

2021



ANNUAL REPORT



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,
SOCIALY RESPONSIBLE AND ECONOMICALLY
VIALE BEEF.

USRSB BOARD OF DIRECTORS & OFFICERS

CHAIR: Steve Wooten – *Colorado Cattlemen's Association*

CHAIR-ELECT: Debbie Lyons-Blythe – *Kansas Livestock Association*

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

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

Banks Baker – *McDonald's Corporation*

Bethany Fitzgerald – *Target Corporation*

Brett Basel – *Golden State Foods*

Caitlin Colegrove – *Target Corporation*

Cameron Bruett – *JBS USA*

Chad Ellis – *Partnership of Rangeland Trust*

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

Kristie Maczko, Ph.D. – *Sustainable Rangelands Roundtable*

Matthew Cleveland, Ph.D. – *ABS*

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

Mike Williams – *California Cattlemen's Association*

Nancy Labbe – *The Nature Conservancy*

Nikki Richardson – *JBS USA*

Ray Vargocko – *McDonald's Corporation*

Rob Manes – *The Nature Conservancy*

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

Tom McDonald – *Texas Cattle Feeders Association*

SUSTAINABILITY COMES TOGETHER HERE

With the end of another unprecedented year comes a time of reflection of the many triumphs and tribulations we shared over the last year. Although the prolonged COVID-19 pandemic presented challenges throughout the entire supply chain, our membership persevered with fortitude and devotion to continue work towards our mission.

Over the last year, the USRSB grew its membership 8%, bringing together 132 individuals, companies, operations, allied industries, research institutions and non-governmental organizations. This membership united around a shared vision for the U.S. beef industry to be the trusted global leader in environmentally sound, socially responsible and economically viable beef. Sharing in the centralized collaboration facilitated by the USRSB, our members highlighted beef's impactful story while developing free tools and resources. This was done to expand communications and outreach efforts to improve awareness and implementation of the U.S. Beef Industry Sustainability Framework.

This year, the USRSB celebrated the completion of the online sustainability resource modules for packers/processors and retail/foodservice, which rounded out the series for the entire beef value chain. In alignment with the U.S. Beef Industry Sustainability Framework, the series aims to support actions that can improve the sustainability of a user's operations and the beef value chain.

As the global conversation around beef sustainability grows, we know that our voice can showcase cattle's role in the climate solution. Therefore, we plan to demonstrate our dedication to action with the launch of our U.S. beef industry goals and sector targets in 2022, which will be set across our six high-priority indicators: land resources, water resources, air and greenhouse gas emissions, animal health and well-being, worker safety and well-being, and efficiency and yield.

As we celebrate the silver linings of a year full of uncertainty, I hope you will join us on our sustainability journey as we continue to make the U.S. beef industry the pinnacle of sustainable resilience.



Steve Wooten
2021-2022 USRSB chair

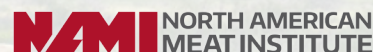
MEMBERSHIP

USRSB members represent a diverse group of individuals with interest in continuously improving how beef is raised, processed and distributed. Members share a stake in creating a sustainable food system for the future and believe in leading that effort throughout the U.S. Together, we learn, explore and solve problems while developing tools and resources to advance beef sustainability.

89% OF MEMBERS ARE SATISFIED OR VERY SATISFIED WITH THE PROGRESS OF THE USRSB IN ACHIEVING ITS GOALS

76% OF MEMBERS REPORT UTILIZING USRSB MATERIALS AND RESOURCES IN SUSTAINABILITY MARKETING AND COMMUNICATIONS EFFORTS

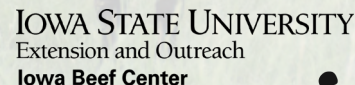
PACKER / PROCESSOR



ALLIED INDUSTRY



CIVIL SOCIETY



PRODUCER: COW-CALF - AUCTION MARKET - FEEDYARD



RETAIL / FOOD SERVICE



A CASE FOR BEEF SUSTAINABILITY



The U.S. beef industry is the global leader in sustainability and has proven its commitment to a more sustainable future. Today, the beef industry continues to raise the bar. The industry produces healthier animals, uses resources more responsibly and strengthens the communities where it operates.

