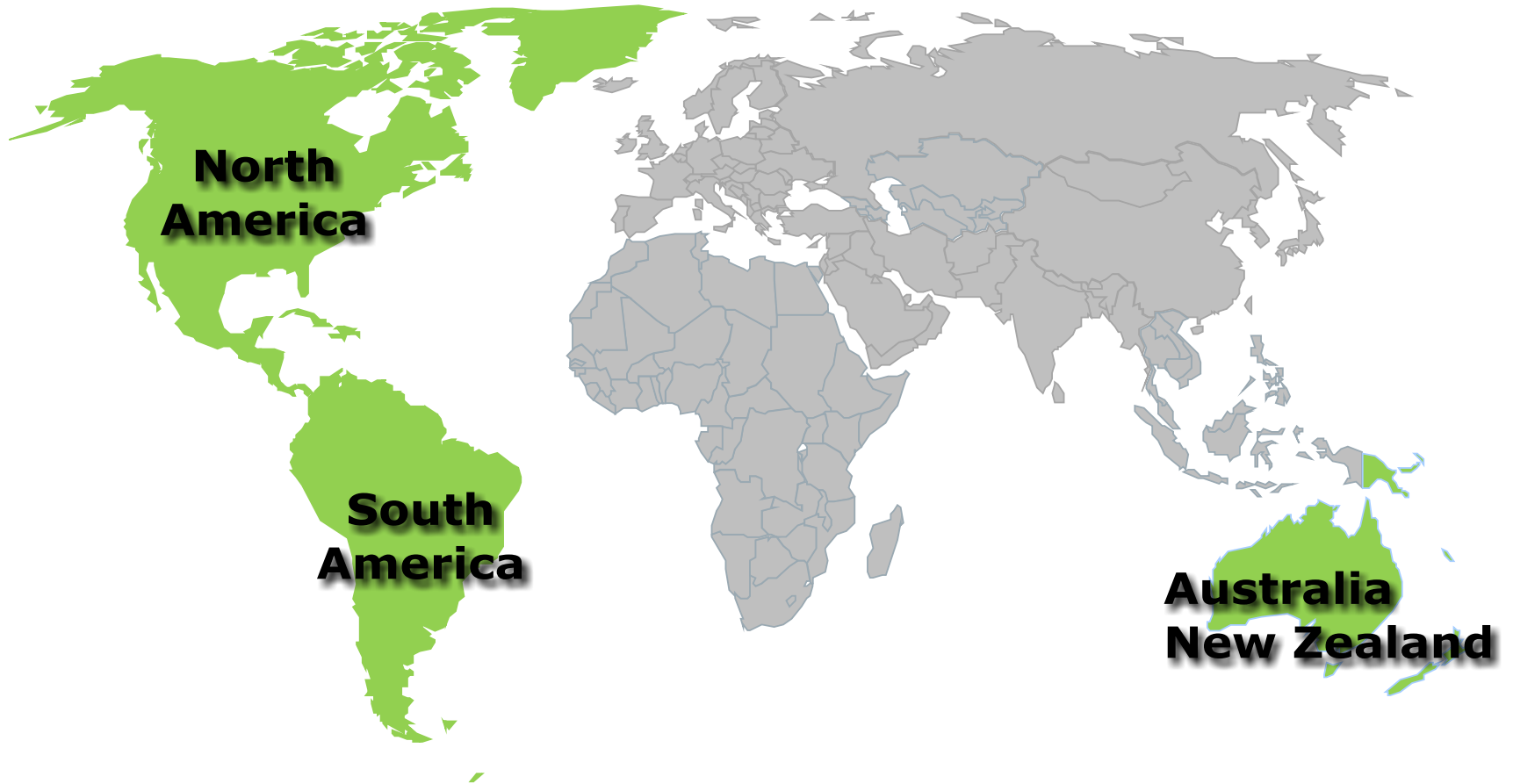


Key issues framework



Issue categories	Key issues A general issue with a significant, measurable (positive or negative) affect resulting from the production of beef	Triple bottom line accountability ²		
		Social responsibility	Economic viability	Environmental sustainability
Air	Air-related issues – Managing odor, dust issues and other air- related issues associated with the beef supply chain			
	Greenhouse gas emissions – Managing and sequestering greenhouse gas emissions associated with beef supply chain			
Bio-diversity	Biodiverse populations – Preserving and restoring the health of plant and animal species biodiversity and the habitats on which they depend.			
Energy	Energy – Managing the amount of energy use associated with the beef supply chain			
Land	Land management – Managing the productivity and efficiency of land associated with the beef system			
People & Animals	Animal care – Providing beef cattle proper care, handling, stunning and euthanasia in all aspects of production and harvest			
	Community – Contributing to the economic, social and cultural heritage and value of the community			
	People – Ensuring that the beef system fosters full respect for all people			
	Labor & Business – Providing job and business opportunities with protection of basic rights of workers and businesses in the beef system			
	Nutrition & Safety – Providing a safe source of high quality affordable protein and nutrients to people			
Water	Water – Managing the use of water and maintenance of its quality associated with the beef system			

