

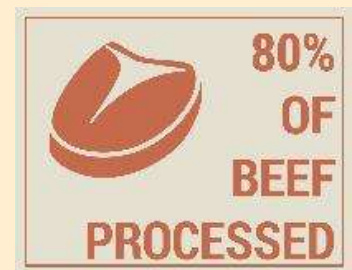
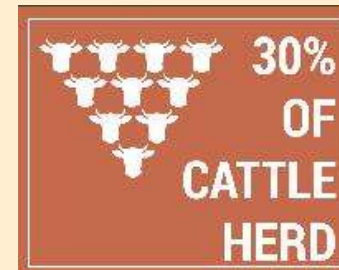
USRSB Update March 5, 2018

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What is USRSB?

The U.S. Roundtable for Sustainable Beef is a **multi-stakeholder organization** comprised of over 110 members across the full value chain of beef **working to advance, support and communicate** continuous improvement in sustainability through leadership, innovation, multi-stakeholder engagement and collaboration.





Constituencies made up of the value chain



Producers
(Ranchers,
feedyards &
associations)



Allied
Industry



Packers &
Processors



Retail &
Food Service



Civil Society



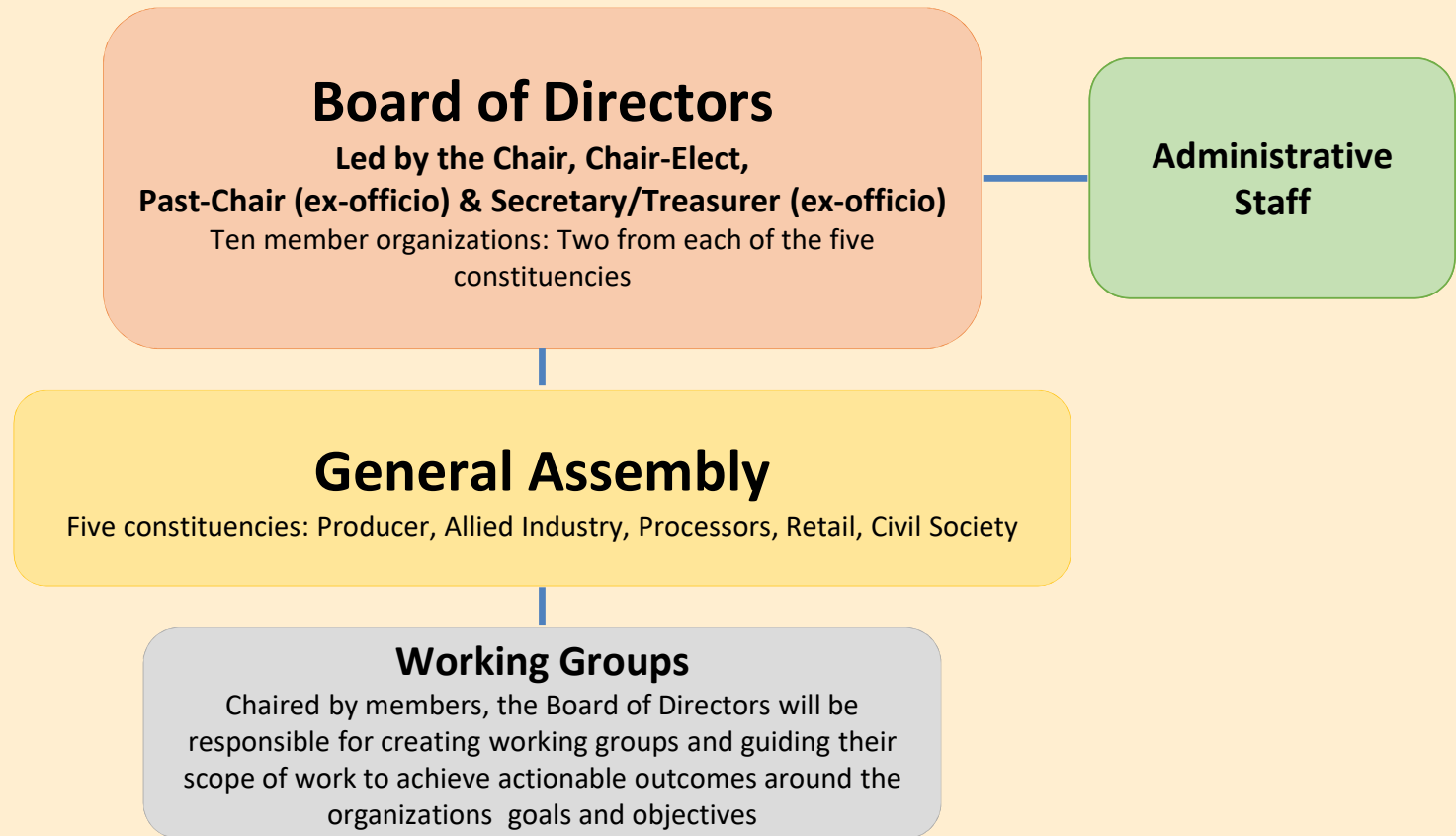


USRSB Membership

PRODUCER	
PROCESSOR	
RETAIL	
ALLIED INDUSTRY	
CIVIL SOCIETY	



Organizational Structure





USRSB Board of Directors

Allied Industry:

- Elanco Animal Health – Michelle Calvo-Lorenzo
- Merck Animal Health – Jessica Finck

Civil Society:

- World Wildlife Fund – Nancy Labbe
- Noble Research Institute – Chad Ellis

Retail:

- McDonald's Corporation – Rickette Collins (CHAIR)
