



Striving together as beef industry stakeholders to produce the **world's most sustainable beef** through strategic, collaborative and co-ordinated action that is transparent to all.

WHO WE ARE

The New Zealand Roundtable for Sustainable Beef (NZRSB) is a multi-stakeholder forum focused on producing sustainable beef in New Zealand.

The Roundtable was established as an incorporated society in November 2019 to seek representation across the beef supply chain including; customers, retailers, manufacturers and processors, farmers, service businesses and academia and importantly community views.

Founding participants include ANZCO, Beef + Lamb NZ Ltd, Greenlea Premier Meats, Fonterra, McDonald's, Silver Fern Farms, World Wide Fund for Nature (WWF) and farmer food producers.

We are aligned with the Global Roundtable for Sustainable Beef and have adopted their sustainability principles. You can read about the GRSB here www.grsbeef.org.

OUR VISION

New Zealand Beef will be recognised as the world's most sustainable beef, continuously improving outcomes that are economically viable, socially responsible and environmentally sound.

OUR MISSION

Strive together as beef industry stakeholders to produce the world's most sustainable beef through strategic, collaborative and co-ordinated action that is transparent to all.

We are a group of sector participants striving together to apply the principles of sustainable beef production and provide proof of continuous improvement. We do this through:

- 1 Align:** Adopting principles for the New Zealand industry that align with the Global Roundtable for Sustainable Beef principles, and United Nations Sustainable Development Goals
- 2 Measure:** Identifying indicators, metrics or practices that provide proof that our beef industry is meeting the defined principles and reporting these to stakeholders

- 3 Improve:** Identifying gaps and opportunities for improvement and driving initiatives to bring about change
- 4 Review:** Constantly reviewing our progress by engaging stakeholders in continuous improvement conversations



WHAT WE WILL DO NEXT

- Widen scope of membership to capture participation from a greater number of value chain participants
- Develop a sustainability framework for New Zealand beef that identifies our pillars, our focus areas and our strategic objectives
- Provide a benchmark report on where we are now, and prioritise our key initiatives to align our journey with our vision
- Prioritise sustainability initiatives, and facilitate work on the most important issues first

JOIN US

To become a member, or for more information, please visit our website

CONTACT US

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