

An overview of the CRSB's **NATIONAL BEEF SUSTAINABILITY STRATEGY**



Learn about the
CRSB's
Sustainability Strategy

WHAT IS THE SUSTAINABILITY STRATEGY?

The Canadian Roundtable for Sustainable Beef (CRSB)'s National Beef Sustainability Strategy was developed to guide the future work of the CRSB and its membership, in order to effectively and efficiently advance continuous improvement in Canadian beef sustainability.

The Sustainability Strategy identifies goals, key performance indicators, baselines and action items pertaining to the environmental, social and economic sustainability of the Canadian beef industry. It was developed using the results of the National Beef Sustainability Assessment (NBSA) as well as through membership priority setting.

The CRSB will review both the sustainability assessment and sustainability strategy approximately every five years, both to evaluate industry's progress over time and to update the work based on new information.

HOW WILL THE SUSTAINABILITY STRATEGY BE USED?

The Sustainability Strategy will be used in two key ways:

1. to track progress of select key performance indicators, and
2. guide the future work of the CRSB and its membership focused on advancing sustainability within the Canadian beef industry.

The CRSB will be undertaking projects alongside membership to advance the goals outlined in the sustainability strategy through the CRSB's third pillar of work, Sustainability Projects.



Summary of Goals

Overarching

Goal #1 Build a stronger and more united Canadian beef sustainability community

Environmental

Goal #2 Reduce the greenhouse gas footprint of Canadian beef per unit of product produced (CO₂ eq./kg)

Goal #3 Enhance ecosystem services and biodiversity on lands managed by beef producers

Goal #4 Enhance riparian health and reduce the water footprint of beef production

Goal #5 Reduce post-harvest meat waste

Social

Goal #6 Promote farm safety and responsible working conditions

Goal #7 Promote excellence in animal care

Goal #8 Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

Economic

Goal #9 Increase the financial viability of beef production in Canada

Goal #10 Increase demand for Canadian beef through consumer awareness of sustainable beef production

Visit www.crsb.ca for more information on the National Beef Sustainability Assessment and Strategy.

OVERARCHING

Goal #1. Build a stronger and more united Canadian beef sustainability community

Key Performance Indicators:

- Number of CRSB Members and Observers
- Diversity of CRSB membership

Baseline: As of June 30th, 2016 the CRSB had 53 members and 40 observers (Retail & Food Service = 10, Producer/Processor Organizations = 17, Processors = 2, NGO = 13, Food & Agriculture Business = 11, Government Observers = 12, Producer Observers = 17, Academic Observers = 9, Youth Observers = 2)

Target Areas:

1. Build a trusted go-to forum on sustainable beef in Canada through diversity in membership, leading scientific information and robust frameworks to measure and advance sustainability
2. Enable the further engagement of the scientific community in the CRSB's work and membership
3. Through communications activities, engage, inform and enable information sharing that assists the Canada beef industry in advancing sustainability practices



ENVIRONMENT

Goal #2. Reduce the greenhouse gas footprint of Canadian beef per unit of product produced (CO₂ eq./kg)

Key Performance Indicators: Carbon footprint intensity of Canadian beef (CO₂ eq./kg)

Baseline:

- 11.4 kg of CO₂ eq./kg live weight;
- 30.8 kg of CO₂ eq./kg packed boneless beef (delivered and consumed)

Target Areas:

1. Optimize diets
2. Improve manure management
3. Increase carbon sequestration
4. Improve feed and forage production practices
5. Support the identification and selection of cattle genetics that reduce the GHG footprint of beef production
6. Increase stakeholder knowledge

Goal #3: Enhance ecosystem services and biodiversity on lands managed by beef producers

Key Performance Indicators:

- Area of native/tame grassland utilized by the beef industry
- Estimated soil carbon stock on land used for beef production, including crops, forage and pasture (tonnes of carbon)

Baseline:

- The beef industry utilizes 21.2 million hectares (Mha) or 33% of the 64.5 million hectares of agricultural land in Canada.
 - 5 Mha of tame or seeded land for pasture and 13 Mha of native grassland
- Land used for beef cattle production currently stores approximately 1.5 billion tonnes of carbon

Target Areas:

1. Support work that enhances habitat quality on beef operations
2. Enable enhanced collaboration between industry and conservation partners to position industry as a key conservation stakeholder
3. Support research that increases the understanding of the relationship between beef production and biodiversity
4. Support the creation of ecosystem services markets and the development and dissemination of tools that monitor and measure environmental deliverables from the beef system
5. Build further awareness and use of range and riparian health assessments by producers

ENVIRONMENT Cont'd.

