

**Australia's National Beef Exposition**  
7 May to 12 May 2012



**James Lawrence Pavilion**  
**Bos Indicus Room**

**Thursday 10 May 2012**  
**1.30 pm – 3.00 pm**

**"Sustainable Beef"**  
**What does it mean, and why is it important?**

**Hosted by**  
The Roundtable for Sustainable Beef Australia (RSBA)

Hear from members of the Roundtable for Sustainable Beef Australia who represent multi-stakeholders along the beef supply chain (McDonalds, JBS, Teys Australia, Cattle Council of Australia, World Wildlife Fund, Merck) and representatives from the Global Roundtable of Sustainable Beef.

The seminar will be facilitated by a high profile industry personality who will challenge presenters and ensure this is an interesting and informative event. Presentations will provide information on:

**What is the RSBA?**

The Roundtable for Sustainable Beef Australia (RSBA) is a multi-stakeholder strategic group comprising of significant supply chain participants who reflect the interests of all sectors of the beef supply chain in advancing continuous improvements in the sustainability of beef production throughout Australia. The RSBA are part of the larger Global Roundtable of Sustainable Beef (GRSB) that has multi-stakeholder representation along the global beef supply chain including the world's largest processors, food service company and retailer, environment NGOs and animal health companies.

**Purpose of the Roundtable for Sustainable Beef Australia:**

To champion and promote the innovation, technology, sharing, and adoption of best practices that achieves continuous improvement in sustainability of the beef supply chain in Australia.

**How does the RSBA view 'sustainable beef' in the Australian context?**

A beef supply chain that:

- Conserves or enhances biodiversity, clean air and clean water, healthy soils and natural ecological processes.
- Provides affordable, safe and nutritious beef
- Provides value and is profitable for all participants in the supply chain
- Supports local and indigenous communities and their people

- Delivers good animal welfare outcomes
- Builds social, economic and ecological resilience to climatic change
- Ensures that the diversity and productivity of the natural environment is maintained or enhanced for the benefit of future generations (inter-generational equity)