

2022

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, socially responsible and economically viable beef.

USRSB Board of Directors & Officers

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Chair-elect: Chad Ellis | Partnership of Rangeland Trusts

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Bruce Daley | *Sysco*

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

Jessica Langley | *JBS USA*

Kendra Levine | *McDonald's Corporation*

Kevin Sims | *McDonald's Corporation*

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

Matthew Cleveland, Ph.D. | *ABS Global*

Michael McCarty | *Elanco Animal Health*

Mike Williams | *California Cattlemen's Association*

Nancy Labbe | *The Nature Conservancy*

Nikki Richardson | *JBS USA*

Paula Alexander | *Tyson Foods*

Rob Manes | *The Nature Conservancy*

Tom McDonald | *Texas Cattle Feeders Association*

Wayne Morgan | *Golden State Foods*

*Current Board Members

Sustainability Comes Together Here

"Farmers are wildly more sustainable now than they were in 1980," says Jack Bobo, director of global food and water policy at The Nature Conservancy. "It's not as if things are bad and getting worse – they're good and getting better, just not fast enough."

Jack Bobo's quote above reminds me that agriculture and beef industry has been working on efficiency, innovation and, ultimately, sustainability for years, but that there is still work to do. That is where the U.S. Roundtable for Sustainable Beef steps up to the plate. Appropriately recognizing past success while encouraging and supporting continued progress at every sector level along the beef value chain, the USRSB has been working for the future.

This year, the USRSB launched the High-Priority Indicator Goals and Sector Targets, spotlighting the progress that needs to be made. These goals and targets are for every sector and every individual involved in the beef industry in America, thereby sharing the responsibility for beef sustainability. In addition, measuring and tracking progress towards these goals is one of our important focus areas.

The USRSB has experienced record membership growth, and we ended the year with a total of 139 members—a 5% increase. I believe the enthusiasm has been generated from the goals announcements and the proof of our commitment to science-based, credible progress.

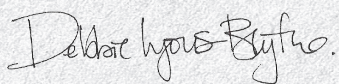
This year marked the completion of the Strategic Plan for 2020-2022 with nearly all the core strategies and tactics accomplished. The board of directors also spent time planning for the future, evaluating strategies and tactics and projecting steps to continuous progress. From that work session, we created the 2023-2025 Strategic Plan and shared it with all members of the USRSB at a membership webinar near the end of the year.

Communication continues to be a key focus—both within the membership and to important stakeholders in the beef industry, positioning the USRSB as a leading voice in beef sustainability in America. The stakeholders continue to encourage uptake of sustainable practices, and appropriately receive credit for the progress and focus, adding to the credibility of the USRSB as the expert in this field.

This has been a year of collaboration, vision and progress. Let me end with another favorite quote. Dr. Don L. Good, former head of Kansas State University's (KSU) Department of Animal Science & Industry in his retiring address* at KSU Cattleman's Day said, "Go as far as you can see; when you get there, you'll be able to see further."

I believe that the American beef industry has been founded on principles such as these and through the efforts of the USRSB and its members and supporters, we will continue to make progress and look further.

Thank you for your determination to get the work accomplished.



Debbie Lyons-Blythe
2022-2023 USRSB Chair

*Original quote by Thomas Carlyle, 19th Century Scottish Historian, Essayist and Philosopher

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.

