



ANNUAL REPORT

2025



A multi-stakeholder initiative developed to advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain.

ADMINISTRATIVE CONTACTS

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MISSION

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.

USRSB BOARD OF DIRECTORS & OFFICERS

Chair: Nancy Labbe, *The Nature Conservancy*

Chair-Elect: Tom McDonald, *Texas Cattle Feeders Association*

Secretary/Treasurer: Scott Anderson, *CRI Feeders*

Past Chair: Mike Williams, *California Cattlemen's Association*

Paula Alexander, *Tyson Foods*

Hugh Aljoe, *Noble Research Institute*

Charlie Beshler, *National Grazing Lands Coalition*

Rob Cannell, *National Beef*

Bruce Daley, *Sysco*

Brooke Davis, *Lopez Foods*

Jessica Gilreath, *Elanco*

Jeff Goodwin, *Texas A&M Center for Grazinglands and Ranch Management*

Tim Hardman, *FMG Global*

Clayton Huseman, *Kansas Livestock Association*

Myriah Johnson, *Farm Credit Services of America*

Ashley Lembke, *American Foods Group*

Gene Lollis, *Florida Cattlemen's Association*

Rob Manes, *The Nature Conservancy*

PJ Newcomb, *Golden State Foods*

Belinda Richardson, *McDonald's Corporation*

Mark Seyfert, *Taco Bell/YUM! Brand*

Julia Shuck, *Costco*

Bryan Valladares, *Darden Restaurants*

Jessica Willingham, *Sysco*

Michelle Zackin, *Walmart*

Lance Zimmerman, *Rabobank*

*Current Board of Directors | *Term ended May 2025



LETTER FROM THE CHAIR

NANCY LABBE, THE NATURE CONSERVANCY
2025-2026 USRSB CHAIR

Responsibility — to care for our land, water and communities thoughtfully and collaboratively — sits at the heart of USRSB and continues to guide our work as we move the beef industry forward through a lens of continuous improvement.

Over the past year, I've been reminded just how powerful it is when diverse voices come together around shared values. From engaging in the FAO Global Conference on Sustainable Livestock Transformation to helping represent USRSB during NYC Climate Week, we've seen growing interest in practical, science-based solutions that recognize the environmental, economic and social realities of beef production. These conversations reinforce what many ranchers and producers have long known: sustainability is not a destination, but an ongoing process of learning, adapting and improving.

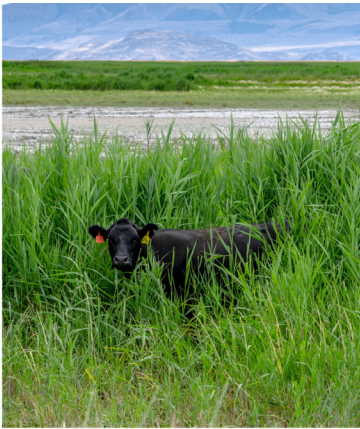
That mindset has also shaped important work closer to home. In 2025, USRSB undertook strategic planning for 2026-2028. This effort, alongside the publication of the Sustainable Beef Research Roadmap, reflects our commitment to grounding decisions in credible science while ensuring tools and resources remain relevant, accessible and actionable for those across the beef value chain.

I'm deeply grateful to all those who continue to show up with curiosity and an eagerness to work together. The strength of USRSB lies in this collaboration and in our shared belief that continuous improvement can support resilient landscapes, viable operations and a beef industry positioned for the future.

Thank you for your dedication and engagement. I look forward to building on our progress together and continuing this important work in the year ahead.

A handwritten signature in cursive script that reads "Nancy Labbe". The ink is dark and the signature is fluid and elegant.

NANCY LABBE, 2025-2026 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, developing tools and resources to advance beef sustainability

WELCOME FY25 NEW USRSB MEMBERS!

