



2022 GENERAL ASSEMBLY MEETING

UNLEASHING SUSTAINABILITY FOR A RESILIENT FUTURE

APRIL 26-28, 2022 | FRANCIS MARION HOTEL - CHARLESTON, SOUTH CAROLINA





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ANTI-TRUST STATEMENT

It is the policy and practice of the USRSB to conduct all business in a manner that complies with all applicable state and federal anti-trust laws. In general, the types of discussions that must not occur are those that may suggest or imply agreements among competitors with respect to: pricing, terms of sale, credits, discounts or any other such items that could impact prices. Other topics that must be avoided include the allocation of customers; markets or territories; bid-rigging; and group boycotts or joint refusals to do business with others; or any discussion or activity that may be construed as forestalling research and development. If at anytime during the course of this event a participant believes that a subject with any anticompetitive implication or appearance has been raised, they should object and request that the subject be dropped.



WELCOME

Welcome to the in-person 2022 USRSB General Assembly! The committee and staff have prepared an outstanding agenda with a tour, informative sessions and the annual business meeting here in beautiful Charleston, South Carolina.

The entire USRSB membership reaches a major milestone this year with the announcement of our goals that represent the full U.S. beef supply chain. It is our members' commitment to continuous improvement that makes USRSB capable of this monumental step.

Thank you for all the work you have done this past year, and I look forward to everyone enjoying this assembly as we introduce the final goals work and prepare for 2022-2023!



Sincerely,

A handwritten signature in black ink that reads "Steve Wooten". The signature is fluid and cursive.

Steve Wooten
USRSB chair



USRSB Board of Directors



USRSB 2021/2022 Chair:
Steve Wooten
Colorado Cattlemen's
Association



USRSB Chair-elect:
Debbie Lyons-Blythe
Kansas Livestock
Association



Secretary/Treasurer:
Scott Anderson
CRI Feeders



USRSB Past-chair:
Wayne Morgan
Golden State Foods



Nikki Richardson
JBS USA



Caitlin Colegrove
Target Corporation



Kendra Levine
McDonald's Corporation



Sara Place
Elanco



Jessica Finck
Merck Animal Health



Kristie Maczko
Sustainable Rangelands Trust



Rob Manes
The Nature Conservancy



Schedule of Events

Monday, April 25

5:00 p.m. – 9:00 p.m.

Registration opens

Tuesday, April 26

2022 BEEF INDUSTRY SUSTAINABILITY TOUR

6:00 a.m.

Bus #1 departs the Francis Marion Hotel

*Grab and go breakfast and additional snacks to be provided
Sponsored by McDonald's Beef Grinders*

8:30 a.m. – 10:45 a.m.

Tour of Yon Family Farms

10:45 a.m. – 11:45 a.m.

Lunch at Yon Family Farms

Sponsored by ABS and Agri Beef

12:45 p.m. – 1:45 p.m.

Tour Edisto Research Center

3:00 p.m.

Reception-only bus departs Francis Marion

4:00 p.m. – 5:30 p.m.

Tour of Charleston Tea Garden

5:30 p.m. – 8:00 p.m.

Reception and Dinner at Charleston Tea Garden

8:45 p.m.

Arrive back at Francis Marion Hotel

Wednesday, April 27

7:00 a.m. – 8:00 a.m.

Breakfast

8:00 a.m.

Welcome & opening remarks

USRSB Chair, Steve Wooten (Beatty Canyon Ranch/Colorado Cattlemen's Association)

8:00 a.m. – 9:00 a.m.

U.S. Roundtable for Sustainable Beef Goals

Dr. Sara Place (Elanco) & Steve Wooten

**Action item for USRSB membership*

9:00 a.m. – 10:00 a.m.

A Critical Discussion of the Beef Industry Goals & Targets

Moderator: Dr. Wayne Morgan - Golden State Foods

Panelists: Eric Mittenenthal (North American Meat Institute), Nancy Labbe (The Nature Conservancy), Jon Hixson (YUM!)

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:15 a.m.

Goals in Action – Achieving Climate Neutrality by 2040

Moderator: Dr. Sara Place

Panelists: Dr. Greg Thoma (University of Arkansas), Dr. Ermias Kebreab (University of California, Davis), Hugh Aljoe (Noble Research Institute), Dr. Justin Ransom (Tyson)



Schedule of Events

11:15 a.m. – 12:00 p.m.

Keynote: JUST EAT IT, A Food Waste Story
Dr. Brad Morgan (Colorado State University)

12:00 p.m. – 1:00 p.m.

Lunch
Sponsored by NCBA and producer organizations

1:00 p.m. – 2:00 p.m.

Consumer Perceptions in the Wake of COVID-19
Danette Amstein (Midan Marketing)

2:00 p.m. – 2:45 p.m.

Feed Sustainability Panel
Moderator: Dr. Kim Stackhouse-Lawson (Colorado State University)
Panelists: Lara Moody (America Feed Industry Association), Sarah McKay (National Corn Growers Association), Paul Hishmeh (Field to Market), Damon Palmer (Corteva)

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. – 4:00 p.m.

The Road to Increased Traceability
Moderator: Ben Weinheimer (Texas Cattle Feeders Association)
Panelists: Ken Griner (Usher Land & Timber/U.S. CattleTrace), Bill McCoy (Merck Animal Health), Todd Wilkinson (Redstone Feeders/2022 NCBA President-Elect), Lora Wright (Where Food Comes From, Inc.)

4:00 p.m. – 4:45 p.m.

