

BEEF BUSINESS

by Sarah Harris, editorial intern; and Julie Mais, editor

In this month's "Beef Business," we present agriculture sustainability information and upcoming industry events.

Sustainability Impact Report

The Animal Ag Alliance released its "Sustainability Impact Report" amid Earth Day celebrations to highlight its efforts in animal, plant and environmental stewardship, responsible use of medications such as antibiotics, and improvements in food safety and nutrition.

The report addresses how different agricultural systems approach the sustainability initiative and take part in caring for the Earth through responsible or regenerative agricultural production. These sustainable initiatives serve as a linking factor amongst farmers, ranchers and consumers.

For more information about the "Sustainability Impact Report," visit <https://animalagalliance.org/issues/sustainability/>.

Source: Animal Agriculture Alliance

Ag Innovation Mission for Climate

Members of President Biden's Leaders Summit on Climate partnered with the United Arab Emirates, with endorsement from the United Kingdom, and plan to begin the Agriculture Innovation Mission for Climate (AIM for Climate).

With support from Australia, Brazil, Denmark, Israel, Singapore and Uruguay, AIM for Climate will serve to develop research about sustainably producing food, fiber and

fuel while encompassing beneficial climate action.

The data garnered through AIM for Climate initiatives will serve to develop policy and scientific advancements in production agriculture. AIM for Climate officials hope to develop new ways to increase productivity and return on investment, conserve the natural landscape, combat climate variability, reduce greenhouse emissions, and increase carbon sequestration, or putting carbon back into the ground.

Source: USDA

Beef sustainability campaign

Beef cattle play an integral role in the sustainability initiative. The goal of the *Beef. It's What's for Dinner.* brand campaign, managed by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is to highlight how farmers and ranchers exercise best practices and care for the climate.

According to the U.S. Environmental Protection Agency (EPA), only 2% of emissions in the United States are derived from beef cattle. The EPA also reports that 90% of a bovine's diet is made up of forage and plants that humans cannot consume.

The new integrated campaign will target consumers, influencers, and both media and supply chain audiences. The campaign will include

a video promotion series launched on numerous social media sites, an interactive U.S. map that allows viewers to learn about beef farmers and ranchers from each state, interviews regarding the farm to fork process, partnership content between chefs and cattle producers, and stories about sustainable operations throughout the country.

To learn more about sustainable practices and the cattle industry, visit www.beefitswhatsfordinner.com/ or <https://www.beefresearch.org/>.

Source: NCBA

USRSB reports progress

The U.S. Roundtable for Sustainable Beef (USRSB) has adopted a goal-setting process in response to sustainable industry efforts. As the leader for the beef sustainability initiative, members of the USRSB strive to be proactive in response to climate variability. Throughout their involvement, they have launched sustainability modules for cow-calf, stocker, backgrounder, feedyard and auction markets, and 15 other marketplace programs. USRSB has also reached more than 90,000 producers by means of trade media messaging this year.

Visit www.usrsb.org/Media/USRSB/Docs/2020_usrsb_annual_report.pdf to learn more about the USRSB's activity last year.

Source: USRSB

R-CALF USA Convention and Trade Show

R-CALF USA will host its annual convention and trade show Aug. 18-20. The convention, themed “True Grit: The Path Forward,” will include full days of industry speakers and networking.

The convention will be at a new location, the Rushmore Plaza Civic Center, in the heart of downtown Rapid City, S.D. For more information visit www.r-calfusa.com/event/annual-convention/.

Source: R-CALF USA

Cattlemen’s College

Tune in to Tennessee for the 28th annual Cattlemen’s College, Aug. 9-10, which kicks off the 2021 Cattle Industry Convention & NCBA Trade Show in Nashville, Tenn. Cattlemen’s College, sponsored by Zoetis, brings thought-provoking, stimulating sessions that can help generate better returns for operations.

“We’ve designed Cattlemen’s College with the producer in mind, and have created the best education experience available based on past attendee feedback,” says Josh White, executive director of producer education & sustainability with the National Cattlemen’s Beef Association (NCBA). “Our goal is to offer a variety of topics and feature the best speakers, providing great value for producers.”

For more information go to <https://convention.ncba.org/>.

Source: NCBA

Consumer interest in food sustainability

Consumer concerns about a sustainable food system have not waned during the pandemic. In fact, sustainability is even more important now than a year ago, according to a

new consumer poll by C.O.nxt, an agriculturally based marketing and communications firm. The definition of sustainability continues to broaden to include social concerns, as well as environmental effects.

To gauge definitions, demands and expectations about sustainability, C.O.nxt partnered with Menu Matters in an online survey of 750 consumers across the country.

The survey showed that 80% of consumers say sustainability is important to some degree when deciding what foods and beverages to purchase from a supermarket or order from a restaurant. More than half of those polled said they are either somewhat or significantly more concerned about sustainability compared to a year ago.

Although sustainability ranked high across all segments, those age 18 to 44 rated it highest, with more than one-third rating it “extremely important.”

Reasons cited for heightened concern included effects on food workers, climate change and wildfires. Increased use of single-use plastics ranked high as a sustainability concern — likely due to more frequent carryout meals during the pandemic.

Consumers increasingly tie sustainability to factors extending beyond the environment, such as affordable food, fair wages for workers and humanely raised animals. Nearly half of those polled defined sustainability as encompassing social and economic issues, in addition to environmental effects. Only 19% defined sustainability as exclusively related to the environment.

More than half of the survey respondents said they would “definitely” or “probably” be

willing to pay more for greater sustainability efforts on the part of food and beverage manufacturers and restaurants. Young consumers ranked highest in their willingness to pay more.

For more information, download the full research report <https://co-nxt.com/insights/industry-research/>.

USDA grants for local, regional food producers affected by the pandemic

On May 5, the USDA announced the availability of \$92.2 million in competitive grant funding under the 2018 Farm Bill’s Local Agriculture Market Program (LAMP). The LAMP grants announced are funded through the Farmers’ Market program as part of USDA’s Pandemic Assistance for Producers Initiative.

USDA launched this initiative in March to address shortfalls and disparities in how assistance was distributed in previous COVID-19 assistance packages, with a specific focus on strengthening outreach to underserved producers and communities and small and medium agricultural operations. These grants support the development, coordination and expansion of direct producer-to-consumer marketing, local and regional food markets and enterprises, and value-added agricultural products.

Source: USDA

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