

The CRSB INSIDER

APRIL 2016



Verification Committee convenes for a two-day workshop in Calgary

Representatives from over 20 organizations attended the Verification Committee workshop on February 24 and 25. The committee was divided into two working groups. One group tackled assurance; the other covered scoring. It was an intense and very productive two days. The working groups had meaningful discussions and accomplished a great deal. After the first day of meetings, the group enjoyed a delicious supper at the Canadian Beef Centre of Excellence.

Many thanks to everyone for making the workshop a success!

Semi-annual meeting taking place on April 21st & 22nd at the Radisson Hotel Downtown Winnipeg!

On April 21st, the results from the National Beef Sustainability Assessment will be released, followed by a breakout discussion session to identify key performance indicators and set targets for the Canadian beef industry. The release is exclusive to CRSB membership and observers. Participants will have the opportunity to engage in multi-stakeholder breakout discussions and work together to develop Key Performance Indicators and set industry targets. The CRSB Council is meeting on April 22nd. The Council meeting is open to all participants.

Registration closes April 11th.

[Visit the Eventbrite page for registration details \(read here\)](#)

PUBLIC CONSULTATION ON SUSTAINABILITY INDICATORS FOR BEEF OPERATIONS

The public consultation on the first draft of our indicators for beef operations closes on April 10th. The materials and instructions for comment can be found on our website: English ([Click here](#)) or French ([Click here](#)). A public report will be posted on the website with a response to each of the comments.

Please help us spread awareness of the consultation.



THE CRSB ANNUAL GENERAL MEETING TO BE HELD DURING THE GLOBAL CONFERENCE ON SUSTAINABLE BEEF

Please save the date for the Global Conference on Sustainable Beef, Building on Experience: Regionally and Globally. **The conference is taking place at the Fairmont Banff Springs from October 4-7.** It brings together the world's leading beef producers, environmental organizations, beef processors, retailers and many other key stakeholders to share work being done on enhancing the sustainability of all segments of the beef value chain. **The exciting work of the regional roundtables will be showcased and shared.**

CRSB FEATURED IN CANADIAN CATTLEMEN

Going National with Verified Sustainable Beef

By Debbie Furber, March 23, 2016, *Canadian Cattlemen*

As McDonald's verified sustainable beef pilot heads to the finish line this April, the Canadian Roundtable for Sustainable Beef (CRSB) is stepping out with initiatives that have been in the works since it was formally established in early 2014. Anticipate hearing lots more from this group in the months ahead with the national verified sustainable beef framework and the national beef sustainability assessment projects on track to be finalized by the end of the year. [Read more here.](#)



A WARM WELCOME TO OUR NEWEST MEMBERS



Please send in any materials or content you would like included in the newsletter.

WHAT'S IN THE NEWS

- [McDonald's Canada announces Investment in Beef Research](#)
By Jennifer Paige, Feb 16, 2016
- [Cargill to supply Alberta carcass data to BIXS](#)
By Grainews, February 19, 2016
- [One year later: McDonald's supply chain, sustainability chief Francesca DeBiase](#)
By Bob Langert, March 1, 2016
- [Cargill to cut 20% of antibiotics use in beef cattle](#)
By Cargill, March 12, 2016
- [Dan Darling heads up the Canadian Cattlemen's Association](#)
By Debbie Furber, March 14, 2016
- [Celebrate World Water Day with new Loblaw Water Fund projects](#)
By World Wildlife Fund, March 22, 2016

UPCOMING EVENTS

- [FCC's Farmland Values Webinar](#)
April 14, 2016 at 10:00 CST
Register now by [clicking here](#)
- [CRSB Semi-Annual meeting](#)
April 21-22, 2016
Radisson Hotel Downtown Winnipeg, Winnipeg, MB
- [2016 Global Sustainability Standards Conference](#)
May 11, 2016
George Washington University, Washington, DC
- [10th International Rangeland Congress](#)
July 16-22, 2016
Teachers Credit Union Place, Saskatoon, SK
- [Canadian Beef Industry Conference](#)
August 9-11, 2016
Grey Eagle Resort and Casino, Calgary, AB.
- [Global Conference on Sustainable Beef](#)
October 4-7, 2016
Fairmont Banff Springs, Banff, AB. Save the Date.

INTERESTING READS

- [China working towards animal welfare standards for livestock, processing](#)
By Beef Central, February 15, 2016
- [Australian wine industry researching grape marc as stock feed to mitigate climate change](#)
By Sally Sakis, March 7, 2016
- [In-N-Out on antibiotics causes media mayhem](#)
By Hanna Thompson, March 8, 2016
- [What does it take for farmers to earn public trust](#)
By Brenda Schoepp, March 11, 2016
- [Heathrow cooks up new guidelines for airport restaurants](#)
By eTurboNews, March 11, 2016
- [Cisco: Partnerships, shared value key to driving emissions reductions throughout a supply chain](#)
By Kathleen Shaver, March 18, 2016
- [More meat, less methane: Beef cashes in on carbon economy](#)
By Shan Goodwin, February 9, 2016

Thank you for the funding support provided by



The Canadian beef industry is committed to sustainability and continuous improvement. It is widely recognized that a coordinated and collaborative approach is required to make meaningful progress. This commitment is reflected through the membership and work of the CRSB.

To become a member, or for more information, please visit our website at www.crsb.ca or **contact us at:**

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