



ERBS

European Roundtable
for Beef Sustainability

Uniting the
European beef
value chain to
accelerate and
communicate our
sustainability
journey



Introduction

The European Roundtable for Beef Sustainability (ERBS) is a multi-stakeholder platform focussed on beef sustainability across the European region and across all aspects of the value chain, from farm to fork. It also represents the European beef value chain as one voice on the global stage, through its active participation in the Global Roundtable for Sustainable Beef (GRSB).

We believe the beef sector has an important role to play in a sustainable food system. The beef sector transforms inedible feedstuffs into high value protein for human consumption. It is a major land steward across the European region, able to provide key ecosystem benefits such as carbon sequestration and biodiversity maintenance.

At the same time, there is a significant opportunity to improve the sustainability performance of the beef sector through wider deployment of existing and new sustainability practices. There is also a critical need to address the increasing consumer concerns around where their food comes from, and how it is produced.

The European Roundtable for Beef Sustainability provides a catalyst for change. Together we can establish a common agenda and accelerate the delivery of meaningful sustainability progress across the beef value chain, whilst engaging and communicating with our diverse stakeholders.



Our journey



Beef sustainability is a journey of continuous improvement, not the final destination. Our journey began in 2011, when the SAI Platform Beef Working Group was established. Focussing at farm level, we initiated pre-competitive conversations on beef sustainability across the European industry.

Initially our focus concentrated on defining a set of 39 beef sustainability principles – from water quality to workers' rights. Through our continued learning and working together we developed associated beef sustainability practices, to act as a guideline for the European beef industry. We know that we cannot tackle everything at once. Therefore, to achieve change on the ground and at European scale we must focus our efforts on stakeholders' key priorities.

In 2016 the beef sustainability principles and practices were used as a holistic framework to identify the four initial pan-European priorities on which to focus. These were identified through engagement with over 150 stakeholders across Europe. On the basis of this our key priority action areas are: greenhouse gas emissions, animal health and welfare, animal medicines and farm management.

The SAI Platform Beef Working Group has evolved and we recognise the importance of being a multi-stakeholder voice on beef sustainability in Europe.

Our journey continues as we become the [European Roundtable for Beef Sustainability](#).

Milestones



2011

Establishment of SAI Platform Beef WG

2012/13

Developed set of 39 Beef Sustainability Principles

2014

Developed on-farm Beef Sustainability Practices

2015

Joined GRSB

2017

Consultation across Europe to identify priorities

2018

Identification of priority action areas and launch of ERBS



Our vision

We envision a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

Our mission

All aspects of the beef value chain are recognised for delivering measurable positive impacts and continuous improvement towards key sustainability priorities.

Empowering local action

We recognise that there is not a one-size-fits-all approach to beef sustainability in Europe: a region with very diverse production systems and climates. Delivering measurable progress on priority action areas at country level, means securing the engagement and alignment of key national stakeholders through Country Platforms. By building on existing local initiatives and providing flexibility we can work together in a locally-relevant way.

Members

The ERBS consists of key players in the European beef industry, from producers through to retail. We welcome stakeholders from across the beef value chain who support the ERBS vision and mission and who strive to work constructively towards improving beef sustainability. If you want to help shape the future of European beef sustainability and support the work of the ERBS, then join us.



Our approach



We recognise the considerable work and progress that has already taken place on beef sustainability and we want to build on this.



Measurable sustainability outcomes



Empowering local action and creating alignment through Country Platforms



Supporting the sector to communicate the progress made on beef sustainability



Our key priority action areas are:



Greenhouse gas emissions



Animal welfare and health



Animal medicines



Farm management



The European Roundtable for Beef Sustainability (ERBS) is a multi-stakeholder platform focused on beef sustainability across the European region and across all aspects of the value chain, from farm to fork.

The European Roundtable for Beef Sustainability (ERBS) is hosted by SAI Platform.

For further information and how to join the ERBS visit www.saiplatform.org



The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration. The GRSB envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

Contacts



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