



US Roundtable for Sustainable Beef

General Assembly Meeting

July 14th & 15th 2015 • Denver, CO

July 14, 2015

- 1:00 pm Welcome and Introduction to the USRSB
Nicole Johnson-Hoffman, Cargill
- 1:30 pm Local Solutions; Global Impact
Cameron Bruett, JBS USA
- 2:00 pm Field to Market: Building a Multi-stakeholder Alliance to Define, Measure and Advance Sustainability in Agriculture
Rod Snyder, Field to Market
- 2:30 pm Sustainability Accomplishments and Next Steps for the U.S. Dairy Industry
Chad Frahm, Innovation Center for US Dairy
- 3:00 pm Break
- 3:30 pm Indicator Working Group Overview
Nancy Labbe, World Wildlife Fund and Ben Weinheimer, Texas Cattle Feeders Association
- 3:45 pm Life Cycle Assessment for the U.S. Beef Value Chain
Tom McDonald, JBS Five Rivers and Kim Stackhouse, National Cattlemen's Beef Association
- 4:15 pm Canadian Roundtable for Sustainable Beef
Cherie Copithorne-Barnes, Chair of CRSB and with CL Ranches Ltd.
- 4:45 pm Verification Working Group Overview
John Butler, Beef Marketing Group and Rickette Collins, McDonalds
- 5:00 pm Third-Party Verification and Sustainability: Things to Consider
Leann Saunders, Where Food Comes From
- 5:30 pm Potato Sustainability Initiative: Verification Approach
Monte Anderson, Simplot
- 6:00 pm Social with hors d'oeuvres

July 15, 2015

- 7:30 am Field Project Working Group Overview
William Burnidge, The Nature Conservancy and Clay Mathis, The King Ranch Institute
- 7:45 am The Beef Value Chain: How Did We Get Here and Why?
Ted McCollum, Texas A&M AgriLife Research and Extension
- 8:15 am Indicators and Metrics of Florida Cow-Calf Operations for Sustainability
Raoul Boughton, University of Florida
- 8:45 am Working Group Breakouts
Led by working group chairs
- 10:15 am Working Group Reports (10 min each)
- 10:45 am Closing Thoughts
Nicole Johnson-Hoffman, Cargill
- 11:00 am USRSB Business Meeting
- 12:30 pm Adjourn