- McEndaffer Beef Genetics | Producer
- AgriWebb | Allied Industry
- Holistic Management International (HMI) | Civil Society
- Society for Range Management (SRM) | Civil Society
- Texas Roadhouse | Retail & Foodservice
- ALDI | Retail & Foodservice

USRSB MEMBERSHIP

IN FISCAL YEAR 2025

PACKER/PROCESSOR



ALLIED INDUSTRY



Rabo AgriFinance

Rumin8



syngenta



zoetis

CIVIL SOCIETY



AMERICAN HUMANE FIRST TO SERVE



BIF BEEF IMPROVEMENT FEDERATION EST. 1968



IOWA STATE UNIVERSITY Extension and Outreach Iowa Beef Center



PRODUCERS



RETAIL / FOODSERVICE



STRATEGIC PLAN

MEASURE AND REPORT PROGRESS TOWARD GOALS AND TARGETS



- Establish and publish baselines for each Goal and Target
- Develop data collection and housing capabilities by 2024
- Annually evaluate outcomes of progress and stated timelines, and plan accordingly

DRIVE ADOPTION OF SUSTAINABILITY



- 90% of USRSB supply chain members have adopted and implemented two or more sector-specific sustainability practices, as identified in the U.S. Beef Industry Sustainability Framework
- 25% of U.S. beef supply chain stakeholders have adopted and implemented two or more sector-specific sustainability practices, as identified in the U.S. Beef Industry Sustainability Framework

IDENTIFY, FACILITATE AND SUPPORT SUSTAINABILITY RESEARCH PRIORITIES



- Catalyze research to measure and report progress towards Goals and Targets and to maintain continuous improvement
- Grow credibility of the USRSB as a leader in science-based beef sustainability resources and research

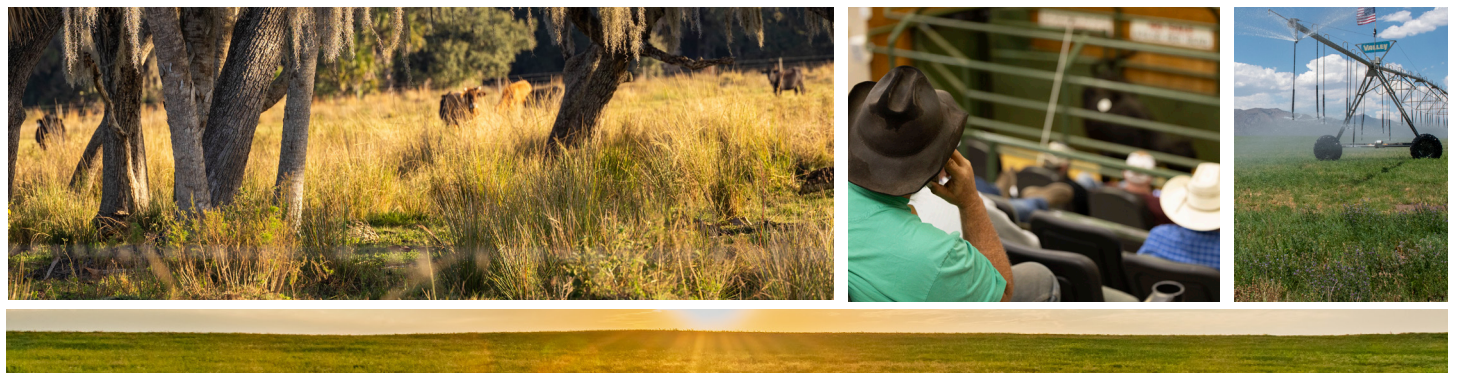
ENSURE ORGANIZATIONAL SUCCESS



- Ensure 70% of members identify the USRSB as being helpful in achieving their own sustainability objectives
- Build organizational capacity with funding and staff
- Continue to build USRSB credibility as the subject matter expert in beef sustainability

SUMMARY

Over the past three years, USRSB has facilitated countless convenings of our working groups, members and beyond to help build alignment across our various stakeholders and to foster collaboration and partnerships aimed at advancing our industry. The following pages of this annual report provide updates on the activities that continue to shape to work of USRSB, helping us to achieve our shared ambitions within our strategic plan.



USRSB HIGH-PRIORITY INDICATOR GOALS & SECTOR TARGETS

In alignment with its mission to advance, support and communicate continuous improvement of sustainability across the U.S. beef value chain, the USRSB has set ambitious aspirational goals and sector-level targets across all six high-priority indicators of sustainability. These goals and targets serve as a catalyst for the industry to innovate and demonstrate our collective ambition to foster continuous improvement across the U.S. beef value chain.

AIR & GREENHOUSE GAS EMISSIONS



The U.S. beef supply chain will achieve climate neutrality by 2040.

