

A high-angle, wide shot of a massive crowd of people at an outdoor event. The crowd is dense and extends far into the background. Many individuals are holding up white rectangular signs, suggesting a protest or a public demonstration. The people are dressed in casual summer attire, including hats, t-shirts, and shorts. The overall scene conveys a sense of a large-scale public gathering.

**9 billion people
by 2050**

70% more food needed



What is the US Beef Sector Doing About Sustainability?

January 2016

IPPE-Environmental Conference



Sustainability Background



“Just thinking you’re sustainable isn’t enough anymore; you’ve got to prove it.”

-Bob Langert, Former VP of Sustainability for McDonald



“Sustainability has got to be a pre-competitive issue. It's got to be something we all care about. And we need collusion. We need groups to work together that never have.”

-Senior Vice President, Markets and Food |
Executive Director, Markets Institute [WWF]



“Doing business the right way is of the utmost importance, and you can expect to see Walmart continuing to lead in areas that are crucial for our customers, our planet and people worldwide.”

-Kathleen McLaughlin, senior vice president of sustainability
and president of the Walmart Foundation



“The global food system will need to feed a world that is more urban, affluent and populous by increasing production in a sustainable and responsible way.”

-Cargill 2014 Corporate Responsibility Report

Beef Life Cycle



Stakeholders were asked to define beef sustainability

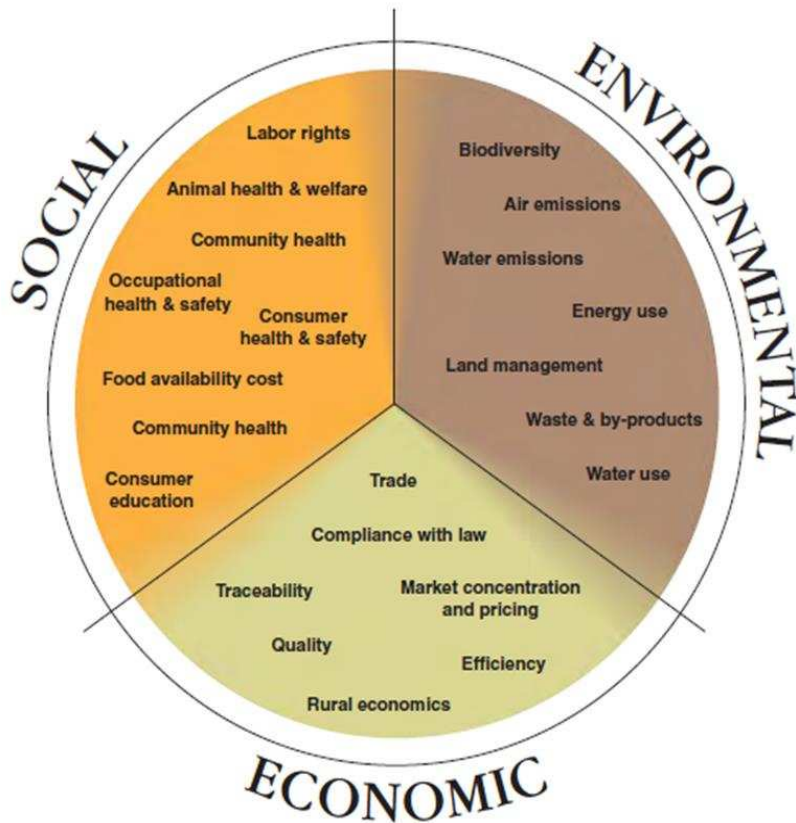


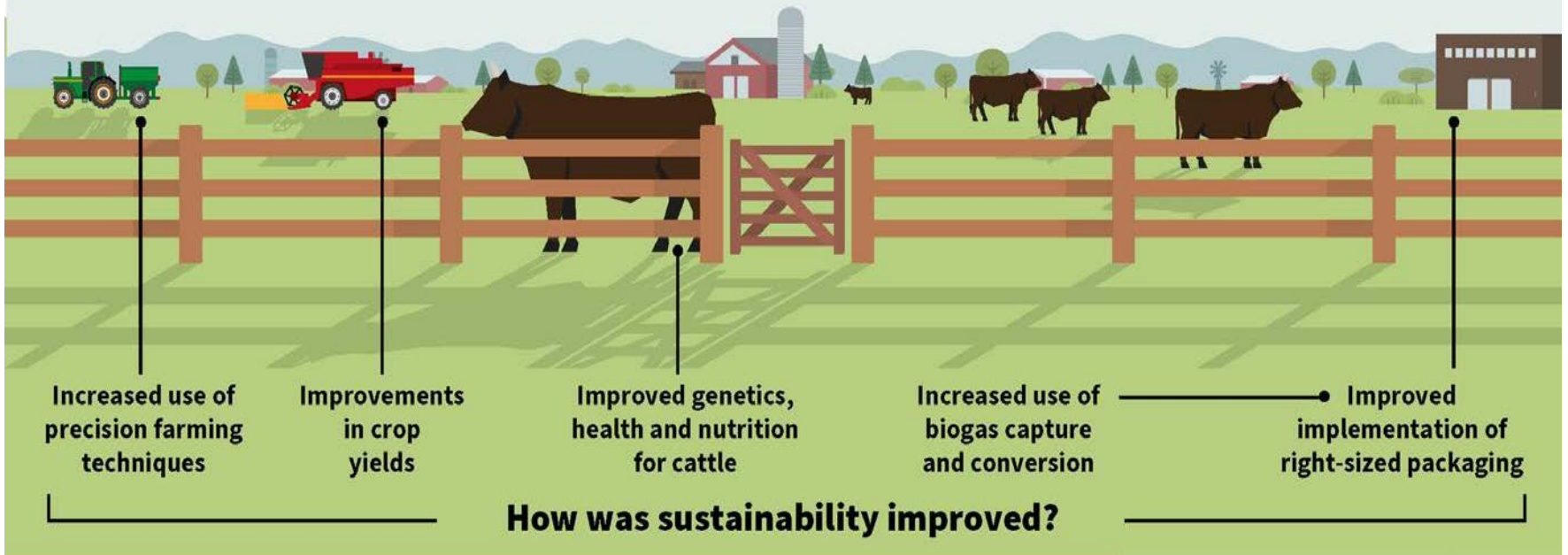
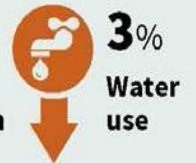
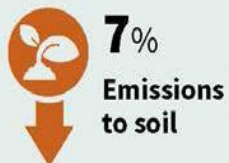
Figure 1 | Perception Analysis

*LCA by NCBA

- *This Figure represents the most common definitions given by stakeholders.*
- *The beef industry definition of sustainability, “balancing environmental responsibility, economic opportunity and social diligence,” encompasses stakeholder perceptions.*

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:



