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## **Global & US Roundtables for Sustainable Beef, Continued**

Dear Readers,

As promised, I have here the results of interviews with both the Global Roundtable for Sustainable Beef (GRSB) and the US Roundtable for Sustainable Beef (USRSB).

GRSB Interview:

1. What was the goal of starting the GRSB?
  - a. The people who started it wanted to address sustainability issues that they have seen around the world in all parts of the beef value chain. They believe there is power in collaboration and value in sharing information. They also believe there is a better way to determine sustainability than doing a Life-Cycle Assessment, and finally, they wanted to create a roadmap for people involved in the beef supply chain to address issues in sustainability.
  - b. What is the Beef Value Supply Chain? Everyone/everything involved with beef from birth to plate.
2. There are some criteria that the GRSB has identified as areas that need to be improved, how will improvement in these areas be measured?
  - a. GRSB is non-prescriptive and there are no solid goals/standards that beef owners need to meet in order to be considered sustainable. It's a moving target.
  - b. So how can producers show that they are sustainable?
  - c. They just need to show improvement. The GRSB will leave it up to producers on local roundtables and US Roundtable to come up with standards.
3. Will the GRSB have any influence on policy?
  - a. The GRSB does not lobby, and will never lobby. The NCBA, which is a member of the GRSB, does lobby for their members.
4. Beef owners are afraid that they will have to meet certain sustainability requirements, set by packers, in order to get their cattle processed.
  - a. GRSB is not sure why people are asking this question, since the packers themselves don't have to meet any measurable goals even though they are members of the roundtable.

USRSB Interview (these answers were sent via email, I have presented them exactly as they were sent):

1. I noticed that the website indicates one of the USRSB's goals is developing sustainability indicators. Do we know, yet, what those indicators will be? Will there be natural resource indicators (i.e. water quality levels, amount of bare ground, etc) as well as economic indicators (i.e. increased profit margins for beef owners)?

**Yes, we have identified indicators which are published in our draft USRSB Sustainability Framework, and yes, they do address both natural resource and economic factors. Specifically, the USRSB addresses six areas of sustainability through its indicators: water resources, efficiency and yield, air and greenhouse gas emissions, land resources, animal health and wellbeing and employee safety and wellbeing. These indicators are the building block for the USRSB Sustainability Framework - a set of resources available for the beef value chain to voluntarily implement into their business or operation. We currently have a draft version of our Sustainability Framework published online for public comment through Dec. 20 at [www.USRSBFramework.org](http://www.USRSBFramework.org).**

2. The same goes for verification indicators. Is Animal ID going to be mandatory for beef owners so packers can pick and choose which animals will meet their sustainability criteria and they get to decide which animals they want to slaughter and which animals they want to turn away? Here is a link to a recent article about that very issue: [https://www.tsln.com/news/cargill-sustainability/?fbclid=IwAR22bwfh-J1DM9bN7-haxCSyobeYIJzFeR6SnElyx1gKWonal\\_DxVSim50o](https://www.tsln.com/news/cargill-sustainability/?fbclid=IwAR22bwfh-J1DM9bN7-haxCSyobeYIJzFeR6SnElyx1gKWonal_DxVSim50o)

**The USRSB Framework does not mandate animal ID for the beef value chain.**

3. It looks like the USRSB wants to provide an open forum for interested parties to exchange information and talk about program development, which is great, but what kinds of programs are we talking about? Do we know yet, or are they still in the works?

**We have supported various programs over the years as they relate to beef sustainability. These include pilots that implement our approach to sustainability such as the Integrity Beef Pilot Program with Noble Research and McDonalds, and educational programs such as the University of Tennessee Institute of Agriculture who chose to incorporate our resources into its Master Beef Producer Program. USRSB itself is developing an educational outreach program surrounding its voluntary Framework for the beef value chain.**

4. A lot of beef owners I've talked with are concerned that the USRSB will have the ability to influence policy and regulation, and these owners are afraid that certain sustainability levels/goals will be set in the future, that they can't attain unless it's at a great cost to them. Does the USRSB do any lobbying or anything like that?

