THE PROBLEM

Improving sustainability in beef production, processing, and merchandizing means not only reducing costs and maximizing productivity, but also focusing on environmental implications, animal welfare and social concerns (GRA, 2013).

The GRSB - Global Roundtable for Sustainable Beef is the strategic platform to advance continuous improvement in sustainability of the global beef value chain through multi-stakeholder engagement and collaboration.

Livestock production is increasingly competing for scarce resources, such as land, water, and energy and its emissions can affect severely on air, water and soil quality (De Vries, 2010).

THE PROJECT

The goal of this project is to contribute with the development of methods to assess sustainable beef production analyzing and comparing the current scenario of beef industry in the US, Canada and Brazil based on GRSB principles and criteria. Finally, this project will have some recommendations of what KPIs could possibly be applied to achieve GRSB goals.

METHODOLOGY

The evaluation of the potential of sustainable beef in the US, Canada and Brazil to achieve the goals of the Global Roundtable for Sustainable Beef (GRSB) is based on Key Performance Indicators (KPIs) recommended according to each beef industry scenario. In table 1, there is all the criteria summarized for each principle defined by GRSB in their Annual Report 2014.

RESULTS

Beauchemin, 2010; Berndt, 2013; Pelletier, 2010 and Verge, 2008 have conducted life cycle assessment of beef production in those three countries and by looking their results, it was possible to verify if the indicators are applicable to GRSB goals and also identify some good practices of sustainable beef production that could give producers better outcomes.

SUSTAINABILITY

The sustainable beef production have correlation to all systems of sustainability:

- Natural systems: livestock production has great impacts on the environment such as scarce resources, water, energy and soil quality (De Vries, 2010).
- Social systems: health and safety of products, quality of life of beef industry consumers and improvement of conditions for employees, such as job creation, worker safety, employment security and business ethics (GRA, 2013).
- Built systems: buildings that hold the supply chain of beef production are one of the objects to be assessed in order to identify the opportunities to improve sustainability in the beef industry (Euclides Filho, 2004); also transportation logistics and infrastructure.
- Managed systems: methods of assessments of sustainability in the value chain of beef production, like LCA (De Vries, 2010).

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REFERENCES
