



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF[®]

Global animal nutrition leaders and financial experts join roundtable to support sustainability in the beef supply chain

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- **Global leader in animal nutrition and performance, Zinpro, has joined the Global Roundtable for Sustainable Beef**
- **In recent months, the roundtable has also welcomed agricultural foods processor, ADM, and US financial marketplace, CME Group, as members, further bolstering its commitment to improving the sustainability of the global food system**
- **They join members such as WWF, Zoetis, and Cargill, working with beef producers, processors, retailers, and suppliers on a pathway to climate neutrality**
- **The roundtable is experiencing an increasing representation of organizations from across the beef supply chain, part of a growing movement to protect and nurture natural resources**

Zinpro, the global leader in trace mineral nutrition and performance, has joined forces with organizations such as WWF, Zoetis, and Cargill as part of a worldwide network of people and organizations powering progress in sustainable beef – the Global Roundtable for Sustainable Beef (GRSB).

With over 50 years of experience in advancing animal health, productivity, and wellbeing, Zinpro joins GRSB to encourage the continuous learning and adoption of best practices in disease prevention and treatment measures across the supply chain, and support them on their overall mission to ensure the beef value chain is a net positive contributor to nature by 2030.

The Global Roundtable for Sustainable Beef brings together all value chain partners, from farm to plate, to support and invest in the continuous improvement of cattle health and wellbeing. As part of their work with GRSB and in accordance with the World Organization for Animal Health, Zinpro offers training opportunities to allow animals to express normal behavior patterns and to ensure comfort and pain mitigation practices are implemented.

Zinpro joins a growing number of organizations committed to bettering the global beef supply chain, as part of GRSB. They follow Chicago Mercantile Exchange (CME), a world leading derivatives marketplace operating in agriculture and ESG, and Archers-Daniels-Midland (ADM) who develop natural ingredients to support livestock nutrition.

Ruaraidh Petre, Executive Director of the Global Roundtable for Sustainable Beef, said: “We are thrilled to welcome Zinpro, alongside members CME and ADM, as we continue to grow our influence across the beef value supply chain worldwide. Their joining is a sign of the growing momentum within the beef industry to protect and nurture the earth’s natural resources.

“With the commitment of these companies and their wealth of experience, our organization can continue to exchange knowledge and expertise, champion best practice, and ultimately improve the global food system for all.”

Terry Ward, Zinpro Global Director of Sustainability said: “At Zinpro, we are extremely pleased to have joined GRSB, whose values and goals closely align with our own. We look forward to utilizing our over 50 years of experience and innovation within the animal nutrition and health industries, to support education and power progress in the improvement of cattle health and wellbeing.”

The new members follow the announcement of GRSB’s global sustainability goals in June, which include reducing the net global warming impact of beef 30 percent by 2030, ensuring the beef value chain is a net positive contributor to nature by 2030, and increasing the adoption of animal health and welfare best practices so that cattle are provided with an environment in which they can thrive.

Contact

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About the Global Roundtable for Sustainable Beef

The Global Roundtable for Sustainable Beef (GRSB) is a worldwide network of the people and organizations powering progress in sustainable beef. Across its global roundtable and 12 regional roundtables, GRSB has over 500 members, working in 24 different countries. Collectively, its members are responsible for more than two thirds of cross-border beef trade.

GRSB powers progress in sustainable beef by setting ambitious goals around reducing greenhouse gas emissions, improving land use and animal welfare. To help achieve these goals, GRSB champions best practice, facilitates the exchange of knowledge and fosters a collaborative approach.