PACKER / PROCESSOR



ALLIED INDUSTRY



CIVIL SOCIETY



PRODUCERS: COW-CALF - AUCTION MARKET - FEEDYARD

AGRI AB BEEF
ALABAMA CATTLEMAN'S ASSOCIATION
Beatty Canyon RANCH
BMG
BL
LA BABIA
CRI FEEDERS of Guymon, LLC
CALIFORNIA CATTLEMEN'S ASSOCIATION CCA
CattleEmpire
TEXAS CATTLE FEEDERS ASSOCIATION
Cactus FEEDERS
CF CHAMPION FEEDERS, LLC
COLORADO CATTLEMEN'S ASSOCIATION
DIAMOND B FEEDYARD, LLC
CERTIFIED ANGUS BEEF BRAND
DAWN CUSTOM CATTLE FEEDERS, INC.
W
FIVE RIVERS CATTLE FEEDING
FLORIDA CATTLEMAN'S ASSOCIATION
FRASIER RANCH
COLORADO LIVESTOCK ASSOCIATION
BEEF ALLIANCE TBA
FRIONA INDUSTRIES
G-C G BAR C RANCH
Tejas Feeders LTD
Iowa Cattlemen's Association
HDFY HY-PLAINS FEEDYARD, LLC
HARRIS RANCH
IGS International Genetic Solutions
ADAMS LAND & CATTLE
KANSAS LIVESTOCK ASSOCIATION
Keeling Cattle Feeders
HITCH
HERITAGE BEEF, L.L.C.
INTEGRITY BEEF
LMA LIVESTOCK MARKETING ASSOCIATION
LLANO PARTNERS
Mc 6 Cattle Feeders, Inc.
KENTUCKY CATTLEMEN'S ASSOCIATION
NatGLC NATIONAL GRAZING LANDS COALITION
NPA National Livestock Producers Association
Olson Land & Cattle
Raising Angus Cattle since 1980
NCBA
PUBLIC LANDS COUNCIL
MAGNUM FEEDYARD CO, LLC
KING RANCH
ZEPPELIN CATTLE COMPANY
Ohio Cattlemen's Association
TOP DOLLAR ANGUS
BEEF NORTHWEST FEEDERS
QUIEN SABE FEEDERS
WHARTON 3C CATTLE
Simplot
AMERICAN HEREFORD ASSOCIATION
PD PW
TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION
SCOTT ANDERSON
WOLF Cattle
GRIMMIUS CATTLE CO
Cobalt CATTLE
MIDWEST FEEDERS inc.
NEBRASKA CATTLEMEN
American Gelbvieh Association
San Ignacio del Babacomari
DESERET RANCHES
TREADWELL Cattle Co.
Snyder, OK
Texas Beef
Sand Ranch
Wood Ranch
Chaquaco Cattle Company

RETAIL / FOOD SERVICE

Arby's
BURGER KING
TACO BELL
COSTCO WHOLESALE
Culver's
DARDEN
US FOODS
McDonald's
MEYER NATURAL FOODS
fmg FULTON MARKET GROUP
Wendy's
Sysco At the heart of food and service
Target
Walmart Save money. Live better.

USRSB Set High-Priority Indicator Goals & Sector Targets for the Entire Beef Supply Chain

In April 2022, the USRSB launched High-Priority Indicator Goals & Sector Targets. The USRSB goals are designed to support and advance continuous improvement in sustainability of the entire beef industry from pasture to plate. Over a two-year process, USRSB members collaborated to create goals and targets that are ambitious yet grounded in real-world conditions. They are for the industry by the industry.

These goals and targets aim to identify and supplement sustainability practices and support the collection of benchmarking data for current industry sustainability efforts. They also set new objectives to help producers and industry bring the most sustainable beef products to market.

The goals are set around six high-priority indicators of sustainability: air & greenhouse gas emissions, land resources, water resources, employee safety & well-being, animal health & well-being and efficiency & yield. While each high-priority indicator has its own goal and targets, these components of beef sustainability substantially overlap, often with clear synergies.

The diverse membership of the USRSB recognizes the industry must continue to improve to create a better future for generations to come. These goals and sector-level targets are a starting point for accelerating improvements; they are not the endpoint, rather they are a catalyst for the industry to innovate and demonstrate a collective ambition to improve outcomes.



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.



RECOGNITION PROGRAM

The USRSB developed an official process in 2019 for member industry programs seeking recognition for their program's alignment with the USRSB's Sustainability Framework. 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



Organizations recognized and listed 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 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. With the launch of the High-Priority Indicator Goals and Sector Targets, the project support focus has been centered on those that will help USRSB to advance and communicate progress toward the goals. The following projects received USRSB support in 2022:



The Grass is Greener on the Other Side – Developing Climate-Smart Beef and Bison Commodities

Through educational outreach and collaboration, this South Dakota State Climate-Smart Commodities-funded project will work with and incentivize producers, especially beginning and Native producers, to equip them with the knowledge and training necessary to successfully implement climate-smart practices, thus positioning producers to enter climate-smart commodity markets.

Climate-Smart Grasslands – The Root of Agricultural Carbon Markets

Through a large-scale pilot project spanning a ten-state region representing the core of grasslands across the eastern U.S., the University of Tennessee Institute of Agriculture’s Climate-Smart Commodities-funded project will work to develop partnerships to empower grassland farmers to enter the emerging carbon economy while enhancing operational resiliency and optimizing profitability, soil health and biodiversity.

Connected Ag Climate-Smart Commodities Pilot Project

This Trust In Food, Farm Journal Climate-Smart Commodities-funded project will work to collect data and insights that will be critical to determining how best to move forward with tracking climate-smart practices and creating record-keeping mechanisms that work for producers on their unique operations.

Supported Proposals: *Grant awards pending*

- Empowering producers to take action with grazing management through access to technical assistance to support grazing planning and conservation practice implementation - *National Cattlemen’s Beef Association (NCBA)*
- Multi-stakeholder dialogue to support critical agricultural infrastructure, climate resilience and rural community vitality in the High Plains - *The Kansas Center for Agricultural Resources and the Environment (KCARE)*
- Innovative technologies to reduce beef industry greenhouse gas emissions - *Colorado State University AgNext*
- Integrating systems models with human behavior to develop regenerative human-beef-grassland systems - *Kansas State University and Texas A&M University*
- Reducing methane emissions by identifying host-microbiome-environment interactions that drive gas production in the rumen - *University of Tennessee Institute of Agriculture (UTIA)*
- Microalgae: A novel methane mitigation strategy for the beef supply chain - *Colorado State University AgNext*

Learn more about all supported projects at USRSB.org/USRSB-Supported-Projects.