*LCA by NCBA



Global Roundtable for Sustainable Beef

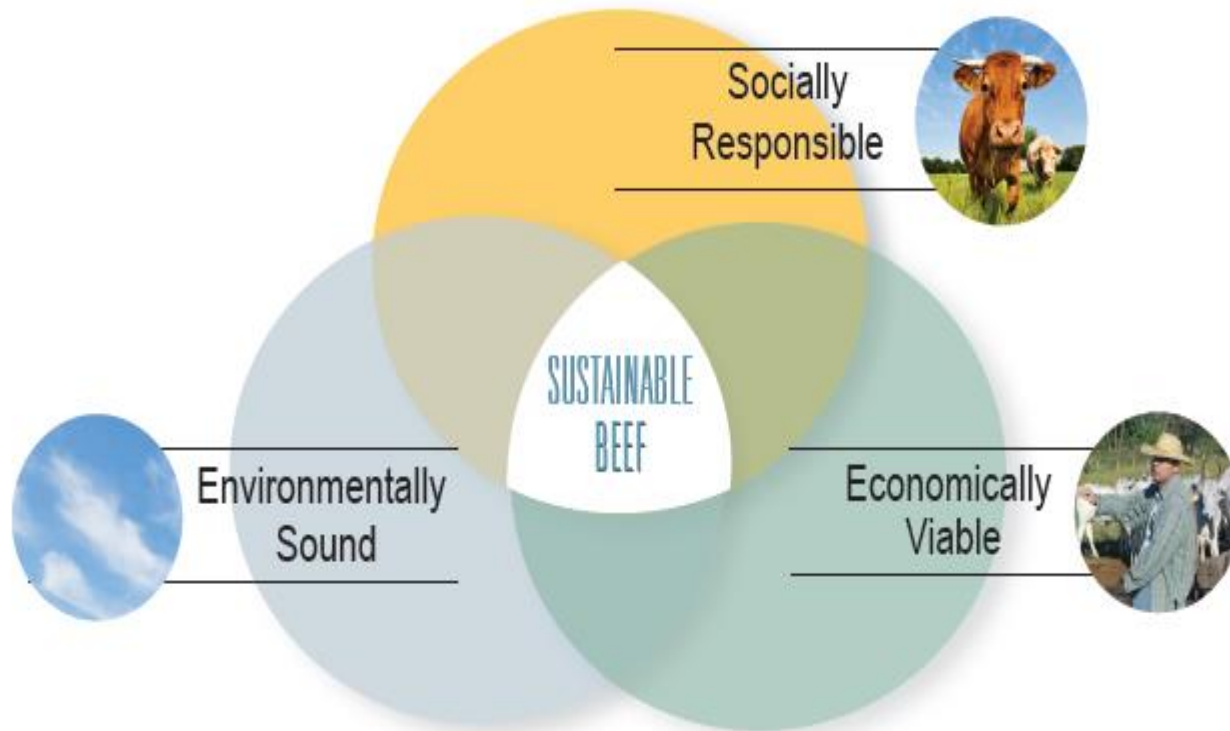
<http://grsbeef.org/>

Steps to define

A global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration.