- Arby's – Keith Anderkin

Packer/Processor:

- JBS USA – Kim Stackhouse-Lawson (CHAIR-ELECT)
- Cargill – Meghan Mueseler

Producer:

- Texas Cattle Feeders Association – Ben Weinheimer
- Colorado Cattlemen's Association – Steve Wooten



Past, Present and Future.

The USRSB will continue to work toward its vision to ensure the U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.





USRSB SUSTAINABILITY ASSURANCEFRAMEWORK

- 01 | INDICATORS FOR BEEF VALUE CHAIN
Animal Health & Well-Being; Efficiency & Yield; Land Resources; Air & Greenhouse Gas Emissions; Water Resources; Employee Safety & Well-Being
- 02 | SEGMENT SPECIFIC METRICS
developed for each indicator: Producers, Packers & Processors, and Retail & Food Service with Allied Industry and Civil Society Input at every segment
- 03 | SUSTAINABILITY ASSESSMENT GUIDES
Self-assessments / Tools / Resources
- 04 | EDUCATION, TRAINING & OUTREACH
Throughout the Beef Value Chain
- 05 | EXTERNAL PROJECTS
Pilot Projects / Research

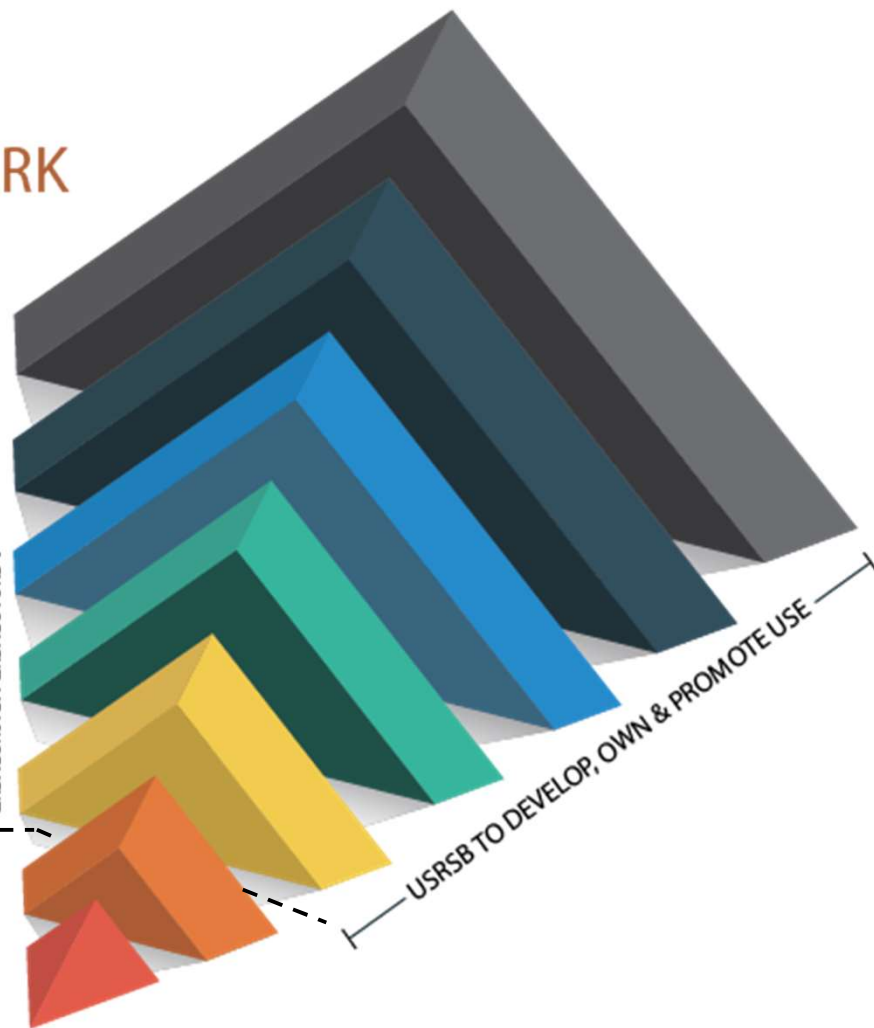
[IMPLEMENTED BY
B2B SUPPLY CHAINS]

