



THE **crsb** INSIDER

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Founding Members sign on for 2014

The Canadian Roundtable for Sustainable Beef (CRSB) held its first potential members' meeting in July 2013. The meeting was met with great interest from the potential members in attendance, with strong commitments to sign on with the CRSB as full members for the 2014 year. See the CRSB Letter of Agreement for details.

During the meeting, the Defined Terms of Reference for the CRSB was drafted, which lays down the CRSB's vision, mission, areas of focus, membership guidelines, financial obligations, principles of sustainability, and roundtable operations.

The meeting resulted in the formation of three committees:

- 1) Steering Committee
- 2) Sustainability Assessment Committee
- 3) Communications working group

The Steering Committee provides guidance to the activities of the CRSB between meetings of the Roundtable, provides support to the Chair, ensures preparation for annual Roundtable meetings, and oversees the management and distribution of membership funds. The Sustainability Assessment Committees main task is to secure funding and oversee the sustainability assessment study. The Communications working group develops and oversees the implementation of a communication strategy and plan.

CRSB welcomes new Chair

The CRSB welcomes Cherie Copithorne Barnes as its new chair. Cherie is a 4th generation rancher living in Jumping Pound, Alberta. Cherie serves as the C.E.O. of CL Ranches Ltd, a historic ranch consisting of seedstock and commercial cow/calf operations. She is also a director of the Alberta Livestock and Meat Agency, chairing the Programs and Services Committee and sits on the advisory board for the Rangeland Research Institute. Cheri comes to the CRSB with a solid background and depth of knowledge in the beef industry, and is excited about her position as Chair of the CRSB. Also of note is that Cherie has experience running cow-calf operations in Uruguay, having spent 7 years there managing a large beef system. Welcome Cherie!

Steering Committee welcomes new member

The Steering Committee welcomes its latest new member, Costco. The Steering Committee will meet this March, with their main agenda item being the planning of their next full membership meeting. Dates and meeting locations will be announced soon. Stay tuned.

Steering Committee Members:

Cherie Copithorne Barnes – (Chair), Chantelle Donahue – Cargill, Willie Van Solkema – JBS, Chris Tindall – Costco
Dennis Laycraft – Canadian Cattlemen's Association, Martin Unrau – Canadian Cattlemen's Association,
Bryan Walton – National Cattle Feeders, Bryan Weech – World Wildlife Fund, John Ross – AAFC,
Gordon Cove – ALMA, Melanie Agopian – Loblaw's, Ron Glaser – Canada Beef, Jeff Fitzpatrick-Stillwell – McDonald's

CRSB new website and logo official launch coming in April 2014

The Communications working group is currently developing a new logo and website for the CRSB, and expect to have the project completed soon in time for the official launch date in April, 2014.

The group takes charge of membership communications, developing and overseeing the implementation of a communication strategy and plan. It is chaired by Jeff Fitzpatrick-Stillwell of McDonald's Canada.

Deloitte to head sustainability study

Deloitte has been chosen to complete a sustainability assessment for the Canadian Beef Industry, and will be working closely with the Sustainability Assessment Working Committee, Chaired by Tom Lynch-Stauten of Livestock Gentec, over the next 24 months to complete the assessment.

A sustainability assessment is a fundamental step in ensuring our domestic and international consumers have confidence in the Canadian Beef Brand and that Canada remains a competitive global leader in sustainable beef production. Currently, the CRSB is working to obtain government funding for the study, of which Deloitte has broken into four different phases: Life Cycle Assessments, SWOT Analysis, Monitoring and Evaluation Framework, and Strategy and Action Plan.

Sustainability is in the spotlight nowadays, and consumers are increasingly demanding that the food they buy is produced in a sustainable manner. The definition of 'sustainable beef' is something the GRSB working to define. Key objectives for this study are to achieve a baseline assessment of the environmental and socioeconomic impact of beef production in Canada, identifying key strengths and weaknesses that should be the focus of future research and communication, modeling and methodology tools for future benchmarking of sustainability indicators, and the establishment of key performance indicators (KPIs) and recommended BMPs to address these areas of concern or opportunities.

The sustainability assessment, strategy, and action plan will:

- Inform on farm decisions to minimize environmental impacts and maximize social benefit.
- Enable the industry to market and communicate on social and environmental benefits of the beef industry.
- Act as a catalyst for access to new environmentally and socially conscious markets.
- Inform industry and government on key areas for future focus.
- Help set strategic targets for the future.

Global Roundtable for Sustainable Beef (GRSB) 2nd Annual Conference

The 2nd Annual Global Conference on Sustainable Beef will be held from August 11-15, 2014 at the Trans America Expo Center in Sao Paulo, Brazil. During the conference participants from around the globe will come together to discuss and finalize GRSB's definition of sustainable beef principles and criteria, as well as hear from other members and experts on sustainability projects and work that is ongoing. More information on the Global Conference will be available soon at www.GRSBeef.org.

GRSB's draft Beef Sustainability Principles and Criteria document is currently undergoing review from several experts in academia and industry. Once this review has been completed, the document will be made available to the general public for comments in early March. Please stay tuned for more information on this.

Global Beef Sustainability Initiatives

There are currently a number of interesting beef sustainability initiatives taking place around the world, highlighting the global interest as well as implementation of sustainable beef initiatives in many beef producing nations.

In Brazil for example, JBS has recently introduced a new line of burger patties which are produced more sustainably. These burgers patties are sold at Walmart stores in Brazil, whom have committed themselves to only buying from suppliers who are committed to sustainable farming practices which help stop the deforestation of the rainforest.

In Australia, Target 100 is an initiative by Australian cattle and sheep farmers in conjunction with industry to deliver sustainable cattle and sheep farming by 2020. Visit the link below for more information. <http://www.target100.com.au/Home>.

Of great interest is the Sustainable Agriculture Initiatives (SAI) Beef Standards, which were recently released. For more information, please see this link: <http://www.saiplatform.org/activities/working-groups/beef>.

McDonald's recently announced that they will begin to purchase only verified sustainable starting in 2016. You can read all about this on their microsite at http://www.aboutmcdonalds.com/mcd/sustainability/signature_programs/beef-sustainability.html.