**USRSB will never engage in government lobbying. Our focus is solely on developing resources for voluntary use and education.**

5. Many landowners that I have talked to are worried about the involvement of the World Wildlife Fund (WWF). The WWF has not been known for it's kind views toward livestock owners, yet it is still a member of the USRSB. Do livestock owners have anything to fear from the WWF's involvement in the USRSB?

**USRSB promotes an open dialogue with the NGO community, of which includes the World Wildlife Fund. The beef industry should not be afraid to have these dialogues. Sharing knowledge about stewardship, innovation, and progress in our industry ultimately improves consumer trust in beef – something all cattle producers benefit from.**

*-Andee Leininger, CICA Newsletter Editor - Please visit the framework website, read and comment.*

# PRESIDENT'S LETTER

December 2018

Hello Members,

It doesn't seem like 2018 is coming to an end and here at CICA we have a lot to be thankful for. CICA saw growth in our membership but it couldn't have been without the help of many people, including: The elected leadership of CICA, the members, Andee Leininger/newsletter editor, Sarah Bledsoe/Media Coordinator, Julie Sumpter and Korry Lewis/Membership and Past leadership of CICA.

CICA held an outreach meeting in Burlington on November 13th. Speakers included Andee Leininger, Mike Schultz and Kyle Hemmert. Andee gave a presentation on sustainability which will also be covered in this newsletter, Mike and Kyle talked about R-CALF. CICA will be holding another outreach meeting in Cortez during the Four States Ag Expo on March 14,15 and 16. Watch for details of the meeting when we get closer to the Ag Expo.

The upcoming legislative session, which convenes on January 4th, will be interesting with the change in governor and elected officials in the house and senate. It will also be interesting who the governor selects as the Colorado Commissioner of Agriculture. CICA has made some changes how we are represented at the Capitol. Travis Stovall has been hired as our lobbyist. CICA has also joined the Colorado Land, Water & Food Alliance which is made up of other like-minded organizations.

As we end 2018 I challenge you again to go out and get one new member for CICA. If you need any resources to help get new members please get ahold of myself or a board member and we will help you. In 2019 I wish all of you good health, plentiful moisture and stronger cattle prices.

Cody Jolly, CICA President

## **CICA NEWS**

There have been several resignations from CICA in the last few months. Travis Stovall has resigned as a District 5 Director, Joe West has resigned as a District 3 Director and John Reid has resigned as Legislative Committee Chair. Jerry Winford took over Tom Robb's position as Region 6 Director.

The CICA Board of Directors has voted to approve an alliance between CICA, Southern Colorado Livestock Association, Heritage Defenders, Land & Water USA, Land Owners United, Inc., Landowner's United Advocacy Foundation, Inc., Meet America, Inc., and Southeast Private Property Rights Council. This alliance is called the Colorado Land, Water and Food Alliance.

The Board of Directors has also voted to approve Travis Stovall as the new lobbyist for CICA.

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## **OTHER NEWS**

Tom & Virgie Robb of McClave were honored as the 2018 SCLA Cattleman & Cattleguard of the Year. Also receiving recognition that evening was Martin Canterbury of Canon City who was honored as the 2018 SCLA Top Hand of the Year. Martin is currently Vice President of SCLA and Region 3 Director on the CICA Board.

Southern Colorado Livestock Association will hold its annual meeting in Kim, Colorado on Sunday, Jan. 13, 2019. The event will kick off with a roast beef dinner at 1 pm followed by a business meeting and speakers focusing on the upcoming 72nd Colorado General Assembly which convenes Jan 4th. For more information, call, text or email Julie Sumpter 719-980-0460 [juliesumpter2@gmail.com](mailto:juliesumpter2@gmail.com) or check us out on our new Facebook page for Southern Colorado Livestock Association.

*-Julie Sumpter, SCLA*

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**If any of our members have suggestions for article topics, or suggestions about the newsletter as a whole, please contact the Newsletter Editor. Thank you!**

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