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# Annual Report

Canadian Roundtable for Sustainable Beef



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

## MISSION

Facilitate the infrastructure for the Canadian Beef industry to be a global leader in the continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration.



### Letter from the Chair

*“The Canadian Roundtable for Sustainable Beef has made an incredible amount of progress this year. This was a transition year as we solidified our role as the go-to organization where discussions around sustainable beef in Canada take place.”*

We achieved many milestones over the past year and made remarkable progress on our projects. We actively engaged with the Global Roundtable for Sustainable Beef and have positioned ourselves to be a global leader in beef sustainability. Membership has steadily increased; and our business strategy, the first phase of our National Beef Sustainability Assessment and operation-level indicators have all been drafted. Next year we will finalize these projects and build upon them by exploring

new opportunities. We will also develop a framework to verify the operation-level indicators.

I would like to acknowledge the hard work and dedication of our members, stakeholders, governance bodies, volunteers, partners and staff— without them, everything you will read about in this report would not have been possible. I would also like to recognize the contributions from our funding agencies: Alberta Livestock and Meat Agency; and Saskatchewan Agriculture Development Fund.

I am very much looking forward to another productive year.

Sincerely,

Cherie Copithorne-Barnes





## Letter from the Executive Director

*"The CRSB has made an incredible amount of progress this year in successfully establishing our young multi-stakeholder organization—organizationally we grew our membership, set our governance framework, built staff capacity, leveraged membership*

*commitment to undertake work in nationally benchmarking sustainability and began developing the framework within which verified sustainable beef may be sourced. The CRSB is the national go-to body on beef sustainability in Canada."*

Many people often ask, "What is sustainable beef?" I am proud to say the CRSB has an answer. Sustainable beef is a socially responsible, environmentally sound and economically viable product that prioritizes **Planet, People, Animals** and **Progress**. The CRSB is working to give further depth to this definition through the National Beef Sustainability Assessment and the development of individual operation-level Indicators.

The National Beef Sustainability Assessment is the largest, most complex beef sustainability assessment of its kind. It focuses on assessing the three pillars of sustainability: environment, social and economic. This study, led by a CRSB committee of industry stakeholders and scientific experts, will be the first study to utilize the recently released Livestock Environmental Assessment Partnerships (LEAP) methodologies. The National Beef Sustainability Assessment is forward thinking and will enable the Canadian beef industry to identify areas of improvement, but also areas where significant progress has already been made. We believe this progress should be duly recognized.

Over the last year McDonald's undertook meaningful steps in their Verified Sustainable Beef Pilot Project in Canada.

Throughout this pilot project, McDonald's liaised with the CRSB and committed to sharing the learnings of their project with us. I would like to thank McDonald's for their commitment to a scientific, multi-stakeholder process and commend them on pioneering the development of the framework used to source verified sustainable beef.

The CRSB has already begun building on the learnings of the McDonald's Verified Sustainable Beef Pilot Project through the development of the CRSB Indicators. These indicators, to be used by individual operations, are being developed by a CRSB committee and will be rolled out over the next six months with a full public consultation period as part of the process.

The next step in building the verification framework will be developing verification protocols. The Verification Committee will develop these protocols and will cover topics such as audit process and chain of custody.

The commitment of our growing membership cannot be overstated in enabling us to achieve the great success of becoming the national go-to body on beef sustainability. The CRSB has become a community where ideas are exchanged and consensus is reached with the end-goal of achieving further sustainability in the Canadian beef industry.

In 2016, we will continue establishing our young organization by building on the successes we have achieved to-date, communicating the outcomes of the National Beef Sustainability Assessment and confirming the framework for sourcing verified sustainable beef. We also look forward to hosting the Global Roundtable for Sustainable Beef Conference and undertaking strategic projects aimed at moving sustainability forward.

Respectfully Submitted,

Fawn Jackson

## CRSB Governance

### How we are structured

The CRSB Council is appointed by the CRSB membership to provide guidance and final decisions on the activities of the CRSB. The CRSB Council consists of 11 individuals as outlined in the table below. The open seats will be elected at this year's annual general meeting on September 30th in Saskatoon, Saskatchewan.