Sustainability Showcase Spotlight Presentations
Moderator: Debbie Lyons-Blythe (Blythe Family Farms/Kansas Livestock Association)
Presentations:
Examining the practical on-ranch application and benefits of low-stress herding and stockmanship techniques - Mike Williams (Diamond W Cattle Co./California Cattlemen's Association)
Sustainable grazing project updates from American Farmland Trust - Jacob Gilley (American Farmland Trust)
Examining beef breeding and production systems to improve sustainability and animal welfare - Paul Beck (Oklahoma State University)
Northern Great Plains regenerative grazing project - Claire Lafave (NativeEnergy)

4:45 p.m. – 5:30 p.m.

USRSB General Assembly Business Meeting
Featuring updates from the Ruaraidh Petre (Global Roundtable for Sustainable Beef) and Monica Hadartis (Canadian Roundtable for Sustainable Beef)

5:30 p.m. – 7:00 p.m.

Cocktail hour
Sponsored by McDonald's Beef Grinders



Schedule of Events

Thursday, April 28

7:00 a.m. – 8:00 a.m.

Breakfast

8:00 a.m. – 8:05 a.m.

Welcome & reconvene

USRSB Chair, Steve Wooten

8:05 – 8:45 a.m.

Sustainability Showcase Spotlight Presentations

Moderator: Ruairaidh Petre

Presentations:

Land Potential Knowledge System (LandPKS): a mobile app to discover the potential of your land and monitor change over time - William Burnidge (The Nature Conservancy)

ANCW Women in Ranching Education & Development (WIRED) program - Jessica Finck (Merck)

Master Irrigator: Effective advanced water management training - Amy Kremen (Colorado State University)

8:45 a.m. – 9:30 a.m.

Empowering Change: Environmental Performance & Carbon Markets

Chad Ellis (Texas Agricultural Land Trust) and
Lora Wright (Where Food Comes From, Inc.)

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:45 a.m.

Innovative Ways of Communicating Sustainability Within the Supply Chain

Moderator: Megan Farley (U.S. Roundtable For Sustainable Beef)

Panelists: Mike Williams (Diamond W Cattle Co./California Cattlemen's Association), Nicole Erceg (Certified Angus Beef), Steve Whitmire (Brasstown Beef)

10:45 a.m. – 11:45 a.m.

Fireside Chat with Bank of America

Resiliency & Risk Management: What is ESG and Why it Matters

Moderator: Scott Anderson (CRI Feeders)

Speaker: Alexandra Liftman (Bank of America)

11:45 a.m.

Closing Remarks

2022/2023 USRSB Chair, Debbie Lyons-Blythe

12:00 p.m. – 12:45 p.m.

USRSB Board of Directors Meeting

12:45 p.m.

Adjourn



Sponsors

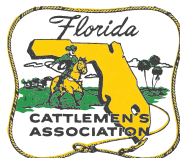
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Producer Associations





2021/2022 USRSB MEMBERS

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SPEAKERS



Steve Wooten

2021/2022 USRSB Chair, Beatty Canyon Ranch, Colorado Cattlemen's Association

Steven Wooten is the president of Beatty Canyon Ranch, Inc a multi-generational cow-calf enterprise in the Purgatoire River Canyons of southeast Colorado. Purchased by his great-grandfather in 1929, Wooten's family has been raising grass for cattle grazing on native pristine pastures ever since. Sustainability has guided their work – Beatty Canyon began a rotational grazing plan almost 30 years ago, with the primary focus on maximizing rest periods after grazing. They have diversified their operation in response to 25 years of drought period and the economics of beef ranching. Additionally, Wooten has a big game hunting enterprise, landscape stone sales and a modest vacation program. He and his wonderful wife of 46 years, Joy, have two daughters and sons-in-law and five grandchildren. Wooten has held multiple leadership positions, including as the current president of Colorado Cattlemen's Association and as current 2021-2022 chairman of the board of U.S. Roundtable for Sustainable Beef. He is the recipient of Denver Business Journal's Trailblazer Award, Sand County Foundation's Leopold Conservation Award and NCBA's 2020 National and Region V Environmental Stewardship Awards.



Sara Place

Elanco

Sara is the Chief Sustainability Officer at Elanco where she provides technical expertise on sustainability issues to customers and supports Elanco's Healthy Purpose. Prior to Elanco, she was the senior director for sustainable beef production research at the National Cattlemen's Beef Association and an assistant professor in sustainable beef cattle systems at Oklahoma State University. She received her Ph.D. in Animal Biology from the University of California, Davis, and a B.S. in Animal Science from Cornell University.



SPEAKERS



Wayne Morgan
Golden State Foods

Dr. Wayne Morgan currently serves as a Corporate Vice President and President of Protein Products and Operations Support Services for Golden State Foods (GSF), a diverse, \$6 billion supplier to more than 125,000 restaurant chains and retail stores with food products and services. He is responsible for GSF's protein division and for corporate leadership for EHS (environment, health and safety), FSQR (food safety, quality and regulatory) and sustainability. He serves on the McDonald's North American Beef Council, Texas A&M Animal Science Advisory Council, the Board of Directors for Hulse Environmental Services and is active with the Southwest Meat Association.

Within Golden State Foods, Dr. Morgan has been a part of the company's sustainability efforts for many years, helping to set standards and drive continuous improvements. In addition, he represents GSF on the Global Roundtable for Sustainable Beef and is a past chairperson for the Board of Directors for the U.S. Roundtable for Sustainable Beef. Dr. Morgan also serves as a Director for the Golden State Foods Foundation whose mission is to help children and families in need.

