

# 2020

## ANNUAL

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## REPORT



# SUSTAINABILITY

## A CONTINUOUS JOURNEY OF IMPROVEMENT

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**MISSION** Advance continuous improvement in Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science.

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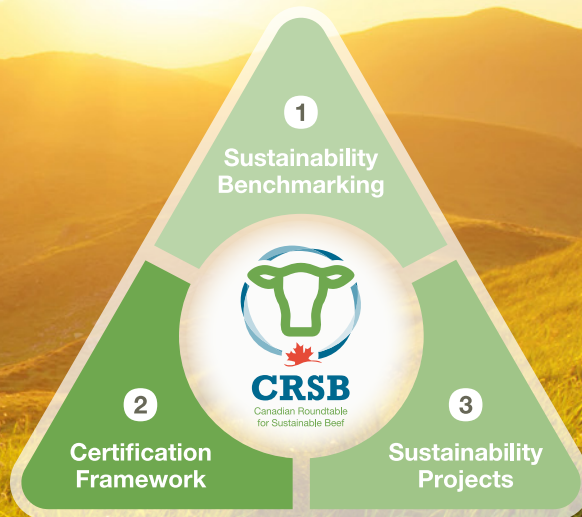
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# VISION

The Canadian beef industry is recognized globally to be economically viable, environmentally sound and socially responsible.

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## PRINCIPLES OF SUSTAINABLE BEEF



NATURAL  
RESOURCES



PEOPLE & THE  
COMMUNITY



ANIMAL HEALTH  
& WELFARE



FOOD



EFFICIENCY &  
INNOVATION



## LETTER FROM THE CHAIR

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This year has been unprecedented. The COVID-19 pandemic has had widespread impacts, including on the Canadian beef industry. Our members have shown resiliency in a time of great uncertainty. Thank you for your continued commitment to beef sustainability. I believe the sustainability conversation will become even more prominent as we move forward.

I am proud to report that the Canadian Roundtable for Sustainable Beef (CRSB) was elected to the Global Roundtable for Sustainable Beef (GRSB)'s Board of Directors for another two-year term. In November 2019, I had the opportunity to attend the GRSB Board of Directors meeting in New Zealand. I toured several farms and processing facilities, which highlighted the broad diversity of beef production systems, while the meeting enabled strategic discussions on how to move forward with building trust in the global beef value chain and facilitated the exchange of lessons learned across regions.

The GRSB has begun setting global beef sustainability goals for its membership, to further drive continuous improvement, and the CRSB has been actively participating in that process. The Canadian beef industry is also in the process of setting national goals through the Canadian Beef Advisors ([www.beefstrategy.com](http://www.beefstrategy.com)), which consists of seven national beef organizations, including the CRSB. We are setting goals in the following areas: greenhouse gases and carbon sequestration; land use and biodiversity; and animal health and

welfare. Thank you to everyone who engaged and supported the goal-setting work through the surveys, webinars, review, etc. We are looking forward to launching these goals this fall.

In June, we collaborated with the Canadian Cattlemen's Association on a virtual government fly-in, the first for us. Marcel Blais (Chop Steakhouse), Kevin Teneycke (Nature Conservancy of Canada) and I met with 6 Members of Parliament, 1 Senator and the Prime Minister's Office, to raise awareness of the CRSB's work and the world-leading multi-stakeholder collaboration taking place to advance beef sustainability in Canada. The experience was eye-opening and underscored that there is still more work to do to amplify our messages.

I would like to close by thanking CRSB members for your support, especially through these challenging times, as well as our partners, stakeholders and collaborators. A special 'thank you' to Council and committee members for your time and dedication in leading the strategic direction of the organization. Finally, none of this would be possible without the dedication of CRSB's hard working and passionate staff – thank you. As we say in the business – sustainability is a journey, not a destination.

Respectfully submitted,

A handwritten signature in dark ink, reading 'Anne Wasko', written over a horizontal line.

Anne Wasko  
Chair, CRSB

# LETTER FROM THE EXECUTIVE DIRECTOR

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I want to start off by thanking you for your continued engagement and interest in the work of the CRSB. Everyone has been affected by the COVID-19 pandemic, and although it created new challenges, it also provided an opportunity to reflect, learn and raise the profile of the Canadian food system. I believe multi-stakeholder collaboration will be central to making future progress.

There continues to be a strong commitment to advancing the sustainability of the Canadian beef industry. We added eight new members this year and achieved many important milestones to build on our momentum. For example, we launched an *interim report for the National Beef Sustainability Strategy* in February 2020, Chop Steakhouse and Bar began sourcing through the *Certified Sustainable Beef Framework* in March, and we completed a three-year communications and marketing plan in June. We also engaged our network and submitted comments on various sustainability-related reports (e.g., United Nations Committee on World Food Security and the Livestock Environmental Assessment and Performance partnership) and participated in various events (e.g., Agribition, Sustainable Toronto and Global Summit Plant Powered Menus).

