



U.S. Roundtable for Sustainable Beef Supports Inaugural Sustainable Agriculture Summit

DENVER (Nov. 18, 2016) – This week, the [U.S. Roundtable for Sustainable Beef](#), along with the Innovation Center for U.S. Dairy, Field to Market, U.S. Poultry and Egg Association, Stewardship Index for Specialty Crops and the National Pork Board, hosted the [Sustainable Agriculture Summit](#) in Atlanta. The Summit brought together more than 500 farmers, ranchers, retailers, organizations and individuals with an interest in sustainable agriculture to share ideas and discuss trends.

Consumers are increasingly interested in where their food comes from and how it's raised. That often includes questions and concerns around the sustainability of food. As such, agriculture leaders and commodities are working together more than ever to ensure farmers and ranchers are part of the conversation and that consumer expectations are being met.

“The opportunity to bring all of these important stakeholders together to discuss sustainability is invaluable,” said John Butler, CEO of Beef Marketing Group and Chair of the USRSB. “We get a chance to learn from one another while having open and honest conversations about where we're all headed.”

For the USRSB, this event allowed the organization to share what has been accomplished during the past few months and where efforts will be focused moving forward. A session was held to explain what sustainability metric development means for beef. During the presentation, multiple members of the beef value chain discussed learnings from their experience. They reviewed the metric development process, indicator selection and draft metrics chosen by each segment.

Transparency and collaboration are integral to helping the beef community tell its unique sustainability story. As the USRSB continues its work, there will be ongoing emphasis to involve stakeholders and demonstrate continuous improvement over time.

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