

ANNUAL REPORT

2019



A photograph of a cowboy on a horse herding a large group of cattle in a field. The cowboy is wearing a light-colored cowboy hat, sunglasses, and a blue jacket with a logo on the back. The horse is grey. The cattle are dark-colored with yellow and red ear tags. The background shows rolling hills under a clear sky.

USRSB BOARD OF DIRECTORS & OFFICERS

CHAIR: Ben Weinheimer – *Texas Cattle Feeders Association*

CHAIR-ELECT: Wayne Morgan, Ph.D. – *Golden State Foods*

SECRETARY/TREASURER: Scott Anderson, Ph.D. – *CRI Feeders*

PAST CHAIR: Kim Stackhouse-Lawson, Ph.D. – *JBS USA*

Townsend Bailey – *McDonald's Corporation*

Gurneesh Bhandal – *Cargill*

Mike Brems – *McDonald's Corporation*

Cameron Bruett – *JBS USA*

Michelle Calvo-Lorenzo, Ph.D. – *Elanco Animal Health*

Matthew Cleveland, Ph.D. – *ABS USA*

Caitlin Colegrove – *Target Corporation*

Chad Ellis – *Noble Research Institute*

Jessica Finck, Ph.D. – *Merck Animal Health*

Bethany Fitzgerald – *Target Corporation*

Clayton Huseman – *Kansas Livestock Association*

Myriah Johnson, Ph.D. – *Noble Research Institute*

Nancy Labbe – *World Wildlife Fund*

Rob Manes – *The Nature Conservancy*

Tom McDonald – *Five Rivers Cattle Feeding*

Sara Place, Ph.D. – *Elanco Animal Health*

Steve Wooten – *Colorado Cattlemen's Association*

SUSTAINABILITY COMES TOGETHER HERE

The U.S. Roundtable for Sustainable Beef brings together instrumental stakeholders to lead the beef sustainability initiative across the entire U.S. beef value chain. We believe each sustainability journey is unique and lends itself to specific goals for individuals, companies, and organizations. Our efforts in 2019 reflect that uniqueness.

Throughout the year we expanded our membership, bringing together 120 individuals, companies and operations, allied industries, research institutions, and non-governmental organizations that are united around a common vision for beef sustainability. Our members shared the impactful story of U.S. beef, provided free tools and resources to continuously improve the production, processing, distribution, and focused on improving overall trust of U.S. beef among consumers. This included our self-assessment tool aimed to help stakeholders make decisions in key areas of beef sustainability, including profitability, animal welfare, and natural resources.

In 2019, USRSB expanded our support of projects that promote beef sustainability and recognized marketplace programs that appropriately incorporate the Framework. Three new projects received support in 2019, expanding our efforts to explore and advance diverse areas of environmental, economic, and social elements of beef sustainability. In addition, the USRSB Recognition Program approved fifteen marketplace programs representative of 13.8 million head of cattle and 18.1 billion pounds of beef.

A vision for the future of our organization was planned in the 2020-2022 USRSB Strategic Plan, which outlines key areas of focus to guide our efforts over the next three years. This includes the development of industry targets and expanded communication and outreach efforts to improve awareness and implementation of the U.S. Beef Industry Sustainability Framework.

We are proud of the work accomplished by the USRSB this year and are excited to share this progress with each of you. As you explore the 2019 USRSB Annual Report, we hope you share the same pride in our efforts to improve beef sustainability and build trust across the U.S. beef value chain.



Ben Weinheimer
2019-2020 USRSB Chair



Ashley McDonald
USRSB Executive Director

USRSB MEMBERS





Boar's Head



National Beef

PACKER PROCESSOR

NAMI NORTH AMERICAN MEAT INSTITUTE



Green Plains CATTLE COMPANY LLC

San Ignacio del Babacomari



SEMINOLE



Iowa Cattlemen's



Association



LUCKEY CUSTOM FEEDLOT, INC.



TEXAS CATTLE FEEDERS ASSOCIATION



Tejas Feeders LTD



RETAIL FOOD SERVICE



Rabo AgriFinance



MERCK Animal Health



Phileo LESAFFRE ANIMAL CARE



UNIVERSITY OF Nebraska Lincoln



ANIMAL SCIENCE TEXAS A&M UNIVERSITY



CIVIL SOCIETY

THE U.S. BEEF INDUSTRY SUSTAINABILITY FRAMEWORK

In May, the USRSB unveiled the U.S. Beef Industry Sustainability Framework, a comprehensive set of tools and resources to support the entire beef value chain in assessing and measuring beef sustainability. The resource was the first of its kind, providing individual approaches to sustainability for each segment of the beef value chain.

