

NZRSB Principles, Planning & Goals Document for Consultation

This document is a consultation document for members and key stakeholders to review and provide comment on the NZRSB draft goals, objectives and targets.



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1. New Zealand Roundtable for Sustainable Beef (NZRSB)

The New Zealand Roundtable for Sustainable Beef (NZRSB) is founded upon the collaboration of all contributors to the New Zealand beef value chain. This capacity to collaborate across the beef value chain is celebrated, both establishing and building relationships, that may be otherwise competitive or disconnected. We are focussed on working together, surpassing our divisions and identifying an unified approach to address New Zealand beef industry issues. Our desire is to see New Zealand beef recognised domestically and internationally for continually improving on sustainability outcomes across the beef value chain.

Vision

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

Mission

Our New Zealand beef value chain strives together to produce the world’s most sustainable beef through strategic, collaborative, co-ordinated and transparent actions.

Guiding Principles

NZRSB will work:

1. PROGRESSIVELY,
2. COLLABORATIVELY &
3. WITH CREDIBILITY (ISEAL Credibility Principles)

Key learnings towards NZRSB’s progress and success delivered by the Proof of Concept Project

1. LISTEN & LEAD,
2. BUILD A COMMUNITY & COLLABORATE,
3. PROGRESS OVER PERFECTION

Methodology

Align, Measure, Improve & Review

NZRSB’s definition of Sustainable Beef

Sustainability is achieving balance between the three pillars of sustainability, being environmental, social and economic, which underpins all goals set and actions taken.

We define sustainable beef as an environmentally sound, socially responsible and economically viable product that prioritises the planet, people, animals and progress.



Figure 1. NZRSB Core principles for sustainable beef production and delivery as derived from the Global Roundtable for Sustainable Beef’s (GRSB) core principles for sustainable beef production and delivery ([GRSB Principles F.pdf](#) (grsbeef.org))

2. 2022 Development Goals & Action Plan

Development Goals

The development goals were drafted and set in 2022 as the basis for further defining the goals.

Organisational

Promote and grow the NZRSB to include all participants in the beef value chain.

Evolve and extend the verified sustainable beef certification framework including all contributors to the beef value chain from pasture to plate.

Climate

Reduce the Greenhouse Gas (GHG) footprint on the pathway to climate neutrality across the beef value chain.

Nature positive

Whole of New Zealand beef value chain inputs will result in a net positive contribution to nature.

Animal Health & Welfare

Continually striving towards improvements in animal care and quality of life.

2022 Priorities / Action Plan

The 2022 Priorities and Action Plan released in the 2022 Annual Report were derived from strategic planning carried out over the prior two years and the 2021 Action Plan.

Organisational

- Grow membership by 100%
- By means of regular engagement, remain at the forefront of emergent industry issues and deliver ideas inclusive of all members of the value chain.
- Establish a communications & marketing strategy.
- Promote and support a stronger, resilient and more united Kiwi beef community

Certification Framework

- Align & have influence with existing assurance programme providers (e.g. establish MoU with NZFAI)
- Engage with industry organisations to establish assurance programmes where they do not exist to complete the chain.

Global Roundtable for Sustainable Beef Aligned Goals

- Publish goals Climate, Nature Positive and Animal Health & Welfare to align with the framework set by Global Roundtable for Sustainable Beef.
- Ensure goals are measurable and grounded under consistent and reliable data representative of the whole beef value chain.

3. Global Roundtable for Sustainable Beef Goals

NZRSB is an actively participating member of the Global Roundtable for Sustainable Beef (GRSB) connecting us with 12 National Roundtables and member organisations across 24 countries and 5 continents. It is intended that GRSB's members lead and implement the GRSB goals.

Climate

GRSB aims to globally reduce by 30% the net global warming impact of each unit of beef by 2030, on a pathway to climate neutrality.

In order to support the urgent global ambition of limiting global temperature rises to 1.5 degrees by 2030, GRSB members will implement and incentivize climate smart beef production, processing, and trade, while safeguarding and building upon the carbon stores in soil and landscapes.

