Why Grazing Lands?
FOR PEOPLE AND NATURE

Water
Soil and Carbon
Biodiversity
Healthy Grasslands
Economic Vitality
Food
FACT:

Only 37% of consumers view beef production positively in the U.S.

Source: Consumer Beef Tracker
FACT: Only 24% of consumers claim to understand how cattle are raised.

Source: Consumer Beef Tracker
Consumers Want Info

70% of consumers consider how food was raised when making purchasing decisions.

Source: Consumer Beef Tracker Oct-Dec 2018
MISSION

To advance, support and communicate continuous improvement of sustainability across the U.S. beef value-chain.

VISION

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

**USRSB Members Represent:**

- 30 percent of the cattle herd
- More than 20 billion pounds of beef processed
- More than 100 million consumers across the U.S.
U.S. Roundtable for Sustainable Beef

Foundations for Success

Engagement
Bringing Together the Beef Value-Chain, Civil Society and Allied Industry Stakeholders

U.S. Beef Industry Sustainability Framework
Beef Sustainability Definition, High-Priority Indicators, Sector-Specific Metrics, Sustainability Assessment Guides

Communication
Encourage Voluntary Use of the U.S. Beef Industry Sustainability Framework
Build Consumer Trust

Project Support
Support Research and Pilot Projects Aligned with the U.S. Beef Industry Sustainability Framework

Marketplace Implementation
Market Driven Business-to-Business Implementation

External Opportunities

Projects

Framework

Engagement
HOW WE GOT HERE

2015
FORMATION
94 members formed the USRSB.

2016
HIGH PRIORITY INDICATOR DEVELOPMENT
The six areas most important to the sustainability of beef identified and defined.

2017
METRIC DEVELOPMENT
Sector-specific approaches to assess and measure sustainability across high priority indicators developed.

2018
ASSESSMENT GUIDE DEVELOPMENT
Technical guidance documents outlining the purpose and approach of sector metrics developed.
Sustainable beef is socially responsible, environmentally sound, and economically viable product that prioritizes planet, people, animals, and progress.
The six high-priority indicators represent the areas most important to the sustainability of U.S. beef.
**Water Resources:**
The volume of water consumed and any impacts on water quality.

**Land Resources:**
The stewardship of terrestrial and aquatic habitat in relation to water, soil and biodiversity in an area. Impacts of land use and land use conversion, both caused by and prevented by ranching and farming activities.

**Air & Greenhouse Gas Emissions:**
The cumulative emissions of pollutants, including particulate matter, greenhouse gases and other gaseous emissions from a sector for each process.

**Efficiency & Yield:**
Efficiency is the unit of input required to produce a unit of output and yield is the total product generated per unit of time or space. Both concepts address waste as a negative characteristic and drive toward improved profitability.

**Employee Safety & Wellbeing:**
The implementation of safety programs and training to provide a safe workplace and help to prevent workplace accidents and injuries associated with production, processing, and distribution of beef and the relative prosperity of workers employed in those activities.

**Animal Health & Wellbeing:**
The cumulative effects of cattle health, nutrition, care and comfort.
Metrics measure activities linked to each of the high-priority indicators and are unique to each segment of the value-chain.
Cow-Calf Sector Metrics

WATER RESOURCES
Is a grazing management plan (or equivalent) being implemented that maintains or improves water resources?

LAND RESOURCES
Is a grazing management plan (or equivalent) being implemented to protect and/or improve the land resources, including succession/transition planning?

AIR AND GREENHOUSE GAS EMISSIONS
Is a grazing management plan (or equivalent) being implemented that protects or improves soil and plant community health, including soil carbon sequestration?

EFFICIENCY AND YIELD
Is there a strategy implemented to optimize animal productivity through improved nutrition, reproduction, genetics, technologies, and practices?

ANIMAL HEALTH AND WELL-BEING
Has the operation adopted Beef Quality Assurance (BQA) or similar program principles into management of the farm or ranch?

EMPLOYEE SAFETY AND WELL-BEING
Are all individuals who are involved in the operation trained in stockmanship and safety, and are they implementing these practices on the farm or ranch?
SUSTAINABILITY ASSESSMENT GUIDES

SAGs are technical guidance documents to assist in the understanding and implementation of metrics.
19 Supported Projects

That test & implement the U.S. Beef Industry Sustainability Framework
2019 U.S. Roundtable for Sustainable Beef

Supported Projects

BMG
Diamond W Cattle Company
McDonald's
The Nature Conservancy
Costco Wholesale

World Wrestling Entertainment
Golden State Foods
WWF
BEEF & FORAGE CENTER
UTIA INSTITUTE OF AGRICULTURE
The University of Tennessee
Integrity Beef
Tyson
gf
Noble Research Institute
Five Rivers Cattle Feeding
4 Recognized Programs

That underwent a 3rd party evaluation demonstrating alignment to the U.S. Beef Industry Sustainability Framework
What’s Next for USRSB, a Rancher’s Perspective

Debbie Lyons-Blythe

Blythe Angus

December 10, 2019
USRSB MOVING FORWARD

2019

FRAMEWORK

RECOGNITION PROGRAM

SELF ASSESSMENT TOOL

2020

COW-CALF OUTREACH PROGRAM

INDUSTRY SECTOR GOALS

2021

FEEDYARD & AUCTION MARKET OUTREACH PROGRAM

2022

PACKER PROCESSOR OUTREACH PROGRAM

2023

RETAIL FOOD SERVICE OUTREACH PROGRAM
Outreach Working Group
Self-Assessment Tool

Please select your industry:

- Cow - Calf Producer
- Feedyard Operator
- Packers or Processors
- Retail or Food Service
- Auction Market
High Priority Indicator:
Air & Greenhouse Gas Emissions

Metric / KPI
Do you, or does your grazing management plan (GMP), consider livestock distribution and/or stocking rate for optimal forage health?

Both are analyzed annually, but no written records are kept.

We stock our grazing land at generally the same level each year.

Both are analyzed annually, and records are kept to evaluate long term.
High Priority Indicator:
Animal Health & Well-Being

Metric / KPI
Do you utilize the Beef Quality Assurance (BQA) Program principles?

- All animal handlers are BQA certified.
- We are not certified but follow BQA principles.
- We don’t follow BQA principles.
High Priority Indicator: Land Resources

Metric / KPI
Is the operation setup in an estate plan or other type of succession plan that keeps it in working lands?

- We have a will and the heirs will decide what to do with the property.
- We intend to get a succession plan put together at some point.
- Yes, we have a legal arrangement for the operation to remain a working landscape through ownership transfer.
Outreach Program Development

2020
- COW-CALF OUTREACH PROGRAM

2021
- FEEDYARD & AUCTION MARKET OUTREACH PROGRAM

2022
- PACKER PROCESSOR OUTREACH PROGRAM

2023
- RETAIL FOOD SERVICE OUTREACH PROGRAM
Communications Working Group
2020-2022 Strategic Plan

Promote Adoption of Sustainability Framework

Establish Industry Sustainability Targets

Build Awareness with External Stakeholders

Ensure Organizational Success
Ways to Stay Updated & Engaged

• Monthly member communication updates
• Members-only section of the USRSB Website
• Participate in working group webinars, meetings, calls and requests for comment
• Attend USRSB meetings & events
• Follow us on Twitter at #USRSBeef
SAVE THE DATE: USRSB 2020 GENERAL ASSEMBLY MEETING

APRIL 28 - 30 IN ORLANDO, FL | WWW.USRSB.ORG

COLLABORATING FOR CONTINUOUS IMPROVEMENT