SECOND-PARTY
CERTIFICATION

THIRD-PARTY
VERIFICATION

[INDICATOR WORKING GROUP]
[ENGAGEMENT, MEASUREMENT
& PROGRESS WORKING GROUP]

USRSB TO DEVELOP, OWN & PROMOTE USE





Working Groups

To achieve actionable outcomes around our goals and objectives the USRSB has developed two working groups:

1. Indicator Working Group (IWG)
Co-Chair: Nancy Labbe, World Wildlife Fund
Co-Chair: Ben Weinheimer, Texas Cattle Feeders Association
2. Engagement, Measurement & Progress Working Group (EMPWG)
Co-Chair: Clayton Huseman, Kansas Livestock Association
Co-Chair: Wayne Morgan, Golden State Foods

High Priority Indicators



**Animal Health
& Well Being**



**Air & Greenhouse
Gas Emissions**



**Efficiency
& Yield**



**Employee Safety
& Well-Being**



**Land
Resources**



**Water
Resources**

Animal Health & Well-Being: The cumulative effects of cattle health, nutrition, care and comfort.

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 & Well-Being: 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.

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.

Water Resources: The volume of water consumed by a sector for each process and any impacts on water quality by a sector for each process.

Value Chain Rules for Metric Selection Process



- Rule 1. Each sector identifies its own metrics for each indicator
- Rule 2. Sectors review and comment on all metrics, but only have authority over their own metrics
- Rule 3. Systems metrics are most desirable but sector metrics are often necessary for some indicators
- Rule 4. Metrics that do not drive improvement of indicators within a sector must be revised or replaced

ANIMAL HEALTH & WELL-BEING

The cumulative effects of cattle health, nutrition, care and comfort



COW-CALF

Are Beef Quality Assurance or similar program principles incorporated into management of the farm or ranch?



AUCTION MARKET

Are employees trained and auction-specific Beef Quality Assurance principles implemented at the auction market?



FEEDYARD

Are employees trained and Beef Quality Assurance principles being implemented at the feedyard?



PACKER & PROCESSOR

LEVEL 1

Packer: Does the company have a comprehensive animal welfare program that includes third-party verification?

Processor: Does your company have a documented animal welfare policy (or equivalent) and encourage the adoption of USRSB animal health and well-being metrics?

LEVEL 2

Packer: What is your company's total number of USDA non-compliance animal welfare violations per 100,000 head processed in the previous calendar year?

Packer: What percentage of cattle come under a third-party audit?

What percentage pass on first audit?

Processor: Does the company use second- or third-party animal welfare audits or certifications to verify compliance with its policy at least to the packer level?

LEVEL 3

Does your company track animal health and well-being overtime and set goals for continued improvement?

Does the company engage its suppliers or participate in partnerships, initiatives or programs to advance continuous improvement regarding animal health and well-being in the beef value chain?



RETAIL & FOODSERVICE

LEVEL 1

Does the company have a documented and publicly available animal welfare policy (or equivalent)?

Does the company encourage the adoption of USRSB metrics and support the use of the Beef Quality Assurance program in its beef supply chain?