Nature Positive

Ensure the beef value chain is a net positive contributor to nature.

The [Global]Roundtable's belief is that sustainable beef production can and should have a net positive impact on nature. In order to achieve this goal, GRSB will work with national roundtables to establish metrics to effectively measure, track, report, and verify progress.

Animal Health & Welfare

Provide cattle with a good quality of life and an environment where they can thrive.

Sustainable beef means providing cattle with an environment in which they can thrive. Health and welfare are the major contributors in doing so. GRSB members will focus their efforts on improving the quality of life for cattle, achieved through increased adoption of best practices in disease prevention, treatment measures, cattle handling, and appropriate genetics.



4. Your Contribution to the 2023 Draft Goals Consultation

It is intended that the NZRSB goals, objectives and targets be inclusive of our organisational principles, all members/contributors of the New Zealand beef value chain and align with the Global Roundtable for Sustainable Beef.

The draft goals for consultation are divided into goals, objectives, targets and metrics. These can be defined as:

- Strategic Goal - the big picture, long term goal.
- Objective – where the goal becomes more specific and quantitative.
- Targets – the measured end result, which is not process based and may include inputs and outputs.
- Metrics – the measurement that demonstrates progress is being achieved.
- Baseline / Data Source – the data from which we measure progress.

In some cases, there are targets where a metric or baseline / data source has not yet been identified or suggested.

Your input is key to ensuring the goals, objectives and targets are inclusive and relevant.

What we are looking for:

- Your comment on what you believe is relevant, useful and on track.
- Your ideas on what would be better amended and how they it could be amended.
- Your ideas on what is missing and would be good to include.
- Your top 2 or 3 priorities to see progressed or actioned.

The consultation will be open for a period of two weeks and three meetings will be organised at which you will be able to ask questions about the material provided.

You are encouraged to contact the Executive Officer at info@nzsustainablebeef.co.nz or any of your Board Members with any questions you may have.

If you would to be more involved in the goal setting process please let us know.

5. The Draft Goals

Below is a breakdown of the four goal sets for Climate, Nature Positive, Animal Health & Welfare and Organisational Goals.

Each set includes four sections. The first section is the primary goal(s). The second section contains a table for each of the Objectives, noting its Targets, potential Metrics and Data Sources considered or identified. The third section is a list of potential activities to make progress towards achieving the Targets and Objectives. The fourth section is a list of questions targeted to the members specifically for each goal set.

At the end of the four goal sets is an opportunity to comment on the elements from the goals sets for prioritisation in the 2023/2024 Annual Plan.

Climate

The proposed Climate Goal reflects and is consistent with the goals set by GRSB and other international organisations in alignment with the Paris Agreement 2015.

The Intergovernmental Panel on Climate Change, the United Nations body for assessing the science related to climate change, defines climate neutrality as the “Concept of a state in which human activities result in no net effect on the *climate system*. Achieving such a state would require balancing of residual emissions with emission (*carbon dioxide*) removal as well as accounting for regional or local biogeophysical effects of human activities that, for example, affect surface *albedo* or local *climate*.”

This can be further clarified as adding no additional warming when emissions metrics are used that accurately take into account the warming effect of short lived gases, like methane.

Ministry for Primary Industries’ primary sector roadmap, Fit for a Better World, is working towards a zero carbon future. He Waka Eke Noa primary sector climate action partnership has put together a programme of work to reduce emissions at farm level by 2025.

NZRSB is communicating with members and stakeholders working towards a collaborative pathway for the beef industry.

1. NZRSB Climate Goal

There are two options being considered for the Climate Goal wording.

Reduce the GHG footprint on the pathway to climate neutrality across the beef value chain.	New Zealand's beef industry is climate neutral by 2030.
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2. Climate Objectives

There are currently two objectives and six targets proposed for the Climate Goal.

Objective 1.