Dr. Morgan has a B.S. in Animal Science, M.S. in Animal Science (emphasis on Beef Cattle Production), and a Ph.D. in Animal Science (emphasis on Meat Science), all from Texas A&M University. He has been with Golden State Foods for 23 years and currently resides in Covington, Georgia with his wife, Becky, and their children Ame (attending Texas A&M), Wallace (attending Georgia Southern) and Abigail (high school).



Eric Mittenenthal
North American Meat Institute

Eric Mittenenthal is the Chief Strategy Officer at the North American Meat Institute, previously serving as the organization's vice president of public affairs and vice president of sustainability. He leads the Meat Institute's Protein PACT strategy focused on implementing a framework for continuous improvement throughout the industry and a commitment to greater transparency to meet consumer and customer expectations.

Mittenenthal joined NAMI from the International Food Information Council (IFIC) where he worked closely with food industry communications leaders, led IFIC's efforts in connecting with journalists and influencers and launched many of IFIC's successful social media platforms. Mittenenthal moved to Washington D.C. following a career as a television reporter and producer in several markets around the country including Atlanta, Jacksonville, NC and Idaho Falls, ID. He graduated from Cornell University in Ithaca, NY with a Bachelor of Arts in Psychology and also received a Master's degree in Biomedical Sciences from Eastern Virginia Medical School in Norfolk, VA.



SPEAKERS



Nancy Labbe

Director, Northern Great Plains Rangelands Program, The Nature Conservancy

Nancy was born and raised on a family ranch in the Sandhills of Nebraska, owned by her family for five generations over 115 years. Her upbringing gave her valuable on-the-ground experience in managing cow-calf operations and a deep understanding of the issues facing ranchers in America's Northern Great Plains. Nancy has worked in a variety of capacities in the beef and bison production sectors, having held numerous positions throughout the beef and bison supply chains. She also spent 8 years at World Wildlife Fund prior to landing at The Nature Conservancy (TNC).

At TNC, Nancy builds on her experience from the beef industry and ranching to engage, support and catalyze grazing lands coalitions and other rancher led collaborations throughout the five-state region for greater grassland conservation outcomes. Additionally, she contributes to the North America Sustainable Grazing Team's efforts to engage with beef supply chain actors and improve the sustainability of beef in North America. All of this work strengthens local communities and economies by connecting ranching and grazing lands initiatives with the beef industry's sustainability efforts. Nancy holds a BSBA degree from Regis University with an emphasis in International Business.



Jon Hixson

Chief Sustainability Officer & Vice President of Global Government Affairs, Yum! Brands

Jon Hixson is the Chief Sustainability Officer and Vice President of Global Government Affairs at Yum! Brands. In this role, he leads Yum!'s ESG and sustainability strategy, implementation and investor-driven disclosures across the organization in partnership with the brands, franchisees and suppliers. Additionally, he oversees U.S. and international government relations activities.

Prior to joining Yum! Brands in 2017, Hixson was an executive with Cargill for 12 years where he served in various roles in government relations, sustainability and communications. This included leading Cargill's government relations team for North America, as well as international roles including living and working in Asia Pacific for three years, leading Corporate Affairs in Latin America and engaging in government relations in the European Union.

Prior to that, Hixson spent nine years on Capitol Hill working for members of Congress including Senator Pat Roberts, Senator Nancy Kassebaum and as Chief of Staff for Congressman Jerry Moran. He began his professional career with ConAgra Flour Milling in Denver, CO and continues to maintain an active interest with his family farm in Kansas.

Hixson has a Bachelor of Science Degree in Agriculture from Kansas State University and a Master's in Business Administration from George Washington University in Washington, DC.



SPEAKERS



Greg Thoma
University of Arkansas

Greg is the Bates Teaching Professor of Chemical Engineering at the University of Arkansas. He served as inaugural Director for Research of The Sustainability Consortium. He is the North American subject editor for Agriculture for the International Journal of Lifecycle Assessment and has served on the scientific-technical-organizational committee for numerous international LCA conferences. He has been active with the Food and Agriculture Organization of the UN Livestock Environmental Assessment and Performance (LEAP) Partnership since its inception acting as the Technical Advisory Group Lead/Co-lead for development of the poultry, swine and large ruminants' guidelines. He also served on the nutrient cycling and biodiversity technical advisory groups.

He has led numerous food and agriculture life cycle assessment projects: milk, cheese, milk delivery systems, yogurt, swine, poultry, corn and beef. He is recently completed an LCA of US beef production to assess the environmental performance across 7 production regions and to incorporate ecosystem services and economic evaluation. He serves on the steering committee for the Swiss National Research Program, "Healthy Nutrition and Sustainable Food Production," and he is a standing member of the LCA Food biannual conference scientific committee.



Ermias Kebreab
University of California, Davis

Ermias Kebreab is Associate Dean of Global Engagement and Director of World Food Center at University of California, Davis. He holds the Sesnon Endowed Chair in Sustainable Agriculture. He conducts research in animal nutrition, mathematical modeling of biological systems and impact of livestock on the environment. He is contributing author to 2019 IPCC update on enteric methane emissions. He co-chaired the feed additive and methane committees of the Food and Agriculture Organization of the United Nations. He has authored over 250 peer-reviewed articles and received several awards including Excellence in Ruminant Nutrition and International Agriculture from American Society of Animal Science. He served on two committees of The National Academies of Sciences, Engineering and Medicine

on methane and nutrition of dairy cattle. He is regularly an invited speaker including TED and TEDx talks. His research was in the top 10 of all research conducted at the University of California system in 2021. He holds a B.S. degree from the University of Asmara, Eritrea and an M.S. and Ph.D. from the University of Reading, U.K.



