



2021 PRODUCER USRSB MEMBERSHIP

MISSION

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.

ABOUT THE U.S. ROUNDTABLE FOR SUSTAINABLE BEEF

The U.S. Roundtable for Sustainable Beef (USRSB) was formed in 2015, bringing together a diverse group of stakeholders that desire to continuously improve the sustainability of U.S. beef production.

OUR COMMUNITY

In total the USRSB is comprised of more than 100 members who share our vision in continuously improving the sustainability of U.S. beef. This diverse set of members includes cow-calf producers, auction markets, feedyards, packers, processors, retailers, food service, allied industry, academic institutions, and conservation organizations. Our membership represents approximately 30 percent of the cattle herd, more than 20 billion pounds of beef processed and more than 100 million consumers across the U.S.

Learn more about the U.S. Roundtable for Sustainable Beef at www.USRSB.org

USRSB MEMBERSHIP CONSTITUENCIES:



PRODUCERS:

Producers: Individuals, organizations and associations of people who are actively engaged in the ownership and management of cattle used to produce beef.



ALLIED INDUSTRY:

Organizations and associations of people who supply the beef value chain with goods and services, including but not limited to financial institutions.



PACKERS/PROCESSORS:

Organizations and associations of people who process cattle and beef into saleable product.



RETAIL/FOOD SERVICE:

Organizations and associations of people who bring beef and beef-related products to consumers.



CIVIL SOCIETY:

Academic institutions, non-government and non-commercial institutions, foundations, alliances and associations with a stake in the beef value chain.

WHAT OUR MEMBERS SAY

Debbie Lyons-Blythe (cow-calf producer from Kansas) on why it is important for ranchers to join USRSB:

I have been involved in many sustainability discussions throughout the years but have always felt that most of the initiatives have been a top down approach to sustainability, without necessarily understanding the realities faced by a typical producer. But this time, with the U.S. Roundtable for Sustainable Beef, everyone at the table from ranchers with their “boots on the ground,” to retailers and environmental organizations, have had equal footing in the discussions from the beginning. In addition, we have been able to explain that without profitability, all conservation and animal welfare discussions are worthless.

Scott Anderson (cattle feeder from Oklahoma), on why producers should be a part of USRSB:

Membership in the U.S. Roundtable for Sustainable Beef has provided us with the opportunity to be able to sit down with members from every segment of the beef supply chain and visit collectively about what we do, why we do it and how we can share that with our consumers. More than ever before, today's consumers are wanting to understand more about how their food is produced and raised. Through the USRSB network we can learn what questions consumers are asking through our retail partners and then work together to address their concerns. It is our hope that other feedlot operators will also join us in this initiative to have an even stronger producer voice at the table.

Hugh Aljoe, on why the Noble Research Institute is a part of USRSB:

“Noble Research Institute is pleased to join with our colleagues from universities, industry, nonprofit organizations and other research institutes in representing the entire beef value chain. Through science and producer outreach, progress has been made during that last few years in bridging knowledge gaps and providing greater transparency between segments of the beef industry.”

MORE ABOUT USRSB

Since inception, the USRSB has defined sustainable beef and has worked to develop a full set of resources the beef value chain can use to assess their individual sustainability efforts through the U.S. Beef Industry Sustainability Framework. This Framework is comprised of three key elements: High-Priority Indicators, Sustainability Metrics, and Sustainability Self-Assessment Guides. Future work of the USRSB will focus on education, training and outreach. The USRSB does not engage in business to business ventures but encourages the use of its Framework in programs that verify sustainable beef systems.

REASONS TO JOIN

Each member has their own individual reason for being a part of USRSB, but we all share the same goal in talking about sustainability the same way. Becoming a member of USRSB is an opportunity to be part of a one-of-a-kind initiative that is bringing together the value chain in a way that has never been done before. The roundtable is promoting the great things already being done in beef sustainability and looking for even more opportunities to improve together.

Membership provides an opportunity to engage with leaders and other key stakeholders throughout the beef value chain as we continue to shape the dialogue of beef sustainability and contribute to the long-term viability of the U.S. beef industry. As we continue our work as a Roundtable, our organization sees value in bringing many voices interested in improving the sustainability of beef to the table. It is our hope that you share in this Mission and will support it by becoming a member.

HOW TO JOIN

Organizations interested in joining the U.S. Roundtable for Sustainable Beef should submit an application for membership. To become a member or learn more, please visit our website at www.USRSB.org or contact us at usrsb@beef.org.



www.USRSB.org

