

7 HIGHLIGHTS FROM THE GCSB

250+

attendees

Sponsors included:



The Global Conference on Sustainable Beef (GCSB), hosted bi-annually by the Global Roundtable for Sustainable Beef (GRSB) took place on 9-12 October in Kilkenny, Ireland.

Over the course of this 4-day event beef farmers, producers and suppliers came together with other stakeholders including technology and innovation pioneers, NGOs and the leather industry to address the issues toward a more global and sustainable beef value chain.

1

WHY BEEF ROUNDTABLES?

The Global Roundtable for Sustainable Beef heads 10 national and regional roundtables, including the European Roundtable for Beef Sustainability (ERBS).

“

We need a global focus but also regional direct focus.

Nicole Hoffmann
President GRSB

”

Despite varying challenges across the roundtables such as alligators and jaguars sharing land with cattle in Colombia or weather extremes in South Africa, the common denominator is to be part of the solution for a more sustainable value chain.



2

SUSTAINABLE BEEF SHOWCASE TOURS IN IRELAND

Bord Bia together with an assortment of Origin Green companies came together to organise multiple field visits to highlight Ireland's beef sustainability developments.



ABP Food Group Tour

Slaney Foods was the first stop in County Wexford where we saw first-hand the strong emphasis on sustainable practices from a social, environmental and financial perspective. The guided tour continued onto the Sheppards' dairy beef producing demonstration farm to see sustainable beef farming practices in action.



Dawn Meats Tour

Arriving at the Dawn Meats Waterford plant showcased one of McDonald's largest suppliers and producers of beef patties in Europe. We also visited John and Catherine Powers' farm in Waterford as an example of McDonald's Flagship Farm Program.



Kepak Tour

The start of the tour visited Teagasc Grange home to Ireland's Agriculture and Food Development Authority renowned for its prominent beef production research programme. We continued visiting Kepak Farm in County Meath and finally onto Kepak's Clonee processing plant.

3 THE LEADERSHIP DIVIDEND IN SUSTAINABLE BEEF

“ *There is the need to set the direction and for leadership to deal with the issues and flip them into opportunity.* ”

Justin Sherrard - Keynote speaker
Global Strategist for Animal Protein
Rabobank



4

LAUNCH OF THE ERBS

Beef sustainability is a journey of continuous improvement, not the final destination. Since the journey began in 2011, members of the SAI Platform Beef Working Group have been focussing at farm level and initiating pre-competitive conversations on beef sustainability. Now as the **European Roundtable for Beef Sustainability**, we are a multi-stakeholder voice on beef sustainability in Europe.



“ *We recognise the diversity of production systems across Europe and therefore the need to build on existing local initiatives and provide the flexibility to work together in a locally-relevant way.* ”

Jane Duncan
Director of Operations
SAI Platform



5 BEEFING UP BLOCKCHAIN! What could blockchain do for beef?

Show end-to-end visibility and traceability; generate greater information and more awareness on animal well-being, the carbon footprint, grass-fed assurance, consumer engagement and certification among other value chain factors.



6

COMMUNICATING ABOUT BEEF SUSTAINABILITY

To quote the expression used by the Communications Lead at GRSB, **Sarah Bohnenkamp**:

7 “SUSTAINABILITY: THE RACE WITHOUT A FINISHING LINE”

As **Zsolt Szeidemann**, (DVM, BRD Segment Manager, Bayer Animal Health, Germany) stressed the urgency and threat that we are facing today and the necessity to join forces and work together, which is what the Roundtables are about.



**BE OPEN
LISTEN
LEARN
SHARE**