The Triple-Bottom Line Approach

Balance environment, social, and economic



Core Principles for Sustainable Beef Production and Delivery



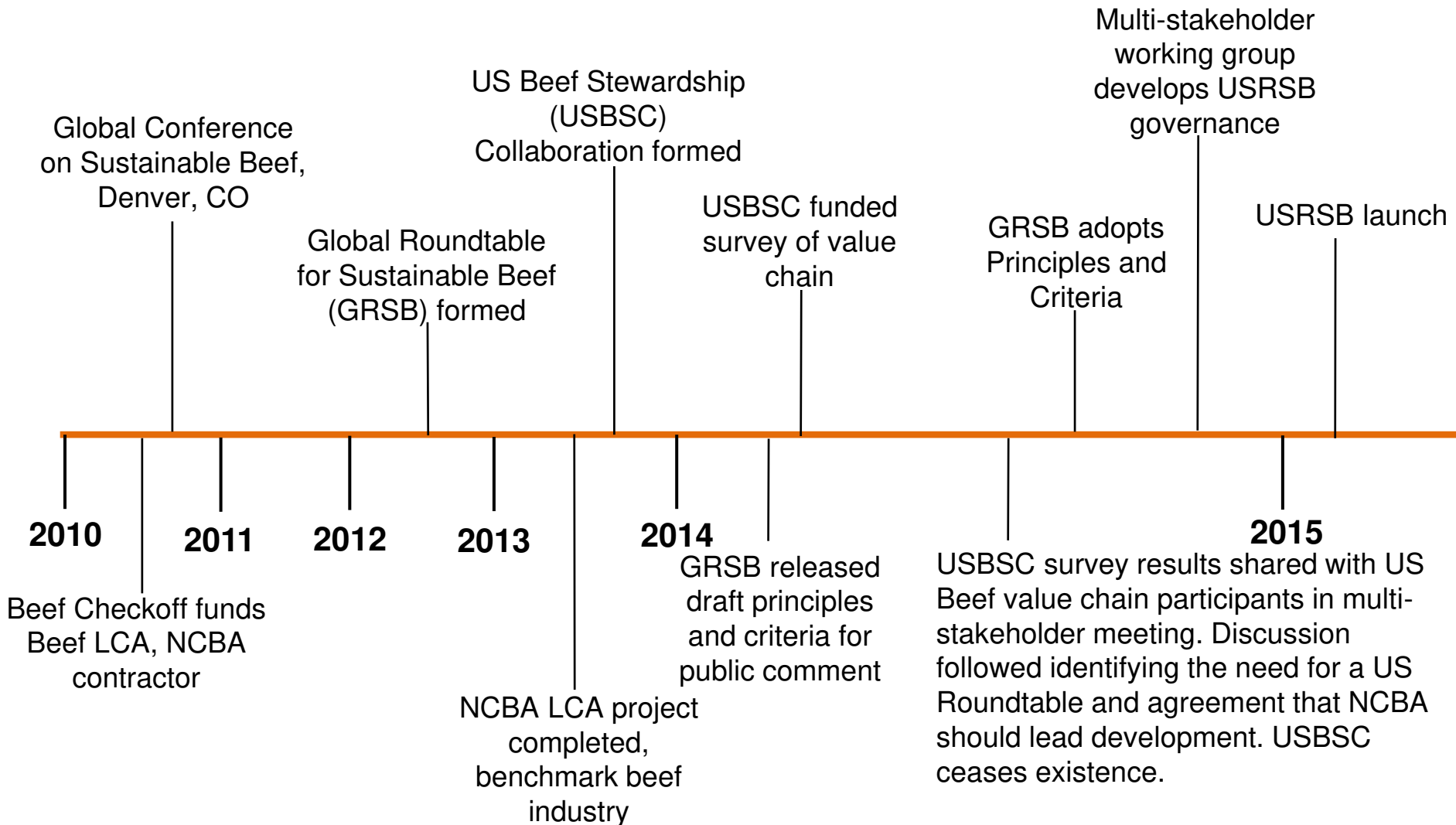
- 1. Natural Resources**
- 2. People and the Community**
- 3. Animal Health & Welfare**
- 4. Food**
- 5. Efficiency and Innovation**



