



# THE **crsb** INSIDER

www.crsb.ca

AUGUST 2014

## CRSB Newsletter – August 2014 The Canadian Roundtable for Sustainable Beef

### Save the date - CRSB AGM – Kelowna, BC

The Canadian Roundtable for Sustainable Beef (CRSB) will be holding its Annual General Meeting (AGM) from September 24 to 25, 2014, in Kelowna, B.C. CRSB members as well as invited observers (eg. youth, government or scientific advisor) can register free of charge for the AGM. Non-CRSB members may attend providing they pay a \$110 (plus tax) fee. The event is being held at the Kelowna Ramada. All attendees must RSVP no later than September 10, at the following link: <http://www.eventbrite.com/e/canadian-roundtable-for-sustainable-beef-agm-tickets-12229712399?aff=es2&rank=5>

Spearheaded by the Canadian Cattlemen's Association (CCA), the CRSB aims to be a national, multi-stakeholder initiative developed to advance existing and new sustainability efforts within the industry. The AGM will offer a couple of days of insightful discussions on sustainability initiatives that the CRSB is working on, as well as provide attendees the opportunity to help set future goals for the organization. The meeting this year includes an opportunity to tour Canada's largest working ranch, Douglas Lake Ranch. A full agenda will be released soon.

A block of rooms are being held at the Kelowna Ramada until September 2, 2014. If you have any dietary requirements or questions please contact Paula Jenkins at [jenkinsp@cattle.ca](mailto:jenkinsp@cattle.ca).

### GRSB to meet in Brazil in November

The Global Roundtable for Sustainable Beef (GRSB) will be holding its 2014 Global Conference on Sustainable Beef from November 2-5, 2014 at the WTC Events Center in São Paulo, Brazil.

The conference will focus on the definition of sustainable beef as well as defining the future vision for the GRSB. The overall objectives of the Global Conference will be to:

- Roll-out the newly adopted GRSB Principles & Criteria for Sustainable Beef
- Discuss measuring sustainable beef supply chain progress
- Explore communicating sustainability with the consumer
- Address global resource efficiency
- Communicate the vision, future direction and role of GRSB

Tours highlighting beef sustainability efforts in Brazil are being developed by the Brazilian Roundtable for Sustainable Beef. Email notification will be sent when the tour information is available. Attendees will be able to edit an existing registration in order to add a tour.

For a full agenda as well as registration information, please visit [http://grsbeef.org/2014\\_Global\\_Conference](http://grsbeef.org/2014_Global_Conference)



# THE **crsb** INSIDER

AUGUST 2014, Page 2

## **Sustainability Assessment Update**

The CRSB will be needing the expertise of its members and stakeholders to help guide the conversation around the development of appropriate environmental indicators as well as provide data for its Beef Sustainability Assessment project.

Canada is a leader in sustainability initiatives in the beef industry. To remain in this position the CRSB is undertaking a sustainability benchmarking project. This initial project will enable the Canadian beef industry to benchmark where it is today and set targets and an action plan for the future. This study is being undertaken by the consulting firm Deloitte.

The sustainability assessment, which was initiated in March of 2014, is currently at the scenario selection stage, soon to be moving into the data collection phase. A survey for all aspects of the supply chain (from cow-calf to retailers and food service) will be coming out shortly to obtain data feedback. Supply chain stakeholders should keep an eye out for it in the near future.

To recap, the overall study objectives of the sustainability assessment are:

- A comprehensive baseline assessment of the environmental and socioeconomic impact of beef production in Canada
- The identification of key strengths and weaknesses that should be the focus of future research, communication, policy, beneficial management practices (BMPs) and other industry initiatives
- Modeling and methodology tools for future benchmarking of sustainability indicators
- The establishment of key performance indicators (KPIs) and recommended BMPs to address these areas of concern or opportunity

As a foundation to the study a life-cycle assessment (LCA) is being undertaken. However a number of aspects of the beef industry, such as biodiversity, economic viability and animal care are not appropriately captured by the LCA approach. The consulting firm, Deloitte, along with CanFax Research Services and the CRSB sustainability assessment steering committee is putting together approaches to assess industry performance in these areas.

To learn more about the CRSB Sustainability Assessment Project and to contribute to the work being done, attend the CRSB AGM in Kelowna. To read more about the sustainability assessment, please visit:  
[http://crsb.ca/wp-content/uploads/2014/04/SummaryAssessmentProject\\_concept-1.pdf](http://crsb.ca/wp-content/uploads/2014/04/SummaryAssessmentProject_concept-1.pdf)

This project is funded by the Alberta Livestock and Meat Agency, Saskatchewan Agriculture Development Fund and members of the CRSB.

For more information on the AGM as well as the CRSB in general, please contact Fawn Jackson at [jacksonf@cattle.ca](mailto:jacksonf@cattle.ca) or 403-275-8558

## **CRSB Members help to fill VBP Steering Committee**

The development of the Verified Beef Production Plus program (VBP+) continues, said CCA General Manager Rob McNabb, of the ongoing project that will see the existing Verified Beef Production™ program (VBP) evolve from the current focus on food safety, to a four-component VBP 'Plus' program that also addresses biosecurity, animal care and environment.

“We’re pleased with the interest and support in VBP+ that has been indicated from the supply chain,” said McNabb. The Steering Committee formed to guide the development of the new program has met once by teleconference and held its first face-to-face meeting at the end of June.

Participants on the Steering Committee represent a broad cross-section of stakeholders and expertise relevant to the future and success of the program. These include government, academia, processors, retailers, the veterinary profession and several sectors of the beef industry.

There’s also strong linkages between the VBP+ and the CRSB to ensure the complementary development of both initiatives. For example, individuals common to both steering committees of both initiatives include Melanie Agopian – Loblaws and Jeff Fitzpatrick-Stillwell – McDonalds. Several other organizations are also common to both steering committees, including the CCA, Canada Beef Inc. and Cargill; as well CCA’s Fawn Jackson is providing support at a staff level.

VBP is an industry-led on-farm food safety program available nationally for Canada’s beef cattle industry. VBP sets out standards and procedures, provides education and training, and ultimately for those that want it, it provides producers a validation audit of on-farm food safety practices. VBP+ is the name used on an interim basis to refer to the evolving program that will provide a similar range of services in the areas of biosecurity, animal care and environment, as well as food safety.

For more information please contact:

Project Manager: Rob McNabb General Manager, CCA at [mcnabbr@cattle.ca](mailto:mcnabbr@cattle.ca) or

National Manager, Verified Beef Production: Terry Grajczyk at [grajczyk@cattle.ca](mailto:grajczyk@cattle.ca)