## Our Membership



### 2015 CRSB Council

| First Name | Last Name            | Membership Category                              |
|------------|----------------------|--|
| Cherie     | Copithorne-Barnes    | Chair  |
| Bryan      | Walton               | Supply Chain Stakeholder, Producer Organization  |
| James      | Bradbury             | Supply Chain Stakeholder, Producer Organization  |
| Dennis     | Laycraft             | Supply Chain Stakeholder, Producer Organization  |
| Cameron    | Bruett               | Supply Chain Stakeholder, Processor              |
| Lauren     | Stone                | Supply Chain Stakeholder, Processor              |
| Chris      | Tindall              | Supply Chain Stakeholder Retail and Food Service |
| Jeff       | Fitzpatrick-Stilwell | Supply Chain Stakeholder Retail and Food Service |
| Timothy    | Hardman              | Associate Member - NGO                           |
| Open Seat  |                      | Associate Member - NGO                           |
| Open Seat  |                      | Associate Member - Food and Agriculture Business |
| Open Seat  |                      | Members at Large                                 |
| Gordon     | Cove                 | Ex-Officio                                       |
| Julie      | Dawson               | Ex-Officio                                       |





© Image Credit: Canada Beef Inc.



## What our members say and **WHY THEY VALUE THE CRSB**

“Dairy Farmers of Canada joined the CRSB in 2014 to formalize our involvement and collaboration in the sustainable beef value chain in Canada. Canadian dairy farmers have always been committed to sustainability and are proud to be part of this process. It allows us to integrate our consumer assurance program, called the proAction® Initiative, with this outstanding multi-stakeholder roundtable initiative. DFC shares the CRSB objective to propel Canada in a leadership role in providing safe, high quality Canadian beef produced in a sustainable and responsible manner.”

– **Guy Seguin** | Assistant Director, Policy and Dairy Production | Dairy Farmers of Canada | [www.dairyfarmers.ca](http://www.dairyfarmers.ca)

“The development of CRSB is an intelligent and realistic response to what is necessary to maintain and improve upon the practice and economy of beef production; i.e., to do so within the context of ensuring a sustainable environment and thriving agricultural communities. The inclusive and participatory nature of the CRSB membership is but one example of their adherence to this broad-minded approach.”

– **Kerry J Grisley, M.Sc.**, | Program Director | Operation Grassland Community | [www.grasslandcommunity.org](http://www.grasslandcommunity.org)





## Significant progress has been made on the first-ever National Beef Sustainability Assessment

“The National Beef Sustainability Assessment is an innovative and scientifically-based project that will benchmark the Canadian beef industry’s social, economic and environmental impact, and will provide an important starting point for the industry to track their progress going forward. It will also highlight the areas where the Canadian beef industry has made major improvements and is doing really well. The Steering Committee has had very thoughtful and fruitful discussions, and has worked hard with the Deloitte and Canfax teams to help develop a scientifically robust and defensible analysis that it can stand behind. I am proud to be a part of the committee through this process; this has been a great experience for me and I look forward to continuing to help make the Canadian beef industry as strong and sustainable as it can be.”

– **Thomas Lynch-Staunton** | Steering Committee Chair

The CRSB commissioned Deloitte LLP and Canfax Research Services to conduct a strategic assessment of the social, environmental and economic impacts of the Canadian beef industry. This comprehensive farm to fork sustainability assessment will identify national key performance indicators to build a dashboard of sustainability indicators to monitor and measures progress. Deloitte LLP’s and Canfax Research Services’ work is guided by a multi-stakeholder Steering Committee (SC) comprised of scientific and industry experts who provide oversight to the project (e.g., work plan approval, industry

guidance, quality assurance, results uptake). The assessment will also be reviewed by a third-party critical review panel.


The first draft of the economic assessment and environmental and social life cycle assessments (E-LCA and S-LCA) have been reviewed by the SC. The SC’s feedback will be incorporated this fall, and a subsequent review will take place in early 2016. It is anticipated that the final draft report will be distributed to the CRSB Membership for review in February 2016. Work on the national key performance indicators will begin shortly thereafter.

