

ABOUT US

The **Canadian Roundtable for Sustainable Beef (CRSB)** is a multi-stakeholder collaborative community dedicated to advancing sustainability in 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 The National Beef Sustainability Assessment (NBSA) is a farm to fork study that sets environmental, social and economic benchmarks for the Canadian beef industry. All aspects of the value chain, from farming to consumption, were examined in the NBSA, to allow for a comprehensive evaluation of full value chain sustainability. The study was guided by a multi-stakeholder steering committee and reviewed by an external third-party panel of experts. It also followed international guidelines and standards. The Sustainability Strategy identifies goals, key performance indicators and action items that guide the work of the CRSB and its membership, specifically the organization's third pillar of work, Sustainability Projects.

2 Certification Framework Launched in December 2017, CRSB developed the *Certified Sustainable Beef Framework* to demonstrate sustainability in Canadian beef production and processing, to assist retail and foodservice companies to meet sustainable sourcing commitments, and to provide clear, transparent, science-based messaging to the public about beef sustainability in Canada.

This Framework consists of 4 components: **Standards, Assurance Protocols, Chain of Custody Requirements** and **Sustainability Claims**. The Standards include the indicators, goals and outcomes that will be measured to certify beef production and primary processing

operations in the sustainability context. Assurance Protocols provide requirements for the certification process, and Chain of Custody Requirements outline the technical and administrative guidelines for tracking beef through CRSB certified operations. Sustainability Claims provide messages to help communicate about sustainable practices in the Canadian beef industry.

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

3 Sustainability Projects build on the work being completed in **1** and **2**. One project on maintaining & enhancing wildlife habitat is underway, with more projects coming soon.



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
Email: info@crsb.ca

Phone: 403-275-8558
Website: www.crsb.ca
Twitter: [@CRSB_beef](https://twitter.com/CRSB_beef)

