

# BEEF BUSINESS

by Julie Mais, editor

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

## GRSB Announces Sustainability Goals

The Global Roundtable for Sustainable Beef (GRSB) announced June 29 the launch of its global sustainability goals — commitments to advance and improve the sustainability of the global beef value chain.

Covering climate, land use, and animal health and well-being, these goals have been identified to reflect priority areas for advancement and improvement. GRSB's mission is to ensure that sustainable beef can remain part of an important global supply chain.

The goals are:

- **Climate:** Reduce the net global warming impact of beef by 30%
- **Land Use:** Ensure the beef value chain is a net-positive contributor to nature
- **Animal Health and Welfare:** Provide cattle with an environment in which they can thrive, achieved through increased adoption of best practices.

The GRSB is a worldwide network of the people and organizations powering progress in sustainable beef. GRSB champions best practice, facilitates the exchange of knowledge and fosters a collaborative approach. Its aim is a more environmentally responsible, more economically resilient and more socially beneficial beef industry.

*Source: GRSB*

## Registration Open For Public Lands Council Annual Meeting

July 1, the Public Lands Council (PLC) opened registration for its 53rd Annual Meeting to be hosted Sept. 8-10, 2021, in Seaside, Ore.

PLC is the only national organization dedicated solely to representing the interests and perspectives of cattle and sheep producers who utilize federal lands and grazing permits as part of their operations. The PLC Annual Meeting brings these producers together and provides a forum for them to discuss current issues and emerging opportunities with federal agencies, industry partners and congressional leadership.

This year's conference combines policy priorities with fun in the sun as attendees craft policy solutions that will shape the future of the industry.

*Source: PLC*

## Ag Mental Wellness Resources

In recognition of mental health awareness month in May, AgriSafe Network launched a national network of agriculture professionals who are committed to sharing nonproprietary information, ensuring resources and trainings are widely disseminated to reduce farmer and rancher stress.

AgriStress Response Network seeks to eliminate the stigma of seeking

support for mental health, including depression, anxiety and farmer and rancher suicide.

While 20% of any population has mental health complications, including farmers and ranchers, stigma and privacy concerns associated with mental health issues may mean many people do not seek available behavioral health services.

Many of the factors affecting agricultural production are largely beyond the control of the producer. For example, isolation, variability in weather, lack of access to health services and low commodity prices could have a direct effect on the rise in mental health issues.

Good health, including mental health, is a key factor contributing to one's ability to keep farming.

A national poll conducted by American Farm Bureau Federation (AFBF) in 2019-2021 has shown financial issues and how the effects of the COVID-19 pandemic are affecting farmers' mental health.

The recent data speaks to the urgency of identifying local resources that can help farmers and ranchers cope with chronic stress and mental health concerns.

AgriStress Response Network will contribute to sparsely available tools, specifically targeting rural and agricultural communities. Tara Haskins, Total Farmer Health director, provides clinical, educational and mental health expertise for AgriSafe's health

initiatives and funded programming.

She serves as lead for AgriStress Response Network and mental health programs, drawing from her clinical experiences in behavioral health and substance-use disorders.

To connect with the AgriStress Response Network, follow the network on Facebook at [www.facebook.com/AgriStressResponse](http://www.facebook.com/AgriStressResponse). For more information on AgriStress Response Network and Total Farm Health programming, please contact Haskins at 318-545-5400 or email [thaskins@agrisafe.org](mailto:thaskins@agrisafe.org).

*Source: AgriSafe Network*

## Angus Members Recognized at BIF Symposium

Nearly 400 cattlemen, academia and industry affiliates gathered June 22-25 at the Des Moines Convention Center, Des Moines, Iowa, for the 2021 Beef Improvement Federation (BIF) Research Symposium & Convention.

Angus member Maci Mueller was awarded the 2021 Baker Cundiff Scholarship Award for her essay, "Gene Editing as a Tool for Genetic Improvement of Beef Cattle." Mueller is studying under Alison Van Eenennaam at the University of California-Davis.


Eva Hinrichsen, also an Angus member who was active in the National Junior Angus Association (NJAA), received the undergraduate Wallace Memorial Scholarship.

Angus member Matt Perrier, Eureka, Kan., was introduced as the 2021-2022 BIF president. Joe Epperly, Albion, Neb., is the new vice president.