**Steering Committee:** **Thomas Lynch-Staunton**, Chair | **Howard Bekkering** | **Reynold Bergen** | **Karen Beauchemin** | **Clint Dobson** | **Kerrianne Koehler-Munro** | **Tim McAllister** | **Rich Smith** | **Carrie Selin** | **Lauren Stone** | **Paul Thoroughgood**

*This project was proudly funded by:*







## McDonald's Verified Sustainable Beef Pilot Project

**“Progress to date has been very positive and moved rapidly.** With the indicators now complete, we are looking at the next seven months as an opportunity to connect with many more producers to ensure the pilot is as robust as possible and the learnings we pass on to CRSB are valuable.”

— **Jeffrey Fitzpatrick-Stilwell** | *McDonald's Restaurants of Canada Limited*

The McDonald's Verified Sustainable Beef Pilot Project (VSB Pilot) has continued to gain momentum over the last several months and celebrated the following significant milestones:

**Indicator development completed** – The indicators for the VSB Pilot have been completed. McDonald's has shared them with the CRSB Indicator Committee and provided insights into what worked and did not work, from their perspective, in developing and testing them.

**Chain of custody making progress** – The collaborative work with BIXS Co. has yielded significant progress in tracking movements of cattle to and from operations enrolled and verified in the pilot through BIXS 2.0. McDonald's is seeing monthly reports on the data flow from operations enrolled, general animal movement and movements related to verified operations.

**Field engagement shifting gears** – McDonald's has gone from phase 1 to phase 2 of their field engagement plan. Their multiplier strategy is working well to partner and support members of the Canadian beef community through field workshops and producer panel discussions that give producers insights into the pilot, indicator verification process as well as an

opportunity to meet with representatives from McDonald's and Where Food Comes From.

**Value proposition** – The value proposition McDonald's has been using with producers as they shift from progressive early adopters to the general population has been welcomed when it is presented as a leadership opportunity. Participation provides producers with a free verification and unbiased feedback; the opportunity to help shape the future of the Canadian beef industry; and the opportunity to share their story of beef sustainability with a larger audience.



## Developing the framework for verified sustainable beef

“The CRSB is developing the framework for actors in the beef value chain to produce or source verified sustainable beef. This framework consists of two key components: indicators and verification. The Indicators will determine how sustainability will be measured; and the verification protocols will outline the necessary components for verifying the indicators.”

– **Fawn Jackson** | Executive Director

### *CRSB Indicators – Measuring sustainability on individual operations*

“I am proud that the committee was able to work together so well, build upon previous work and develop its own set of draft indicators.”

– **Tim Hardman** | Indicator Committee Co-Chair

“The work the committee has accomplished in such a short time is impressive. I appreciate the transparent, candid and challenging discussions that are moving this conversation forward.”

– **Page Stuart** | Indicator Committee Co-Chair

The CRSB formed its Indicator Committee in July 2015, with the mandate to identify outcome-based sustainability indicators for adoption by the Canadian beef industry. The indicators focus on the individual operator (farm, ranch, feedlot, processing facility, etc.) and are guided by the Global Roundtable for Sustainable Beef’s Principles and Criteria. The committee has successfully drafted a set of indicators, and while the committee recognizes that sustainability is the responsibility of all players in the

supply chain, the draft indicators currently focus on primary production. The committee will expand this set of indicators to include processors and retailers as part of the overall systems approach to sustainability. Council, CRSB Members and public stakeholders will have the opportunity to review the indicators and provide feedback. The phases and processes for the first draft indicators are outlined below.





## CRSB Indicator Development Process



- Received approval from the CRSB Council for Indicator development process
- Gather information and research
- Establish CRSB Indicator Committee

- Indicator Committee to develop draft indicators
- Reviewed by the CRSB Council & membership
- Release draft 1 for 60-day public consultation
- Review feedback and prepare draft 2 of indicators
- Refine indicators, discuss & review, provide formal responses to feedback
- Release draft 2 for CRSB Council and Membership Review
- Release draft 2 for 30-day public consultation, provide formal responses to feedback
- Review feedback and prepare final draft, provide formal responses to feedback

