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NEWS RELEASE

CRSB welcomes stakeholders to engage in Canadian conversation around sustainable beef

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The Canadian Roundtable for Sustainable Beef (CRSB) was created in 2014 to help advance sustainability in the Canadian beef industry and address consumer interest in where their food comes from and how it is raised. One of the CRSB's areas of work focuses on developing a meaningful Sustainable Sourcing Framework; this work is being led by two of the CRSB's multi-stakeholder committees.

"We have over 90 members and observers, who have a common vision to advance the environmental, social and economic sustainability of the Canadian beef industry," noted Cherie Copithorne-Barnes, Canadian cattle rancher and Chair of the CRSB. "We are working hard to set the framework for sustainable beef in Canada and welcome others to join us. One strength of the CRSB is the broad representation of perspectives at the table, which allows us to have invaluable discussions on complex topics."

The Sustainable Sourcing Framework consists of indicators and assurance protocols, and is organized around the five global principles for sustainable beef: 1) Natural Resources; 2) People and the Community; 3) Animal Health and Welfare; 4) Food; and 5) Efficiency and Innovation. The CRSB has committed to multi-stakeholder engagement and public consultations throughout the Sustainable Sourcing Framework development process, and is closely following the International Social and Environmental Accreditation and Labelling (ISEAL) guidelines. Work on the Sustainable Sourcing Framework began in Fall 2015, and is anticipated to be completed in 2017.

The CRSB encourages all retail and food service companies, supply chain stakeholders and other interested individuals and organizations to join this effort and support the production of homegrown, Canadian beef that is continuously improving for the planet, people, animals and progress.

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization focused on advancing sustainability efforts within the Canadian beef industry. The CRSB is the go-to forum on sustainable beef in Canada. It has already defined 'sustainable beef' and is rapidly setting the parameters for what sustainable beef will look like.

For more information, please visit www.crsb.ca, or contact:

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