We held our first virtual semi-annual meeting in March 2020 and had excellent participation from committees, Council and other participants.

Although virtual meetings cannot replace in-person networking and relationship-building, we were able to engage a wider range of stakeholders with the virtual format and held our first virtual Annual General Meeting in September 2020.

New opportunities for the CRSB emerged this year. I am honoured to be co-chairing the Agriculture Sector Core Planning Team, alongside Environment and Climate Change Canada. The multi-stakeholder Team is mandated to lead the co-development of a conservation action plan for biodiversity and species at risk with the agriculture sector. Sustainable finance is another new work stream that has been brought to the CRSB for further engagement.

Thank you to our dedicated membership, stakeholders and staff – without you, our impressive progress would not be possible. It is because of you that Canada is a global leader in sustainable beef production. I look forward to another year filled with more opportunities and exciting milestones.

Wishing you a safe and healthy year.

Respectfully submitted,

A handwritten signature in dark ink, which appears to read 'Monica Hadarits'. The signature is written in a cursive, flowing style.

Monica Hadarits  
Executive Director

# COUNCIL

## CHAIR



Anne Wasko  
Bar 4 Bar Land & Cattle, Inc.



## KEY HIGHLIGHT

**Participation in GRSB  
and setting Canadian  
beef industry goals**

## SUPPLY CHAIN STAKEHOLDERS

### PRODUCER ORGANIZATIONS



Bob Lowe,  
Canadian  
Cattlemen's  
Association



Greg Bowie,  
Alberta Beef  
Producers



Ryan Beierbach,  
Saskatchewan  
Cattlemen's  
Association



Ryan Clisdell,  
Cargill



Jeff Balchin,  
Centennial  
Foodservice



Jeff Fitzpatrick-  
Stilwell,  
McDonald's  
Canada



Jennifer  
Lambert, Loblaw  
Companies Ltd.

## ASSOCIATE MEMBERS

### NGO



Tim Hardman,  
World Wildlife Fund  
US



Kristine Tapley,  
Ducks Unlimited  
Canada (Emily  
Lowe, acting)



Deborah Wilson,  
TrustBIX Inc.



Les Wall, National  
Cattle Feeders'  
Association



Julie Dawson,  
Agriculture & Agri-  
Food Canada



Sean Royer,  
Alberta  
Agriculture &  
Forestry



Grant Zalinko,  
Saskatchewan  
Ministry of  
Agriculture

## MEMBER AT LARGE

## EX-OFFICIO

# MEMBERSHIP

## ACADEMIC INSTITUTIONS



## AGRICULTURE & FOOD BUSINESSES



## PRODUCER/PROCESSOR ASSOCIATIONS



## PROCESSORS



## NON-GOVERNMENTAL ORGANIZATIONS



## RETAIL & FOODSERVICE



## KEY HIGHLIGHT

### 8 new members in 2019-2020



# SUSTAINABILITY GOAL SETTING

## STAKEHOLDER ENGAGEMENT

Interviews with producers, researchers, veterinarians, etc. who can contribute to the literature review and provide guidance on future opportunities

## LITERATURE REVIEW

Identify baseline metrics that can be used for each topic area

## CANADIAN BEEF ADVISORS

Approval of draft goals as presented in the fact sheets

## INDUSTRY COMMENT PERIOD

30 day comment period open to all industry stakeholders

## REVIEW

by Producer Task Force and Canadian Beef Advisors

## PRODUCER TASK FORCE

Refine goal options presented

## MESSAGE TESTING

## WORKSHOP

Webinars hosted by the Canadian Roundtable for Sustainable Beef, open to the public. Presentations to appropriate committees through the national organizations

## PRODUCER TASK FORCE

Refine goals into draft fact sheets

## FINAL GOALS

Published at  
[www.beefstrategy.com](http://www.beefstrategy.com)

The process will take 18 months from January 2020 through June 2021.

At the beginning of 2020, the Canadian Beef Advisors committed to setting long-term national goals (to 2030) for the Canadian beef industry that build on the 2020-24 National Beef Strategy and inform various workstreams within the seven national organizations that form the Canadian Beef Advisors.

The priority goal topics identified include greenhouse gases and carbon sequestration, animal health and welfare, land use and biodiversity, and others. The goals will inform the update of the CRSB's National Beef Sustainability Strategy in 2023, with the aim of making the existing goals more specific, measurable and time-based.

