



North America Agriculture

Sustainable Grazing Lands

July 23, 2020

**2020 Central Grasslands
Roadmap Summit**

U.S. Beef and Grazing Lands

BY THE NUMBERS ...

107 Tg
CO₂e yr⁻¹

Carbon storage

40%

of U.S. Lands

>750,000

U.S. Ranching
Operations

50%

Grassland
habitat lost

93M

Beef cattle

TNC's North America Agriculture Program Goals

TNC is a leading global conservation organization with a mission to protect the lands and waters on which all life depends. 50 states. 70 countries.

Sustainable Grazing Lands + Soil Health and Nutrients

PROTECT HABITAT

Develop supply chain commitments to prevent habitat conversion and incentives to redirect agriculture expansion



RESTORE DEGRADED LAND

Soil health and grazing practices to optimize productivity and conservation of agriculture landscapes



SECURE FRESHWATER

Apply science, policy, and new business models to solve water quality and quantity issues at the basin level



CLIMATE SMART

Farm, ranch, and animal management practices which reduce or sequester GHGs, increase productivity and resilience to climate change

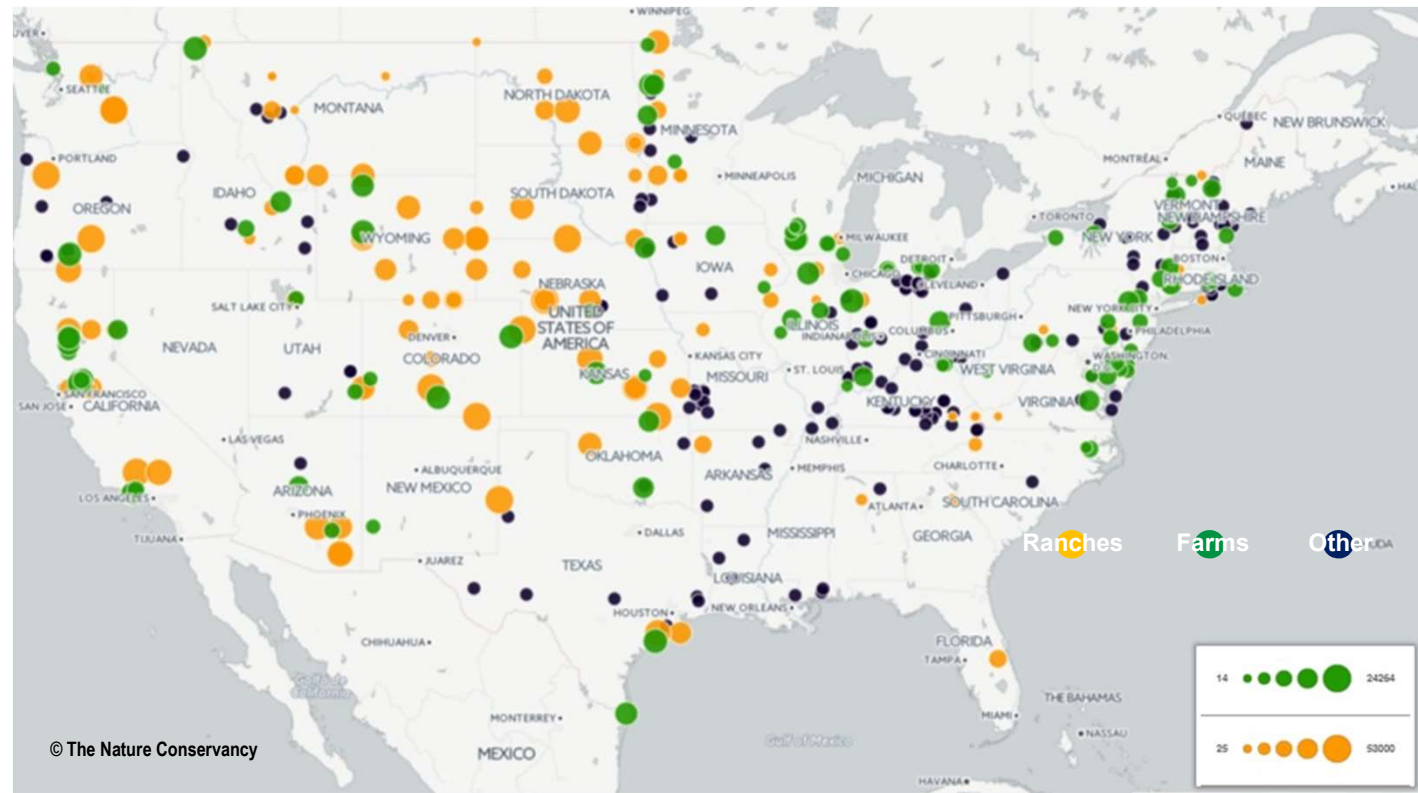


Sustainable Grazing Lands and Beef Goal

Transform the conventional beef supply chain by establishing sustainability practices, policies, and programs that are implemented by at least **30% of industry by 2025**, leading to improvement of **240M acres of grazing lands** in the U.S.

TNC's U.S. Farm & Ranch holdings

Nature.
People.
Water.
Land.
Livestock.



Setting the Stage for Success: Integrated Strategies

SUPPLY CHAIN

Sourcing programs
Industry standards
Transparency
Producer leadership

CIVIL SOCIETY

Research
Pilots
Innovation

POLICY

Federal funding
Technical assistance
Public lands policy

Setting the Stage for Success: Partnerships

**U.S. Roundtable
for Sustainable
Beef**

Beef Supply Chain:
Retailers
Packer/Processor
Producers

**USDA/NRCS
Academics & NGOs
State Agencies
Local/Regional
Coalitions**

U.S. Roundtable for Sustainable Beef

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 MEMBERS



PACKER PROCESSOR



PRODUCERS: COW-CALF - AUCTION MARKET - FEEDYARD



RETAIL FOOD SERVICE



ALLIED INDUSTRY



CIVIL SOCIETY



USRSB PROGRESS

2015

FORMATION

94 members formed the USRSB.

