

Sustainability Project Recognition

Criteria for posting to crsb.ca

The CRSB will communicate about sustainability projects that demonstrate, pilot or promote sustainable practices that enhance awareness of resources available in Canada. For a sustainability project to be considered the following requirements must be met:

1. Project must align with the GRSB's [Principles and Criteria for Defining Global Sustainable Beef](#)
2. Project must explicitly align with the CRSB's [National Beef Sustainability Assessment and Strategy Goals](#)
3. Project must clearly contribute to the Canadian beef value chain striving to be environmentally sound, socially responsible and economically viable
4. Project must be pre-competitive, that is it does not promote a specific company, product, or service
5. Project should have components that allow for continuous improvement
6. Project should report on any Certified Sustainable Beef (CSB) Framework Indicators or other sustainability related performance indicators that are being measured

Projects that meet these requirements are eligible for recognition on the CRSB website as their contribution to the improvement in sustainability of the Canadian beef value chain.

CRSB reserves the right to approve or exclude, as per the discretion of the Scientific Advisory Committee.

Definitions

All projects are classified as one of the following.

A Demonstration Project: The act of demonstrating or showing a production or management practice in a specific environmental context. These may demonstrate proven research results to producers to enhance awareness.

Applied research and technology transfer projects could be considered demonstration but needs to be at a commercial scale, target a specific audience and link to a specific practice that supports one of the goals.

A Pilot Project: A test or trial of a production or management practice that has been proven elsewhere but in a new context. This maybe a new environment, region or production system to see if it works. It is a limited duration project.

A Promotion project: These are typically ongoing promotion of information related to sustainable beef production and its benefits.

A Research Project: Is a scientific endeavor to answer a research question or hypothesis. Research projects include finding new information to advance knowledge in the sector and discovering new ways of doing things.

Primary research projects, while contributing to the conversation and advancing knowledge in these areas, are excluded from the [Sustainability Projects Inventory](#). For example:

1. An applied research project working with feedlot operators measuring the benefits and impact of rolled compacted concrete would be included.
2. An initiative piloting or demonstrating ways to reduce food waste at retail or foodservice would be included.
3. A research project to better understand the rumen microbiome, in an effort to eventually improve feed efficiency and greenhouse gas emissions, would be excluded.

The exclusion of research projects is to avoid duplication of efforts with the [Beef Cattle Research Council](#) (BCRC) who communicate about research results and ongoing projects. Their research summaries and fact sheets are not limited to just BCRC funded projects.

*The CRSB is a collaborative, multi-stakeholder organization devoted to advancing sustainability in the Canadian beef industry.
Its mission is 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.*