



# CRSB CERTIFIED

Recognizing and advancing  
beef sustainability in Canada



## Get to know the CRSB

The 'Go To' Forum  
on Sustainable Beef  
in Canada

### What is CRSB Certified?

The **Certified Sustainable Beef Framework** certifies farms, ranches and processing facilities against sustainability standards, enabling the sourcing and labelling of beef from Certified Operations.

The Framework supports producers and processors in **demonstrating the sustainability** of their operations, as well as assisting the retail and food service industry in their beef **sustainability sourcing efforts**. The Framework also provides guidelines for credible and transparent messaging for **communication with consumers** via marketing and product labels.

The Certification Mark can be used to communicate about the Framework once all the sourcing requirements have been met.

### What are the Principles of Sustainable Beef?

The *Certified Sustainable Beef Framework* certifies indicators under each of the five Principles of Sustainable Beef.



### Who developed the Certified Sustainable Beef Framework?

The multi-stakeholder membership of the Canadian Roundtable for Sustainable Beef (CRSB) developed the *Certified Sustainable Beef Framework*. Membership in the CRSB includes stakeholders from environmental and animal care organizations, beef producers, processors, academics, retail and food service, agriculture and food businesses, and observers. The development of the *Certified Sustainable Beef Framework* also included four rounds of public consultations.

# The Framework is comprised of four key parts:

## 1. The Standards:

- a. *Sustainable Beef Production Standard*: contains the indicators that are audited on farms and ranches.
- b. *Sustainable Beef Processing Standard*: contains the indicators that are audited in primary processing facilities.

2. **Assurance Protocols**: provide the guidance and requirements for the certification process.

3. **Chain of Custody Requirements**: contains the technical and administrative requirements for tracking cattle, beef, and claims about beef sourced from Certified Operations.

4. **Sustainability Claims**: contains guidance on how to communicate about beef sustainability and sourcing from CRSB Certified Operations. A series of Marks and Claims represent the Framework, and may be used by participants, depending on their role in the supply chain. See <http://www.crsbcertifiedsustainablebeef.ca>



## How to participate in the Certified Sustainable Beef Framework

Stakeholders across the beef value chain can participate in the *Certified Sustainable Beef Framework* in a number of ways:

- ✓ Become certified to CRSB's Sustainability Standards as a producer or primary processor
- ✓ Become a Certification Body for the Framework
- ✓ Make a sourcing commitment
- ✓ Participate in a supply chain for sourcing beef from CRSB Certified Operations
- ✓ Show your company or brand's commitment to beef sustainability by sourcing beef from Certified Operations and use the Certification Marks.

Consumers can look for the CRSB Certified Marks and purchase beef with sustainability assurances provided by the *Certified Sustainable Beef Framework*.

A series of Marks and Claims has been developed to help communicate with consumers about sustainable practices that advance beef sustainability. These are available for users across the beef value chain.

*Used by companies and organizations that support the Framework:*



- Framework supporter
- Sourcing Commitment
- Approved Certification Bodies and Oversight Body
- Supporting the understanding of sustainable beef production in Canada

*Signifies certification by producers, processors and supply chain partners, and for marketing beef sourced from Certified Operations:*



The CRSB Certified Mark (left) is used to identify beef sourced from Certified Operations. The Mass Balance Mark (right) is used to identify beef products

where a portion (min. 30%) of the company or brand's beef is sourced from Certified Operations.

If you would like to get certified, source or market beef from CRSB-Certified Operations visit [CRSBcertifiedsustainablebeef.ca](http://CRSBcertifiedsustainablebeef.ca) for more information.

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

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