SPEAKERS



Hugh Aljoe
Noble Research Institute

Aljoe serves as the director of producer relations for the Noble Research Institute, providing oversight to the 13,500 acres of Noble ranches and the consultation program that serves producers primarily in the Southern Great Plains. He is also a pasture and range consultant. Aljoe joined the Noble Research Institute in 1995. Before coming to the Noble Research Institute in 1995, Aljoe served 10 years as the ranch manager of Belvedere Land & Cattle Corp., a 3,900-acre, 1,500-head purebred and commercial cow-calf operation in East Texas that utilized adaptive multi-paddock grazing. Aljoe attended Texas A&M University where he received his B.S. and M.S. degrees.



Justin Ransom
Tyson Foods, Inc.

Justin Ransom is the Senior Director of Sustainable Food Policy at Tyson Foods. He works with subject matter experts, business leaders and external partners to develop and implement sustainability strategies that will have a positive impact on the company, the supply chain and the communities in which Tyson operates. Justin's academic background in animal science and communications, coupled with his broad experience in government, food production and foodservice has proved valuable in helping food companies make strategic decisions that align with customer expectations while growing value chain profitability. Justin has a B.S. in Agriculture Communications and Marketing from Texas Tech University and a M.S. and Ph.D. in Animal Science from Michigan State University and Colorado State University. In his

free time, Justin enjoys spending time with his wife and daughter and working on the farm.



SPEAKERS



Brad Morgan
Colorado State University

J. Brad Morgan was raised on a ranch and oil community of Antlers, Oklahoma. He received his B.S. in Animal Science from Oklahoma State University (1985), his M.S. in Meat Science from the University of Nebraska–Lincoln (1988) and his Ph.D. in Animal Science from Texas A&M University (1991). Brad was an Assistant Professor and Extension Meats Specialist at Colorado State University from 1991 to 1995 where he was part of the inaugural National Beef Quality Audit and other high impact research projects. In 1995, Dr. Morgan joined the Animal Science faculty at Oklahoma State University (OSU). He taught undergraduate and graduate meat science courses and conducts research on the quality, quantity, safety and usefulness of meat and meat products. Morgan's research and expertise in meat tenderness and color is known

nationally and internationally. Morgan attracted over \$21.5 million in extramural funding, published over 90 journal articles, given over 1,500 invited presentations and conducted research in 29 countries while at OSU. Morgan has received numerous research and teaching awards including the Outstanding Teaching Award from the American Meat Science Association along with the Outstanding Scientist in the Division of Agriculture at Oklahoma State University. Morgan is a recent past-president of the American Meat Science Association. Recently, Morgan was the Sr. Director of Protein for the Performance Food Group (PFG). At PFG, they delivered more than 125,000 food and food-related products to 85,000 customer locations daily. Recently, Dr. Morgan rejoined the Animal Science faculty at Colorado State University.



Danette Amstein
Midan Marketing

Danette Amstein co-founded Midan with a vision of transforming the meat industry. This energetic, hardworking, Kansas farm girl has striven to do just that. As managing principal in the Mooresville office, she works to develop and carry out the strategic direction and vision for Midan, developing each #MeatFam team member to achieve their full potential and helping Midan clients – and America's farmers and ranchers – achieve long-term viability. A well-respected thought leader in the meat industry, she speaks at conferences and writes content for industry publications. Married to Todd, she is a proud parent of a son and daughter, is a diehard Kansas State Wildcats fan, loves chocolate and still drives a combine when she goes home to Kansas for the annual wheat harvest.



SPEAKERS



Kim Stackhouse-Lawson
Colorado State University

Dr. Kim Stackhouse-Lawson is a professor in the department of Animal Sciences at Colorado State University and the Director of AgNext. AgNext utilizes a multidisciplinary approach to advance sustainable solutions for animal agriculture. Prior to leading AgNext, Kim was the Director of Sustainability for JBS USA where she was responsible for coordinating the company's corporate sustainability program and strategy. Kim also served as the Executive Director of Global Sustainability at the National Cattlemen's Beef Association where she developed the industry's sustainability program. Kim received her Ph.D. in Animal Science from the University of California, Davis and was a postdoctoral fellow at Kansas State University College of Veterinary Medicine Beef Cattle Institute. She was awarded as the 2018 Distinguished

Young Alumni by the UC Davis College of Agriculture and Environmental Sciences. She and her husband, Spencer, live on the eastern plains of Colorado and have two sons, Weston and Callan.



Sarah McKay
National Corn Growers Association

Sarah McKay is the Director of Market Development at the National Corn Growers Association (NCGA). Sarah provides key support to NCGA's animal agriculture, industrial use and new use efforts. Prior to NCGA, McKay worked as a part of the procurement/supply chain team supporting dairy operations at General Mills. She earned a master's degree in agricultural and applied economic management from Virginia Tech and bachelor's degrees in both animal and poultry sciences, and agricultural applied economics with an emphasis in international trade and development from the same institution.



