



ERBS

European Roundtable  
for Beef Sustainability

# ANNUAL EVENT 2023 HIGHLIGHTS REPORT



# ENHANCING BEEF SUSTAINABILITY THROUGH RESEARCH AND TECHNOLOGY



**The ERBS is all about using collaboration to unite and coordinate, through commitment, active collaboration and knowledge sharing, we are delivering a positive impact upon beef sustainability.**

**We came together for annual in person event to celebrate 5 years of the ERBS and credible data-backed progress being made across animal medicine, animal welfare, environment and farming resilience, with a huge level of commitment from the beef sector through the Platforms driving over 100 activities.**

**The event theme was Enhancing Beef Sustainability through Research and Technology, which was chosen because agricultural businesses are using both research and technology to take action, and become more environmentally and economically sustainable.**

**The Event was kindly hosted by Bord Bia, and attended by ERBS members as a member-event, plus some invited guests.**

**The event highlighted a strong element of connectedness, with a deep level of expertise and passion to improve beef sustainability shown by the attendees. Events such as this, are important to continue sharing knowledge, track progress, and drive a positive change in sustainability across the agricultural beef industry.**



45+

ATTENDEES



18

FOOD AND DRINK COMPANIES



2

DAYS OF COLLABORATION



3 FIELD VISITS



6 COUNTRIES REPRESENTED



1 PANEL DISCUSSION

# SPEAKERS AND FACILITATORS



**Aisling Molloy**  
Molloy's Family Farm



**Jane Duncan**  
SAI Platform



**Estelle Rabourdin**  
Moy Park



**Emer Fardy**  
Hilton Foods



**Aisling Andrews**  
McDonald's



**Clare Carlisle**



**Eleanor Luther**



**David Kenny**



# Thank you!

# KEY TAKEAWAYS FROM THE FIELD



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- **Data plays an important part in driving on-farm sustainable decisions.**



- **A combination of both the research undertaken and the increasing commitment if the beef sector continues to drive positive environmental impacts, which in turn supports farmers livelihoods.**



- **Genetics have a considerable impact on cattle performance.**



- **Field visits are imperative for the industry to see the impacts happening as a result of farmers implementing sustainable practices.**



# KEY DISCUSSION INSIGHTS



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- **Notable progress on Beef Sustainability across the six country platforms, with strong evidence of leadership and partnership with others.**



- **Whilst challenges remain, research has developed which has led to solutions. The measures being taken on farms are showing tangible reductions in GHG's.**



- **There is a need for industry stakeholders to work together, throughout the entire supply chain.**



- **It is imperative that the industry continue to align both common targets and a common consistent messaging.**



"It is very powerful to have members of the European Beef Supply Chain together, where we can discuss the future of beef sustainability, and where we believe it should be"



"ERBS is a brilliant network, allowing us to understand a sufficient approach, providing us with a view of what others are doing to improve sustainability, and providing us with ideas that are worth looking in to for the farms in our own country,"



"I really enjoyed having the opportunity to visit several farms, that are very different to the farms I see in my home country"



"It was great to get out on farm, especially to visit Blackwater Farm and see how Michael has progressed over the last 5 x years, and the investments he has made to do so."



"Events like this are very important. We need to continue collaboration on how we can work together to understand where the barriers are, and how we can bridge the gaps"





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Thank you for all your support in hosting the event and a warm Irish welcome

**BORD BIA**  
IRISH FOOD BOARD



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Thank you to all our ERBS members for your continued work on driving beef sustainability