The intention of the goal setting is to develop science-based, measurable, improvable and reportable goals that build public trust, recognizing that beef is part of the solution and willing to do its part. The intent is that these are “stretch” goals that encourage industry to strive for something we would not achieve without setting them. We have an opportunity to build on existing good outcomes with consistent messaging from all beef organizations. It should be recognized that there are barriers to this process that need to be addressed. For example:

- Some topics have a lack of consensus in the scientific literature at this point that creates limitations;
- There are gaps in measurement that need to be filled;
- There may be costs to implementation, and
- It is important that all the benefits of beef production are highlighted.

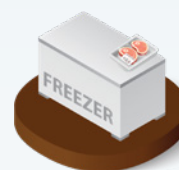
The iterative process being used to develop the goals is seeking to proactively address as many of the questions raised as possible.

In March, the CRSB conducted a member survey to gather preliminary feedback on strategic direction. A total of 38 completed surveys were received, and we would like to thank all those that provided feedback. Following that survey, the CRSB hosted a series of webinars in April on first three priority goal topics identified: greenhouse gases and carbon sequestration; land use and biodiversity; and animal health and welfare. The objective of the webinars was to share scientific background information, provide an opportunity to ask questions, and gather CRSB member and stakeholder feedback through live polling. The webinar recordings are available on the members only website, myCRSB, for viewing.

The goals for the three topics have been drafted with feedback from CRSB members and reviewed by a task force that consisting of eight beef producers representing the CRSB, Beef Cattle Research Council (BCRC), National Cattle Feeders' Association (NCFA) and Canadian Cattlemen's Association (CCA). The goals were released for an industry comment period in August 2020, which included all CRSB members, and final goals will be announced in the fall of 2020.



MAINTAIN THE  
**35 MILLION**  
ACRES OF NATIVE GRASSLAND  
in the care of beef producers



REDUCE FOOD LOSS  
AND WASTE BY



**50%**

from secondary  
processing to consumer



LEADING EXCELLENCE IN  
**BEST  
PRACTICES**  
REGARDING ANTI-MICROBIAL USE



# COMMITTEE REPORTS

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## CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE

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The CRSB's Framework Committee has continued to provide valuable guidance and insight, particularly as the Framework adjusted rapidly to the challenges of 2020. This year, two new primary beef processing facilities have been certified to the Sustainable Beef Processing Standard - JBS Canada in Brooks, AB. and Cargill's Guelph processing facility, bringing the total to four CRSB certified sustainable facilities. Together, these processing facilities represent over 85% of the processing capacity in Canada. In addition to the processor certification, the CRSB continues to engage with retailers and foodservice companies as they work to develop sustainable beef supply chains, and even in this uncertain year, engagement from food service continues to grow. In March 2020, Chop Steakhouse and Bar showed its commitment to beef

### MANDATE To oversee the delivery of the Certified Sustainable Beef Framework

sustainability by beginning to source a portion of the beef for its Chop Burger, and is the first full-service restaurant in Canada to use the CRSB Certified logo on a restaurant menu.

One of the key priorities for this committee this year has been strengthening the monitoring and evaluation system for the Framework. The development of a Theory of Change for the Framework, and collaboration with Certification Bodies to implement strategies for increased metric reporting have been key areas of focus. These activities will allow the CRSB to evaluate the

progress of its Framework and to report regularly to stakeholders on the environmental, social, and economic impact.

To meet the challenges of 2020 action has been taken to increase the resiliency of the Framework with a strengthening of internal systems, implementing a new fee schedule in January 2020, and working to support supply chains in understanding and implementing the certification system. Additionally, the CRSB implemented an industry leading response to COVID-19 that focused on maintaining advancement and credibility of the Framework.

The beef producer community continues to embrace the value of the Certification Framework, and the support of the certification program by other program participants and supply chain partners such as Certification Bodies, packers and processors, retailers and industry groups, should also be recognized. There was a 28% increase in the number of farms and ranches certified to the Sustainable Beef Production Standard. These nearly 1,300 CRSB Certified farms and ranches that have embraced the sustainability certification process manage approximately 16% of the Canadian cattle herd. This is a strong indicator of the rapid advancement of the Framework by the Canadian beef industry since it was launched only three years ago.

