



AGENDA

CRSB CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE MEETING

April 25, 2019, 8:15-9:45 am CDT

(concurrent with Scientific Advisory Committee)

Stevenson Ballroom CD, Hilton Winnipeg Airport Hotel and Suites
1800 Wellington Avenue, Winnipeg MB.

1. Call to order
2. Roll call
3. Approval of agenda
4. Approval of minutes
5. Overview of the committee's work
6. Update on Dairy Farmers of Canada's proAction program
7. Breakout discussion on interpretive guide
8. Upcoming meetings
 - a. June 4, 2019, 1:00 – 2:30 pm MDT
 - b. September 10, 2019, 1:00 – 2:30 pm MDT
9. Other business
10. In-camera (if requested)
11. Adjourn



AGENDA

CRSB SCIENTIFIC ADVISORY COMMITTEE MEETING

April 25, 2019, 8:15-9:45 am CDT

(concurrent with Certified Sustainable Beef Framework Committee meeting)

Laird room, Hilton Winnipeg Airport Hotel and Suites, 1800 Wellington Avenue, Winnipeg MB.

1. **Call to Order**
2. **Approval of Agenda**
3. **Approval of Minutes**
4. **Overview of Committee's work**
5. **Project Pillar Website progress**
6. **Groupe AGECO Hay Life Cycle Inventory (presentation)**
7. **Olds College Student Survey Results (presentation)**
8. **Next Steps**
9. **Other Business**
10. **In-camera (if requested)**
11. **Adjourn**

AGENDA

CRSB COMMUNICATIONS AND MARKETING COMMITTEE MEETING

April 25, 2019, 10:00-11:30 am CDT

Stevenson Ballroom CD, Hilton Winnipeg Airport and Suites Hotel
1800 Wellington Avenue, Winnipeg MB.

- **Call to Order**
- **Approval of Agenda**
- **Approval of Minutes**
- **Overview of Committee work**
- **Communications Strategy**
 - a. Overview
 - b. Breakout discussion
- . **2019 Consumer Research – TJ Clark, H&K Associates**
- **Events**
 - a. GRSB Communicators Summit
 - b. Calgary Stampede (motion requested)
 - c. CBIC – CRSB meeting keynote suggestions
 - d. CRSB AGM
- **Next Steps**
- **Other Business**
- **In-Camera (if requested)**
- **Adjourn**



AGENDA

CRSB SEMI-ANNUAL MEMBERS' MEETING

Thursday, April 25, 2019, 12:30-2:00 pm CDT
Stevenson Ballroom CD, Hilton Winnipeg Airport Hotel and Suites
1800 Wellington Avenue, Winnipeg MB.

- 1. Call to Order & Welcome**
- 2. CRSB Chair Report**
- 3. CRSB Executive Director Report**
- 4. US Roundtable for Sustainable Beef Update**
- 5. CRSB Business Strategy and Plan Review** *with John Galloway, Framework Partners*
 - a. Business Strategy and Plan Overview
 - b. Breakout discussion to gather member feedback
- 6. Wrap up**
- 7. Other Business**
- 8. Adjourn**

AGENDA

CRSB COUNCIL MEETING

April 25, 2019, 12:30-2:00 pm CDT

Stevenson Ballroom CD, Hilton Winnipeg Airport Hotel and Suites
1800 Wellington Avenue, Winnipeg MB.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Agenda**
4. **Approval of Minutes**
5. **Financial report**
6. **2019-2020 budget**
7. **Committee recommendations** *(if any)*
8. **Update on the Cargill Canadian Beef Sustainability Acceleration Pilot Project**
9. **Update on McDonald's beef sustainability campaign**
10. **Fee structure review for the Certified Sustainable Beef Framework (Discussion)**
11. **Upcoming meetings**
 - a. May 29th, 2019, 9:00 am – 10:30 am MDT
 - b. June 27th, 2019, 9:00 am – 10:30 am MDT
 - c. August 13th-15th, 2019 - Canadian Beef Industry Conference, Calgary, AB
 - i. **Council meeting: Wednesday, August 14th from 2:45-5:30 pm**
 - d. September 18th&19th - 2019 CRSB Annual General Meeting, Montreal, QC
13. **Membership requests (if any)**
14. **Other Business**
15. **In-camera (if requested)**
16. **Adjourn**