



# CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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## Cattle Council joins Global Roundtable for Sustainable Beef

Cattle Council today announces its membership to the Global Roundtable for Sustainable Beef. The Cattle Council board has determined that there are significant benefits for Australian beef producers associated with becoming a member of a global forum of producer groups, food companies and NGO's.

By shifting focus to the Global Roundtable for Sustainable Beef (GRSB) Cattle Council is joining the National Cattlemen's Beef Association, Canadian Cattlemen's Association, Cargill, JBS, McDonalds, Allflex and Rabobank.

"The global beef industry supports millions of people worldwide and the global demand for beef is projected to rise significantly by 2050, placing greater constraints on the planet's resources. Cattle Council sees that involvement in the GRSB offers a great opportunity to demonstrate our commitment to improving the sustainability of beef production," says President, Andrew Ogilvie.

"The GRSB is a global, multi-stakeholder initiative that envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

"Cattle Council sees the importance of being involved in the Global Roundtable for Sustainable Beef because Australia exported 66% of its total beef and veal in 2011-2012 to over 100 countries.

"Australian beef is a global commodity and therefore Cattle Council will be refocusing its efforts toward the global conversation through the Global Roundtable for Sustainable Beef.

"Australia is a leader in striving for sustainable production. Through GRSB meetings and conferences, Cattle Council of Australia will have the opportunity to learn and share information about sustainable beef practices.

"Cattle Council is looking forward to working with a number of global companies towards the goal of improving sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration," Mr Ogilvie said.

More information on the Global Roundtable for Sustainable Beef can be found via the website: <http://grsbeef.org/>.

Full list of GRSB members: Allflex, Alianca da Terra (Brazilian Land Alliance), Cargill, Canadian Cattlemen's Association, Darden, Dow AgroSciences, Elanco, Gibbs Land Use & Environment Lab, Marfrig, JBS, Meatco, McDonald's, National Cattlemen's Beef Association, Merck Animal Health, Rabobank, National Wildlife Federation, the Savory Institute, the Rainforest Alliance, Solidaridad, the Nature Conservancy, WWF, Walmart and Zandbergen.

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