Lara Moody
Institute for Feed Education and Research

Lara Moody is the Institute for Feed Education and Research's executive director. She provides visionary leadership to the public charity's activities including program development, strategic partnerships and collaborative resourcing. Working closely with IFEEDER's Board of Trustees and committee members, she develops and supports resources and efforts to advance the public charity's research and education mission. Collaborating with the American Feed Industry Association to pursue and communicate the institute's work, she creates opportunities to engage donors and further the dialogue on important issues impacting the feed industry. Prior to joining IFEEDER in April 2021, Moody served as the vice president of

stewardship and sustainability at The Fertilizer Institute. She also worked in research and extension programs at Iowa State University and the University of Tennessee.

Moody holds a bachelor's degree in agricultural engineering and master's degree in biosystems engineering from the University of Tennessee-Knoxville. She can be reached at (703) 650-0148.



SPEAKERS



Damon M. Palmer
Corteva Agriscience

Damon leads a specialized organization that focuses on key segments including Range and Pasture, Industrial Vegetation Management, Forestry and Habitat Management. Through vegetation management, our stakeholders optimize forage production and manage invasive species in pastures; maintain consistent energy delivery to consumers; increase the safety of highway and railway travel; and help to restore and manage diverse habitats for wildlife and increase biodiversity.

Prior to his role leading the Pasture and Land Management business, Damon was the General Manager for Mycogen Seeds, the national seed brand of Dow AgroSciences.

Following his five years as a crop protection field sales professional, Damon transitioned to leadership roles at the Dow AgroSciences global headquarters in Indianapolis. There he led multiple business initiatives including product management responsibilities for the leading corn crop protection portfolio; North American cross-functional project leadership for the development and implementation of the SmartStax® trait technology insect control platform; Enlist™ corn and the global silage corn market; U.S. commercial leadership for the Enlist weed control system; and U.S. seeds marketing director. Throughout his career, he has led multiple internal and external collaborations, public acceptance outreach, sales and marketing strategies and tactics across corn, soybeans, cotton and the crop protection platform.

Damon is an active member of the Southern and Specialties Commercial Unit Leadership Team and Corteva's Sustainability Sub-Team focused on land use and biodiversity. Externally, he is a member of the U.S. Roundtable for Sustainable Beef (USRSB) where he co-led the USRSB/Field to Market taskforce on sustainable feed production, is a member of the World Business Council for Sustainable Development's Responsible Meat Initiative and serves in his local community as Vice President of the Hendricks County Area Plan Commission and is Vice President of the Hendricks County Farm Bureau.

A graduate of Clemson University in Clemson, South Carolina, Damon earned his Bachelor of Science degree in animal sciences with a minor in agribusiness management.



Paul Hishmeh
Field to Market

Paul Hishmeh leads the strategic direction and ongoing management of Field to Market's Fieldprint® Platform, an industry accepted sustainability assessment framework used by the food and agricultural supply chain to measure the environmental impacts of commodity crop production and identify opportunities for continuous improvement. Critical to the scaling Field to Market's Program, Paul oversees the Field to Market's Qualified Data Management Partner program, an ecosystem of leading precision agriculture or farm management software companies that have integrated Field to Market's sustainability metrics through the Fieldprint API. Paul brings over 20 years of information technology and project/program management experience plus previous experience in the environmental engineering field. Paul holds

a B.S. in Agricultural Engineering from the University of Maryland.



SPEAKERS



Ben Weinheimer
Texas Cattle Feeders Association

Ben Weinheimer is president & CEO of the Texas Cattle Feeders Association (TCFA), headquartered in Amarillo, Texas. He was named to that position in 2022, and has been on staff since 1995, serving previously as vice president from 2006-2021 and as regulatory manager from 1995-2005.

As president & CEO, Weinheimer is responsible for day-to-day operations of the Association, including supervising implementation of policy at the state and federal legislative and regulatory levels, as well as the association's programs and services offered to members in Texas, Oklahoma and New Mexico.

Weinheimer is active in several industry-related and civic organizations and currently serves as Chairman of the Panhandle Regional Water Planning Group, member of the

Llano Estacado Regional Water Planning Group, past chairman of the U.S. Roundtable for Sustainable Beef, past president of the Texas Agricultural Lifetime Leadership Alumni Association, past president of the Texas Section of the American Society of Agricultural Engineers, member of the National Cattlemen's Beef Association, member of the Texas Association of Community Colleges Business Advisory Council and adjunct professor in the department of large animal clinical sciences at Texas A&M University. Weinheimer grew up on a diversified crop and livestock operation in the Texas Panhandle. He is a 1994 honors graduate of Texas A&M University with a degree in agricultural engineering and is a licensed professional engineer in Texas, New Mexico and Oklahoma. Ben and wife, Jennifer, reside in Amarillo, Texas. They are proud parents of a daughter and two sons and grandparents of three terrific grandchildren.



Ken Griner
Usher/U.S. Cattle Trace

Ken Griner is the president of Usher Land & Timber, Inc., a family-owned timber, farming and cattle production in Chiefland, Florida. His family's ties to the Florida agriculture and cattle businesses date back to the early 1900s, and today, Ken and his family operate cow-calf, stocker and seed stock programs on their farm. Caring for their land and Florida's precious resources is a pillar of their operation. Griner is the recipient of several sustainability awards, including the Florida Audubon Society's Sustainable Forestry Award and County Alliance for Responsible Environmental Stewardship (CARES) recognition. Griner holds several leadership positions, including as the current board chair of U.S. CattleTrace and as a member of the National Cattlemen's Beef Association's Long Range Planning Committee. In his home state,

Griner serves as the project chair for the Florida Traceability Project, as the board chair of South East Livestock Network and is a past president of the Florida Cattleman's Association.



