



# 2014 Global Conference On SUSTAINABLE BEEF

---

**SUSTAINABLE BEEF:**  
BUILDING A VISION FOR OUR FUTURE

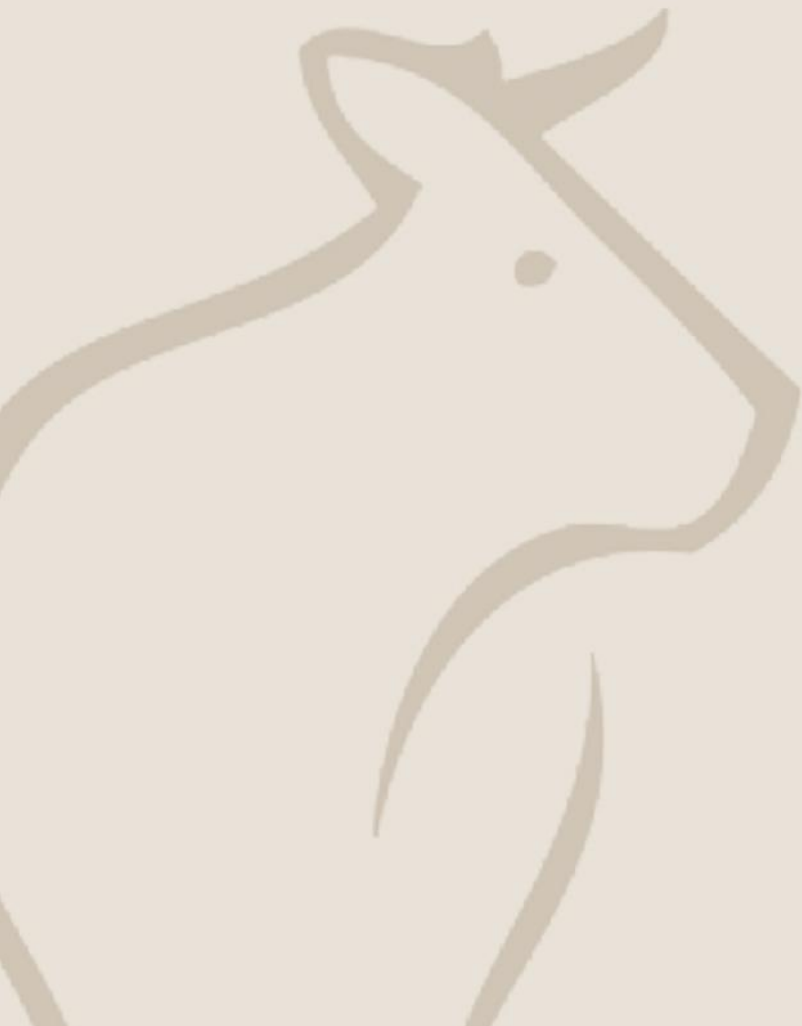
---

Nov. 2-5 | Sao Paulo, Brazil | WTC Events Center



Co-hosted by: Global Roundtable for Sustainable Beef & GTPS – Brazilian Roundtable on Sustainable Livestock