LAND RESOURCES



The U.S. beef supply chain will work to maintain and improve grazing lands under the care of U.S. beef producers. We will do this by:

- Establishing a baseline for acres under grazing management plans (GMPs) by 2023;
- Achieving 385 million acres covered by a written GMP by 2050; and
- Supporting programs that respect property rights, create value and expand producer capacity to deploy well-managed grazing strategies to ensure lasting legacies founded on conservation and economic success.

WATER RESOURCES



By 2050, the U.S. beef supply chain will improve water management strategies and improve water quality. We will do this by:

- Benchmarking water use and quality by 2025;
- Improving retention and capture of nutrients for beneficial use; and
- Supporting feedstuffs growers to achieve their water sustainability goals.

EMPLOYEE SAFETY & WELL-BEING



The U.S. beef supply chain is committed to continuously improving the safety, development and well-being of individuals working throughout the industry. We will do this by:

- Reducing the Total Recordable Incident Rate (TRIR) by 50% by 2030 in relevant operations; and
- 10% year-over-year increase in individuals trained for stockmanship and safety through identified programs to reduce injuries on farms and ranches.

ANIMAL HEALTH & WELL-BEING



The U.S. beef supply chain will continue to improve animal health and well-being. We will do this by:

- Strengthening our commitment to the highest standards of animal care; and
- Achieving sector-relevant targets linked to optimal animal care through increased participation in trainings, certification programs and implementation of policies.

EFFICIENCY & YIELD



The U.S. beef supply chain will improve efficiencies, enhance product value and increase demand, which collectively will enable operations and businesses to maintain and improve individual and community financial health.

GOALS & TARGETS TRACKING WORKING GROUP

FY25 HIGHLIGHTS

Supported integration of other USRSB working groups and collaborated on:

- Development and publication of the Research Roadmap with the Research Priorities Working Group
- Updated Self-Assessment Tool questionnaires with the Outreach Working Group
- Supported development of the Grazingland Conversion Task Force and Producer Outreach Task Force

Facilitated results-driven sector engagement and target refinement by working closely with each sector to address sector-specific targets

Updated select sector targets to **ensure action-oriented progress and sector engagement**

Advanced FY24 priority areas through continued collaboration:

- Continued Grazing Management Plan (GMP) efforts, including articles developed in collaboration with Trust in Beef
- Maintained focus on credibility through cross-working group collaboration
- Advanced strategies to address land use change (LUC) in coordination with related task forces
- Continued promotion of Beef Quality Assurance (BQA), with ongoing engagement and updates

FY26 PRIORITIES

- Work with researchers to **identify pathways to support water resources and management**, including through collaboration on Research Priorities Working Group efforts and other partnerships
- Develop a **strategy for ensuring progress towards 2030 goal priority areas**, which includes identify gaps, needs and strategies for addressing them
- Develop resources for the Feedyard Sector** focused on supporting education and outreach for best practices on water conservation, nutrient management, etc.
- Develop pathways for the cow/calf sector to improve efficiency and yield** through management strategies, supported by education, outreach and strategic partnerships
- Determine pathway forward to **track uptake of written GMP acres**
- Build partnerships and strengthen collaboration across USRSB efforts to support land use targets, GMP outreach, and coordinated resource outreach

2025 WORKING GROUP CO-CHAIRS

Charlie Beshar, *Beshar Farms*
Kristi Block, *Meat Institute*

Myriah Johnson, *Farm Credit Services of America*
Nancy Labbe, *The Nature Conservancy*

[VIEW RELEVANT RESOURCES FOR USRSB GOALS](#)



ACHIEVEMENTS



AIR & GHG EMISSIONS



Created the Producer Outreach Task Force to support education and outreach on GMPs (also applies to land and water resources targets)



Continued work with industry experts to support sound science and applied research



90%* of beef processed in the U.S. comes from companies with a GHG reduction strategy, are reporting against that strategy by 2025 and are delivering on their GHG reduction goal by 2030

LAND RESOURCES



Continued efforts on implementing Nutrient Management Plans and educational resources to support uptake



Continued to advance sector work to mitigate impacts on natural resources



Created the Grazingland Conversion Task Force and updated sector targets for increased GMP support

WATER RESOURCES



Supported distribution and creation of resources highlighting water BMPs



Advanced in 2nd and 3rd party audited auction markets (per LMA auditing structure), aligned with sector target and USRSB Beef Industry Framework



66%* of beef packers and processors have assessed water risk and impacts of their direct operations and key sourcing regions, per 2030 goals



100%* of packers and processors have implemented concrete steps to encourage adoption of the U.S. Beef Industry Sustainability Framework water metrics