SPEAKERS



Bill McCoy
Merck

Bill McCoy serves as Beef Segment Business Development Manager for Allflex Animal Intelligence, a part of Merck Animal Health. He is a life-long Texan who graduated from Texas A&M University with a B.S. in Animal Science and a Master of Agriculture in Feedlot Management. Bill has worked as a feedyard manager for many years, and under his management, his feedyard was awarded the NCBA National Feedlot Quality Award. Bill has served as chairman of the Texas Cattle Feeders Association and is a past board and committee member for National Cattlemen's Beef Association. He is also the inventor of record for four U.S. patents on animal identification technologies and worked as president of Temple Tag for 16 years.



Todd Wilkinson
2022 NCBA President-Elect

Todd Wilkinson is a co-owner and operator of a commercial cow-calf operation with his son, Nick, in De Smet, South Dakota. He is also a co-owner of Redstone Feeders, a family-owned cattle feeding and finishing operation.

In addition, Wilkinson has practiced law for more than 38 years, specializing in estate planning and agricultural law. He is a graduate of Augustana College and USD School of Law. His firm, Wilkinson & Schumacher, is sought after by landowners (cow-calf, stocker and feeder segments) across the state when they are facing legal challenges. Over the years, Wilkinson has been heavily involved in local, state and national leadership roles. During his time on the South Dakota Cattlemen's Association board

he had many roles including president in 2015-2016. Wilkinson has also served on numerous NCBA committees as well as the Environmental Working Group, Traceability Working Group and Cattle Marketing Working Group. Wilkinson served as NCBA Region VII policy vice president for two years. Wilkinson is a founding member and current vice president of the South Dakota Cattlemen's Foundation.

He and his late wife, Jean, have three children and nine grandchildren.



SPEAKERS



Lora Wright
Where Food Comes From, Inc.

As Director of Sustainable Animal Proteins at Where Food Comes From, Inc., Lora Wright focuses on opportunities to enhance producer resilience and consumer trust in animal agriculture. She is responsible for managing Where Food Comes From sustainability programs and strategy, including the CARE Certified standards, which are on-farm verification programs that promote responsible animal care, environmental stewardship and people and community support for livestock and poultry industries.

Wright brings over 20 years of industry experience to her role – having worked in areas of animal welfare, sustainability, food safety and quality assurance across multiple livestock and poultry supply chains. Wright earned her bachelor's degree in animal science from South Dakota State University and went on to Colorado State University to earn a master's degree in animal science where she focused her research on meat quality and retail meat case surveillance projects.



Debbie Lyons-Blythe
Kansas Livestock Association/Blythe Farms

Debbie Lyons-Blythe is a cattle rancher in the Flint Hills of Kansas. She and her husband Duane Blythe, along with their three sons, run a registered Angus cowherd, as well as a crossbred herd. In addition, they raise 275 heifers that they sell as bred heifers across the nation. Blythe Family Farms is a founding member of the U.S. Roundtable for Sustainable Beef, and Debbie serves as the Co-Chairman for the Outreach Working Group and is the chairman-elect for the group.



Mike Williams
California Cattlemen's Association/Diamond W Cattle Company/University of California Cooperative Extension Service

Mike Williams, with his wife Lydia, owns and operates Diamond W Cattle Company, a cow/calf operation in the mountains of LA County. Mike has served as a second Vice President of the California Cattlemen's Association (CCA) and has been representing CCA at the U.S. Roundtable for Sustainable Beef (USRSB) since 2016, currently serving as a Board Member. Mike also serves on the California Beef Council and is on the board of directors of the California Cattlemen's Foundation. Additionally, Mike served on the NCBA Producer Taskforce for Sustainable Beef to help develop their sustainability goals.



SPEAKERS



Jacob Gilley
American Farmland Trust

Jacob Gilley manages American Farmland Trust's Sustainable Grazing Project, working with producers in Central Virginia to increase awareness of responsible grazing and livestock production and its impacts on improving soil and water quality, wildlife habitat, production efficiencies and overall profitability. Jacob is passionate about agriculture and serves on a number of agricultural boards, including Virginia Farm Bureau Young Farmers State Committee, Virginia Forage and Grassland Council Board, Virginia Cattlemen's Policy and Industry Advocacy Board, Mountain 2 Bay Grazing Alliance and the Virginia Beginning Farmer and Rancher Coalition. Jacob, his wife Jennifer and their three children currently own and operate JG Livestock in Madison, Virginia which includes a commercial flock of hair sheep, feeder pigs, pastured broilers, brood cows and purchased calves to be backgrounded. In addition, meats they produce are direct marketed to consumers through their Heaven's Hollow Farm brand. Jacob earned a Bachelor of Science in Animal and Poultry Sciences from Virginia Tech and a Master of Science in Career and Technical Education with an emphasis in agricultural education from Virginia Tech. He is Nutrient Management, Professional Animal Scientist (beef and dairy) and Beef Quality Assurance certified.



Paul Beck
Oklahoma State University

Dr. Paul Beck was raised on a wheat and stocker cattle operation in central Oklahoma and attended Oklahoma State University from 1986 to 1993, receiving B.S. and M.S. degrees in Animal Science. In 1997, Paul moved to Hope, Arkansas where he managed the beef cattle research herds at the Southwest Research & Extension Center while working on his Ph.D. Paul joined the faculty of the Department of Animal Science in 2004 remaining at the Southwest Center until 2018. After 21 years in Arkansas, Paul and his wife Melissa moved back to Stillwater, OK where Paul serves Oklahoma State University Department of Animal and Food Sciences as the State Extension Beef Cattle Specialist for beef stocker and feedlot nutrition and the Dennis and Marta White Endowed Chair. Paul has conducted research and Extension programming on economic and environmental sustainability of all aspects of beef production for over 20 years.



