

Grazing Lands and Beef Sustainability: USRSB

CRCC Summit

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Why Grazing Lands?

FOR PEOPLE AND NATURE

Water

Soil and
Carbon

Biodiversity

Healthy
Grasslands

Economic
Vitality

Food



USRSB Overview



FACT:

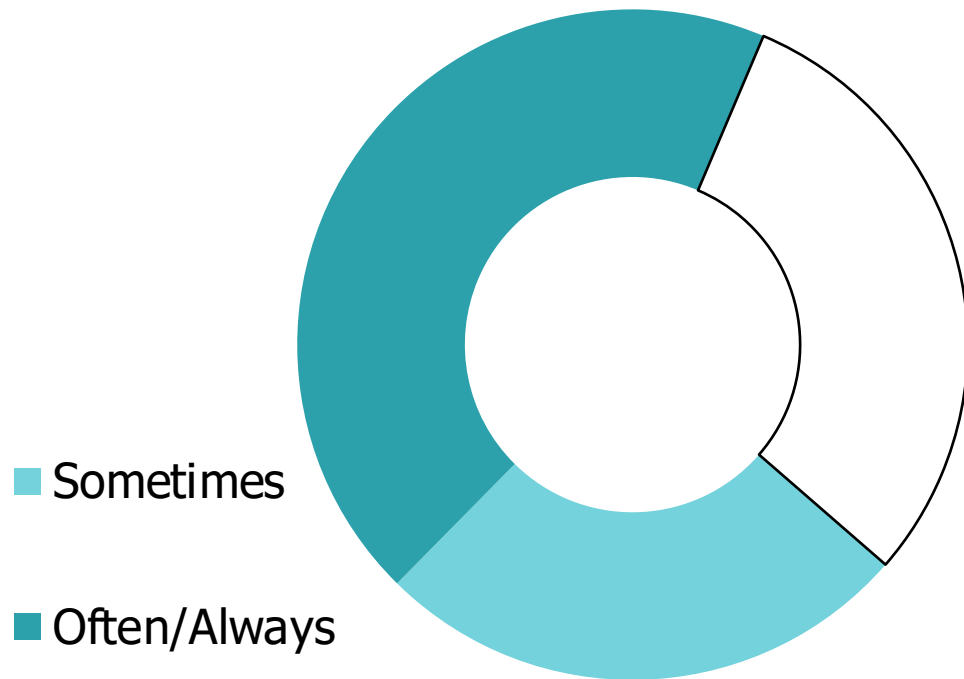
Only 37% of
consumers view
beef production
positively in the U.S.

FACT:

Only 24% of
consumers claim to
understand how
cattle are raised.



Consumers Want Info



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

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.



RETAIL FOOD SERVICE



PACKER PROCESSOR



PRODUCERS



ALLIED INDUSTRY



CIVIL SOCIETY



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



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.



U.S. BEEF INDUSTRY
**SUSTAINABILITY
FRAMEWORK**
RESOURCE TOOLBOX

SUSTAINABLE BEEF DEFINITION • HIGH-PRIORITY INDICATORS
• METRICS • SUSTAINABILITY ASSESSMENT GUIDES



DEFINING SUSTAINABLE BEEF

Sustainable beef is socially responsible, environmentally sound, and economically viable product that prioritizes planet, people, animals, and progress.



HIGH-PRIORITY INDICATORS

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.





SECTOR-SPECIFIC METRICS

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

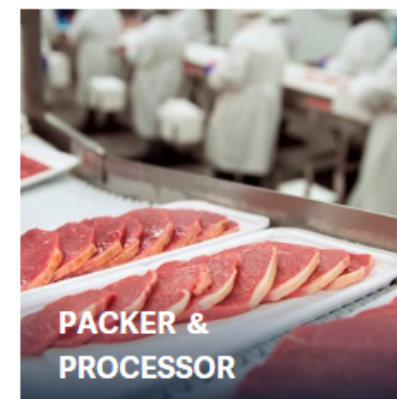
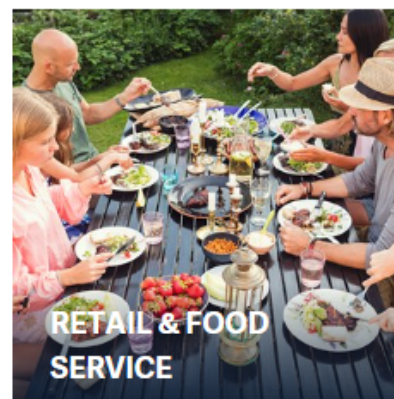
SAGs are technical guidance documents to assist in the understanding and implementation of metrics.

