



Recognizing and advancing beef sustainability in Canada



Certification

Recognizing sustainable practices through independent on-site certification



Sourcing

Supporting retail & foodservice companies to meet sustainable sourcing commitments



Assurances

Building consumer confidence through credible, science-based assurances

Principles of Beef Sustainability

Certification in beef production and processing is based on outcome-based indicators across five principles of beef sustainability:

NATURAL RESOURCES

PEOPLE & THE COMMUNITY

ANIMAL HEALTH & WELFARE

FOOD

EFFICIENCY & INNOVATION

Who is sourcing CRSB Certified beef?



The Framework consist of four key parts

The Standards

Indicators of sustainability audited in beef farms, ranches and processing facilities through 3rd party certification

Assurance Protocols

Guidance and requirements for the certification process.

Chain of Custody Requirements

Technical and administrative requirements for tracking cattle and beef through the supply chain, and qualifying claims.

Sustainability Claims

Marketing logo and Claims to support credible, science-based assurances for consumers.



How can I participate in CRSB Certified?

Beef value chain participants can use the Framework in a number of ways

- ✓ Become certified sustainable according to CRSB standards. Use the Certification Mark to promote your certification status (producers & processors).
- ✓ Participate in a supply chain for sourcing beef from CRSB Certified Operations
- ✓ Show your company or brand's commitment to beef sustainability by sourcing beef from Certified Sustainable farms and ranches and use the Certification Marks on your beef products.
- ✓ Become a Certification Body for the Certified Sustainable Beef Framework. Contact one of CRSB's approved bodies to become certified.
- ✓ Make a Sourcing Commitment to use the CRSB Certified Mark in your supply chain in the future.



To get started sourcing or marketing beef sustainability in your supply chain, contact us at info@crsbcertified.ca.

Visit CRSBcertified.ca for more information about the certification program.

The Canadian Roundtable for Sustainable Beef (CRSB) is a collaborative multi-stakeholder organization dedicated to advancing sustainability in the Canadian beef industry.

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