Respectfully submitted,  
Greg Bowie and Tim Hardman, Co-Chairs

# CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE MEMBERS

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## CO-CHAIRS

**Greg Bowie**, Alberta Beef Producers

**Tim Hardman**, World Wildlife Fund

## BEEF PRODUCER ORGANIZATIONS

**Harold Martens**, Saskatchewan Cattlemen's Association

**Carmen Koning**, Canadian Angus Association

**Les Wall**, National Cattle Feeders' Association

## PROCESSORS AND PACKERS

**Tanya Thompson**, Cargill

**Jeff Balchin**, Centennial Foodservice

## RETAIL & FOODSERVICE

**Jeff Fitzpatrick-Stilwell**, McDonalds

**Carl Dean**, Cactus Club Cafe Restaurants

## FOOD AND AGRICULTURE BUSINESS

**John Arnold**, RBC Royal Bank

## NGO

**Jessica Watson**, West Central Forage Association

**Kevin Teneycke**, Nature Conservancy of Canada

## MEMBERS AT LARGE

**Katherine Fox**, Beef Farmers of Ontario

**Lee Irvine and Deborah Wilson**, Trust BIX Inc.



### KEY HIGHLIGHT

**28% increase in  
Certified Sustainable  
farms and ranches**

### KEY HIGHLIGHT

**First full-service  
restaurant using CRSB  
Certified logo on menu**

**chop**  
STEAKHOUSE | BAR

# COMMUNICATIONS AND MARKETING COMMITTEE

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This has been quite the year, and not at all what any of us expected! As we look back, it is always remarkable what we have been able to accomplish in such a short period of time, through collaboration and contributions from many across the Canadian beef industry and beyond. It is true what they say – many hands make light work!

Communication continues to be a top priority for the CRSB and we are continually working on expanding our impact and reach. Since September 2019, the CRSB has ramped up its communications efforts in a number of ways, in part, through funding support from Alberta Agriculture & Forestry and the Canadian Agricultural Partnership (CAP). Since June 2019, we have created 13 new videos, launched a new and improved website for

**MANDATE** To provide strategic direction for communications and marketing for adoption by the CRSB than align with its mission, vision, principles and mandate.

the *Certified Sustainable Beef Framework (CRSBcertified.ca)*, expanded our social media strategy, and continually work to support our supply chain partners in their sustainability communication.

One of the key deliverables of the committee this year was to engage a Marketing Agency to assist the CRSB in developing a long-term marketing and communications strategy that aligns with our Business Plan. Through a competitive process, a joint team of Kahntact and Nourish Food Marketing was selected to work with CRSB; additional in-kind marketing support is provided by AdFarm. Through this partnership, a three-year marketing plan was developed, focusing on expanding CRSB's reach to a public/consumer audience and a crisis communications plan for the organization. As part of the strategy, a social ad campaign accompanied by a

consumer-focused webpage ([beefforthetheplanet.ca](http://beefforthetheplanet.ca)), was developed and launched this summer. This campaign targeted a younger urban audience, with messaging focused on the environmental benefits of sustainable beef production.

In addition to being part of the Global Roundtable for Sustainable Beef (GRSB) Board, CRSB staff participates in the GRSB Communications Council, which is also developing a long-term plan to communicate beef sustainability advancement on a global level.

The CRSB team, along with the Stakeholder Engagement group at Canadian Cattlemen's Association and Canada Beef had many opportunities for collaboration this year, particularly as we navigated the Canadian beef industry's response to the Covid-19 pandemic. We worked together to create videos, arrange webinars and virtual events, media town hall events, and a virtual government fly-in on sustainability. We continue to see the value in working together, and meet regularly to ensure our initiatives align, and work on integrating for positive impact for the beef industry in general.

Andrea White represented CRSB on the program committee for the Canadian Beef Industry Conference this year, and when the difficult decision to move to a virtual conference was made, CRSB continued to support CBIC on the core planning team. We were pleased to contribute a stellar supply panel discussion on sustainability with beef producers, foodservice and the restaurant sector. We hope you had a chance to attend the conference virtually.

Check out page 19 to see some of the extra initiatives that came out this spring as part of CRSB's response to the Covid-19 pandemic.

Respectfully submitted,  
Crystal Mackay, Chair

## COMMUNICATIONS AND MARKETING COMMITTEE MEMBERS

### CHAIR

**Crystal Mackay**, Loft 32

### PRODUCER ASSOCIATIONS

**Shannon Argent**, Verified Beef Production Plus (VBP+)

**Erin Durrell**, BC Cattlemen's Association

**Amie Peck**, Canadian Cattlemen's Association

**Kiani Evans**, Canadian Angus Association

**Greg LaPointe**, Saskatchewan Cattlemen's Association

**Maureen Cousins**, Manitoba Beef Producers

**Joyce Parslow**, Canada Beef

**Megan Madden**, National Cattle Feeders' Association

### PROCESSORS

**Gurneesh Bhandal**, Cargill

**Julia Naumann**, Artisan Farms

### NGOS

**Curtis Hullick**, Manitoba Habitat Heritage Corporation

**Karli Reimer**, Ducks Unlimited Canada

**Mike Verhage**, Alberta Conservation Association

### AGRICULTURE & FOOD BUSINESSES

**Cody McBride**, ATB Financial Services Corporation

**Marty Seymour**, Farm Credit Canada

**Deborah Wilson**, Trust BIX Inc.

### RETAIL AND FOODSERVICE

**Becky Bevacqua**, McDonald's Canada

**Carl Dean**, Cactus Club Café

**Ian Sturko**, Chop Steakhouse & Bar

### KEY HIGHLIGHT

**Developed 3-year marketing strategy for the CRSB**

### KEY HIGHLIGHT

**Executed CRSB's first consumer ad campaign.**

## COMMUNICATIONS REACH



↑ **Over 2,500 followers**,  
a 15% increase  
↑ Average **1,725 impressions/day**,  
a **27% increase** over 2019



Videos and sharing announcements achieve best engagement. The use of boosted posts and ads for the first time are helping to expand our reach beyond our traditional beef industry audience.