EMPLOYEE SAFETY & WELL-BEING



Partnered with NCBA to track and promote Stockmanship & Stewardship training (793 attendees in 2025)



Advanced in 2nd and 3rd party audited auction markets (per LMA auditing structure), aligned with sector target and USRSB Beef Industry Framework



98%* of beef packers and processors implemented robust employee safety programs, an increase of 6% from 2024



100% of USRSB member retail & foodservice companies have public codes of conduct covering employee health & safety

ANIMAL HEALTH & WELL-BEING



Promoted Beef Quality Assurance (BQA) with 91,313 active cow/calf sector certifications between 2024-2025



Promoted BQA with 51,989 active feedyard sector certifications between 2024-2025



Advanced in 2nd and 3rd party audited auction markets (per LMA auditing structure), aligned with sector target and USRSB Beef Industry Framework



66%* of beef packers passed third-party animal transport and handling audits and adhere to BQA care standards, a 3% increase since 2024

EFFICIENCY & YIELD



Continued work with Cattle Fax on the Financial Health Index; engaged by the Producer Outreach Task Force



Launched the Sustainable Beef Research Roadmap, which includes educational outreach opportunities



40%* of beef packers and processors are delivering on a public-facing food waste reduction goal, a 2% increase from 2024

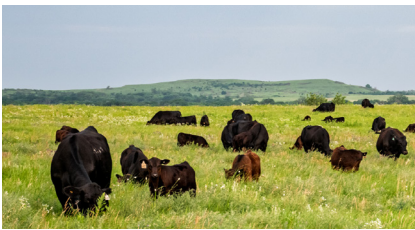


USRSB retail & foodservice members continued to advance efforts on reducing food waste, working collaboratively to learn best practices

EST. 2019

USRSB RECOGNITION PROGRAM

The USRSB Recognition Program highlights industry programs aligned with the U.S. Beef Industry Sustainability Framework. This three-year recognition reflects a program’s commitment to advancing sustainability across the beef value chain. Programs earn recognition through a comprehensive application, independent third-party review, and final approval by the USRSB Board of Directors.



LEARN MORE



2025 WORKING GROUP CO-CHAIRS
Rob Manes, *The Nature Conservancy*
Leann Saunders, *Where Food Comes From*
Sarah Klopatek, *JBS Foods*

.....

COW-CALF PROGRAMS



FEEDYARD/FINISHER PROGRAMS



AUCTION MARKET PROGRAMS



PACKER/PROCESSOR PROGRAMS



Organizations listed above have completed a third-party review for alignment with the U.S. Beef Industry Sustainability Framework. The USRSB does not permit product claims, endorse program materials, or recommend the use of any trade names, logos, or commercial programs shown. Listings recognize program completion only and do not imply USRSB endorsement.

COMMUNICATIONS WORKING GROUP

IN FY25, USRSB LEADERSHIP AND STAFF ENGAGED IN:

15 INDUSTRY EVENTS
(8 GLOBAL)

17 DOMESTIC SPEAKING ENGAGEMENTS

4 INTERNATIONAL SPEAKING ENGAGEMENTS

FY26 PRIORITIES

- Amplify storytelling and global awareness** through promotion of the International Year of Rangelands and Pastoralists (IYRP) and the International Year of the Woman Farmer through docuseries, blogs, and speaking engagements to showcase leadership, stewardship, and collaboration.
- Build a trusted spokesperson network by **developing a repository of thought leaders and spokespersons** to strengthen consistent, credible messaging and expand USRSB's reach across key audiences
- Increase member engagement and value proposition** by continuing to support member needs and working groups to ensure alignment, shared momentum, and meaningful progress

FY25 HIGHLIGHTS

High-Profile Thought Leadership: Among numerous speaking engagements throughout the year, USRSB participated in two sessions during NYC Climate Week, elevating its role in sustainability discussions

Strategic Digital Outreach: Continued LinkedIn sponsored content campaigns in partnership with Midan Marketing to reinforce awareness of USRSB's mission and initiatives

Milestone Communications: Celebrated the 10-year anniversary of USRSB through earned media placements and recognition at the General Assembly Meeting

Targeted Producer Outreach: Partnered with *Drovers* to publish a three-article series focused on GMPs, increasing awareness among producers of practical tools, and benefits that support sustainability and operational resilience



2025 WORKING GROUP CO-CHAIRS

Cece Blythe, *Alltech*

Wes Ishmael, *American Hereford Association*

Gene Lollis, *Florida Cattlemen's Association*

OUTREACH WORKING GROUP



**SCAN TO
VIEW OUR
LEARNING
RESOURCES**



In FY25, the USRSB Outreach Working Group advanced its sustainability assessment efforts through cross-sector engagement. The working group convened 10 targeted outreach meetings to inform updates to self-assessment tools, ensuring language and questions reflect sector-specific needs.