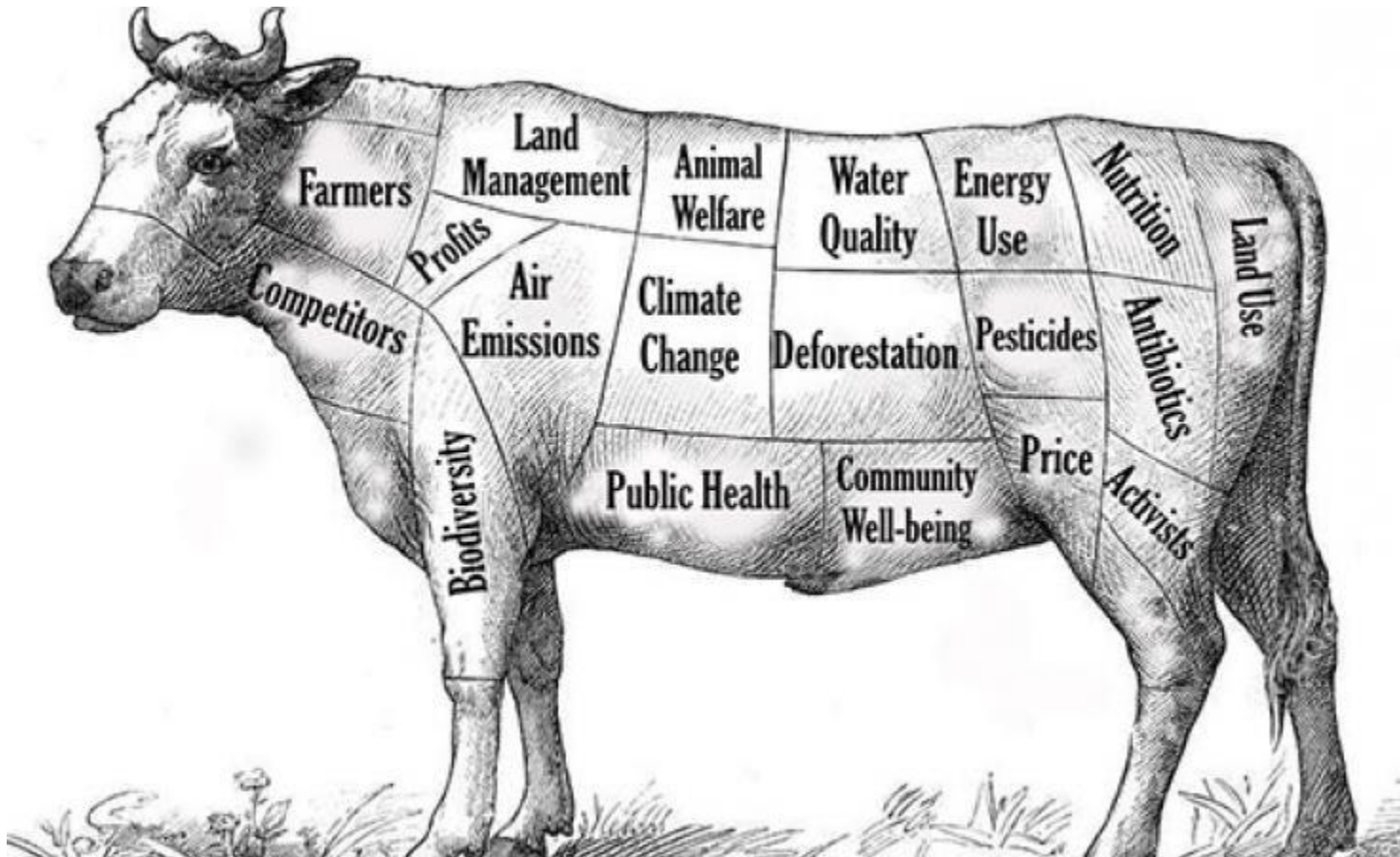
# US BEEF SUSTAINABILITY UPDATE

Forrest Roberts, CEO

National Cattlemen's Beef Association



# Start with WHY? ...



## The Beef Checkoff Program launched a comprehensive lifecycle assessment to quantify and benchmark environmental, social and economic aspects of beef industry sustainability from 2005 - 2011.

### Improvements included:



Increased use of  
precision farming  
techniques

Improvements  
in crop  
yields

Improved genetics,  
health and nutrition  
for cattle

Increased use of  
biogas capture  
and conversion

Improved  
implementation of  
right-sized packaging

**How was sustainability improved?**



C  
O  
N  
F  
I  
D  
E  
N  
C  
E  
L  
E  
A  
D  
E  
R  
S  
H  
I  
P  
I  
N  
T  
E  
G  
R  
I  
T  
Y

## NCBA SUSTAINABILITY STATEMENT OF PRINCIPLES\*

### *Statement of Belief:*

The U.S. beef supply chain is united in an effort to improve our industry for future generations. To accomplish that goal, we are committed to a path of continuous improvement over time, which protects our natural resources; promotes economic well-being for the beef community; and provides social value for our supply chain, our communities and our stakeholders.

### *Definition:*

A sustainable U.S. beef industry is one in which the full value chain is able to balance economic viability, environmental stewardship and social responsibility while meeting the growing global demand for beef.

### *Guiding Principles:*

In order to ensure the beef industry's leadership role in the growing global conversation about the topic of sustainably produced beef, we will:

- Defend individual operators' right to make decisions regarding responsible production practices.
- Establish common ground where sustainability benefits producers and stakeholders.