↑ 1600 followers, a **40% increase** since 2019

CRSB videos: Total reach of **144k people**



↑ Increased to **660 followers**  
Summer ad campaign focused on environmental benefits on Instagram. Videos on IGTV, ads and boosted posts will help expand reach in 2020-2021.



↑ **13 videos** added since June 2019  
4 new producer profiles  
Short Guardians of the Grasslands clips  
Gratitude video and producer thank-yous



# SCIENTIFIC ADVISORY COMMITTEE

Some areas that can use more partnerships and collaboration include:

- Communicating the role of technology and innovation in relation to the environmental, social and economic benefits to the beef industry
- Research and adoption of packaging that enhances product life and reduces food waste
- Dialogue regarding how package messaging can enable less food waste
- Further awareness of the Codes of Practice for the Care and Handling of Beef Cattle.

The Canadian Hay Life Cycle Inventory was completed by Groupe AGEKO with data sets available through the [Canadian Agri-Food Lifecycle Data Centre \(CALDC\)](#); a journal article is being developed with researchers from the committee. A National Beef Sustainability Assessment (NBSA) call for proposals was distributed in June; the project will start April 2021, and be completed by March 2023. [The CRSB research priorities](#) were updated in June 2020 as work continues to be done filling in research and data gaps for future iterations of the NBSA.

## SUSTAINABILITY PROJECTS PILLAR

The CRSB's mission is to advance continuous improvement in Canadian beef industry sustainability. Part of this mandate is communicating and coordinating projects that contribute to advancing the CRSB's goals, as outlined in the National Beef Sustainability Assessment and Strategy.

The CRSB's Projects Pillar is focused on building a stronger and more united beef sustainability community by increasing awareness of sustainable beef production. **This is achieved through four core areas:**



**ALIGNING** initiatives within the sustainability strategy goals



**CONNECTING** what is being done by others through an online Projects Inventory



**COLLABORATING** with others doing similar work



**COMMUNICATING** through an annual projects survey

The committee is comprised of 19 participants that represent a cross section of subject matter expertise and CRSB membership.

## NATIONAL BEEF SUSTAINABILITY ASSESSMENT

An [Interim Progress Report](#) on the National Beef Sustainability Strategy was published in February 2020. This report provides an update on progress of the key action items in the Strategy since it was published in October 2016. It highlighted gaps that should be addressed in the 2023 three years before the strategy is renewed after the next assessment is completed. Like the Sustainability Strategy it reported against the ten Sustainability Strategy goals, along with the performance indicators and action items.

**MANDATE** To oversee the National Beef Sustainability Assessment & Strategy, and to guide the Sustainability Projects pillar.

If 100% of the activities were completed at the halfway mark it would indicate that the goals set were not ambitious enough. This Interim Report provides an opportunity to re-focus efforts to ensure all goals and activities are fully completed by 2023. Of the 42 action items identified in the Sustainability Strategy, 86 percent of the environmental; 75 percent of the social and 83 percent of the economic activities have been partially or completely addressed.



# INTERIM PROGRESS REPORT NATIONAL BEEF SUSTAINABILITY STRATEGY

Identifying focus areas and strategies for the CRSB and its membership  
to continually advance the sustainability of the Canadian beef industry



## KEY HIGHLIGHT

**Posted six new  
projects to Projects  
Inventory at [crsb.ca](https://crsb.ca)**

An online Sustainability Projects Inventory is now available on [crsb.ca](https://crsb.ca) and an annual survey is open between April 1 and May 31 each year to ensure that this inventory stays current and relevant. The inventory is focused on communicating projects that demonstrate, pilot or promote practices that contribute to advancing any of the ten Sustainability Strategy goals. Six new projects were added to the website in 2020.

Two letters of support for new projects have been provided over the last year that address CRSB's research priorities or the Sustainability Strategy.