Since launching the Framework, the USRSB showcased the resource to roughly 9,000 individuals through presentations and events. We encouraged uptake and adoption of principles so individual companies and operations could improve their use of resources, their care for animals, and their bottom line. The USRSB took the message digitally as well, creating a bank of video resources promoted through social media. The resources premiered online and helped launch the USRSB's presence on two new social platforms – Facebook and Instagram. These platforms work to share the message of beef sustainability alongside the organization's Twitter account.

USRSB SELF-ASSESSMENT TOOL

A key element of continuous improvement is measuring progress. USRSB developed a self-assessment tool that allows individuals and companies to voluntarily (and privately) assess and measure sustainability efforts. The online resource launched in July and was accessed 59 times throughout the year.

RECOGNITION PROGRAM

The USRSB developed an official recognition process to allow existing marketplace programs that appropriately incorporate the Framework. The USRSB Recognition Program approved 15 programs throughout 2019 representing 13.8 million head of cattle and 18.1 billion pounds of beef. These programs include:

COW CALF PROGRAMS



FEEDYARD/FINISHER PROGRAMS



PACKER/PROCESSOR PROGRAMS



Organizations recognized and listed above under the USRSB Recognition Program have undergone a third-party review in seeking recognition for alignment with the U.S. Beef Industry Sustainability Framework. The USRSB Recognition Program specifically prohibits product claims related to the U.S. Beef Industry Sustainability Framework. The USRSB also does not endorse the use or format of specific documents developed as part of a program's approach to conduct audits or verifications against the U.S. Beef Industry Sustainability Framework. Use of trade names, logos, commercial programs or private organizations above is for identification purposes only to recognize organizations that have successfully completed the USRSB Recognition Program and does not imply endorsement or recommendation by the USRSB.

ADVANCING BEEF SUSTAINABILITY

Another way the USRSB continues to advance beef sustainability is through project support. Organizations that have research projects, pilots, or tools that are shown to advance, support and communicate continuous improvement in the sustainability of U.S. beef can receive official support from the USRSB after undergoing an application and evaluation process. The following projects received USRSB support in 2019:

AMERICAN NATIONAL CATTLEWOMEN'S WOMEN IN RANCHING EDUCATION & DEVELOPMENT (WIRED)

The American National CattleWomen's Women in Ranching Education and Development (WIRED) program hosts hands-on workshops for producers, currently reaching female producers across 15 different states. Participants undergo BQA and animal handling training, receiving tips from experts across the industry. Additionally, women attend sessions covering grazing management, being a good boss, transition planning, and technologies available in the industry. Five 2020 events are scheduled in California, Minnesota, Oregon, South Dakota, and Wyoming.

Project Partners: American National CattleWomen, Bank of Baker, Cattle Vac Box, Merck Animal Health, MultiMin USA, and Neogen

DUCKS UNLIMITED COVER CROP AND LIVESTOCK INTEGRATION PROJECT

Based in the Prairie Pothole Region of the Dakotas, the Ducks Unlimited Cover Crop and Livestock Integration Project incentivizes farmers to adopt cover crops and other soil health practices. This includes working with ranchers to integrate livestock into cropping systems to improve soil composition, nutrient/water cycling, and farm economics. Supporting viable grazing opportunities in this landscape helps protect remaining grasslands that provide vital wildlife habitat from being converted. Ducks Unlimited works with numerous partners to administer technical assistance and cost-share payments for adoption by willing landowners.

Project Partners: Ducks Unlimited Inc., Natural Resources Conservation Service, North Dakota Heritage Fund, National Fish and Wildlife Foundation, Natural Resources Trust, Millborn Seed, and numerous landowners

AMERICAN FARMLAND TRUST SUSTAINABLE GRAZING PROJECT

Through its Sustainable Grazing Project, American Farmland Trust works closely with several pilot producers in Virginia to assist with the adoption of regenerative grazing practices to protect natural resources while improving profitability for producers. On farm research and operation specific grazing management and conservation plans are being developed with an emphasis on the adoption of improved record keeping and technology. Due to their importance for sustainable production, efforts are also being made to improve markets and land access. Results from this pilot project will be conveyed using workshops, blog post, podcast, and case studies to help improve the awareness and adoption of such practices. This initial effort will be vital in developing protocols which can be used to replicate this project in other regions of the US.

