



Additional Q&A

Q: What methods does this panel believe would be the best to connect with the public and improve trust? Who do you believe should play a main role in sharing this message?

Panelists indicated that the Canadian Roundtable for Sustainable Beef is a great conduit for sharing the beef and conservation message, due to the multi-stakeholder nature of its membership across the beef value chain that enables collaboration and direct connection with the public.

[Karla Guyn, Ducks Unlimited Canada] - We all need to be more proactive in telling the positive stories focused on the role that farmers and ranchers play in conservation. This will take many partners working together toward the same goal. The CRSB is in a good position to act as the conduit for getting this information out to a broader audience while facilitating the various voices in sustainable beef.

[Bob Lowe, Canadian Cattlemen's Association] - NGOs such as Ducks Unlimited also have a unique opportunity to share this message, as they are trusted supporters of natural landscapes, while also being champions of the interconnectedness of cattle and conservation.

Q: What specific policy actions would you see as necessary targeted at the primary producer to not see loss of producers and conversion of grasslands to crops.

[Bob] – Protecting and enhancing Canada's grasslands and natural landscapes, and the plant and animal species that call those spaces home is of utmost importance to farmers and ranchers across Canada. While embracing these practices is intrinsic to ranchers, there is a cost associated with implementing these practices on-farm. Developing policies and programs that provide financial rewards and incentives for producers for the ecosystem services that they already provide for Canada's natural landscapes would demonstrate to Canada's farmers and ranchers the importance of these practices to all Canadians.

[Karla] - Governments need to see the interconnectivity of the entire system. They need to consider the economic implications along with the environmental ones and understand that one cannot thrive without the other. We'd like to see governments fully recognize the environmental services found on agriculture lands and how keeping important areas (like grasslands and wetlands) intact also supports meeting their other goals (ie. climate change targets and protecting species at risk).

Q: To get the bird populations back to pre-1968 levels, are you suggesting going back to 1968 land use? What is the ultimate goal?

Our landscape has gone through significant change since the 1950s. This has been necessary to produce the food we need, but this progress has come with some consequences. We do not advocate for land use to go back to that of the past, but we do promote the no new land approach. This means maximizing production and profit on the best land currently being farmed while keeping the remaining natural areas like grasslands and wetlands intact. Restoring these areas, where it makes sense to do so (ie. on unproductive acres), should also be a priority.

Q: I'm quite new to all of this and am wondering if you can point me in the direction of some information on the importance of the cattle industry to wetlands and grasslands. As I am not a food, agriculture or biodiversity expert, I am interested in learning more about the importance of this relationship.

If you are able to attend a [Guardians of the Grasslands](#) screening, that would be a good first step as the documentary covers the main points of the connection between cattle and conservation very well. Ducks Unlimited Canada has also partnered with Canada Beef and has some great information on [their site](#), too. Or, view this [short video](#) of why we work with the beef industry.

Q to Russ Mallard, Atlantic Beef: Is Atlantic Beef Products Inc. looking at expanding to increase processing numbers?

Atlantic Beef Products has been looking at increasing processing capacity for some time now, but have not yet finalized plans. We look forward to further supporting the beef producers in Eastern Canada.

Q to Marcel Blais, Chop Steakhouse: Can you comment on whether Chop's local cuts and/or Certified Sustainable-labelled burger purchases increased or decreased during Covid?

It is difficult for us to compare before Covid and after. It's kind of like apples and oranges because currently we are limited to take-out and delivery only, which is a fraction of the guests we normally serve. Having said that, the burger is one of our top sellers for take-out and delivery and we continue to get good feedback on the sustainability feature on the burger. It's my prediction that we will see an increase in sales when we re-open for dine-in compared to pre-Covid.