

The CRSB INSIDER

JULY 2016



WHAT IS Sustainable Beef?

A socially responsible, environmentally sound and economically viable product that prioritizes the **PLANET, PEOPLE, ANIMALS** and **PROGRESS**.

THE 5 PRINCIPLES OF SUSTAINABLE BEEF



Upcoming CRSB Events



Council meeting on August 11th from 9:00AM - 12:00PM at the Canadian Beef Industry Conference

This meeting is open to all CRSB members; topics to be covered include planning for the sustainability assessment launch as well as a business discussion on consumer facing claims. We will be in the Conference Centre Crow Flag Room.

Register for the conference online at <http://canadianbeefindustryconference.com/wordpress/>

You are automatically registered for the CRSB Council meeting if you register for the conference.

CRSB members planning on attending *only* the Council meeting should contact Monica Hadarits (hadaritsm@cattle.ca) to register.

The CRSB has a booth at the Canadian Beef Industry Conference (CBIC). Be sure to pop by and visit us.

Annual General Meeting being held on October 7th from 8:00 - 11:00AM during the Global Conference on Sustainable Beef



Council elections will take place at the Annual General Meeting (AGM). More details on the seats up

for election and the nomination process will be sent out following the Council meeting at the Canadian Beef Industry Conference.

The Global Conference on Sustainable Beef (GCSB), Building on Experience: Regionally and Globally, is taking place at the Fairmont Banff Springs in Banff, AB 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.

All CRSB members are encouraged to attend the full global conference.

FOR MEMBERS ATTENDING THE CONFERENCE AND THE CRSB AGM

[Register online by clicking here](#)

- Select "GRSB / CRSB Member" as the Registrant Type
- You will be asked to identify if you are the voting representative for your organization.
- The early bird registration is \$375 USD. Early bird registration ends on August 15.

FOR MEMBERS ATTENDING ONLY THE CRSB AGM

[Register online by clicking here](#)

- Select "CRSB AGM Only (Oct 7)" as the Registrant Type
- You will be asked to identify if you are the voting representative for your organization.
- You are also invited to attend the Thursday, October 6 reception being hosted by the CRSB.
- There is a \$125 USD fee to cover meeting costs.

Visit the conference booking site if you would like to book a room at The Fairmont at the GCSB conference rate of \$249 CAD plus a \$12/daily service charge per person. The Conference rate is available until September 2.

News and Updates



STAKEHOLDERS WORK TOGETHER TO DEVELOP A STRATEGY FOR THE CRSB AT THE SEMI-ANNUAL MEETING

Over 85 people attended the semi-annual on April 21st. The preliminary results from the National Beef Sustainability Assessment were presented, and participants collaboratively developed goals, key performance indicators and targets that will be the basis for the CRSB's national strategy. This strategy will help the CRSB target its future efforts and address high priority areas. The assessment has been completed, the strategy is being drafted, and dissemination materials are being prepared for distribution to membership and the public in the coming months.

CRSB VERIFICATION FRAMEWORK PROVIDES A TOOL TO SUPPORT SUSTAINABLE BEEF PRODUCTION AND SOURCING

The development of the Sustainable Beef Verification Framework has seen significant progression over the past number of months. This framework will provide a tool for producers and processors to demonstrate the sustainability of their operations and support retail and food service companies in their sustainable sourcing efforts. It will also provide credible and transparent messaging for communications with consumers.

Our Indicator and Verification Committees represent many different stakeholder groups and perspectives. They are working hard to develop a framework that is:

- realistic for producers and processors, and is not disruptive to their normal business;

- credible to consumers and will secure their trust;
- scalable for long-term industry adoption across the Canadian beef industry; and
- wherever possible, follows the International Social and Environmental Accreditation and Labelling (ISEAL) Codes and guidelines.

The framework includes aspects such as: indicators (what is to be measured on the operations); a scoring framework (how the indicators are scored); an assurance manual (guidelines for audits, auditors, records, etc.); chain of custody and claims guidelines; and a process for establishing equivalency with other tools and programs. The CRSB is aiming to have the Verification Framework completed by end of 2017; the framework will undergo trialling in the interim.