AGI President Kelli Retallick-Riley and American Angus Association Commercial Industry Relations Director Troy Marshall

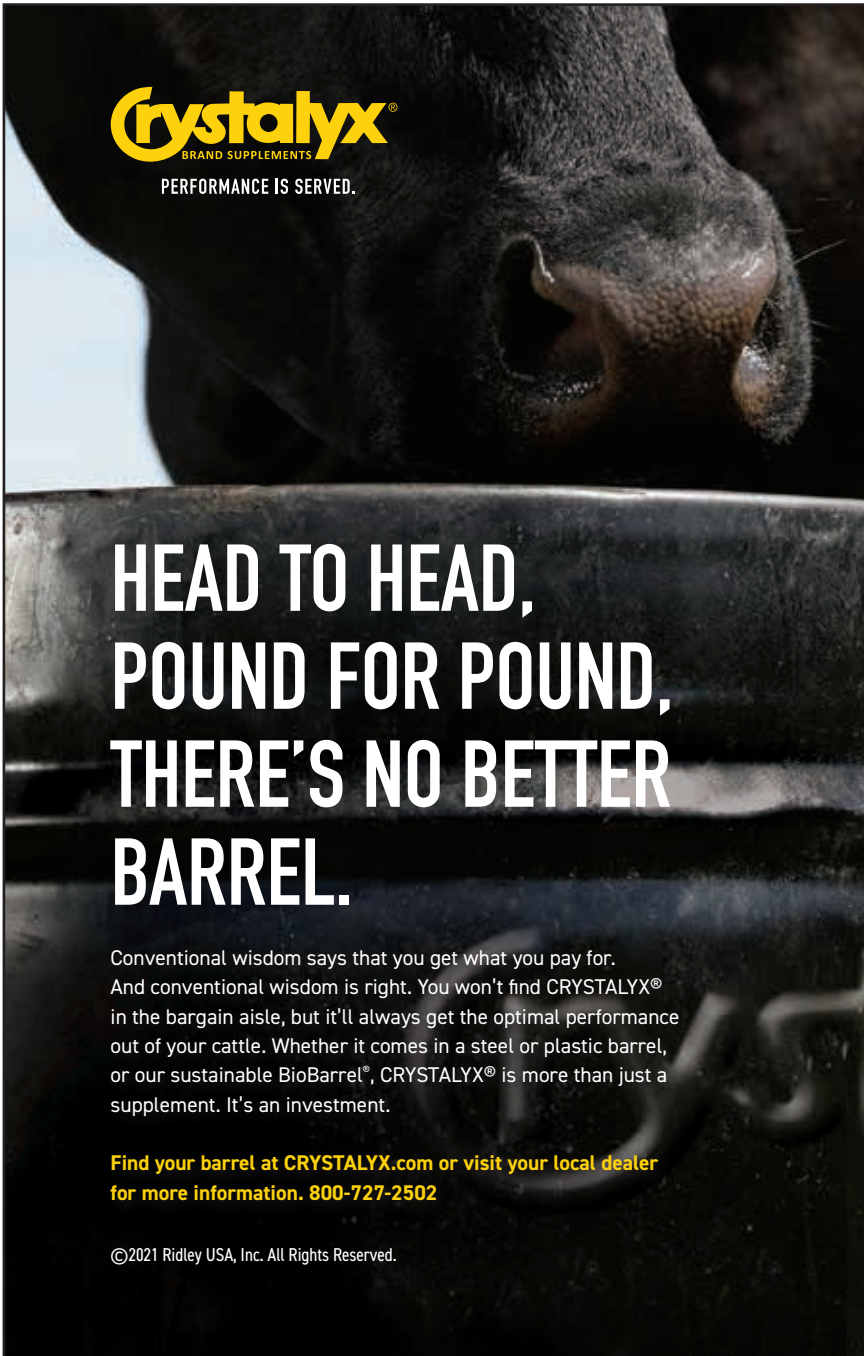
also serve on the BIF Board of Directors.

Angus member Gordon Jones, Lafayette, Tenn., also serves on the board.

More BIF coverage is provided by Angus Media at [www.bifconference.com](http://www.bifconference.com) and will be included in the September *Angus Journal*. 

*Source: Angus Media*

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