Respectfully submitted,  
Tom Lynch-Staunton, Chair

## SCIENTIFIC ADVISORY COMMITTEE MEMBERS

### CHAIR

**Tom Lynch-Staunton**, Alberta Beef Producers

### PRODUCER ORGANIZATIONS

**Dr. Reynold Bergen**, Beef Cattle Research Council

**Marianne Possberg**, Saskatchewan Cattlemen's Association

### NGOs

**Dr. Pascal Badiou**, Ducks Unlimited Canada

**Brad Downey**, Alberta Conservation Association

**Graeme Finn**, Foothills Forage Association

**Emily Lowe**, Ducks Unlimited Canada

### AGRICULTURE AND FOOD BUSINESS

**Dr. Dorothy Erickson**, Zoetis

**Alycia Chrenek**, Zoetis

### PROCESSORS

**Shannon Borden**, Cargill Animal Nutrition

### ACADEMIC INSTITUTIONS

**Sean Thompson**, Olds College

### SUBJECT MATTER EXPERTS & OBSERVERS

**Dr. Karen Beauchemin**, Agriculture and Agri-Food Canada

**Dr. Getahun Gizaw**, Government of Manitoba

**Kerrianne Koehler-Munro**, Alberta Agriculture and Forestry

**Dr. Tim McAllister**, Agriculture and Agri-Food Canada

**Dr. Kim Ominski**, University of Manitoba

**Dr. Karen Schwartzkopf-Genswein**, Agriculture and Agri-Food Canada

**Christoph Wand**, Ontario Ministry of Agriculture, Food and Rural Development

**Dr. Katie Wood**, University of Guelph

# CRSB CERTIFIED IN ACTION



As of June 30, 2020, there are:



NEARLY **1300**

Farms and  
ranches certified  
to CRSB standards

28% INCREASE  
from last year



**16.5%** of the Canadian cattle herd

Raised on CRSB Certified Sustainable farms and  
ranches in Canada

- Combined (45.43%)
- Cow/Calf (46.7%)
- Backgrounding Only (0.95%)
- Feedlots (6.92%)





## 4 PROCESSING FACILITIES

Both JBS Canada (Brooks, AB.) and a second facility for Cargill in Guelph, ON. are now Certified Sustainable

**Currently certified to the Sustainable Beef Processing Standard**



## 4 PACKERS

Audited to chain of Chain of Custody Requirements

**Further processors help close the beef supply chain by having their tracking systems audited to the CRSB's Chain of Custody Requirements.**

The following have been audited to those requirements, verifying the efficacy of their processes for tracing beef from Certified Sustainable farms and ranches through the supply chain.



## 3 COMPANIES

Sourcing a portion of their beef from Certified Sustainable operations, showing their support of sustainable beef practices.



### LBS OF BEEF SOLD WITH A CRSB CLAIM



**4.8 million pounds this year**

**Over 8.6 million pounds since the start of the program**



Foodservice demand for CRSB Certified beef continues to grow, and we were excited to see Chop Steakhouse become the first full service restaurant to feature the CRSB Certified logo on a restaurant menu. Since March 2020, Chop has featured our logo on their Chop Burger item, signalling their support of sustainable beef production in Canada. Throughout the spring, Chop has been a strong supporter of Canadian beef producers, and all their team members, down to the individual servers and chefs, are keen to share our sustainability journey.

In August 2020 during the Canadian Beef Industry Conference, McDonalds announced its further support of sustainable beef production in Canada by expanding its CRSB Certified sourcing program to include their QuarterPounder® menu items, coming this fall.

# PROJECT HIGHLIGHTS

## KEY HIGHLIGHT

**Delivered conservation initiatives on over 189,000 acres on 21 properties working with over 90 beef producers**



This project was undertaken with the financial support of:  
Ce projet a été réalisé avec l'appui financier de :



Environment and  
Climate Change Canada

Environnement et  
Changement climatique Canada



Mule deer in foothills



Joe Engelhart, Spruce Ranching Co-op on portable watering system



Wildlife friendly fencing with no barbs on bottom wire



# MAINTAINING AND ENHANCING WILDLIFE HABITAT THROUGH PARTNERSHIPS

Numerous species at risk (SAR) occur in the southern part of Alberta, often overlapping with working landscapes, particularly livestock grazing operations. In many cases, existing management is what has allowed SAR to persist, but there are also many opportunities on those lands and adjoining lands for improvements in management that will have co-benefits for habitat quality for SAR as well as the working landscape.

The species at risk on agricultural lands (SARPAL) project wrapped up on March 31, 2020, a partnership among the Canadian Cattlemen's Association, Alberta Beef Producers, Cows and Fish, MULTISAR and the CRSB. The goal of the SARPAL project was to increase, maintain and improve the habitat for Species at Risk within the Grassland Natural Region of Alberta. This goal was achieved through education, habitat assessments, development of voluntary habitat conservation plans and subsequent implementation and monitoring of beneficial management practices. The five-year project was funded by Environment and Climate Change Canada.

The SARPAL project delivered conservation initiatives on more than 189,000 acres across the Grassland Natural Region of Alberta. It facilitated the development of trusting relationships with 21 properties benefiting 90 producers and highlights some key successes, including the creation of new watering sites, wildlife friendly fencing to aid in land management, portable electric fencing, and additional nesting structures to aid the endangered ferruginous hawk, to name a few. The project has been incredibly successful at bringing together conservation groups and beef producers, and there is a waiting list of ranches who are interested in participating in potential future programs.