Yet consumers and media still have questions about the industry's commitment to the future. Events like Earth Day, Climate Week and the U.N. Food Systems Summit shine a light on the importance of beef sustainability, but they also demonstrate the ever-important improvement efforts of the industry. In 2021, traditional media volume around beef sustainability increased more than 320%, proving that it is top of mind for U.S. consumers and proving the value of the USRSB's work towards goals completion, the U.S. Beef Industry Sustainability Framework and the 2020-2022 Strategic Plan.

The USRSB aims to support solutions to the concerns of the modern-day consumer while building upon the sustainable U.S. food system for industry members. The USRSB's multi-stakeholder approach allows for national collaboration to advance, support and communicate continuous improvement of sustainability across the U.S. beef value chain. As the USRSB moves forward with setting goals in 2022, it does so with the environmental, social and economic sustainability of the entire beef value chain in mind.



RECOGNITION PROGRAM

The USRSB developed an official recognition process in 2019 for member industry programs seeking recognition for their program's alignment with the USRSB's Sustainability Framework. Since then, the program has grown to include 20 programs. This rigorous three-year recognition requires the program owner to submit an application and supporting program materials detailing the inclusion of the U.S. Beef Industry Sustainability Framework in their program. After evaluation and recommendation by an independent third-party, the program must then be approved by the USRSB Board of Directors to receive recognition. To find out more about the Recognition Program please visit www.USRSB.org/Recognition. The following programs have achieved the USRSB's recognition:

COW-CALF PROGRAMS



FEEDYARD/FINISHER PROGRAMS



AUCTION MARKET PROGRAMS



PACKER/PROCESSOR PROGRAMS



Disclaimer: 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 do not imply endorsement or recommendation by the USRSB.

GET RECOGNIZED

Do you have a sustainability program that aligns with the U.S. Beef Industry Sustainability Framework?

www.usrsb.org/recognition



ADVANCING BEEF SUSTAINABILITY

Driving continuous improvement means supporting potential advancements in beef sustainability from all angles. One way the USRSB contributes to advancing improvements is through project support. Organizations that have research projects, pilots or tools shown to advance, support and communicate continuous improvement in the sustainability of U.S. beef can receive official support from the USRSB after going through an application and evaluation process. The following projects received USRSB support in 2021:

PERCEIVED BENEFITS, BARRIERS AND ENABLING CONDITIONS OF RANCH MANAGEMENT PLANNING ACROSS THE NORTHERN GREAT PLAINS

The Nature Conservancy is surveying ranchers in the Northern Great Plains on grazing management practices and motivations for developing plans to improve the operation and nature/habitat. The survey was developed by Colorado State University.

DOES SELECTION OF BEEF CATTLE FOR GROWTH AND CARCASS TRAITS IMPACT POST-WEANING IMMUNOLOGICAL PHENOTYPE AND ROBUSTNESS TRAITS?

Oklahoma State University and South Dakota State University are applying for a USDA Grant for research around determining the effects of selection for moderate or extreme genetics on the performance of offspring and characterizing their impact on calf stress and immune responsiveness, behavior and temperament.

YOU360

Initiative YOU360 is a partnership between Synergy for Ecological Solutions, a nonprofit with a foundation, and the Carbon Asset Network. Foundation donations go to fund landowner practice implementation that promote soil health and increase soil carbon, as well as to fund technical assistance and soil tests.

U.S. GRAZING MANAGEMENT SURVEY

The National Cattlemen's Beef Association conducted a national survey of ranchers about their grazing management practices and motivations or deterrents in developing plans or strategies. The survey was developed by Kansas State University and asks about specific elements of any tool that aids in managing forages, wildlife and natural disasters.

