

ABOUT US

The **Canadian Roundtable for Sustainable Beef (CRSB)** is a multi-stakeholder organization focused on advancing sustainability efforts within the Canadian beef industry. Our members represent the following stakeholder groups: producer organizations; processors; retail and food service companies; non-governmental organizations; food and agriculture businesses; academia; and observers (e.g. veterinarians, youth, individual producers). They are leaders in sustainable food systems committed to a common vision and mission.



OUR VISION

The Canadian beef industry is recognized globally to be economically viable, environmentally sound and socially responsible.

OUR MISSION

To facilitate the framework for the Canadian beef industry to be a global leader in the continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration.

Get to know the
CRSB

The 'Go To' Forum on Sustainable Beef in Canada

WHAT WE DO We have the following 3 areas of work:

1 Sustainability Benchmarking In 2014, we commissioned the National Beef Sustainability Assessment, which is a comprehensive farm to fork assessment that will set industry benchmarks in social, economic and environmental areas. This work also includes the development of a strategy for our organization to help address high priority areas. The assessment follows internationally accepted methods and guidelines and is being reviewed by an objective third-party panel. This is the first study of its kind for the Canadian beef industry. It is being conducted by Deloitte LLP and Canfax Research Services. The results will be released Fall 2016. The assessment will be reviewed approximately every five years.

2 Verification Framework Consumers are asking more questions about where their beef comes from and how it is being produced. We are developing a verification framework to: i) enable producers and processors to demonstrate the sustainability of their operations; ii) enable retail and food service companies to source sustainable beef; and iii) ensure messaging to consumers is consistent, clear, accurate, transparent and scientifically sound.

This framework consists of two key components: **indicators** and **verification protocols**. The indicators reflect **what** will be measured in terms of sustainability on individual operations (i.e. cow-calf, backgrounding, feedlot, dairy beef,

processing plants). The verification work will identify **how** the indicators will be checked on operations. This work includes the development of an interpretation and scoring guide for the indicators, an assurance manual, chain of custody and claims guidelines, and a process for determining equivalency with existing tools and programs. The verification framework is estimated to be completed at the end of 2017.



1

Sustainability Benchmarking

2

Verification Framework

3

Sustainability Projects

SUSTAINABLE BEEF is a socially responsible, environmentally sound and economically viable product that prioritizes the **Planet, People, Animals and Progress**.

3 Sustainability Projects that build on the work being completed in **1** and **2** are forthcoming.

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:

180 - 6815 8th Street NE
Calgary, Alberta
T2E 7H7

Phone: 403-275-8558
Website: www.crsb.ca/contact-us
Twitter: @CRSB_beef

