



Environmental organisations partner with cattle producers to power progress in sustainable beef

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- Not-for-profit organisation Proforest has joined the Global Roundtable for Sustainable Beef as an observer to help the industry on its pathway to being a net contributor to nature.
- US based Native has also joined GRSB and will contribute to the goal of reducing the net climate impact of the beef industry by 30% by 2030 on a pathway to climate neutrality.
- Proforest and Native join WWF, National Wildlife Federation, and Earth Innovation Institute, among others, working with beef producers, processors, retailers, and suppliers on GRSB's goals for climate, nature and animal welfare.

The not-for-profit organisation Proforest has joined the likes of the WWF, National Wildlife Federation, and Earth Innovation Institute as part of the Global Roundtable for Sustainable Beef (GRSB), in a bid to help the beef industry become a net positive contributor to nature by 2030.

Proforest works with people and organisations in more than 30 countries to produce and source agricultural and forest commodities responsibly. They will partner with other GRSB members to help achieve the Roundtable's three goals of, becoming a net positive contributor to nature, climate neutrality and improving cattle quality of life.

GRSB brings producers, processors, retailers, and suppliers together with environmental organisations to help develop a more environmentally responsible, economically resilient, and socially beneficial global beef supply chain. As part of its work with GRSB, Proforest will focus on protecting and restoring forests and natural ecosystems, maintaining and strengthening ecosystem services, conserving biodiversity, mitigating climate change, and building climate change resilience.

Proforest follows US-based Native who joined GRSB earlier in the year. Native develops community-level carbon offset projects around the world, many of which are related to grassland carbon sequestration, biodigesters (to capture GHGs from manure for energy) tree planting and renewable energy on ranches and farms. These projects provide a direct

income for farmers, ranchers and herders and increasing their ability to adapt to climate change, and to enhance biodiversity while generating carbon offsets.

Ruaraidh Petre, Executive Director of the Global Roundtable for Sustainable Beef, said: “GRSB is unique in that it brings people and organisations together not only from right across the beef supply chain, but also from environmental organisations, academic establishments, and financial institutions – to champion best practice, exchange knowledge, and ensure a collaborative approach.

“With Proforest and Native joining WWF, Tyson, Zoetis, Rabobank, and many others, we are increasingly gaining momentum in our efforts to protect and nurture the earth’s natural resources, and to achieve our global goals.”

Isabella Freire, Latin America Co-Director of Proforest, said: “Proforest has been driving the agenda on responsible sourcing and production of beef for ten years, with experience in the sector in Brasil, Argentina, Paraguay, Colombia, Mexico and Australia.

“Beef has unique challenges as a commodity, but we are keen to bring our learning from working on other global forums, such as the GTPS - Brazilian Roundtable on Sustainable Livestock, Bonsucro, Roundtable on Responsible Soy (RTRS), Roundtable on Sustainable Palm Oil (RSPO) and The Consumer Goods Forum (CGF).

“Across our work globally at Proforest, we have seen the importance of bringing all stakeholders together, to ensure all voices are heard and we reach a shared vision for the sector. We look forward to engaging more deeply with GRSB as an observer, to offer our technical expertise towards a sustainable beef sector, where we can deliver positive outcomes for nature, people and the climate.”

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About the Global Roundtable for Sustainable Beef

The GRSB and its stakeholders would like to thank the following organizations for their contributions to the Beef Sustainability Acceleration Fund and support of the 2021 Global Conference on Sustainable Beef.