The whole of the beef value chain knows their number and has a management plan to mitigate their emissions which is reviewed regularly.		
Targets		
All farms know their GHG number by end of 2024.	Every industry producer to have a plan to manage and mitigate their emissions with regular reviews by 2025.	Member Processors, Transporters, Service Providers, Retailers & NGOs know their GHG number (including scope of emissions 1,2 & 3), report it and have a plan to manage & mitigate emissions with regular reviews by 2025.
Metrics		
Number of farms that know their GHG number increases annually?	Number of farms that have an approved plan to manage & mitigate their emissions which is reviewed annually.	Number of Members that know and report their GHG number increases annually.
	All NZRSB members report their emissions number and plan for reduction by end of 2023.	Number of Members that have a regularly reviewed plan increases annually.
Baseline / Data sources		
B+L NZ, MIA, AgResearch LCA report baseline data	HWEN data (# of farms increasing per annum)	Farm interviews / case studies

Objective 2.

Support industry wide investments in R&D and the implementation of incentivised climate smart beef production, processing and trade throughout the value chain.		
Targets		
Processors phase out of coal by 2030 and transition to cleaner energy use.	Reduce average kilometres travelled per animal by 15%.	NZRSB is reporting regularly on industry wide programmes.
Metrics		
Number of processors who have phased out coal / tonnes of coal used.	Per cent of industry that have reduced the average kilometres travelled per animal by 15%.	Annually reporting on known industry investments.
Baseline / Data sources		
	Market 2x	Member programmes

3. Climate Activities

Activities		
Formalise the Certification Framework.	Hold workshops.	Drive assurance programme awareness, through promotion, forums and media platforms.

4. Climate – Questions to Members

- a) What information might be useful to you in a data dashboard?
- b) Are the timeframes proposed realistic?
- c) Is there anything that would make these goals more relevant to you and your organisation?

Nature Positive

Nature Positive covers a significantly broad space from healthy soils to green finance. For the roundtable, the focus is on ensuring the use of science-based practices for beneficial industry outcomes.

Nature Positive generally conjures up ideas on ecosystem services, soils, sequestration, water and biodiversity. Less considered factors pivotal to stewardship and drivers to progressing a net positive contribution to nature are transparency, traceability, efficiency, innovation and recognition.

There is extensive data available around Nature Positive related progress and there are many data sets available. However, these data sets are neither inclusive of all New Zealand nor are able to be filtered for beef industry specific information. The ability to measure, record and monitor progress on these targets is limited to the quality of data available.

1. NZRSB Nature Positive Goal

All contributors to the New Zealand beef value chain are recognised as being environmental stewards.
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2. Nature Positive Objectives

There is currently one objective and five targets proposed for the Nature Positive Goal.

Objective 1.

Whole of New Zealand beef value chain inputs will result in a net positive contribution to nature.		
Targets		
1. All farms have an audited farm plan that covers biodiversity, water and soil quality and are continuously improving farm management with science-based practices in relation to these issues.	2. Increasing membership in catchment groups.	3. The number of processed livestock covered by an assurance scheme is increasing or Number of livestock / kg beef through certification / assurance programmes.
Metrics		
100% of beef producers or annual per cent increase in number of beef farms with an approved farm plan including an action plan with regular reviews.	All practices incorporated in plans are science-based.	Member processors report increase in certified livestock numbers processed or kg of beef annually.
Baseline / Data sources		
NZFAl, Lead w/ Pride, B+L NZ	MPI, MfE, AgStats	Processors

Objective 1. (continued)

Whole of New Zealand beef value chain inputs will result in a net positive contribution to nature.	
Targets	
4. Increase utilisation of and reduce post-harvest processing waste throughout the value chain, including restaurants and consumers.	5. Increase water quality, reduce water use and increase re-use, throughout the value chain, including restaurants and consumers.
Metrics	
	Farm plans include science-based water quality management practices.
Baseline / Data sources	
Processors, Waste collection & waste conversion companies	Councils & water treatment records, water takes or in house applications and discharge consents

3. Nature Positive Activities

Activities		
Actively promote NZFAP+	Actively promote farm planning	

4. Nature Positive – Questions to Members

- a) What might be useful in a data dashboard?
- b) What sources of data do you collate, know of, or contribute to?

