



NEWS RELEASE

Harvey's partners with the Canadian Roundtable for Sustainable Beef to support sustainable beef production

FOR IMMEDIATE RELEASE

August 13, 2019, Calgary, AB. - Harvey's Restaurants has partnered with the Canadian Roundtable for Sustainable Beef (CRSB) and is now sourcing a portion of their beef for their Original Burger according to CRSB's sustainability standards. "Harvey's proudly sources 100% Canadian beef for all our burgers. Supporting sustainable beef production builds on our existing commitment to Canadian farmers and ranchers who work hard every day to ensure a sustainably-raised, high quality, safe product that Canadians have come to trust and love," says David Colebrook, Chief Operating Officer of Harvey's.

The CRSB Certified Mark represents a set of sustainability standards that beef producers and primary processors must achieve. The sustainability standards cover specific areas related to five principles of sustainable beef: natural resources; people and community; animal health and welfare; food; and efficiency and innovation. The CRSB Certified Mark and associated sustainability claims provide credible, science-based assurances for consumers about how their beef was raised, verified through an independent audited process.

"We are thrilled to partner with Harvey's and support their sustainable sourcing efforts," says Anne Wasko, Chair of the CRSB and rancher from Eastend, SK. "The momentum is building and we look forward to seeing the CRSB Certified Mark on many beef products across the food sector in the years to come."

The Canadian beef industry is committed to continuous improvement and sustainability. Canadian beef production has one of the lowest greenhouse gas footprints in the world, and over the past 30 years, has reduced its greenhouse gas footprint by 15 per cent. Canadian beef production also provides significant environmental benefits. For example, Canadian beef producers keep over 44 million acres of grasslands healthy, while at the same time, preserving approximately 1.5 billion tonnes of carbon in the soil, and providing habitat for over 1,000 plant, animal and insect species.

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ABOUT THE CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) is a collaborative, multi-stakeholder initiative focused on advancing environmental, social and economic sustainability in the Canadian beef industry through the National Beef Sustainability Assessment and Strategy, the *Certified Sustainable Beef Framework* and Projects. The CRSB's *Certified Sustainable Beef Framework* is a tool to recognize sustainable practices in beef production and processing, support sustainable sourcing commitments for the retail and foodservice industry, and provide credible, science-based assurances for consumers about sustainable beef production in Canada. Learn more at crsb.ca

ABOUT HARVEY'S

Harvey's is an iconic Canadian restaurant chain that has been feeding Canadian families since 1959. Serving delicious flame-grilled burgers made with 100% Canadian beef and topped the way you want them, Harvey's has been a staple in Canadian communities for 60 years!

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QUOTES

“The announcement of another Canadian retailer committed to sourcing beef from certified sustainable operations is welcome news. VBP+ is a certification body for the CRSB and is proud to assist Canada’s beef producers in verifying sustainable practices. It’s rewarding to see the CRSB Certified Mark in Harvey’s Restaurants.”

~ Cecilie Fleming, VBP+ Management Committee Chair and Granum, Alberta producer

“The TrustBIX Team welcomes the Harvey’s restaurant chain into the Canadian Sustainable Beef Family! We are tremendously excited about the growth of the program, and to be part of building trust in the sustainable beef supply, as chain of custody and data analysis providers.”

~ Hubert Lau, CEO and Deborah Wilson, Chief Industry Engagement Officer - TrustBIX Inc.

“Consumers are looking to companies for more sustainable options in the marketplace and Harvey’s delivers with this commitment. We are proud to work with them and CRSB to drive sustainable beef solutions forward in Canada.”

~ Misty High, President for Foodservice – Cargill Protein North America