INTEGRATING SYSTEMS MODELS WITH HUMAN BEHAVIOR TO DEVELOP REGENERATIVE GRASSLAND BEEF SYSTEMS

Kansas State University, in partnership with Texas A&M AgriLife, has a project integrating systems models with human behavior to develop regenerative grassland-beef systems. This project will use soil, plant and cattle production models along with aspects of human behavior to develop regenerative management systems.

A full list of supported projects can be reviewed online at www.usrsb.org.

STATEMENT OF ACTIVITIES

USRSB STATEMENT OF ACTIVITIES

For the Year Ended September 30

	2021	2020
REVENUES		
Dues, Meetings and Sponsorships	\$ 884,885	\$ 735,018
Total Revenues	\$ 884,885	\$ 735,018
EXPENSES		
Total Expenses	\$ 739,972	\$ 686,070
NET CHANGE	\$ 144,912	\$ 48,948
RESERVES BALANCE BEGINNING OF YEAR	\$ 349,034	\$ 300,086
RESERVES BALANCE END OF YEAR	\$ 493,946	\$ 349,034





MODULES FOR CONTINUOUS IMPROVEMENT

The U.S. Roundtable for Sustainable Beef's Framework Outreach Program is aimed at supporting actions that can improve the sustainability of operations and the beef value chain. The free USRSB sustainability modules, which are now available for the entire value chain, are a part of a series that help you demonstrate continuous improvement and boost your bottom line.

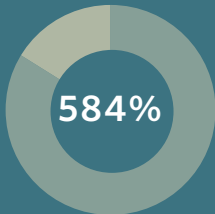
Visit USRSB.org/Resources to view all the USRSB's free tools and resources.



PROMOTE ADOPTION OF
SUSTAINABILITY FRAMEWORK
STRATEGY 1
IN PROCESS

2020-2022 STRATEGIC PLAN

STRATEGIES AND GOALS



Producer reach

Reach 300,000 producers through trade media

Reached over 1.75 million producers with USRSB messaging



Use of self-assessments

Achieve utilization of self-assessment tools by 1,000 users

Nearly 576 unique users have used the self-assessment tools



Outreach programs

Develop an outreach program for the four value chain sectors

Modules completed: cow-calf/stocker/backgrounding, auction markets, feedyards, packer/processor and retail/food service



Program recognition

Recognize 10 industry programs that align with the Framework

Recognized 20 programs across 13 different brands through the USRSB's recognition program

- 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

The USRSB has begun a goals-setting process. This effort will set credible goals for the industry and practical targets for each sector of the value chain.



ESTABLISH INDUSTRY SUSTAINABILITY TARGETS **STRATEGY 2** IN PROCESS

BUILD AWARENESS WITH EXTERNAL STAKEHOLDERS **STRATEGY 3** IN PROCESS

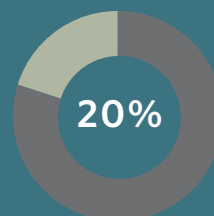
- Collaborate with five external organizations to highlight beef sustainability
- Convene 20 thought-leaders at stakeholder events

Members using USRSB resources and materials **76%**

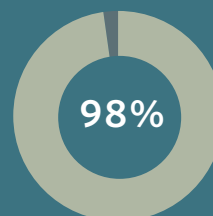
Members using USRSB programs and tools **59%**

Members participated in a USRSB activity **87%**

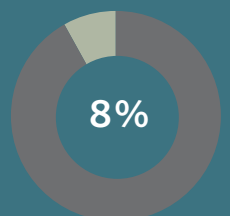
- Increase gross revenue 10% year-over-year
- Engage 5 members in leadership roles
- Grow USRSB members by 25% in the cow-calf, retail/foodservice, and civil society constituencies



Increase in revenue



Member retention rate



Growth in membership

ENSURE ORGANIZATIONAL SUCCESS **STRATEGY 4** IN PROCESS

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.



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.