The methods and approach used in this project, which have been developed and refined by MULTISAR for 18 years, have been recognized by the scientific community. In 2019, the MULTISAR team published the methods and approach in the peer-reviewed journal *Society for Range Management*, titled *Listen, Learn, Liaise: Taking the Species Out of Species-At-Risk Through Engagement*.

This project can hopefully be used as a success story and model for positive engagement between the agricultural sector and conservation organizations to advance environmental outcomes on working landscapes.



Photo credits (top to bottom): Amanda MacDonald & Mike Verhage, Alberta Conservation Association

# SHIFTING PRIORITIES AND THE "NEW WAY" TO ENGAGE

## CRSB'S RESPONSE TO THE COVID-19 PANDEMIC

As every company and organization has experienced this spring, the CRSB had to make some changes in how we operated (work from home), how we engaged with our members and our communication efforts. As we look back over the past few months, we were able to pivot quickly, maintain contact and even improve engagement this spring to meet our 2020 goals. Below is a snapshot of a few of the key “extras” and changes we made as we responded to the Covid-19 global pandemic.

### CRSB SEMI-ANNUAL MEETING

As the situation evolved rapidly this spring, our Semi-Annual Meeting, traditionally an in-person event, was shifted to a virtual event, with record attendance! Over 115 registered and 90 attended the event live.

As part of the CRSB's Canadian beef industry goal-setting process, we had originally planned to present background, seek feedback through discussion and establish draft goals on GHGs and carbon sequestration, land use and biodiversity and animal care. Since the event was shifted to a virtual event, we presented a series of webinars, each focusing on one goal topic to provide the necessary background and seek feedback on the draft goals. This format was easily digestible, enabled shorter meetings, and had great attendance and engagement. Across all three goals development webinars:



REGISTRATIONS: 288



LIVE ATTENDEES: 225



ENGAGEMENT RATE: 62%

### WEBINAR SERIES

In response to the impacts being felt across the Canadian beef industry, CRSB also held a series of webinars on a diverse range of topics. Interest and engagement in these webinars was very strong, and we were pleased to see participation across the value chain, from beef producers to government, NGOs to the retail and foodservice sector, and everyone in between. We presented one webinar each week, and we would like to take this opportunity to thank all of the panelists who provided their insight, expertise and answered a broad range of questions from attendees as well as all those who tuned in. Recordings of the webinars are available for CRSB members in the MyCRSB portal MyCRSB portal, and three of the four webinars are available on the CRSB's YouTube channel. Topics covered through these webinars included:

- *Impacts of Covid-19 and opportunities for the Sustainability of the Canadian Beef Industry*
- *2020 Food and Agriculture Sustainability Trends*
- *Understanding and Promoting Mental Health in Agriculture*
- 2020 Economic Outlook for Canadian Beef

Across these four webinars:



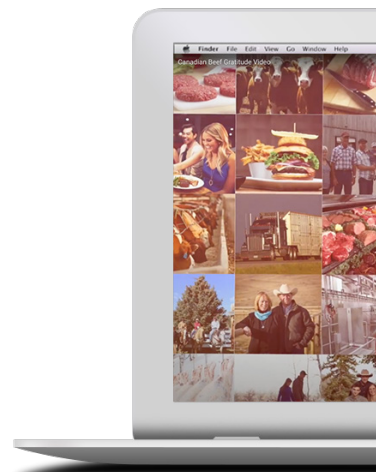
REGISTRATIONS: 392



LIVE ATTENDEES: 264



ENGAGEMENT RATE: 58%





The value of hosting these events extended well past interest from participants. We worked in collaboration with our Canadian Cattlemen's Association Public and Stakeholder Engagement and Government Relations colleagues on a few different initiatives.



## FEEDING THE FUTURE

CRSB hosted a media town hall on the impact of Covid and the important role beef producers play in conservation of the grasslands, featuring representatives from Ducks Unlimited Canada, Nature Conservancy of Canada and Birds Canada.

## GOVERNMENT VIRTUAL FLY-IN

Anne Wasko, CRSB Chair, along with Kevin Teneyck (Nature Conservancy of Canada), Marcel Blais (Chop Steakhouse & Bar), and CCA staff participated in a sustainability-themed government fly-in with MPs, government staff, senators and the Prime Minister's office. The purpose was to help them learn more about beef sustainability and the global leadership role that CRSB plays in advancing sustainable beef production in Canada.