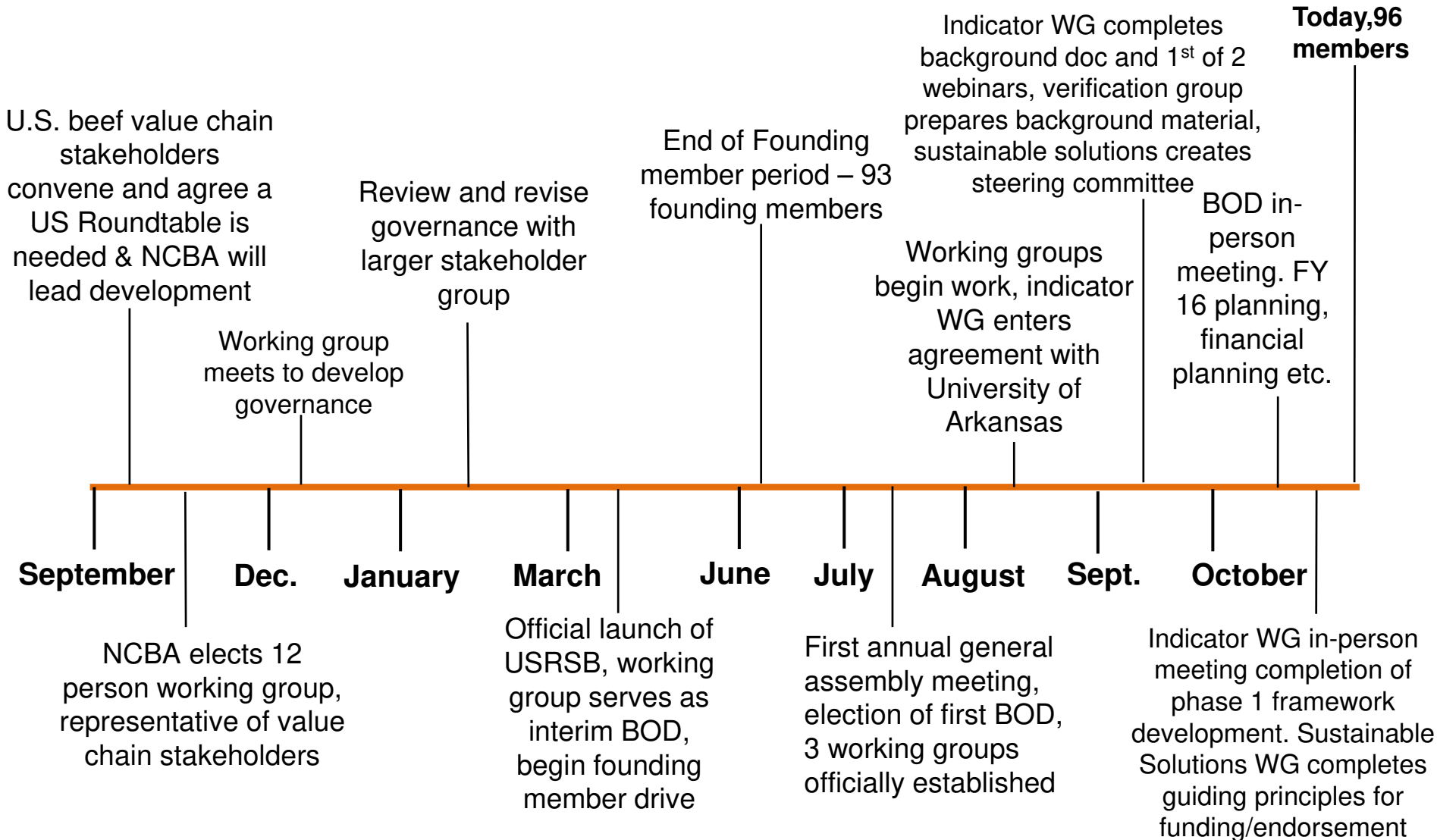


U.S. Roundtable for Sustainable Beef

Beef Sustainability History



2014 – 2015 USRSB Timeline





Mission:

To advance, support and communicate continuous improvement in sustainability through leadership, innovation, multi-stakeholder engagement and collaboration.

Vision:

The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.

CORE PRINCIPLES FOR SUSTAINABLE BEEF PRODUCTION AND DELIVERY

(The order of presentation does not reflect prioritization, as all are of equal importance.)

1. Natural Resources
2. People and the Community
3. Animal Health & Welfare
4. Food
5. Efficiency and Innovation



Organizational Structure

Board of Directors
Past Chair, Chair, Chair Elect
10 members: 2 from each of the five constituencies

Administrative Staff
Finance, accounting

General Assembly
Five constituencies: Producer, Allied Industry, Processors, Retail, Civil Society

Working Groups
Chaired by members, participation may be granted to non-members



Constituencies

Producers

Individuals, organizations and associations of people who are actively engaged in the ownership and management of cattle used to produce beef.

Allied Industry

Organizations and associations of people who supply producers with goods and services, including but not limited to financial institutions.

Processors

Organizations and associations of people who process cattle and beef into saleable product.

Retail

Organizations and associations of people who bring beef and beef-related products to consumers.

Civil Society

Academic institutions, non-government and non-commercial institutions, foundations, alliances and associations with a stake in the beef value chain.

USRSB Membership (95)



Sustainability of the Beef Industry

150 years of helping the world thrive



Working Group Updates

Indicators and Goals for Progress

- Develop indicators that can be periodically evaluated to measure improvement in the U.S. beef value chain, using a tiered or phased approach to prioritize indicators for the entire U.S. beef value chain. Indicators will also be linked to the principles and criteria of the Global Roundtable for Sustainable Beef.

Verification

- Verify and enable continuous improvement of sustainability indicators as identified by the Indicator Working Group. The initial focus will evaluate existing programs that are applicable to the beef value chain that are based on verification and continuous improvement.