Goal #4: Enhance riparian health and reduce the water footprint of beef production

Key Performance Indicators: Blue water footprint intensity

Baseline:

- 235 litres of blue water/kg of live weight;
- 631 litres of blue water/kg of packed boneless beef (delivered and consumed)

Target Areas:

1. Enhance producer riparian health knowledge and tools to improve riparian health
2. Encourage the enhancement and completion of the national wetland inventory and further measure the relationship between beef production and wetland conservation (to be utilized as a key performance indicator when available)
3. Support research that increases the understanding of the relationship between beef production and water, particularly in the higher risk watersheds across Canada
4. Support innovation that increases water use efficiency within the processing and packaging sectors
5. Improve feed yields/productivity, drought resistance and irrigation practices to reduce the blue water footprint of feed
6. Develop a key performance indicator for riparian health

Goal #5: Reduce post-harvest meat waste

Key Performance Indicators: Overall meat waste (% of edible bone free meat)

Baseline:

- Total post-harvest losses equals 19%: 5% at processing, 4% at retail, 10% at consumer level

Target Areas:

1. Reduce food waste at consumer level
2. Further enhance understanding of food waste specific to Canada and pertinent markets
3. Promote improved product packaging
4. Improve carcass quality and utilization

SOCIAL

Goal #6: Promote farm safety and responsible working conditions

Key Performance Indicators: Percentage of farms reporting injuries

Baseline:

- The agricultural fatality rate was 12.9 per 100,000 farm population (including non-workers) between 1990-2008

Target Areas:

1. Promote farm safety and best practice implementation
2. Support dialogues regarding safety from upstream value chain actors, rights of migrant workers and adequacy of median income for downstream value chain actors
3. Promote culture of diversity, inclusion and transparency within the beef supply chain

Goal #7: Promote excellence in animal care

Key Performance Indicators: Uptake and implementation of the Code of Practice for the Care and Handling of Beef Cattle

Baseline:

- 5% of beef producers who filled in the NBSA-SLCA survey have read the Code of Practice and both requirements and some or all of the recommended practices are implemented on their operations
- 57% of respondents have read the Code of Practice and implemented all of the requirements
- 24% have read the code and basis requirements are partially implemented
- 14% have not read the Code of Practice

Target Areas:

1. Promote animal care awareness and implementation of good practices through the dissemination of the Beef Code of Practice
2. Support training for animal transportation
3. Support research and innovation regarding better pain control protocols and products
4. Communicate importance of adopting pain control protocols and products
5. Investigate opportunities to alter branding requirements for older animals (CAN brand and feedlot branding)

Goal #8: Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

Key Performance Indicators:

- The proportion (%) of isolates in beef cattle resistant to Category I (Very High Importance in human medicine)
- The proportion (%) of isolates in retail beef resistant to Category I (Very High Importance in human medicine)

Baseline:

- The proportion (%) of isolates resistant to Ciprofloxacin in beef cattle equals 5%, while the proportion (%) of isolates resistant to Ceftiofur equals 0%
- Resistance levels in retail beef of category I β -lactams remained low (< 4%) with the exception of British Columbia where category I β -lactam resistance ranged between 6% and 9%

Target Areas:

1. Support the development of a database for robust measuring and monitoring of antimicrobial use and resistance, aligned with the National Beef Antimicrobial Research Strategy
2. Support the further development and dissemination of best practices regarding antimicrobial use
3. Develop responsible antimicrobial use guidelines for verified sustainable beef
4. Support consumer understanding of the importance of responsible use of antimicrobials in the beef industry to ensure animal care

ECONOMIC

Goal #9: Increase the financial viability of beef production in Canada

Key Performance Indicators:

- Long term Cost of Production (2005-14 avg)
- Long term Profitability (2005-14 avg)

Baseline:

- 2013 baseline (deflated)
 - Cow/calf \$120/cwt or \$264/ckg
 - Feedlot \$106.67/cwt or \$235/ckg
- 2013 baseline (deflated)
 - Cow/calf \$93.03/cow
 - Feedlot -\$0.09/cwt (cash) or -\$0.20/ckg

Target Areas:

1. Increase producer financial knowledge and viability
2. Increase production efficiency and innovation
3. Communicate the role of technology and innovation in relation to the environmental, social and economic benefits to the beef industry

Goal #10: Increase demand for Canadian beef through consumer awareness of sustainable beef production

Key Performance Indicators:

- Canadian Retail Beef Demand
- International Demand

Baseline:

- 2013 Retail Beef Demand baseline:
 - 104 (Index 2000=100)
- 2013 International Demand baseline:
 - 82 (Index 2000=100)

Target Areas:

1. Increase the capacity of the beef supply chain to respond to market demands
2. Support the critical examination of newly developed technologies within a sustainable beef framework
3. Support responsible communication and marketing of production practices that are of interest and concern to the consumer

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