LEVEL 2

Does the company require second or third party animal welfare audits or certifications to verify compliance with its policy at least to the packer level?

Does the company have a policy for audit failures?

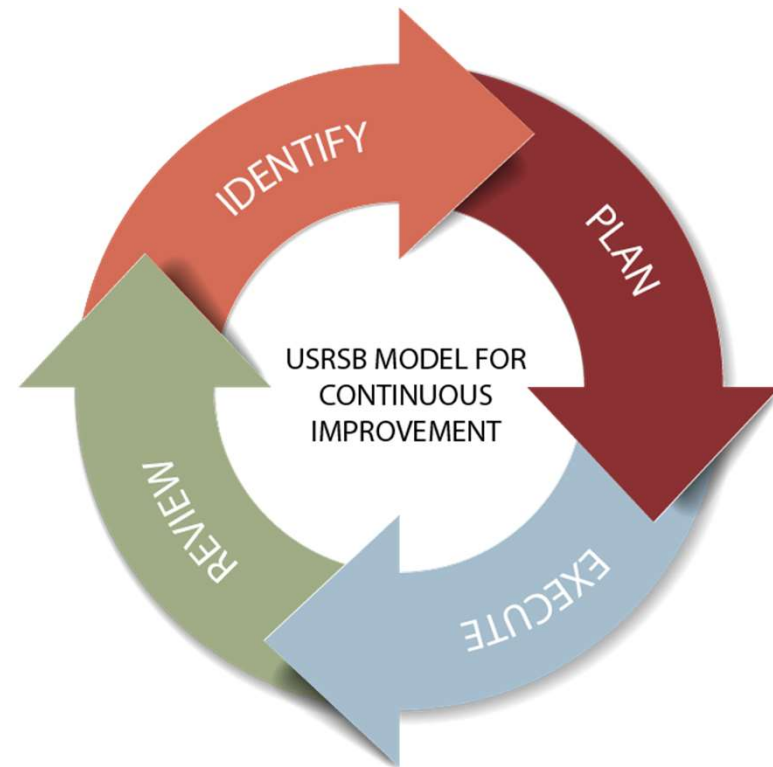
LEVEL 3

Does the company engage its suppliers on continuous improvement and emerging issues regarding animal health and welfare in its beef supply chain?

Does the company track progress on welfare outcomes that align with its policy and publicly disclose performance and progress against its animal welfare metrics?

What's Next?

- Sustainability Assessment Guides
- Public Comment Period
- Pilot Projects
- Field Trials
- Research
- Share Lessons Learned



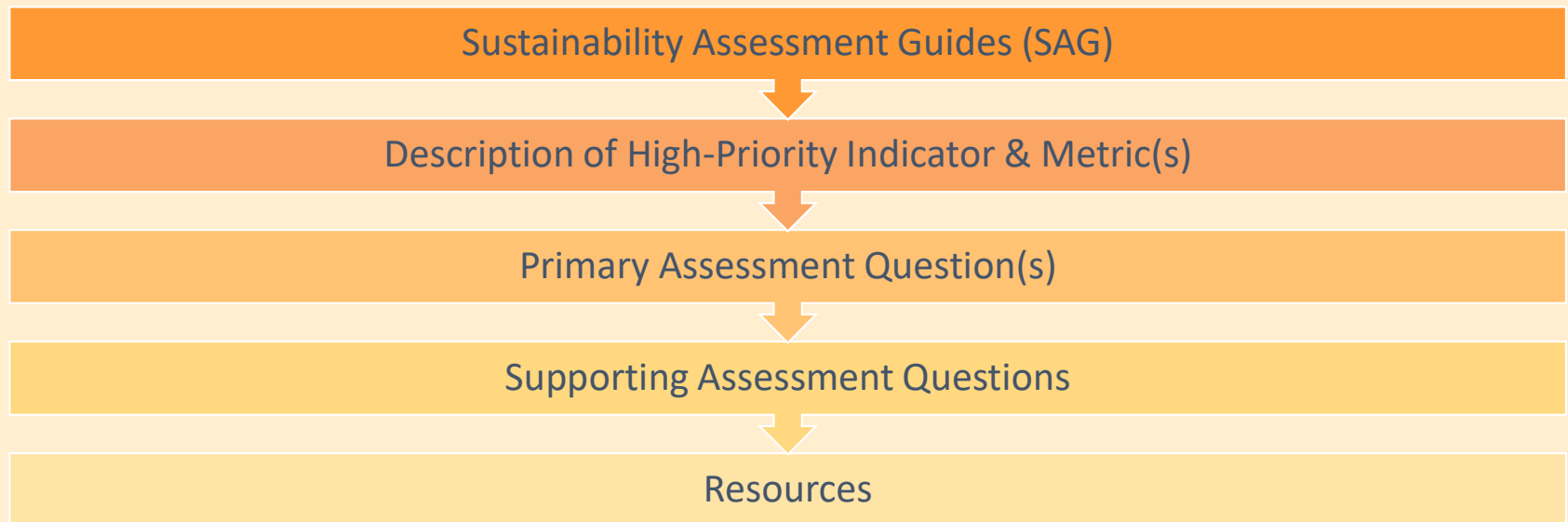
The USRSB will develop and update, as needed, a comprehensive sustainability package inclusive of high-priority indicators, metrics for each sector, sustainability assessment guides, tools and resources.



