

SUSTAINABILITY PROJECTS



CRSB's mission is to advance continuous improvement of Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science. Part of this mandate is **COMMUNICATING** and **COORDINATING** projects that contribute to continuous improvement.

ALIGN

Initiatives with Sustainability Strategy goals

COMMUNICATE

through the annual survey

COLLABORATE

See what is being done through the Projects Inventory Online



There are four components in the Projects Pillar:

CONNECT

See what is being done through the Projects Inventory Online



ALIGN

Initiatives with the Sustainability Strategy goals

In order to support improvements identified through National Beef Sustainability Assessments (NBSA), CRSB profiles projects that build on the goals identified in the National Beef Sustainability Strategy.



ENVIRONMENTAL GOALS

- **REDUCE** the greenhouse gas footprint of Canadian beef per unit of product produced
- **ENHANCE** ecosystem services and biodiversity on lands managed by beef producers
- **ENHANCE** riparian health and reduce the water footprint of beef production
- **REDUCE** post-harvest meat waste



SOCIAL GOALS

- **PROMOTE** farm safety and responsible working conditions
- **PROMOTE** excellence in animal care
- **SUPPORT** the further development, monitoring and dissemination of best practices regarding antimicrobial use



ECONOMIC GOALS

- **INCREASE** the financial viability of beef production in Canada
- **INCREASE** demand for Canadian beef through consumer awareness of sustainable beef production

CONNECT

Check out what's being done through the Projects Inventory

The overarching goal of the National Beef Sustainability Strategy is to build a stronger and more united beef sustainability community. To build on this goal and increase awareness of sustainable beef production, CRSB has developed an inventory of sustainability projects across Canada. This inventory provides information for interested stakeholders grouping sustainability projects by location, goal and target audience. This provides **TRANSPARENT COMMUNICATION** about ongoing and completed projects in order to **ALIGN EFFORTS** across the country and **AVOID DUPLICATION**.

PROJECT ELIGIBILITY Eligible projects are those that demonstrate, pilot, or promote practices that contribute to advancing one or more of the Sustainability Strategy goals.

✍ [Sign up for the CRSB Insider](#) to see a variety of Project Spotlights throughout the year. Attending CRSB's Annual Meeting is also a great way to connect with people you may want to collaborate with on a project.



COLLABORATE

Work with others towards common goals

Collaboration allows us to leverage resources and knowledge as we look for ways to accelerate continuous improvement. Work with your network of colleagues, researchers, industry associations and others on projects that align with your priorities to advance the goals of the National Beef Sustainability Strategy.

COMMUNICATE

Participate in the Projects Pillar

Close the loop by communicating what your organization is doing. An annual survey is available online at crsb.ca from April 1st and May 31st each year and is open to everyone - CRSB members and non-members. Through this survey, tell us about projects that you or your organization are doing that align with, and demonstrate, pilot or promote one or more of the goals of the National Beef Sustainability Strategy.

Visit the Sustainability Projects Inventory at www.crsb.ca. Follow CRSB online.   



Advancing the sustainability of the Canadian beef industry through common goals by aligning local, regional and national initiatives.



Connecting and collaborating through shared values, resources and expertise – we will achieve better progress together than each of us alone.



Communicating to build opportunity, transparency and trust.

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

180 - 6815 8th Street NE
Calgary, Alberta T2E 7H7
Email: info@crsb.ca
Website: www.crsb.ca

Twitter: @CRSB_beef
Facebook: /CRSBbeef
Instagram: /crsb_beef

