Western Canadian Association of Bovine Practitioners

"Sustainability" At Its Core

Everyone is talking about “SUSTAINABILITY,” but what does it mean for beef?

: able to be used without being completely used up or destroyed
: involving methods that do not completely use up or destroy natural resources
: able to last or continue for a long time
: the capacity to endure

The Real Sustainability Story

Efficiency – North America v. the World

Staying Focused on the Sustainability Challenge

It’s All About the Environment, Right?

Many people assume that the term sustainability only relates to “preserving the environment.”

This is not true.

Sustainability is a much broader discipline that involves improving short- and long-term profitability by managing economic, societal, and environmental factors to meet the challenges of tomorrow.

Responsibly meeting the needs of the present while improving the ability of future generations to responsibly meet their own needs...
2050 Global Trends

- Global Income
- Global Population
- Global Consumption

- Currently consume 1.5x Planet’s Available Resources
- By 2050, will need 70% more food
- Consuming 3x the Planet’s Available Resources

Global Roundtable for Sustainable Beef

Our Vision

We envision a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

Multi-Stakeholder Collaboration

- Producer & Producer Associations
- Commerce & Processing
- Retail
- Civil Society
- National & Regional Roundtables

Robust Global Membership

Creating a Common Definition

A balanced, science-based approach to beef sustainability that empowers rather than punishes and stimulates innovation and adoption of best practices.
We define sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes Planet, People, Animals and Progress.

Global Definition

Global Definition

Principles & Criteria

GRSB has worked hard to combat the notion that technology CANNOT be a part of the solution to the sustainability challenge.

Core Principles for Sustainable Beef Production and Delivery
(The order of presentation does not reflect prioritization, as all are of equal importance)

- Natural Resources
- People and the Community
- Animal Health & Welfare
- Food

- Efficiency and Innovation

Empowering Local Solutions

Global Definition

Regional Application

Precompetitive Sustainable Beef

Commercial Differentiation
Opportunities for Innovation & Product Differentiation beyond GRSB baseline

Precompetitive Sustainable Beef
Demonstrated Commitment & Performance based on GRSB Principles & Criteria

A Sustainable Meat Case for All

Should consumers be forced to CHOOSE sustainable products? or Should ALL CHOICES be more sustainable?

Precompetitive Sustainable Beef

What Are We Creating?

Competitive Niche?

Or Precompetitive Norm?