



## INDICATOR DEVELOPMENT PROCESS

Version 1, Updated: July 19, 2016

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### BACKGROUND

The food industry is changing rapidly. Consumers are increasingly asking questions about their food. These questions span a number of topics, including the sustainability of the beef industry. The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative where leaders from the beef industry, environmental branches, retailers and other stakeholders work together to advance continuous improvement in the sustainability of the global beef value chain. In November 2014, the GRSB released its [Principles and Criteria \(P&C\)](#). The P&Cs reflect areas that must be addressed in order to achieve sustainable beef production systems and value chains around the globe. The P&C set the guiding framework for developing regional beef sustainability indicators that are appropriate for regional (or national, in relation to the global) social, environmental and economic conditions.

The Canadian Roundtable for Sustainable Beef (CRSB) is regional (national), multi-stakeholder initiative developed to advance existing and new sustainability efforts within the Canadian beef industry. The CRSB has endorsed the P&Cs and has committed to developing the framework for players in the value chain to produce and source verified sustainable beef. This framework consists of two key components: **indicators** and **verification**. The **indicators** will determine what will be measured; and the **verification** protocols will outline how the indicators will be measured. This document summarizes the **Indicator Development Process**, which is guided, in part, by the [ISEAL Code of Good Practice for Setting Social and Environmental Standards](#) (Version 6.0).

The CRSB has established a multi-stakeholder committee (the 'Indicator Committee') of 22 experts to lead the development of the Canadian indicators. The primary role of the Indicator Committee is to identify outcome-based sustainability indicators for adoption by the Canadian beef industry that align with the [CRSB's mission, vision, principles and mandate](#). The CRSB Indicators will be:

- based on expert opinion;
- developed through a multi-stakeholder process;
- based on a consensus;
- outcome based;
- nationally applicable; and
- based on GRSB Principles & Criteria.

This document provides an overview of the CRSB's Indicator Development Process and how stakeholders can become involved.

## INDICATOR DEVELOPMENT PROCESS AND ESTIMATED TIMELINES

The CRSB Indicator Development Process is based on the following three phases. This process is designed to encourage considerable stakeholder engagement and feedback.

### Phase 1

*PROCESS DESIGN & RESEARCH (November 2014 – July 2015)*

- Received approval from the CRSB Council for the Indicator Development Process
- Gather information and research
- Establish CRSB Indicator Committee

### Phase 2

*DRAFTING THE INDICATORS & STAKEHOLDER CONSULTATIONS (August 2015 – March 2016)*

- Indicator Committee to develop draft Indicators
- Obtain feedback from Annual General Meeting participants on the draft Indicators
- Review and discuss feedback, refine Indicators as needed
- Release draft 1 for the CRSB Council and Membership review
- Review and discuss feedback, refine Indicators as needed
- Release draft 1 for 60-day public consultation ← Stakeholder engagement (February-April 2016)
- Review and discuss feedback, provide formal responses to feedback, refine Indicators as needed
- Release draft 2 for CRSB Council and Membership review
- Review and discuss feedback, refine Indicators as needed
- Release draft 2 for 30-day public consultation ← Stakeholder engagement (Summer/Fall 2016)
- Review and discuss feedback, provide formal responses to feedback
- Prepare final draft of Indicators