Claire Lafave
Native

Claire works with both Native's client strategy and project development teams, assessing and executing new climate action projects and connecting with companies to understand and implement their climate goals. She brings experience developing sustainability strategies for CPG companies, real asset investment firms and nonprofits, as well as working with farmers across the continent. She is passionate about investing in farmers, ranchers and natural resource managers to help them transition to regenerative practices that support their businesses. She holds a B.A. in English and Environmental Studies from Williams College and an M.B.A. and Master of Environmental Management from the Yale School of Management and the Yale School of Environment.



SPEAKERS



Ruairaidh Petre
Global Roundtable for Sustainable Beef

Ruairaidh (Rory) has been the Executive Director of the Global Roundtable for Sustainable Beef (GRSB) since 2012. His background is in agriculture specialising in livestock production, and he has an MSc in tropical animal production and health from the University of Edinburgh veterinary faculty. His early career was in commercial livestock and farm management in New Zealand, Australia and Scotland.

He went on to work on farming systems and veterinary development in South and Central Asia. Subsequently he worked on financing of agricultural development projects for a wide range of countries in Africa, Asia and Latin America, and served as regional director for Solidaridad Southern Africa until joining GRSB.

Over the past decade, he has overseen the growth of the sustainable beef roundtable network to include 24 countries with a common commitment to making sustainable beef part of a thriving food system. The GRSB released its global goals on reducing climate impact, nature positive production and animal welfare in early July 2021 and is currently working on the MRV framework to report on progress.



Monica Hadarits, M.Sc.
Canadian Roundtable for Sustainable Beef

Monica is the Executive Director of the Canadian Roundtable for Sustainable Beef, a multi-stakeholder organization focused on continually improving and advancing sustainability in the Canadian beef sector. In this role, she leads the strategic direction and management of the organization, as well as overseeing funding opportunities and stakeholder relations.

Monica received her undergraduate and master's degrees from the University of Guelph and has focused her career and research on sustainable natural resource use and climate variability in agriculture. She has family farm roots in Saskatchewan, experience working with rural communities across Canada, and international agriculture research experience in South America.



SPEAKERS



William Burnidge

North America Sustainable Grazing Lands

As Deputy Director of the North America Sustainable Grazing Lands Strategy, William leads piloting and communicating improved ranch management frameworks and tools and supports the program's policy, science and supply chain strategies.

William is currently leading the launch of a 5-year virtual fence pilot project on working ranches in KS, CO and NM to learn how people can graze differently with the tool to improve conservation, business and soil carbon outcomes in practical application. He also helps lead The Nature Conservancy's (TNC) work with the U.S. Roundtable for Sustainable Beef, a range of sustainable sourcing projects with supply chain partners and TNC's internal ranch and grassland conservation learning networks.

William's work is informed by 15 years of practical experience improving outcomes for people and nature through the planning and management livestock operations at the Conservancy's 14,000-acre Fox Ranch Preserve and on other TNC operations in eastern Colorado.

In addition to his grazing lands work, William's accomplishments include advancing the sustainable use of the Ogallala Aquifer in Colorado, placing conservation easements on vital lands in eastern Colorado, and helping shape renewable energy strategies for the Conservancy's Colorado program and North America Region. William earned his MBA and MS in Environmental Policy at the University of Michigan and his BS in Wildlife Management and Biology at the University of Wisconsin – Stevens Point. Outside of work, William enjoys life in Colorado with his lovely wife and two delightful daughters.



Jessica Finck

Merck Animal Health

Jessica Finck, Ph.D., is a senior account manager for Merck Animal Health, one of the world's leading animal-health companies dedicated to the development, production and marketing of innovative, high-quality, animal-health products. Jessica started with the company as a meat scientist on the Food Animal Resource Management team focusing on meat quality and consumer acceptance research in meat from animals administered animal health products. In November 2018, Jessica changed roles to become more focused at the packer/processor level on animal welfare, sustainability and meat quality by joining the Corporate & Diversified Accounts team.

Jessica grew up on her family's farm in Plainview, Texas. She earned her bachelor's degree in animal science from Texas A&M University; her master's degree in animal science from Texas Tech University; and a doctorate in meat science from Colorado State University. She enjoys spending time with her family, skiing and raising her boys to be actively involved in production agriculture through the family operation.



SPEAKERS



Amy Kremen

Colorado State University

Amy Kremen is Associate Director of the Irrigation Innovation Consortium, which supports research and training focused on improving irrigation technologies and practices and encouraging their adoption. Kremen earned her MSc in soil science studying nitrogen capture and turnover from Brassica cover crops, collaborating with producers in the Chesapeake Bay region. Obsessed with farming going back to her earliest memories, she has worked over the past two decades as a farmer, researcher, writer, editor and policy consultant on different projects in the United States and Canada.