In collaboration with the Communications Working Group, USRSB also supported leadership and staff participation in 15 industry events, including 17 domestic and four international speaking engagements, expanding awareness of USRSB resources and reinforcing alignment across working groups.

2024 WORKING GROUP CO-CHAIRS

Paula Alexander, Tyson Foods

Jennie Hodgen, Merck Animal Health

Cheyenne McEndaffer, McEndaffer Beef Genetics

Lora Wright, Where Food Comes From

FEED SUSTAINABILITY

TASK FORCE HIGHLIGHTS

USRSB developed a feed sustainability resource guide for grazing and feedyard operations that breaks down key tools and technologies used in feed management to increase sustainability.

The guide identifies the feedstuffs shown to increase efficiency & yield and decrease air & GHG emissions, while linking to relevant research and expanded definitions to support understanding and informed decision-making. Developed by the Feed Sustainability Task Force and informed by IFEEEDER research, the resource translates technical information into practical value for producers and industry partners.

2025 WORKING GROUP CO-CHAIRS

Emily Andreini-Stackhouse, Alltech

Joshua Merrill, Corteva Agriscience

Lara Moody, IFEEEDER

FEED SUSTAINABILITY GUIDE



RESEARCH PRIORITIES

WORKING GROUP

FY25 HIGHLIGHTS

Convened an **in-person workshop of more than 80 experts** from across the beef supply chain, in partnership with the Foundation for Food & Agriculture Research (FFAR), to create the Sustainable Beef Research Roadmap

Developed and **published the Sustainable Beef Research Roadmap** with FFAR, identifying high-priority research needs across key sustainability indicators

Launched the Sustainable Beef Research Collaborative to support coordinated, cross-sector research efforts

Partnered with industry stakeholders to **develop research articles and publications** aligned with roadmap priorities

ROADMAP SUSTAINABILITY INDICATORS




AIR & GHG EMISSIONS




LAND RESOURCES




WATER RESOURCES

FY26 PRIORITIES

- Continue to **grow support for and advance activities of the Sustainable Beef Research Collaborative**
- Launch research projects aligned with priorities** outlined in the Sustainable Beef Research Roadmap

GET INVOLVED



2025 WORKING GROUP CO-CHAIRS

Hugh Aljoe, *Noble Research Institute*
 Jeff Goodwin, *Texas A&M Center for Grazinglands and Ranch Management*
 Tom McDonald, *Texas Cattle Feeders Association*
 PJ Newcomb, *Golden State Foods*

GENERAL ASSEMBLY MEETING & WORKING GROUP UPDATES

2025 USRSB GENERAL ASSEMBLY MEETING HIGHLIGHTS

Gathered industry leaders to discuss sustainability topics ranging from grazing management planning to sustainable nutrition

Recognized five student scholarship awardees:

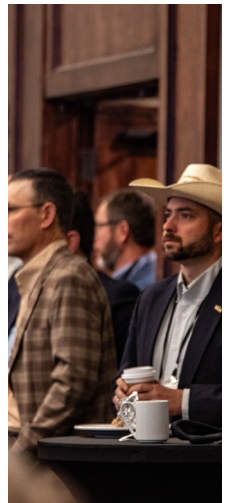
- Lautaro Garcia, Michigan State University
- Marisa Werner, Colorado State University
- Raylee Ezzell, Texas A&M University
- Rhyse Campion, Colorado State University
- Taylor McAtee, Kansas State University

113 organizations and 191 attendees present for General Assembly



2025 WORKING GROUP CO-CHAIRS

Shannon Wharton, *Wharton 3C Cattle*
Josh White, *NCBA*



PRODUCER OUTREACH

TASK FORCE (NEW TO 2025)

SCOPE OF WORK

Develop and provide accessible, regionally-relevant training presentations for producers to encourage adoption of management plans in key areas such as grazing management, herd health and performance, and financial stewardship, and to connect producers with planning resources that will be useful in their operations.