SUSTAINABILITY FRAMEWORK

HIGH -PRIORITY INDICATORS

SECTOR SPECIFIC METRICS

SUSTAINABILITY ASSESSMENT GUIDES



[VIEW THE FULL FRAMEWORK >](#)

19 Supported Projects

That test & implement the U.S. Beef Industry
Sustainability Framework



2019 U.S. ROUNDTABLE FOR SUSTAINABLE BEEF SUPPORTED PROJECTS



The Nature
Conservancy



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

steps 2/19

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.

Previous

Next

steps 4/19

High Priority Indicator:
Animal Health & Well-Being

Metric / KPI

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

[Read Help](#)

All animal handlers are BQA certified.

We are not certified but follow BQA
principles

We don't follow BQA principles.

Previous

Next

steps 13/19

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.

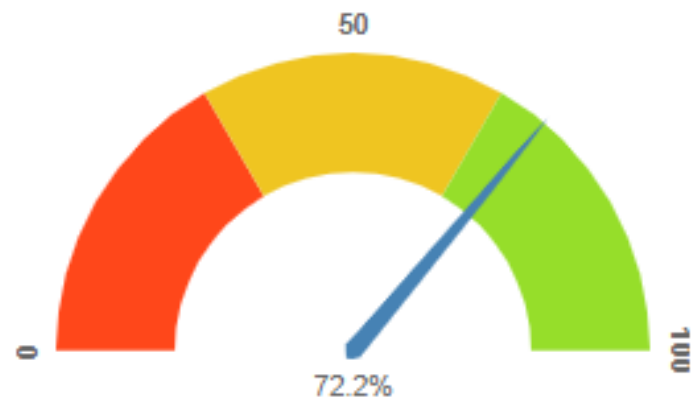
We intend to get a succession plan put together at some point.

Yes, we have a legal arrangement for the operation to remain a working landscape through ownership transfer.

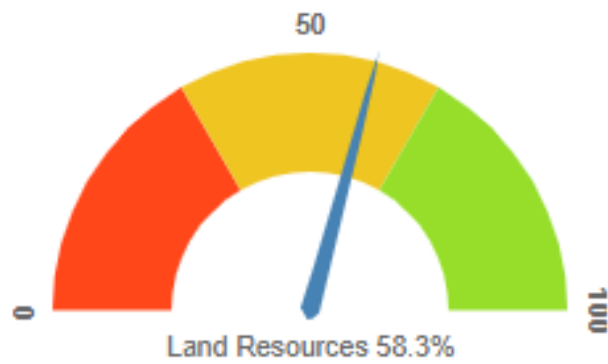
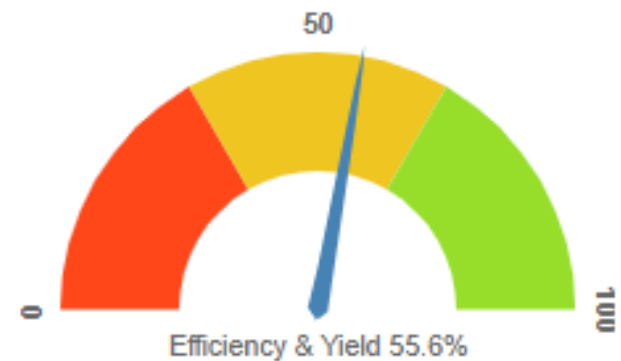
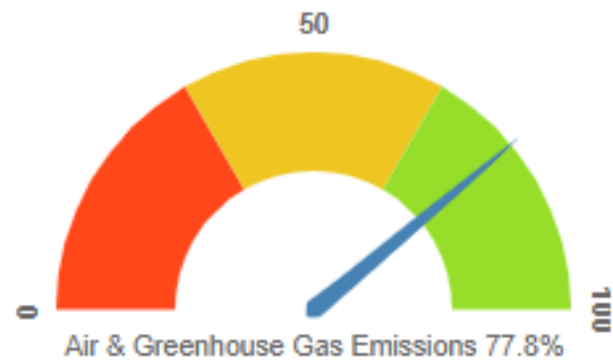
Previous

Next

Overall Results



Result for High Priority Indicators





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