### PHASE 3

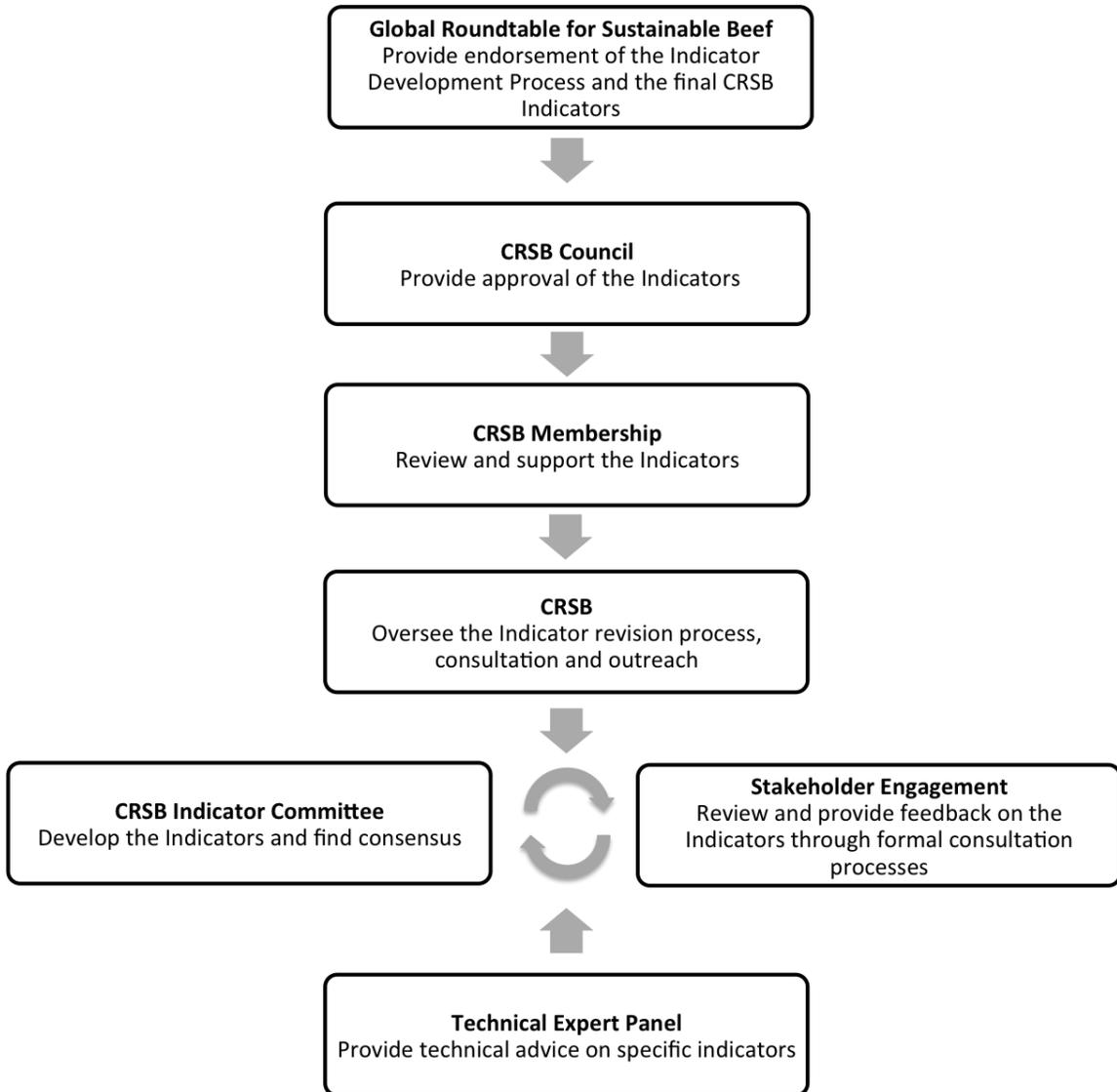
*INDICATOR APPROVAL (Winter 2016)*

- Submit final draft to the Canadian Roundtable for Sustainable Beef Council for approval
- Submit final draft to the GRSB for official endorsement

## INDICATOR DECISION MAKING PROCESS

The Indicator decision making process is shown in Figure 1. The GRSB provides endorsement of the Indicator Development Process as well as of the final CRSB Indicators. The CRSB Council approves the Indicators, and the CRSB Membership reviews and supports the Indicators. The CRSB oversees the revision and consultation process, in addition to conducting outreach. The CRSB Indicator Committee drafts and revises the Indicators, while the technical expert panel provides advice and feedback as needed. Stakeholders play a critical role in the decision making process. The process has been designed to engage stakeholders multiple times (see Phase 2 in the section above – ‘stakeholder engagement’), proactively capture their perspectives, and help ensure their views are well represented.

**Figure 1.** Indicator development decision making process



## HOW TO GET INVOLVED

The CRSB encourages all stakeholders to get involved and have their voice heard to ensure that the CRSB Indicators are meaningful in supporting the continual improvement of the Canadian beef industry. For accessibility purposes, the materials for the two public consultations will be translated into French.

### Stakeholder engagement

The CRSB will hold two rounds of public consultations to engage stakeholders in the development of the indicators. These are currently planned for November or December 2015 and February or March 2016. The notice of the consultation will be posted on the CRSB website. You can also visit the CRSB's website to learn more about the CRSB's Indicator Development Process. [www.crsb.ca](http://www.crsb.ca)

### Stay up-to-date

Sign up for CRSB's e-blast notifications which provide up-to-date news about on the CRSB. Simply email Monica Hadarits ([hadaritsm@cattle.ca](mailto:hadaritsm@cattle.ca)) and ask to be added to the distribution list.

## CONCLUDING REMARKS

The CRSB is committed to the continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration. Therefore, the Indicator Development Process has been designed to be relevant, rigorous, transparent and accessible, and to ensure broad stakeholder engagement and representation, with the end-goal of supporting the continuous improvement and sustainability of the Canadian beef industry. Once finalized, the indicators will be reviewed at a minimum of every five years, and a public process for revisions and clarifications and urgent revisions will be established.

*The Canadian Roundtable for Sustainable Beef (CRSB) is a national, multi-stakeholder initiative developed to advance existing and new sustainability efforts within the industry. The CRSB is the go-to forum on sustainable beef in Canada. It has already answered the question 'what is sustainable beef?' and is rapidly setting the parameters for producing and sourcing sustainable beef in Canada.*

### For more information, please contact us:

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