Animal Health & Welfare

NZRSB is applying a whole supply chain approach to ensuring New Zealand beef animals are well cared for with an environment that allows them to thrive.

Discussions with producers, transporters, processors and service providers are looking at key areas including, but not limited to, pain management, staff training, shade and shelter, and considerations to reduce incidence of injury, fear and distress. All elements factor in science based practices, community and industry concerns and regular review for continual improvement.

Most notably are the many empty baseline / data source fields under the animal health and welfare targets. Data for animal health and welfare is generally unavailable which makes identifying where to focus efforts and monitoring for improvement a significant challenge.

1. NZRSB Animal Health & Welfare Goal

Continually striving towards improvement in animal care and quality of life.

2. Animal Health & Welfare Objectives

There are currently four objectives and ten targets proposed for the Animal Health & Welfare Goal.

Objective 1.

Support farmers and the beef industry to implement science-based animal welfare standards that improve outcomes on-farm and throughout the value chain.

Targets			
Every farm has an audited animal health and welfare plan incorporating the application of science-based practices.	Any person(s) dealing with livestock are regularly and appropriately trained with current science-based methodology for animal health and welfare specific training.	Appropriate pain relief is used during animal husbandry procedures.	Farmers are recognised and rewarded, through an incentivisation programme, for setting and achieving higher animal welfare standards than what is currently required.
Metrics			
Annual increase in the number of farms with an approved animal health & welfare plan including an action plan with regular reviews.	All practices incorporated in animal health and welfare plans are science-based.	Trials between members and pharmaceutical companies to determine appropriate pain relief usage on farm through cost/animal welfare benefit analysis.	
Baseline / Data sources			
NZFAI			processors

Objective 2.

Consumers are aware that their beef has been sourced from a producer, transporter and processor that are implementing higher than required animal welfare standards and the benefits are understood and rewarded.		
Targets		
Marketing and Sustainability workshops on Certification Framework / Assurance Programme(s).		
Metrics		
Consumer sentiment surveys	Marketing reports	Workshop attendees
Baseline / Data sources		

Objective 3.

Beef value chain collaboration on reduction to bobby calf processing by establishing viable dairy-beef supply chain alternatives that support industry initiatives.		
Targets		
Inclusive and regular beef value chain collaborations are held devising potentially viable outcomes.	Beef industry develops new or existing branch of industry with alternate application for bobby calves.	Dairy beef calves are bred and reared to a standard suitable to enter the beef supply chain.
Metrics		
	Annual reduction in dairy beef calf numbers direct to processor (in correlation with annual number of dairy cows in industry).	
Baseline / Data sources		

Objective 4.

Support the investigation of a means to measure, track and build data on live cattle animal health and welfare issues.		
Targets		
A risk-based matrix is established to ensure support and action is prioritised effectively, where it has been deemed most needed.	Auditors are trained in the Animal Welfare space to improve on farm auditing, in turn allowing auditors to better support farmers where animal welfare issues are identified on farm.	
Metrics		
Frequency of audits is appropriate to the outcome of each audit.		
Baseline / Data sources		
EID system, beef farm users	Processors	Auditors

3. Animal Health & Welfare Activities

Activities		
Transport and NZFAP animal health and welfare assurance standards review discussions.	Identify low stress handling and other animal health and welfare training opportunities.	NZRSB to start a relationship in the retailer space to identify mutual benefits around animal health and welfare.

4. Animal Health & Welfare – Questions to Members

- a) What issues are you facing in the Animal Health & Welfare space?
- b) What AH&W standards do you think could or should be improved?

Organisational

Most of the current NZRSB priorities fall inside of our organisational direction.

Broadening our membership, communicating with more contributors to the beef value chain and engaging more regularly are key to ensuring our voice is truly a collective representation. In collaboration our message is stronger and holds more merit and we increase our capacities to work together and support each other on this path to sustainability.