Starting point



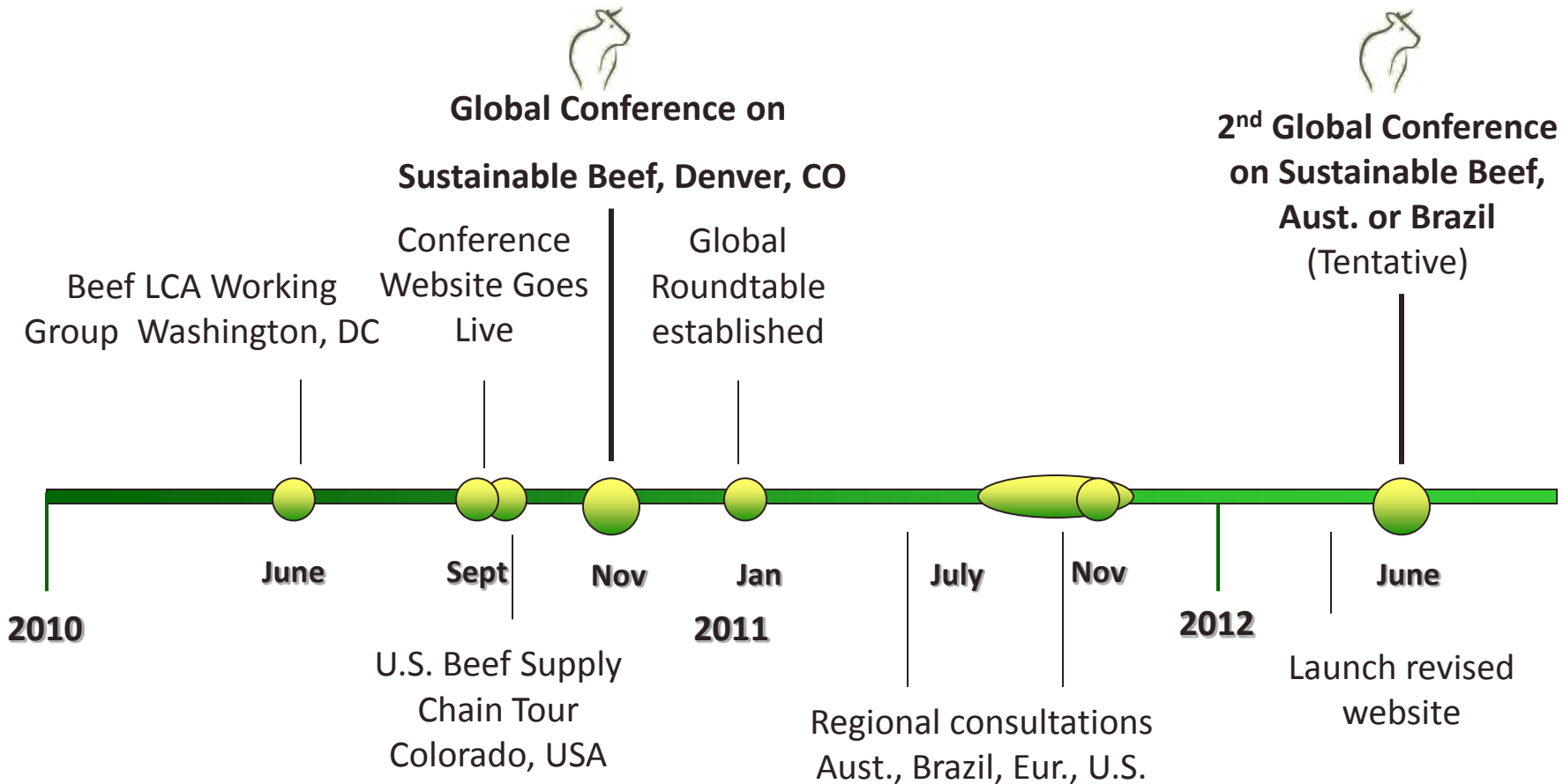
Current focus



- Regional consultations – ~~Brazil~~, Australia, U.S.
- Develop GRSB governance
- Establish GRSB organization
- Develop and execute technical work plan



Timeline





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