- Submit final draft to the Canadian Roundtable for Sustainable Beef Council for approval
- Submit final draft to the GRSB for official endorsement

### Indicator Committee:

**Page Stuart**, Co-Chair  
**Tim Hardman**, Co-Chair  
**John Arnold**  
**Darren Bevens**  
**Greg Bowie**  
**Ryan Clisdell**  
**Jeff Fitzpatrick-Stilwell**  
**Jodi Flaig**  
**Terry Grajczyk**  
**Karen Haugen-Kozyra**  
**Jamie Hewitt**  
**Jennifer Lambert**  
**Harold Martens**  
**Perry Rasmuson**  
**Craig Pascal**  
**Lauren Stone**  
**Kevin Teneycke**  
**Klaas Vanderveen**  
**Darren Vanstone**





### ***CRSB Verification Protocols – the guiding principles to verifying the CRSB Indicators***

The CRSB is currently establishing its Verification Committee. The Verification Committee, building upon the work of the Indicator Committee, will identify and recommend sustainable beef verification protocols to the CRSB (e.g. audit process and chain of custody). The committee is expected to begin its work in November 2015.

“Verification is a necessary component of a successful, credible beef sustainability program, as it will increase consumer confidence in Canadian beef. We know that there are many great practices within the Canadian beef industry today, and for consumers to feel good about the beef they eat we need to verify and communicate these practices. We have recruited a diverse, well-rounded group of industry peers to help us deliver on the objectives of the CRSB’s Verification Committee, and I look forward to working with this team in the coming year.”

– **Emily Murray** | Verification Committee Co-Chair

“I am extremely thrilled and excited to co-chair this ground breaking Canadian Roundtable Sustainable Beef initiative in identifying and developing sustainable beef verification options that align with CRSB’s mission, vision, principles, indicators and mandate. I’m looking forward to working with my co-chair Emily Murray and with a very knowledgeable and highly experienced committee members in developing a robust verification solution that is executional by the cattle producers, relevant to retail and food service supply chains and is mindful of our Canadian Beef consumers and beef industry stakeholders expectations of sustainability ensuring transparency throughout the beef supply chain. Also to learn, with the Canadian beef industry in its quest to establish sustainable beef in Canada from coast to coast from the smallest beef producer to the largest beef producer.”

– **Ross Ingram** | Verification Committee Co-Chair

## CRSB Financial Reports



**72%**  
GRANTS

CRSB Income  
totalling **\$268,465**  
to June 30, 2016

**13%**  
MEMBERSHIPS  
2016 (JANUARY)

**15%**  
MEMBERSHIPS  
2015 & PRIOR

**11%**  
TRAVEL COSTS

**7%**  
AGM

**4%**  
CHAIR

**15%**  
PROJECT  
FUNDING

**8%**  
COMMUNICATIONS

**<1%**  
REGISTRATIONS

CRSB Expenses  
totalling **\$189,650**  
to June 30, 2016

**4%**  
OPERATING  
COSTS

**50%**  
CONSULTING

**21%**  
CRSB MEMBERSHIP  
SUPPORT

Sustainability  
Assessment Project  
Funding

**49%**  
ALMA

**30%**  
SADF

### CRSB Income

|                              |                  |
|------------------------------|------------------|
| Grants                       | \$194 400        |
| Memberships - 2016 (January) | \$34 000         |
| Memberships - 2015 & prior   | \$40 065         |
| <b>Total Project Funding</b> | <b>\$268 465</b> |

### CRSB Expenses

|                            |                  |
|----------------------------|------------------|
| AGM                        | \$12 500         |
| Chair - Director per diems | \$8 500          |
| Communications             | \$15 000         |
| Consulting                 | \$95 000         |
| Operating Costs            | \$7 650          |
| Registrations              | \$1 600          |
| Project Funding            | \$29 000         |
| Travel Costs               | \$20 400         |
| <b>Total Expense</b>       | <b>\$189 650</b> |

### Sustainability Assessment Project

|                         |     |
|-------------------------|-----|
| ALMA                    | 49% |
| SADF                    | 30% |
| CRSB Membership Support | 21% |



# Annual Report

Canadian Roundtable for Sustainable Beef



## Contact Us

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