



# Global Roundtable for Sustainable Beef

## **GRSB STATEMENT**

Ruaraidh Petre, Executive Director  
Global Roundtable for Sustainable Beef

“The letter released today by Friends of the Earth U.S. and other self-described “leading NGOs” demonstrates a fundamental misunderstanding not only of the global beef production system, but the committed and diligent work of Global Roundtable for Sustainable Beef member organizations and individuals.

“Beef production models around the globe are not as simple or uniform as implied in the letter. They are diverse and require multiple approaches to achieve sustainable outcomes. The command and control approach proffered by Friends of the Earth and their allies is an attempt to force change through mandates or standardized ‘one-size-fits-all’ production systems that would lead to counterproductive outcomes at best. At worst, this approach to stifling innovation and entrepreneurship in the global beef value chain would drive participants away from collaborative approaches and would thus cause significant harm to the beef industry, the environment, farmers and ranchers and ultimately consumers.

“Contrary to the assertions made by Friends of the Earth, many of the issues identified in today’s letter were considered and included in the final Principles and Criteria document. In several instances, the critiques offered are simply incorrect. Issues such as food safety, the use of technology, worker health and safety and environmental concerns are all addressed in the final Principles and Criteria document.

As a roundtable, we invite the participation of any individual or organization committed to a sustainable future for the global beef value chain and our planet, from ranchers, consumers and NGOs. In fact, GRSB enjoys the robust participation of several leading Civil



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Society members including organizations such as World Wildlife Fund, Solidaridad, the Rainforest Alliance, the National Wildlife Federation, Earth Innovation Institute, and the Savory Institute. These organizations have joined a collaborative effort to drive positive change on behalf of the planet, people, animals and progress. Working alongside our Civil Society constituency, national roundtables, producers and industry members, we are confident that our efforts will lead to a more sustainable future for us all.”

19<sup>th</sup> November 2014