INDICATOR COMMITTEE REVISES SUSTAINABILITY INDICATORS FOR BEEF OPERATIONS BASED ON PUBLIC COMMENTS

The first (60-day) public consultation period closed on April 10th. Over 100 comments were submitted from a diverse set of stakeholders. Overall, the feedback was positive and constructive.

On May 27th the committee met to review the public comments and revise the indicators. The materials are being drafted for the second and final 30-day public consultation. After this round, the indicators will be finalized.

The CRSB will also be posting a public report on its website with a response to each comment.

TRANSITION FROM THE MCDONALD'S PILOT PROJECT TO THE CRSB TOOK PLACE JUNE 1, 2016

There are three things to note following the transition:

1. McDonald's is going to maintain 'verified status' with producers who participated in the Pilot Project through desk verifications. Verified producers will be grandfathered into the CRSB system next year.
2. The CRSB will be beta testing its verification framework over the next year. Producers can sign up for the trials on the website (<http://crsb.ca/contact-us/>).
3. Producers can utilize existing tools and programs that address one or more of the five principles of sustainable beef (natural resources; people and the community; animal health and welfare; food; and efficiency and innovation) to prepare for the verification journey once the framework is fully established.

VERIFICATION COMMITTEE DISCUSSES CHAIN OF CUSTODY AND CLAIMS

The committee met in Calgary on June 29th to discuss chain of custody and claims for the CRSB's Verification Framework. The morning was jam-packed with presentations; Crystal Mackay from Food and Farm Care presented on their newly released public trust research and Gregor Macintosh provided an overview of the Sustainable Forestry Initiative's chain of custody guidelines. CRSB members also shared some of the work they are doing on these topics.

In the afternoon, the committee brainstormed ideas and options for the CRSB's chain of custody and claims guidelines—two critical pieces that will feed into the Verification Framework.

The final draft of the indicator interpretation and scoring guide is ready for beta testing.

WE ARE EXCITED TO WELCOME OUR NEWEST MEMBERS



WHAT'S IN THE NEWS

- [An important step for sustainability](#)
By Tim Hardman, June 1, 2016
- [Canadian Roundtable for Sustainable Beef expects finalized verification framework for late 2017](#)
By RealAgriculture News Team, June 3, 2016
- [McDonald's unveils results of 'sustainable beef' pilot project in Canada](#)
By Amanda Stephenson, June 1, 2016

RELEVANT RESOURCES

- [Final Report](#)
McDonald's Sustainable Beef Pilot
- [2015 Corporate Social Responsibility Report](#)
Loblaw Companies Limited
- [2016 Canadian Public Trust Research](#)
Canadian Centre for Food Integrity
- [National Beef Antimicrobial Research Strategy](#)
Beef Cattle Research Council and National Beef Value Chain Roundtable
- [Federal Action Plan on Antimicrobial Resistance and Use in Canada](#)
Government of Canada
- [State of North America's Birds 2016](#)
North American Bird Conservation Initiative

UPCOMING EVENTS

- [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.

INTERESTING READS

- [Consumers are cynical. Is that our fault?](#)
By Troy Marshall, July 7, 2016
- [Livestock and sustainability—challenges and opportunities](#)
By Massey University, July 6, 2016
- [Sustainable beef? U.S. has most environmentally friendly livestock industry in the world](#)
By Wes Ishmael, June 27, 2016
- [Cattle play role in bird habitat](#)
By Shannon VanRaes, June 24, 2016
- [Producers careful with antimicrobials, survey finds](#)
By Alexis Kienlen, June 24, 2016
- [Earls head admits to 'mistake' as Canadian beef returns to menu](#)
By Carrie Tait, June 22, 2016

- [Canadian beef is back on the menu at Earls Lethbridge](#)
By Quinn Campbell, June 1, 2016
- [Sustainability delivering ever faster growth for Unilever](#)
By Sustainable Brands, May 16, 2016
- [Striving toward sustainable ranch management](#)
By Bryan Weech, May 18, 2016
- [Confusion over date labels a big factor in food waste: Report](#)
By Meatingplace Editors, May 13, 2016
- [The global effort to make beef more sustainable](#)
By Leon Kaye, April 28, 2016
- [Grazing grasslands is good for the environment, study finds](#)
By Alexis Kienlen, April 6, 2016
- [Beef: A nutritious part of a sustainable diet](#)
By Reynold Bergen, April 5, 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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