The Certification Framework is also held in the Organisational Goals as it encompasses the deliverance of all elements including Climate, Nature Positive, Animal Health and Welfare and industry collaboration and well-being. This project remains in progress with the ambition to allow any member of the beef value chain to contribute to a wholly sustainable beef product available to our end consumers from pasture to plate.

1. NZRSB Organisational Goals

New Zealand Beef will be recognised as the world's most sustainable beef, continuously improving outcomes that are environmentally sound, economically viable, and socially responsible.	The NZ beef value chain will strive together to produce the world's most sustainable beef through strategic, collaborative, coordinated and transparent actions.
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2. Organisational Objectives

There are currently three objectives and ten targets proposed for the Organisational Goals.

Objective 1.

NZRSB is seen as a valuable voice for industry alignment and cooperation.			
Targets			
Promote and grow the NZRSB to include key stakeholders and all participants in the beef value chain.	Ensure NZRSB has sufficient industry representation.	Produce a trusted product.	Align with the Global Roundtable for Sustainable Beef.
Metrics			
Grow membership by 100%.	Complete gap analysis and secure representation of all contributors & beneficiaries of the beef value chain.	Align & have influence with existing assurance programme providers (e.g., establish MoU with NZFAI).	Publish goals Climate, Nature Positive and Animal Health & Welfare to align with the framework set by GRSB.
Baseline / Data sources			
			Goals are measurable and grounded under consistent and reliable data representative of the whole beef value chain.

Objective 2.

Increase demand for New Zealand beef through awareness of sustainable product.			
Targets			
Evolve and extend the verified sustainable beef certification framework including all contributors to the beef value chain from pasture to plate.	Increase overall value in finished product delivered by the industry.	Increase financial viability through the value chain.	
Metrics			
Certified trademark in place for activation within the NZ retail environment and at place of business where relevant in the beef supply chain.	Apply science-based meat quality improvement practices, and those where production methods on farm match consumer demand, increasing profitability at the farm gate and enabling a more sustainable farming system to counter the sell off to carbon farming.	Certification Trademark - Exported or domestic quantity of certified sustainable beef sold.	
		Reduced rate of transition towards carbon farming sell off	
Baseline / Data sources			
	Butchers, QA, processor reporting, consumer survey		

Objective 3.

WELL-BEING - Promote and support a stronger, resilient and more united Kiwi beef community		
Targets		
Well-being of farmers, staff and all those working in the beef supply chain.	Engagement of wider beef community.	Modern slavery and worker exploitation is not present in the New Zealand beef supply chain.
Metrics		
Of all people working in the beef sector, number that have attended a support programme increases annually (e.g. Meat the Need, Surfing for Farmers).	Of all people working in the beef sector, number that have contributed to a support related event increases annually.	Inclusion of well-being, modern slavery and worker exploitation in employment policies to ensure appropriate treatment of all people.
Baseline / Data sources		
		H&S reports

3. Organisational Activities

Activities		
Establish a communications & marketing strategy.	By means of regular engagement, remain at the forefront of emergent industry issues and deliver ideas inclusive of all members of the value chain.	Engage with industry organisations to establish assurance programmes where they do not exist to complete the chain.
Support, advertise and endorse existing programmes like “Meet the Need” and “Surfing for farmers.”	Recommend that processors and other companies in value chain have wellness programmes within their businesses.	Hold brand and label conversations for certified sustainable beef on the supermarket shelf.

4. Organisational – Questions to Members

- a) What activities do you feel could help us better meet these objectives?
- b) Are there other ways we could support the kiwi beef community?

6. Priorities

To develop an action plan for the coming year, NZRSB needs to identify the key priorities of our members. Please comment on which objectives, targets and/or activities you feel should be prioritised for the benefit of:

- sustainable beef production in New Zealand,
- the New Zealand beef value chain and
- the New Zealand Roundtable for Sustainable Beef.

Thank you.