



Punta del Este, Uruguay  
September 30–October 3, 2024

PRESENTED BY



## Global Members Meeting to Demonstrate Beef Sustainability Progress

***A global organization with members in 24 countries, responsible for almost two thirds of cross-border beef trade world-wide, will meet in Uruguay this fall September to discuss goals, action and progress.***

September 6, 2024 - Presented by the international non-profit organization, Global Roundtable for Sustainable Beef (GRSB), this sixth Global Conference on Sustainable Beef will bring together leadership in the beef value chain who will report on measurable improvements in sustainability, with panel discussions and expert testimony to advance Proof Positive that sustainable beef is possible and in fact, real.

The industry continues to advance sustainability practices to expand its processes in ways that will target sustainability goals on climate, animal health and welfare, nature positive production and social impacts, both privately and through alignment with [GRSB's Global Goals](#).

“Farmers and ranchers are caretakers of the land, animals, environment, people and communities around the world, and have continually adopted new and improved practices for many generations. As a rancher myself, I look forward to the opportunity to discuss the progress on global goals and opportunities with our diverse beef sustainability community that have come together through the GRSB,” says Bob Lowe, President of GRSB and beef producer from western Canada.

Prominent speakers making their way to Uruguay’s island city of Punta del Este include Dr. Mark Lyons, President and CEO of Alltech, who will give the Global Conference Keynote Address. Alltech cites that it “works with farmers to feed the world, raise healthy animals and plants and protect the environment.” Alltech will premiere its newest film documentary, *World Without Cows*, at the Global Conference on September 30th. A short trailer of the film can be viewed [HERE](#).

“Canada has been a global leader for the past 10 years through the Canadian Roundtable for Sustainable Beef (CRSB), and we are pleased to see our expertise, progress and leadership on display at this year’s conference, including our National Beef Sustainability Assessment as a success story,” says Ryan Beierbach, Chair of the CRSB and GRSB Board member.



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Fernanda Hoe, General Manager of Elanco Brasil will give the Capstone Address at the end of the last session. Elanco in Latin America and the US are focused on developing innovative solutions to support all people who raise and care for animals.

Session topics will include:

- *Calculating Global Greenhouse Gas Emissions from Livestock and Pathways for Region-Specific Emissions Reductions*
- *Technology and Audits Matter – But People Make the Difference!*
- *Nature Positive Production: Protecting Ecosystems*
- *Building Better Beef Supply Chains*
- *Communicating Success Stories in Global Beef Sustainability*
- *Regional Perspective on Cattle Production*
- *Data & Innovation Driving Sustainability*
- *International Advocacy*

In addition to members of GRSB who are farmers, ranchers, suppliers, processors and retailers, researchers, environmental organizations, policymakers, regulators, and investors, GRSB has also fostered regional and national roundtables throughout Latin America, North America, Europe and the Pacific. GRSB counts thirteen organizations for Beef Sustainability, each with their own rolls of local members broadening the reach and influence in the global industry. Canada is proud to be one of those Roundtables. While in Uruguay for the conference, the Roundtables will meet to discuss their progress and challenges in realizing their common goals.

TO REGISTER FOR THE CONFERENCE, VISIT [Global Conference on Sustainable Beef](#)

For media passes to this conference, contact Polly Welden, at [polly.welden@grsbeef.org](mailto:polly.welden@grsbeef.org)

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### **About the GRSB:**

The Global Roundtable for Sustainable Beef (GRSB) is a worldwide network of the people and organizations powering progress in sustainable beef. GRSB sets ambitious goals, champions best practices, facilitates the exchange of knowledge, and fosters a collaborative approach.

The Global Roundtable for Sustainable Beef (GRSB) has administrative offices in Colorado Springs, Colorado, USA.

For more information, visit [GRSBeef.org](https://GRSBeef.org)

### **The Global Conference on Sustainable Beef (GCSB)**

GRSB presents the Global Conference on Sustainable Beef to provide an opportunity to come together in person to forge cooperation, relationships and leadership, so the industry can thrive while meeting the world's demands for sustainable beef.

For more information, visit [Global Conference on Sustainable Beef](https://GlobalConferenceonSustainableBeef)

### **About the CRSB:**

The Canadian Roundtable for Sustainable Beef (CRSB) advances, measures and communicates sustainability in the Canadian beef value chain in collaboration with its multi-stakeholder membership. It drives continuous improvement through science-based sustainability performance measurement and goals, a voluntary 3<sup>rd</sup> party sustainability certification program (CRSB Certified), and projects and initiatives aligned with strategic goals. Learn more at [crsb.ca](https://crsb.ca).

The *Certified Sustainable Beef Framework*, known as CRSB Certified, provides credible assurances for the production, processing and sourcing of beef through certified supply chains in Canada.

Learn more at [crsbcertified.ca](https://crsbcertified.ca).