



The Global Roundtable for Sustainable Beef announces 2022 Executive Committee

5th January 2022 – The Global Roundtable for Sustainable Beef (GRSB) today announces its 2022 Executive Committee.

Comprised of some of the beef supply chain's largest stakeholders, with a range of diverse and industry-leading expertise, the committee will focus on progressing the organization's work towards achieving net-zero through its global sustainability goals.

The six-member 2022 Executive Committee includes industry leaders from the likes of McDonalds, Tyson Foods, Zoetis and Rabobank.

- **President:** Mr. Ian McConnel, Tyson Foods
- **Vice President:** Mr. Bob Lowe, Tri-L Ranch
- **Secretary-Treasurer:** Mr. Justin Sherrard, Rabobank
- **Member at large:** Ms. Jeannette Ferran Astorga, Zoetis
- **Member at large:** Mr. Lucas McKelvie, McDonalds Corporation
- **Immediate Past-President:** Mr. Bob McCan, McFaddin Enterprises

Since 2012, GRSB has been working to advance sustainable beef through leadership, science, and multi-stakeholder engagement. Leaders are elected from a membership that represents the full value chain, including beef producers and producer organizations, allied services and industries, processors, retail, civil societies, and others who aim to continuously improve beef sustainability around the world.

GRSB announced its global sustainability goals in June 2021. These 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.

More than 500 companies and producer organizations are engaged in the work of GRSB and its members, including regionally focused beef sustainability roundtables and initiatives in Argentina, Australia, Bolivia, Brazil, Canada, Colombia, Europe, Mexico, New Zealand, Paraguay, Southern Africa, the United States, and other countries around the world.

The new committee came into effect on January 1, 2022. For more information about GRSB visit <https://grsbeef.org>

President



Mr. Ian McConnel (Tyson Foods). Ian serves as Director of Sustainability for Tyson Foods International Business Unit. Before his current position Ian served as the Global Beef Lead for World Wildlife Fund (WWF) where he led the global WWF networks approach to creating and communicating a more sustainable global beef industry. Facilitating global dialogue, collaborating across WWF offices, external stakeholders and industry partners Ian is successfully developing a cohesive and effective global effort to

create a beef industry that is socially, economically, and environmentally responsible and is able to communicate this message to consumers. Ian has previously served as the GRSB Vice President for this past year, and as GRSB Secretary-Treasurer in 2019 and 2020.

Vice President



Mr. Bob Lowe (Tri-L Ranch, Ltd.) is part of a long line of ranchers that came to Alberta, Canada in the late 1800s and continues that legacy with feedlot operations based in Nanton, Alberta and a cow-calf operation in Eriksdale, Manitoba. He is an outspoken advocate for sharing information about raising cattle, feedlots, and best management practices, and promotes the understanding of the stewardship and conservation that is inherent in sustainable beef production.

He currently serves as President of the Canadian Cattlemen's Association (CCA) and he was also Chair of Alberta Beef Producers (2015 to 2017) and a decade as a delegate, director, and a member of the executive. First elected as a director to the CCA in 2009, Lowe has served as chair of the CCA Environment Committee and Foreign Trade Committee. He is also a Council director of the Canadian Roundtable for Sustainable Beef (CRSB).

Secretary-Treasurer



Justin Sherrard (Rabobank, Netherlands). Justin is the Global Strategist for Animal Protein in Rabobank's Food & Agribusiness Research (FAR) group. He leads the bank's global research, client engagement and profiling in the animal protein sector. His work is directed at challenging current thinking and advising companies on risks and opportunities from strategic issues on today's and tomorrow's CEO agendas. Justin is currently completing his first term as Secretary-Treasurer on GRSB's Executive Committee, and

was a Member-at-Large on the GRSB Executive Committee in 2020.

Member-at-Large



Lucas McKelvie (McDonald's Corporation, USA). Luke McKelvie is a member of McDonald's Global Sustainable Sourcing & Resiliency team, working cross-functionally with internal and external stakeholders in multiple countries to help advance McDonald's food sourcing sustainability goals.

Luke has been active within the GRSB for several years, including on the GRSB Communications Council and Executive Committee. Prior to joining McDonald's, Luke specialized in communications on agriculture and rural issues. He received his degree in Agricultural Communications from the University of Illinois. Luke grew up raising sheep and now lives with his wife and kids on their small farm in southern Illinois.

Member-at-Large



Ms. Jeannette Ferran Astorga (Zoetis) is Executive Vice President, Corporate Affairs, Communications and Sustainability, and Chief Sustainability Officer. She also serves as President of the Zoetis Foundation. In these roles, Ms. Ferran Astorga is responsible for the company's integrated and comprehensive approach to public policy, social responsibility, corporate reputation, and colleague and leadership communications and leads the sustainability and ESG disclosure strategy. Since joining Zoetis, Jeannette established Zoetis' Sustainability goals and led Zoetis' progress in the areas of Sustainability and environmental, social and governance (ESG) matters. Among her many accomplishments at Zoetis thus far are the establishment of the Zoetis Foundation, the formation of our Driven to Care long-term Sustainability strategy and the publication of Zoetis' first Sustainability report. Jeannette is currently beginning her first term as a Member-at-Large on the GRSB Executive Committee.

Immediate Past President



Mr. Bob McCan (McFaddin Enterprises). Bob is finishing his second term as President of GRSB. He oversees the cattle operations and recreational hunting and wildlife operations for his family's company, McFaddin Enterprises, Ltd. in Victoria, Refugio, and Bee Counties, Texas. Using rotational grazing on native rangeland, the family strikes a balance that meets the needs of both livestock and wildlife, benefiting both. The ranches are stocked with Victoria cattle, a commercial cross-bred of three-fourths Hereford and one fourth Brahman with a uniform Hereford coloring.



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.

Visit www.grsbeef.org and @grsbeef on social media.

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