



Canadian Beef Industry Sustainability Assessment:

A Canadian Roundtable for Sustainable Beef initiative

Project Summary

Sustainability and proof of sustainability is rapidly becoming an expectation of modern production systems. Consumers demand that the food they buy is produced in the most sustainable way possible. The entire value chain takes great pride and responsibility in sustainably managing resources; however it also recognizes that quantification of sustainability indicators and proof of continual improvement is imperative to the future success of the industry.

A sustainability assessment is a fundamental step in ensuring our domestic and international consumers have confidence in the Canadian Beef Brand and that Canada remains a competitive global leader in sustainable beef production.

The Sustainability Assessment Working Committee will be working with Deloitte. However, broader stakeholder engagement is an important part of this study to ensure accurate data is used and that recommendations are grounded in reality.

The key objectives in the study include:

1. A comprehensive baseline assessment of the environmental and socioeconomic impact of beef production in Canada
2. The identification of key strengths and weaknesses that should be the focus of future research, communication, policy, beneficial management practices (BMPs) and other industry initiatives
3. Modeling and methodology tools for future benchmarking of sustainability indicators.
4. The establishment of key performance indicators (KPIs) and recommended BMPs to address these areas of concern or opportunity.

Deloitte has broken the project into four phases:

1. Life Cycle Assessments (Environmental & Social Impacts) will include the entire beef supply chain from farm to the consumer
 - The study will accommodate regional (east vs west) analysis within the national study where possible.
 - It will follow internationally respected guidelines for social and environmental assessments (eg. ISO and UNEP/SETAC).

2. SWOT Analysis – assess hot spots & opportunities, prioritize issues

- Comparisons to other proteins and competing beef countries will be provided where data is available.

3. Monitoring and Evaluation Framework

- Identification of KPIs (short, medium and long term) that are measurable, comparable, relevant and internationally recognized.

4. Strategy and Action Plan

- Review of Best management Practices and recommended strategic actions related to: manure, GHG, water, winter feeding, buffer zones, fencing, wetland and biodiversity management. On the Social side they will focus on health and safety, working conditions, socioeconomic repercussions, and governance.
- Target setting – help set realistic but ambitious targets to aim for in the coming years.
- Supply Chain Strategy Support– development of a tiered roadmap for engaging with appropriate suppliers to achieve the largest possible performance improvement with the least amount of investment.
- Communication Strategy Support – translate complex results into documents easily understood by a non-expert audience and adapted to various stakeholders.

An environmental and social impact assessment of the Canadian beef industry will:

- Inform on farm decisions to minimize environmental impacts and maximize social benefit
- Evaluate cattle feed options for both sources and type
- Enable the industry to market and communicate on social and environmental benefits of the beef industry
- Act as a catalyst for access to new environmentally and socially conscious markets
- Inform industry and government on key areas for future focus

The project is expected to start in March 2014 and will take 18-24 months.

Proudly Funded By: Alberta Livestock and Meat Agency, Saskatchewan Agriculture Development Fund, McDonald's Restaurants of Canada Limited, Cargill, World Wildlife Fund, Royal Bank of Canada, Alberta Beef Producers, Merck Animal Health, Canadian Cattlemen's Association, Beef Farmers of Ontario, Ducks Unlimited, JBS, Loblaw Co. Ltd., National Cattle Feeders and Canada Beef.

For More Information Contact:

Fawn Jackson Manager of Environment & Sustainability

Canadian Cattlemen's Association

E: jacksonf@cattle.ca

P: 403-275-8558