Chad Ellis

Texas Agricultural Land Trust

Chad Ellis is the Chief Executive Officer for Texas Agricultural Land Trust (TALT). He brings a wealth of land conservation experience, most recently in his work for the Noble Research Institute, the largest nonprofit agricultural research organization in the U.S. Mr. Ellis has over 20 years of experience working directly with producers and land managers implementing stewardship focused management. Ellis not only promotes and advocates land stewardship principles, he also implements it within his own family operation in Lohn, Texas. Mr. Ellis is passionate about helping empower the producer to be better tomorrow than they are today. Ellis brings deep connections and experience with USDA's Natural Resources Conservation Service, where he served in increasingly responsible roles for a decade. He also currently serves on an executive

advisory board to the U.S. Secretary of Agriculture.



Megan Farley

U.S. Roundtable for Sustainable Beef

Megan Farley serves as the Communications Director for the U.S. Roundtable for Sustainable Beef (USRSB).

In this role, Farley leads organization communications, including public relations, brand management and strategy. Her work includes building brand recognition for the USRSB, developing awareness campaigns and informing organizational communications strategy.

Additionally, Farley plays a role in directing communications, issues and reputation management at the National Cattlemen's Beef Association. Through media monitoring, Farley informs issues and crisis response to protect consumer confidence in beef. She also works on reputation management campaigns that proactively share information about beef with a variety of audiences, including consumers, media and producers.

Farley is a graduate of Cal Poly, San Luis Obispo where she earned a B.S. in Agricultural Science with concentrations in Agricultural Leadership and Animal Science.



SPEAKERS



Nicole Erceg *Certified Angus Beef*

As Director of Communications for Certified Angus Beef, Nicole Erceg connects people across food and agriculture. Public relations, communications strategy, sustainability initiatives, crisis and corporate communications all flow through Nicole's desk. Today, she leads the group of creatives in charge of sharing the brand's story.

Raised near the tiny map dot called John Day in Eastern Oregon, Nicole's roots are rural. Growing up raising livestock in an agriculture community led to a degree in agricultural communications and journalism with a focus in animal science at Kansas State University. Her career includes operating her own freelance creative and consulting business and experiences serving organizations like the Kansas

Department of Agriculture, U.S. Wheat Associates and Angus Journal. Prior to joining the brand in 2017, she served as the director of digital marketing for the livestock-advertising agency Ranch House Designs.

Outside of the office, Nicole can be found with her husband, Jake, attending livestock shows, volunteering with 4-H and FFA or hunting. Together, they operate Coast to Coast Showpigs and enjoy spending time with their Miniature Australian Shepherd, Paisley. True to her west coast roots, Nicole's favorite cut of beef is a smoked Tri-Tip.



Steve Whitmire *Brasstown Beef*

Steve Whitmire is the majority owner of Ridgefield Farm and Brasstown Beef located in Brasstown, North Carolina. The 1,020-acre farm consists of equal parts rolling pastureland and forested steep hillsides, with elevation differences of as much as 800 feet.

Pasture lands are optimized for productivity and soil conservation utilizing expertise and local, state and federal programs. Ridgefield Farm has served for 40 years as a forestry management platform for Western Carolina University's curriculum and has been recognized for its environmental practices, including the 1994 NCBA Region II Environmental Stewardship Award.

100% of the income for Ridgefield Farm is derived from raising and selling bulls and growing out feeder calves for Brasstown Beef. Brasstown Beef is sold through several different distribution companies and offered in many fine dining establishments throughout the Southeast from Virginia Beach to Key West, New Orleans and Nashville.

Whitmire's has a history of leadership in the beef industry, having served on the board of directors of the Beef Improvement Federation from 2009 to 2015 and as president from 2013 to 2014. He is also an active member of several breed and state cattlemen's associations.



SPEAKERS



Scott Anderson, Ph.D.
CRI Feeders of Guymon, LLC.

Scott Anderson is Operations Manager for CRI Feeders, a commercial cattle feeding operation in Guymon, Oklahoma. He has been involved in the beef industry since 1973 when he bought his first bred heifer. Scott became a member of USRSB when it was first organized and has served as Treasurer for USRSB for the past 3 years. He is also active in other industry organizations, is the past chairman of Texas Cattle Feeders Association and currently serves on the NCBA Executive Committee. Scott received his B.S. in Animal Science and M.S. in Ruminant Nutrition from the University of Nebraska-Lincoln and his Ph.D. from the Spears School of Business at Oklahoma State University.



Alexandra (Alex) Liftman
Bank of America

Alex Liftman joined Bank of America in 2002. As Global Environmental Executive, Alex is responsible for the bank's global environmental sustainability strategy, including business integration, operational initiatives, employee programs, public and corporate policy, and philanthropic and other investments. In particular, she works closely with executive management and senior leaders across the company to steward Bank of America's goal to achieve net zero greenhouse gas emissions in its operations, supply chain and financing activities before 2050. She also collaborates closely with the company's Sustainable Finance team and lines of business to meet its commitment to mobilize \$1 trillion by 2030 toward sustainable, low-carbon technologies and activities.

In her previous leadership roles, Alex managed global communications strategy and served on the leadership teams of several of Bank of America's lines of business, including Global Wealth and Investment Management, Business Banking and Small Business. Prior to joining Bank of America, she co-managed Edelman's Technology Finance Group in San Francisco, leading public relations activities for Morgan Stanley's Technology Group, Lightspeed Venture Partners, Charles Schwab & Co., and other global clients.

Alex is a graduate of the College of William and Mary in Williamsburg, Virginia, where she received a bachelor of science in mathematics. She is passionate about protecting the environment and is actively engaged in her community, including serving on the Boston Green Ribbon Commission and the Advisory Board for the The Trustees.



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