Project Partners: The Chesapeake Bay Foundation, Farm Credit of Virginias, Natural Resources Conservation Service, Soil and Water Conservation Districts, Virginia Farm Bureau, Virginia Cooperative Extension, Virginia Department of Agriculture, Piedmont Environmental Council, Virginia Forage and Grassland Council and the Virginia Working Lands Group.

Review all supported projects online at www.usrsb.org/usrsb-supported-projects.



2019 MILESTONES

MAY

USRSB adopts U.S. Beef Industry Sustainability Framework

USRSB accepted as ex-officio member of International Consortium for Antimicrobial Stewardship in Agriculture

JULY

USRSB launches Self-Assessment Tool

AUGUST

USRSB joins Feed Task Force Pilot

USRSB announces formal Recognition Program

SEPTEMBER

USRSB begins development of Outreach Program

OCTOBER

USRSB approves 2020-2022 Strategic Plan

DECEMBER

USRSB creates Goals Committee



USRSB MEMBERS
OVERWHELMINGLY APPROVED
THE ADOPTION OF THE
U.S. BEEF INDUSTRY
SUSTAINABILITY FRAMEWORK.



USRSB IMPACT:

81%

MEMBERS REPORTED
UTILIZING USRSB MATERIALS
AND RESOURCES IN SUSTAINABILITY
MARKETING AND COMMUNICATION EFFORTS

PRINTED FRAMEWORK
RESOURCE DOCUMENTS
DISTRIBUTED

4,700

48

MEETINGS PRESENTING THE U.S.
BEEF INDUSTRY SUSTAINABILITY
FRAMEWORK

ESTIMATED STAKEHOLDERS
REACHED THROUGH
EXTERNAL OUTREACH

9,000

164,106

IMPRESSIONS GAINED
THROUGH SOCIAL MEDIA
PLATFORMS

ENGAGEMENTS ON SOCIAL
MEDIA PLATFORMS

4,995

MOVING FORWARD

In 2019, the USRSB Board of Directors developed a formal strategic plan. The 2020 - 2022 USRSB Strategic Plan recognizes four key areas of focus as well as corresponding goals for the organization.

PROMOTE ADOPTION OF SUSTAINABILITY FRAMEWORK

- Reach 300,000 producers with messaging campaign through trade media
- Achieve utilization of self-assessment tools by 1,000 users
- Recognize 10 industry programs that align with the Framework
- Complete development of an outreach program for the four value chain sectors

ESTABLISH INDUSTRY SUSTAINABILITY TARGETS

- Develop U.S. beef value chain goals for each of the six high priority sustainability indicators
- Collaborate with value chain stakeholders to develop sector-specific targets for one or more metrics to support the value chain goals

BUILD AWARENESS WITH EXTERNAL STAKEHOLDERS

- Collaborate with five external organizations to highlight beef sustainability
- Convene 20 thought-leaders at stakeholder events

ENSURE ORGANIZATIONAL SUCCESS

- Increase gross revenue 10 percent year-over-year
- Engage five members in leadership roles
- Grow USRSB members by 25 percent in the cow-calf, retail and civil society constituencies

USRSB STATEMENT OF ACTIVITIES

For the Year Ended September 30

	2019	2018
REVENUES		
Dues, Meetings and Sponsorships	\$605,344	\$573,333
Total Revenues	\$605,344	\$573,333
EXPENSES		
Total Expenses	\$605,889	\$514,691
NET CHANGE	\$(545)	\$58,642
RESERVES BALANCE BEGINNING OF YEAR	\$300,631	\$241,989
RESERVES BALANCE END OF YEAR	\$300,086	\$300,631





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.

EXPLORE

Explore USRSB tools and resources including the full U.S. Beef Industry Sustainability Framework online at www.beefsustainability.us.

CONNECT



@USRSBeef

JOIN

USRSB membership is open to stakeholders that share the vision to make the U.S. the trusted global leader in beef sustainability.

Visit www.usrsb.org to learn more.