# ENGAGEMENT

- Key expectations ...
  - ✓ Starting point to the conversation about beef sustainability with the value chain
  - ✓ Connecting producers, processors, retail/foodservice, NGOs
- Collaboration via sustainability workshops ...
  - ✓ Launched in 2013
  - ✓ Influencer workshops in MT, TX and NE
- Moving the needle ... consumer influencer perception
  - ✓ 18% to 25% positives of beef outweigh the negatives
  - ✓ 88% to 98% supply chain collaboration is very important



# US SUSTAINABLE BEEF INITIATIVE

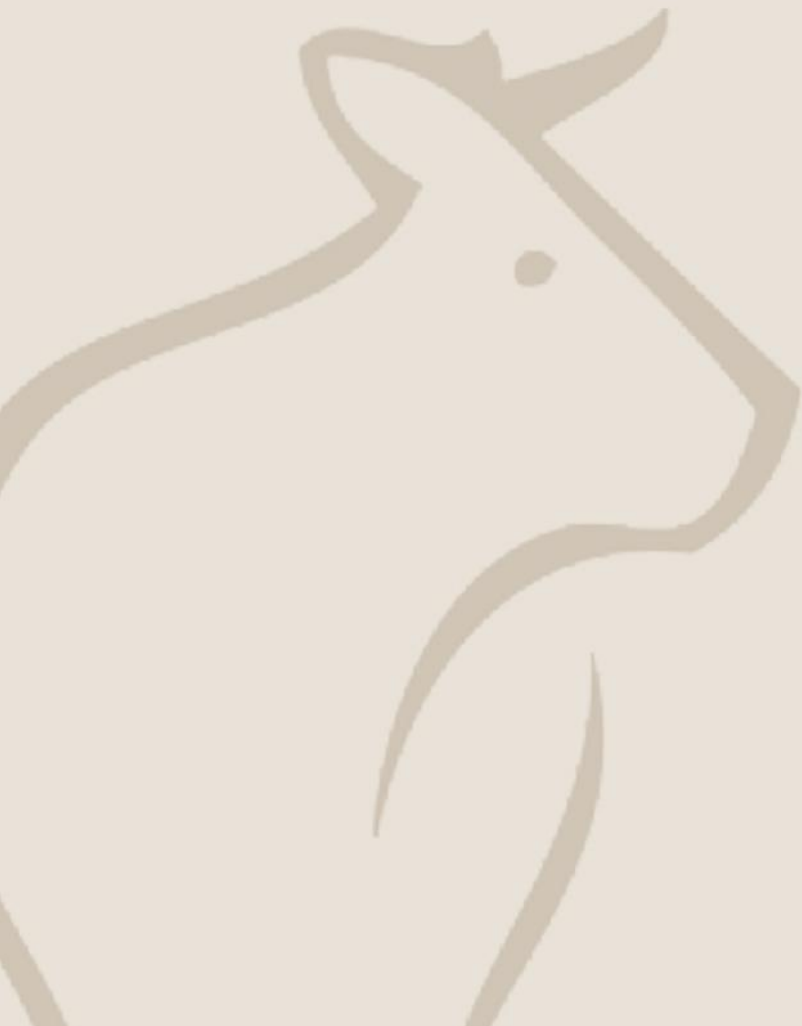
- Action planning meeting – Denver, CO
  - ✓ Multi-stakeholder input & ownership
  - ✓ Aligned to common goals, objectives, link with GRSB
  - ✓ Focus on collaboration, coordination & communication
- Establish a working group ...
  - ✓ Representation by each constituency group
  - ✓ Coordinated by NCBA
  - ✓ Develop a draft proposed plan of work by year-end
- Next steps ...
  - ✓ Alignment meeting in January 2015
  - ✓ Launch in 1<sup>st</sup> quarter 2015



## KEEP IN MIND

- ❑ What this “is” versus what this is “not” about ?
  - ✗ Is NOT about mandates & standards ...
  - ✗ Is NOT about dictating production practices ...
  - ✓ Is linked to beef demand drivers ...
  - ✓ Is focused on all three pillars ...
  - ✓ Is defined by continuous improvement over time ...
  - ✓ Is a journey, NOT a destination ...
  - ✓ Is about a sustainable product today and we want a more sustainable product tomorrow ...
- ❑ How we define our leadership role?





# THANK YOU

Forrest Roberts, CEO

National Cattlemen's Beef Association

[froberts@beef.org](mailto:froberts@beef.org)