



## **NEWS RELEASE**

### **Loblaw Expands Commitment to Sustainable Beef Sourcing**

*Company tripling initial purchase to three million pounds by 2023*

**December 16, 2021** – The Canadian Roundtable for Sustainable Beef (CRSB) is pleased to announce that Loblaw Companies Ltd. (TSX:L; “Loblaw”) is expanding its commitment to beef sustainability in Canada with a purchase of three million additional pounds of beef sourced from CRSB Certified Sustainable farms and ranches by 2023, tripling its initial purchase of one million pounds in 2020. With this latest commitment, Loblaw is reaffirming not only the importance of sustainably-raised food options for its customers, but also its unwavering support of the Canadian farmers and ranchers dedicated to sustainable practices on the ground. The beef will be purchased from CRSB Certified farms in partnership with the Ontario Corn Fed beef program, according to standards set by the Canadian Roundtable for Sustainable Beef.

“Today’s announcement reaffirms our long-term commitment to help advance sustainability in the beef supply chain in Canada,” said Simon Romano, Vice President of Fresh Procurement, Meat, Seafood and Deli for Loblaw Companies Ltd. “As both a retailer and a founding member of CRSB, our hope is that more beef producers will embrace certification of their on-farm practices that meet CRSB standards for sustainability.”

Loblaw is working with its supply chain partners toward a system where at least 30% of the beef it sources will be CRSB Certified and will be incorporated into Loblaw’s overall beef purchases for its Ontario Corn Fed Beef brand, sold in Ontario stores.

Sourcing even a portion of beef from farmers and ranchers that have had their sustainable practices independently audited against standards provides consumer assurances about how their food is raised, supports ongoing improvements, and signals the importance of Canada’s agricultural system for climate change mitigation and its role in a sustainable food system.

“CRSB appreciates the ongoing support from a large grocery retailer like Loblaw, committed to working collaboratively with the beef industry in support of our sustainable practices, and sharing that story with Canadian consumers,” says Anne Wasko, Chair of the CRSB and rancher from Eastend SK. “This robust commitment will show our community of beef producers that Loblaw values their dedication, and is serious about working with them to make real progress.”

Canada is a global leader in sustainable beef production, but there are always improvements that can be made. The Canadian beef industry has committed to a suite of robust 2030 improvement goals, including a 33% reduction in greenhouse gases, a 50% reduction in post-harvest food loss and waste, and preserving the 35 million acres of grasslands remaining in Canada, to name just a few. These goals will be achieved if we all work together. Learn more at [beefstrategy.com](http://beefstrategy.com).

Learn more about CRSB sustainability certification and meet some of their certified ranchers at [crsbcertified.ca](http://crsbcertified.ca). For more information about Loblaw’s sustainability efforts visit [loblaw.ca/responsibility](http://loblaw.ca/responsibility).

## ABOUT THE CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) advances Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science. The CRSB drives recognition and continuous progress in Canadian beef through sustainability performance measurement, a voluntary 3<sup>rd</sup> party sustainability certification program, and projects and initiatives aligned with strategic goals. The CRSB's *Certified Sustainable Beef Framework*, known as CRSB Certified, recognizes sustainable practices in beef production and processing, enables sustainable sourcing, and delivers 3<sup>rd</sup> party certified science-based assurances about sustainable beef production in Canada. Learn more at [crsb.ca](https://crsb.ca).

## ABOUT LOBLAW COMPANIES LIMITED

Loblaw Companies Limited is the nation's largest retailer, providing Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, financial services, and wireless mobile products and services. Loblaw's purpose – Live Life Well® – promotes the needs and wellbeing of Canadians, who make one billion transactions annually in the company's stores. With more than 2,400 corporate, franchised and associate-owned locations, Loblaw, its franchisees, and associate-owners employ almost 200,000 full- and part-time employees, making it one of Canada's largest private sector employers.

For more information, contact:

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