## GRATITUDE VIDEO

Throughout this pandemic, we have all realized how precious every piece of the supply chain is, and how many contribute in many ways. As the supply chain experienced many challenges this spring, CRSB collaborated with our restaurant partner Chop Steakhouse, Canadian beef producers and beef industry partners to create a short "Gratitude" video to show our appreciation for all who are a part of getting top quality, Canadian beef to consumers' plates. In addition to the video, beef producers across Canada shared quick video stories about who they have realized are critical to the beef supply chain. Thank you to all who contributed!

Check it out on our YouTube channel: <https://youtu.be/DVBqoQix00Y>



# CRSB CERTIFIED EXCEPTION

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Upon careful consideration of the impacts of the pandemic related to the *Certified Sustainable Beef Framework*, an exception was issued for all Certification Bodies. Certification would normally be conducted on-site by independent auditors. These auditors work for 3rd party Certification Bodies approved by the CRSB.

This temporary exception allows for auditing to the Sustainable Beef Production Standard and Chain of Custody Requirements, to be conducted remotely, at the discretion of the Certification Body. For situations that do not allow for an on-site or remote audit to be completed, a six-month extension may be granted for operations requiring re-certification.

This exception will remain in effect until December 31, 2020, or until withdrawn by the CRSB, at its discretion.

For more information, see the notice of exception on our CRSB Certified blog at <https://www.crsbcertified.ca/blog/>

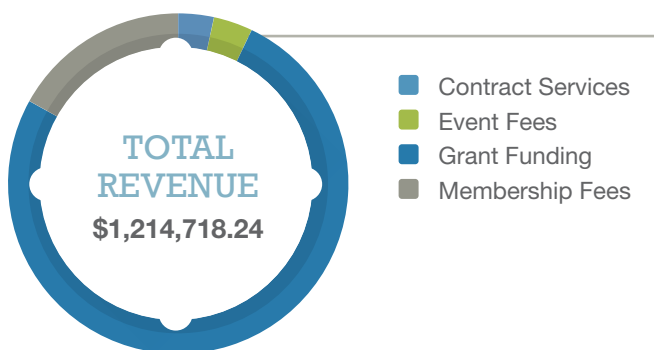
Through these challenging times, we have seen the value in collaboration to advance sustainability, and there are many opportunities ahead in our beef sustainability journey.

# REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

The Canadian Cattlemen's Association (CCA) provides secretarial duties, including account management, on behalf of the CRSB. Summarized financial information is extracted from the CCA financial statements. The full report, and auditors report, may be obtained through written request to the CRSB or CCA.

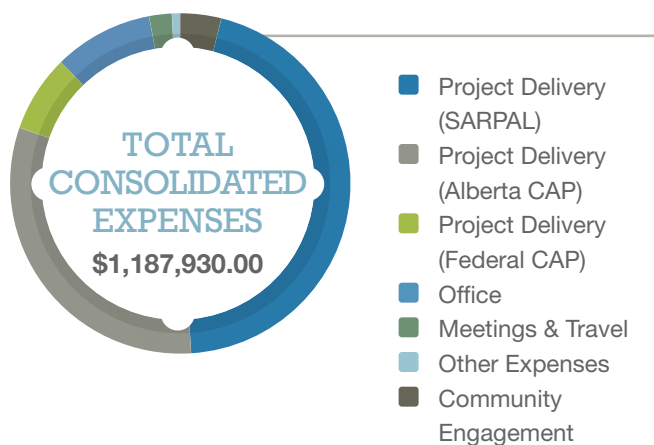
Respectfully submitted,  
Nancy Ring, Accounting, Canadian Cattlemen's Association

## CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF ANNUAL [UNAUDITED] REPORT FINANCIALS – YEAR ENDING JUNE 30, 2020



### Revenue

Contract Services	41,215.00
Event Fees	45,236.78
Grant Funding (ALMA & SARPAL & AAFC)	922,433.67
Membership Fees	205,832.79
Sponsorship	0.00
<b>Total Revenue</b>	<b>\$1,214,718.24</b>



### Expenses

Community Engagement	42,307.99
Project Delivery (SARPAL)	488,596.62
Project Delivery (Alberta CAP)	339,517.43
Project Delivery (Federal CAP)	79,274.18
Office	102,271.48
Meetings & Travel	23,191.26
Other expense	8,580.93
<b>Total Consolidated Expense</b>	<b>1,187,930.00</b>

### Net Assets

Beginning of year, July 2018	424,481.8
Excess (deficiency) of revenue (June 2020)	130,978.35
<b>Net Assets, June 2020</b>	<b>555,460.15</b>

### Deferrals (into 2020-2021)

Unreserved Deferred Revenue	325,688.61
Sustainability Assessment Reserve	(\$125,000.00)
<b>Net Deferred Revenue (Deficit)</b>	<b>200,688.61</b>
<b>Net Surplus</b>	<b>756,148.76</b>



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THANK YOU TO THE CANADIAN AGRICULTURAL  
PARTNERSHIP FOR THEIR FUNDING SUPPORT.