Sustainability Assessment Guide (SAG) Guidelines for Development

Each sector will be responsible for the development and management of their own sector-specific SAG documents that align with the USRSB high-priority indicators and metrics, using the following general guidelines for development:

1. Description of high priority Indicator and corresponding metric(s)
2. Primary Assessment Question(s)
3. Supporting Assessment Questions
4. Resources





Engagement, Measurement & Progress Working Group (EMPWG) Guiding Principles and Guidelines for Project Support

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. The USRSB achieves this 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.

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

As a transparent effort focused on shaping the sustainability framework for the U.S. beef value chain, the USRSB encourages and promotes continuous improvement through several actions, including:

- Identifying sustainability indicators
- Establishing verification methodologies
- Generating field project data to test sustainability concepts
- Providing a forum for open discussion, information exchange and program development
- Offering stakeholders an equal opportunity through membership participation

To promote and encourage continuous improvement in sustainability of the U.S. beef value chain, the USRSB has developed the following guiding principles and guidelines for project support through the efforts of the EMPWG to recognize, as appropriate, other sustainability initiatives whose aims are consistent with our mission and vision.

Guidelines for Project Support:

The EMPWG will develop and manage processes to review and support external projects, field trials, pilot projects and resources that align with the USRSB vision and mission to further advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain. For a project to be considered the following requirements must be met:

1. Project must align with the USRSB Mission, Vision, and one or more of the priority indicators and related metrics
2. Project must have components that allow for continuous improvement
3. Project should report on any recorded or identified gaps that may exist
4. Project must contribute to the U.S. Beef value chain being the trusted global leader in environmentally sound, economically viable and socially responsible beef production



Engagement, Measurement & Progress Working Group Guiding Principles and Guidelines for Project Support

Guiding Principles:

Projects under consideration will be evaluated by the Project Proposal Review Committee based on their alignment to the USRSB priority indicators and metrics as well as their intrinsic contribution to the U.S. beef value chain. Projects will be considered based on submitted proposals and accompanying documentation, with priority given to projects that meet multiple objectives. For reference, projects must meet the requirements outlined in the guidelines for project support above and score at least a "medium," based on the specifications provided below in the criteria for project selection to be admissible for consideration for USRSB project support and/or recognition.

Criteria for Selection:

For reference, projects under consideration will be evaluated by the Project Proposal Review Committee based on the following discoveries:

		Opportunity for Improvement		
		Low	Medium	High
Aligns with USRSB indicators and metrics	Low			
	Medium			
	High			

Criteria	Low	Medium	High
Number of indicators measured			
Number of metrics measured			
Number of sectors evaluated across the value chain			
Potential Impact			
Adaptability/practicality			
Plan for education/ dissemination			
Leveraging of support			
Status of Funding			
Likelihood of success			
Multi-stakeholder			
Ongoing initiative			
Industry or market driver			
Science based			
Ability of the proposing team to execute			
TOTAL			



2018

FOURTH ANNUAL GENERAL ASSEMBLY MEETING | MAY 1 - 3 | OKLAHOMA CITY, OK

Momentum Into Action

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Make a Difference.

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[LEARN MORE](#)[BECOME A MEMBER](#)

www.USRSB.org