2025 WORKING GROUP CHAIR

Mike Williams, *California Cattlemen's Association*

REACH OUT WITH WORKSHOP INTEREST!

GRAZINGLAND CONVERSION

TASK FORCE (NEW TO 2025)

FY26 PRIORITIES

- Align Metrics and Reporting Standards:** Develop a standardized framework to assess grazingland conversion and mechanisms to support reduced conversion
- Identify and Promote Solutions:** Evaluate and promote effective practices, incentives, and policies that prevent or reduce grazingland conversion while maintaining economic viability
- Engage Stakeholders Across the Supply Chain:** Facilitate dialogue and collaboration among stakeholders to ensure broad representation

SCOPE OF WORK

The Grazingland Conversion Task Force exists to unify stakeholders across the U.S. beef supply chain around a shared understanding of grazingland conversion and to collaboratively develop strategies that reduce conversion. Its purpose is to define grazingland conversion for the U.S. beef supply chain and develop a guiding framework on how to use these definitions and the opportunities to support reduced conversion.

2025 WORKING GROUP CO-CHAIRS

Charlie Beshar, *Beshar Farms*
Belinda Richardson, *McDonald's*
Steve Wooten, *Beatty Canyon Ranch*

INTERESTED IN GETTING INVOLVED?

REACH OUT WITH QUESTIONS OR TO JOIN

GENERAL ASSEMBLY MEETING

SCIENCE & STEWARDSHIP: DRIVING PROGRESS

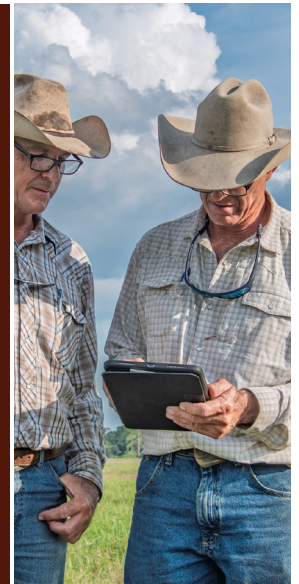
APRIL 21-23, 2026 | TAMPA, FL



LEARN MORE HERE!

STATEMENT OF ACTIVITIES

USRSB STATEMENT OF ACTIVITIES		
For the Year Ended September 30, 2025		
	2025	2024
REVENUES		
Dues, Meetings and Sponsorships	\$907,175	\$901,600
Total Revenues	\$933,886	\$932,112
EXPENSES		
Total Expenses	\$901,827	\$900,710
NET CONTRIBUTION TO RESERVES	\$32,058	\$31,412
RESERVES BALANCE BEGINNING OF YEAR		
	\$729,787	\$698,375
RESERVES BALANCE END OF YEAR	\$761,845	\$729,787



LEARNING RESOURCES

USRSB Resources | The USRSB offers a variety of free resources to beef industry members throughout the supply chain to facilitate progress towards the U.S. Beef Industry Sustainability Framework and the High-Priority Indicator Goals and Sector Targets. All tools are created with industry member input to ensure the highest level of usefulness and practicality for implementation at the business level.

Self-Assessment Guide | The USRSB, in partnership with Noble Research Institute, offers a free self-assessment tool for all sectors of the supply chain to identify areas of success and opportunities for growth in their sustainability efforts. The self-assessment tool can be repeated over time to benchmark ongoing sustainability progress. Using the results of the self-assessment guide, participants can apply the tactics offered in the sustainability modules and the sector toolkits to enhance their business' sustainability.

Sustainability Modules | The USRSB offers a free series of sustainability modules for each sector of the beef supply chain that address opportunities for improvement in sustainability. The modules use real-world examples and actionable solutions to provide practical resources to individuals and organizations who are interested in enhancing their operation. In 2023, USRSB launched the Grazing Management Plan Development Module to support cattle producers looking to advance their sustainability and stewardship efforts. All USRSB modules are free to use and do not require a login to access.

Sector Toolkits | The USRSB offers free sector toolkits that include further in-depth information on sector-specific sustainability measures. Available in each toolkit are actionable recommendations, worksheets and links to additional external resources on a variety of topics related to the six high-priority indicators. This is part of USRSB's comprehensive approach toward continuous sustainability improvement in each sector.

[USRSB.ORG/LEARNING-CENTER](https://usrsb.org/learning-center)





The U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed with the mission 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.