2016

HIGH PRIORITY INDICATORS

The six areas most important to the sustainability of beef identified and defined.

2017

METRICS

Sector-specific approaches to assess and measure sustainability across high priority indicators developed.

2018

ASSESSMENT GUIDES

Technical guidance documents outlining the purpose and approach of sector metrics developed.

2019

FRAMEWORK & TOOLS

All-sector resource and tools to assess and identify improvements that each entity can implement.



U.S. BEEF INDUSTRY
**SUSTAINABILITY
FRAMEWORK**
RESOURCE TOOLBOX

SUSTAINABLE BEEF DEFINITION • HIGH-PRIORITY INDICATORS
• METRICS • SUSTAINABILITY ASSESSMENT GUIDES

High Priority Sustainability Indicators



Water Resources:

The volume of water consumed and any impacts on water quality.

Land Resources:

The stewardship of terrestrial and aquatic habitat in relation to water, soil and biodiversity in an area. Impacts of land use and land use conversion, both caused by and prevented by ranching and farming activities.

Air & Greenhouse Gas Emissions:

The cumulative emissions of pollutants, including particulate matter, greenhouse gases and other gaseous emissions from a sector for each process.

Efficiency & Yield:

Efficiency is the unit of input required to produce a unit of output and yield is the total product generated per unit of time or space. Both concepts address waste as a negative characteristic and drive toward improved profitability.

Employee Safety & Wellbeing:

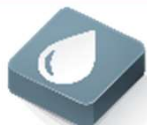
The implementation of safety programs and training to provide a safe workplace and help to prevent workplace accidents and injuries associated with production, processing, and distribution of beef and the relative prosperity of workers employed in those activities.

Animal Health & Wellbeing:

The cumulative effects of cattle health, nutrition, care and comfort.



Cow-Calf Sector Metrics: Unlocking Grazing Management Planning



WATER RESOURCES

Is a grazing management plan (or equivalent) being implemented that maintains or improves water resources?



LAND RESOURCES

Is a grazing management plan (or equivalent) being implemented to protect and/or improve the land resources, including succession/transition planning?



AIR AND GREENHOUSE GAS EMISSIONS

Is a grazing management plan (or equivalent) being implemented that protects or improves soil and plant community health, including soil carbon sequestration?



EFFICIENCY AND YIELD

Is there a strategy implemented to optimize animal productivity through improved nutrition, reproduction, genetics, technologies, and practices?



ANIMAL HEALTH AND WELL-BEING

Has the operation adopted Beef Quality Assurance (BQA) or similar program principles into management of the farm or ranch?



EMPLOYEE SAFETY AND WELL-BEING

Are all individuals who are involved in the operation trained in stockmanship and safety, and are they implementing these practices on the farm or ranch?



USRSB MOVING FORWARD

Establish Industry Sustainability Targets

Build Awareness & Promote Adoption

Cow-Calf Outreach Program Development

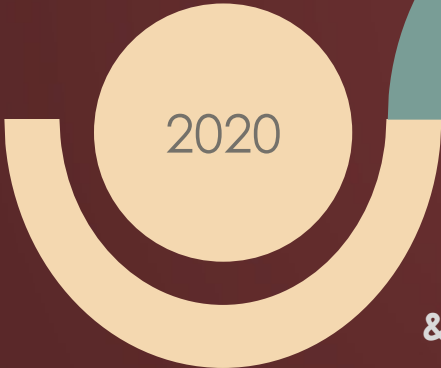
Packer & Processor Outreach Program Development

Develop Beef Value Chain Goals

Development

Promote Adoption of Sustainability Framework

Promote Adoption of Sustainability Framework

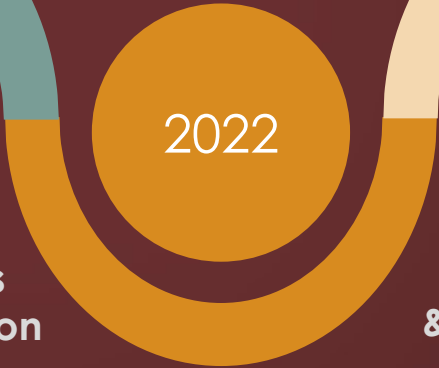


2020

Build Awareness & Promote Adoption



2021



2022

Build Awareness & Promote Adoption



2023

Feedyard & Auction Market Outreach Program Development
Develop Sector-Specific Targets to Support Beef Value Chain Goals
Promote Adoption of Sustainability Framework

Retail & Food Service Outreach Program Development
Promote Adoption of Sustainability Framework

Toward a Sustainable Future

The Nature Conservancy (TNC) believes the US beef industry has a valuable role to play in protecting and restoring grazing lands, conserving **biodiversity** and **water resources**, providing **food** and stable **livelihoods**, enhancing **supply chain** resilience, and reducing and mitigating **GHG emissions**.

It will take collaboration among stakeholders from all nodes of the beef supply chain, and must empower ranchers and farmers, who are the caretakers of our lands and waters.

U.S. ROUNDTABLE FOR SUSTAINABLE BEEF

2021 GENERAL ASSEMBLY MEETING

KANSAS CITY, MO
APRIL 28-29, 2021

REGISTER ONLINE TODAY

WWW.USRSB.ORG



Questions and Discussion

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The Nature
Conservancy 

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