Sustainable Solutions

- Advance sustainable solutions along the beef value chain based on the USRSB indicators and/or verification through targeted projects.



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[MEMBERSHIP](#)

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Make a Difference.

The U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed to advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain.

[BECOME A MEMBER →](#)

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www.usrsb.org

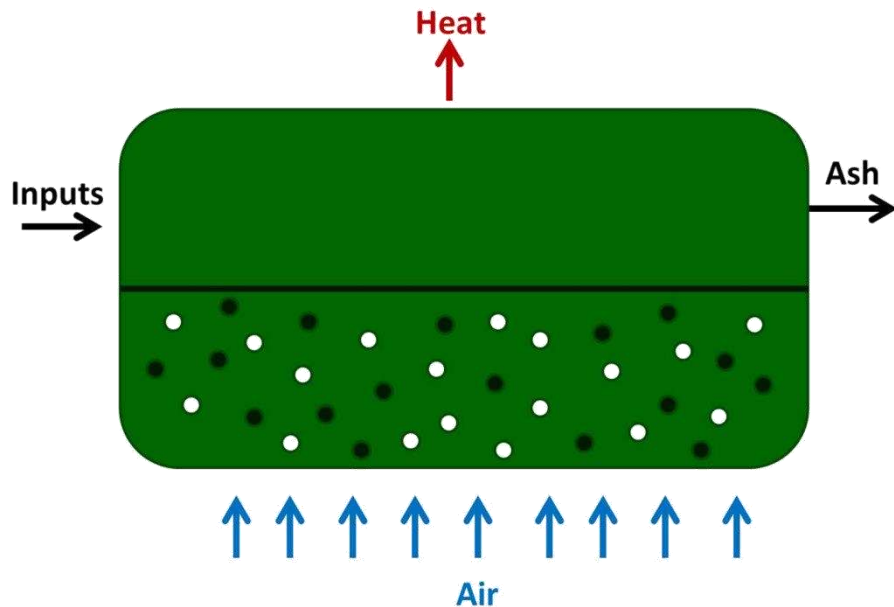
A Few Cargill Protein Efforts Around Sustainability

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High River, Canada

Waste to Energy: Fluidized Bed Boiler



Public-private collaboration for creating energy from waste to be sent to a landfill or land application.

- Paunch
- Pen Manure
- SRMs
- Office Paper

The fluidized bed boiler project...

- eliminates 33,546 metric tons of fossil fuel emissions annually,
- produces 1.4 megawatts of power



Fresno, California

Solar Thermal Energy & Tesla Battery



- **Solar:** The system is designed to offset natural gas usage in the boilers by...
 - circulating water through the collectors on the roof sending it to a solar thermal tank,
 - heated water then used for boilers and clean up in the plant.
- **Tesla:**
 - Charges during “off peak” power
 - Discharges during peak demand



Hazleton, PA

1st Cargill Verified Landfill-Free Facility



Mid 2013-

- The Hazleton team's goals were simply to help preserve the **environment**, **engage** all employees in the effort and strengthen **relationships** with customers.

Today-

- Approx. 1,000 tons of unrecyclable plastic is used to produce energy
- About 1,500 tons of food waste is rendered into other products
- More than a ton of oil is repurposed for use as lubricants

Three years ago the plant sent 1,300 tonnes of waste to the landfill



Beef Cattle Sustainability Assessment Tool


Cargill enters agreement with Kennedy and Coe

- ***Effort will establish continuous improvement criteria and metrics focused on feed yards***



“The goal of this project is to provide sustainability information that stakeholders find relevant across the supply chain, including suppliers, customers, NGOs, producer groups, trade associations and consumers,” stated Sara Harper, Kennedy and Coe’s director of sustainability and supply chain solutions.

“Today, people have a desire to know how the food they eat is produced and where it comes from. Cargill is pioneering transparency and collaboration with its beef customers to share information important to consumers.”



“We’ve been practicing good stewardship for generations, and we are sustainable, but we must tell our story, too.”

**~Debbie Lyons-Blythe,
Kansas Cattle Producer**

Questions?

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