STATEMENT OF ACTIVITIES

USRSB STATEMENT OF ACTIVITIES		
For the Year Ended September 30		
	2022	2021
REVENUES		
Dues, Meetings and Sponsorships	\$ 719,318	\$ 884,885
Total Revenues	\$ 719,318	\$ 884,885
EXPENSES		
Total Expenses	\$ 698,497	\$ 739,972
NET CHANGE	\$ 20,821	\$ 114,912
RESERVES BALANCE BEGINNING OF YEAR		
	\$ 493,946	\$ 349,034
RESERVES BALANCE END OF YEAR		
	\$ 514,768	\$ 493,946

USRSB Resources

The USRSB offers a variety of free resources to beef industry members throughout the supply chain to facilitate progress toward the U.S. Beef Industry Sustainability Framework and the High-Priority Indicator Goals & 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 tool can be re-taken 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. To date, the self-assessment tool has been completed nearly 760 times.

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. These modules do not require a login to access. To date, the modules have been completed 890 times.

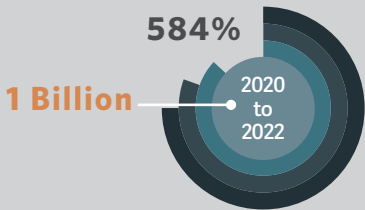
Sector toolkits

The USRSB also 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 done to comprehensively approach continuous improvement in the sustainability of each sector.

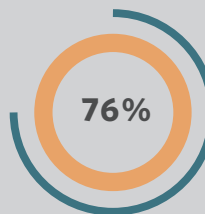
Access the modules, self-assessment guide and toolkits at [USRSB.org/Resources](https://www.usrsb.org/Resources).



STRATEGY 01 Promote Adoption of Sustainability Framework



Producer reach
Reach 300,000 producers through trade media
USRSB reached a variety of audiences totaling a potential of 1 billion people from FY2020 - FY2022



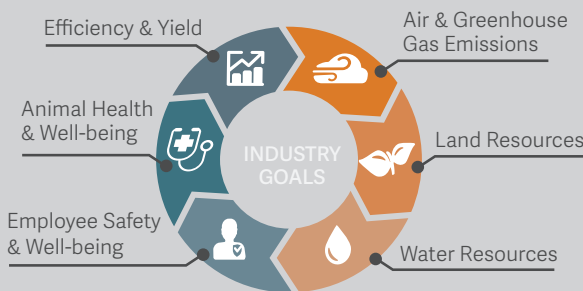
Use of self-assessments
Achieve utilization of self-assessment tools by 1,000 users
Nearly 758 unique users have used the self-assessment tools



Complete development of an outreach program for the four value chain sectors
Modules completed: cow-calf/stocker/backgrounder, auction markets, feedyards, packer/processor and retail/food service

STRATEGY 02 Establish Industry Sustainability Targets

- 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



In 2022, the USRSB set goals for the entire beef supply chain. They include an industry-wide goal around each of the six high-priority indicators and related sector targets for each goal.

STRATEGY 03 Build Awareness with External Stakeholders

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



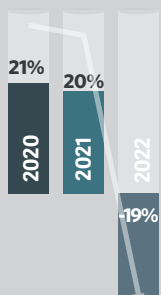
Protein PACT, Trust in Beef, Global Roundtable for Sustainable Beef, Ecosystem Services Market Consortium, Sustainable Agriculture Summit



The USRSB convened 74 thought leaders over three General Assembly Meetings

STRATEGY 04 Ensure Organizational Success

- Increase gross revenue 10% year-over-year

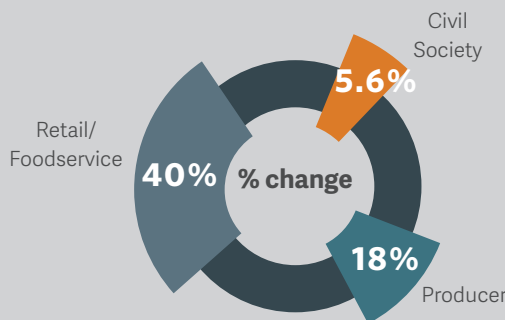


*FY22 shows a decrease in gross revenue because of the goals launch campaign.

- Engage 5 members in leadership roles



- Grow USRSB members by 25% in the cow-calf, retail and civil society constituencies



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.



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