

The CRSB INSIDER

FEBRUARY 2016



Photo courtesy Beef Farmers of Ontario

Save the Date

for the CRSB Semi-Annual Meeting!

When: April 21st & 22nd

Where: Winnipeg, Manitoba

Why: We will be discussing the National Beef Sustainability Assessment on April 21st, and the CRSB Council will be meeting on April 22nd.

All members are invited to attend both days. Make sure you mark these dates in your calendars. More details to follow.

DRAFT 1 OF THE CRSB INDICATORS FOR PRIMARY PRODUCTION WILL BE RELEASED FOR 60-DAY PUBLIC CONSULTATION ON FEBRUARY 9

The Indicators reviewed by CRSB members in November 2015 have been revised by the Indicator Committee and approved by Council for public release. The 60-day public consultation will run from **February 9 to April 10**. The consultation follows ISEAL's recommended good practices for indicator setting, to ensure involvement of all stakeholders in the indicator development process.

We will be sending our members a news release and a communications toolkit just prior to the release.

Please share the news release within your organization and with others in order to ensure maximum participation.

How can people or organizations provide comments?

Visit the website for materials in [English \(read here\)](#) and [French \(read here\)](#).

1. Read the 'CRSB Indicators for Primary Production: Draft 1' document in its entirety.
2. Complete the comment form.
3. Submit your completed comment form to Monica Hadarits (hadaritsm@cattle.ca).

CRSB PARTNERS WITH INDUSTRY, GOVERNMENT AND ACADEMIA TO SHOWCASE HOW THE BEEF INDUSTRY HAS REDUCED GREENHOUSE GAS EMISSIONS BY 15%

The CRSB worked with the Beef Cattle Research Council, University of Manitoba and Agriculture and Agri-Food Canada to disseminate the results from the 'Greenhouse gas emissions of Canadian beef production in 1981 as compared with 2011' study, published in Animal Production Science.

The study found that greenhouse gases from Canadian beef production decreased by 15% between 1981 and 2011. This study provides important historical context to the National Beef Sustainability Assessment and demonstrates the beef industry's commitment to continuous improvement. Over 50 media outlets and 25 radio stations picked up the good news story.

[Download the report here](#) or [read the BCRC blog article here](#).

CRSB WEBSITE HAS BEEN UPDATED

Our website has been reorganized and updated to accommodate the organization's growing portfolio. It includes details on our Council, committees and membership, and a new resources page with media releases, reports, newsletters and factsheets. Be sure to check it out: www.crsb.ca

FAWN JACKSON DESCRIBES HOW LIVESTOCK CAN CONTRIBUTE TO SUSTAINABLE DEVELOPMENT GOAL 2: ZERO HUNGER

The University of Alberta (UofA) hosted an on-campus event called International Week from January 25th to 31st. This year's theme addressed the United Nations Sustainable Development Goals.

UofA's Livestock Gentec asked the CRSB to send in a 2-minute video on how livestock can contribute to Sustainable Development Goal 2: Zero Hunger.

Our Executive Director, Fawn Jackson, prepared a video explaining how livestock is a source of income for over 1 billion people around the world, and an important source of nutrition. She also discusses the roles of reduced food waste and enhanced production efficiencies in helping achieve zero hunger by 2030.

international
Δ▽Δ▽Δ Week
for a better world. 2016

You can [view the video](#) on YouTube
(skip to 19:56 to see what Fawn had to say)

WHAT'S IN THE NEWS

- [Canadian beef industry reduces environmental hoofprint](#)
By John Cotter, January 11, 2016
- [McDonald's seeks Manitoba producers for pilot project](#)
By Jennifer Paige, January 26, 2016
- [Corn-fed program expands beef market share](#)
By Jeffrey Carter, January 28, 2016
- [WWF Launches Markets Institute to Advance Sustainable Food Production](#)
By World Wildlife Fund, February 3, 2016



GLOBAL CONFERENCE ON SUSTAINABLE BEEF

BUILDING ON EXPERIENCE: REGIONALLY AND GLOBALLY
October 4-7, 2016 Banff, Alberta, Canada



UPCOMING EVENTS

- [CRSB Verification Committee meeting, February 24 & 25, 2016](#)
Canadians Cattlemen's Association Office, Calgary, AB
- [Alberta Beef Industry Conference, February 17-19, 2016](#)
Sheraton Red Deer Hotel, Red Deer, AB
- [Agricultural Institute of Canada](#)
April 13 & 14, Ottawa Marriott Hotel, Ottawa, ON
Disseminating Agriculture Research: Bridging the Gap Between Idea and Adoption
- [The Canadian Centre for Food Integrity Public Trust Summit](#)
May 31 & June 1, 2016, Ottawa, ON.
Social Licence, Trust and Transparency.
Save the Date. Further details to follow.
- [Canadian Beef Industry Conference, August 9-11, 2016](#)
Grey Eagle Resort and Casino, Calgary, AB.
- [Global Conference on Sustainable Beef](#)
October 4-7, 2016
Fairmont Banff Springs, Banff, AB. Save the Date.
Further details to follow.

INTERESTING READS

- [What's ahead for the beef industry in 2016? 10 megatrends to watch](#)
By Burt Rutherford, December 7, 2015
- [Healthy soil can reduce greenhouse gas: experts](#)
By Jeffrey Carter, December 17, 2015
- [Inside Chipotle's contamination crisis](#)
By Susan Berfield, December 22, 2015
- [Producers challenged to get online, join discussion](#)
By Sarah Brown, December 25, 2015
- [What's the biggest challenge for sustainable beef?](#)
By Sarah Mikesell, January 6, 2016
- [Livestock and forage research in Sask. gets record-setting boost](#)
By Ryan Kessler, January 20, 2016
- [Meat scientist questions beta-agonists' impact on beef quality](#)
By The Cattle Site, January 21, 2016

The Canadian beef industry is committed to sustainability and continuous improvement. It is widely recognized that a coordinated and collaborative approach is required to make meaningful progress. This commitment is reflected through the membership and work of the CRSB.

To become a member, or for more information, please visit our website at www.crsb.ca or **contact us** at:

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