

ANNUAL REPORT 2019



CRSB

Canadian Roundtable
for Sustainable Beef

MISSION

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

VISION

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



TABLE OF CONTENTS

FIVE PRINCIPLES OF SUSTAINABLE BEEF



NATURAL
RESOURCES



PEOPLE & THE
COMMUNITY



ANIMAL HEALTH
& WELFARE



FOOD



EFFICIENCY &
INNOVATION

Sustainable **BEEF**

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

4	Letter from the Chair	12	Scientific Advisory Committee
5	Letter from the Executive Director	14	CRSB In Action
6	Council	16	Project Highlights
7	Membership	17	Maintaining and Enhancing Wildlife Habitat
8	Committee Reports	20	Consumer Perceptions of Beef Sustainability
8	Certified Sustainable Beef Framework Committee	22	Financials
10	CRSB Communications and Marketing Committee		

LETTER FROM THE CHAIR



My passion for the success of the Canadian beef industry and my desire to help build public trust in Canadian beef led me down the trail to the CRSB. My first year as Chair has been an incredible journey. I have had the privilege of representing our membership on both the global stage and at home in Canada. I am always proud to report the accomplishments we have achieved as a multi-stakeholder initiative over the past five years. I can tell you they are impressive and used as a global model for collaboration and continual improvement.

I would like to extend a sincere thank you to the individuals and organizations who have contributed to our Council, committees, working groups, and all other activities we have undertaken this past year. The CRSB would not be where it is today without the commitment and dedication of our members, observers, partners and collaborators. I must also thank the diligent and hard-working staff we have at the CRSB – they do a super job.

In recognition of the CRSB's work, the Foundling Council and Membership received the Beef Industry Innovation and Sustainability (BIISA) award during a special ceremony in Ottawa in March 2019. CRSB was selected for this year's award for establishing transformational change in the Canadian beef industry through fostering collaboration between producers and a diverse and traditionally divisive stakeholder base to achieve common goals in support of sustainable beef production. We were fortunate to have many of our Founding Council and Membership in attendance.

This year I served on the Global Roundtable for Sustainable Beef (GRSB)'s Board of Directors. The GRSB embarked

on a review of their strategic plan, and the CRSB has been well represented in that process. The CRSB attended the in-person strategic planning meeting in Chicago in May and has provided comprehensive comments and recommendations on the GRSB's strategic direction and how Canada fits into that strategy.

As one of seven national Beef Advisors, the CRSB actively participated in the update to the National Beef Strategy. The 2020-24 National Beef Strategy is designed to take advantage of the opportunities facing the industry while simultaneously addressing the challenges. It is about how to best position the Canadian beef industry to compete for a larger share of the world market and to become the high-quality beef product of choice in the world. The CRSB participated in a number of stakeholder meetings and drafted the sustainability section of the updated strategy. I am looking forward to its implementation over the next five years.

To round out the strategy planning, the CRSB updated its own strategy and business plan this year. This was an opportunity to reflect on the many accomplishments as well as the important work that is ahead of us. Thank you to our membership for providing comprehensive feedback at our semi-annual meeting. We have a clear strategy and plan to take us through the next three years that will drive meaningful impact and continuous improvement in the sustainability of Canadian beef.

Respectfully submitted,



Anne Wasko
Chair, CRSB

LETTER FROM THE EXECUTIVE DIRECTOR



This was my first year as Executive Director, and I am honoured to take on this role. I am passionate about multi-stakeholder approaches to complex systems, as well as sustainable agriculture and resource management — in other words, the CRSB. Working with a diverse membership that has come together to achieve so many important milestones and deliver tangible impact has truly been a pleasure.

To help ensure long-term success of the organization, strategic planning was a key focus this year. For example, we completed our three-year Strategy and Business Plan, updated two committees (Communications and Marketing, and Scientific Advisory), and received funding through the Canadian Agricultural Partnership program. We also added six new members.

After exploring opportunities and gaps, we defined our *Sustainability Projects pillar* of work. Our main role is to communicate and share the many existing applied projects that advance the sustainability of Canadian beef by demonstrating, piloting or promoting sustainable practices. Projects that address one or more of the ten goals in the National Beef Sustainability Strategy are submitted through an annual survey and disseminated on our website. We communicate research gaps and priorities for the update of the National Beef Sustainability Assessment with the broader scientific community, and we provide letters of support for projects that fill strategic knowledge gaps and

advance the CRSB's National Beef Sustainability Strategy. This year we posted 38 projects, provided three letters of support, and through the SARPAL project, completed baseline environmental inventories on 53,000 acres.

Two supply chains in Canada are utilizing the *Certified Sustainable Beef Framework*. This certification program is science-based, provides a meaningful sustainable sourcing tool for supply chains, along with credible messaging for consumers. We encourage supply chains with an interest in sustainable sourcing to review and utilize the program, which was developed through a multi-stakeholder process and follows international guidelines.

I look forward to another jam-packed year, and supporting the continued momentum for the beef sustainability work in Canada.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Monica Hadarits', written over a horizontal line.

Monica Hadarits
Executive Director

CHAIR



Anne Wasko,
Bar 4 Bar Land &
Cattle Inc.

PAST CHAIR



Cherie Copithorne-
Barnes, CL
Ranches

COUNCIL

SUPPLY CHAIN STAKEHOLDER

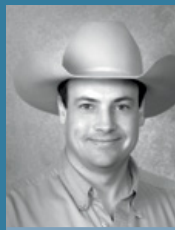
PRODUCER ORGANIZATIONS



Bob Lowe,
Canadian
Cattlemen's
Association



Greg Bowie,
Alberta Beef
Producers



Ryan Beierbach,
Saskatchewan
Cattlemen's
Association

PROCESSORS



Ryan Clisdell,
Cargill



Rob Meijer,
JBS Canada

RETAIL & FOODSERVICE



Jeff Fitzpatrick-
Stilwell,
McDonald's
Canada



Chris Tindall,
Costco

ASSOCIATE MEMBERS

NGO



Tim Hardman,
World Wildlife
Fund US



Kristine Tapley,
Ducks Unlimited
Canada



Deborah Wilson,
TrustBIX Inc.

FOOD & AGRICULTURE BUSINESS

MEMBER AT LARGE



Les Wall, National
Cattle Feeders'
Association

EX-OFFICIO



Julie Dawson,
Agriculture & Agri-
Food Canada



Sean Royer,
Alberta Agriculture
& Forestry



Grant Zalinko,
Saskatchewan
Ministry of
Agriculture

MEMBERSHIP

*Individual observers are not listed.

ACADEMIC INSTITUTIONS



AGRICULTURE & FOOD BUSINESSES



PRODUCER/PROCESSOR ASSOCIATIONS



NON-GOVERNMENTAL ORGANIZATIONS



RETAIL & FOODSERVICE



KEY HIGHLIGHT

Members added in 2018-2019



PROCESSORS



COMMITTEE REPORTS



CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE

MANDATE: TO OVERSEE THE IMPLEMENTATION AND DELIVERY OF THE CRSB'S CERTIFIED SUSTAINABLE BEEF FRAMEWORK.

Established in 2018, the Certified Sustainable Beef Framework Committee continues to focus on the implementation of the framework in this exciting development stage through collaboration with framework users, Certification Bodies and the CRSB's Oversight Body. The committee is now at full strength, with two additional committee members added in January 2019.

Adoption of the framework has far exceeded expectations with McDonald's being the first to launch a program sourcing a portion of the beef volume in their Angus burger line-up (August 2018), followed by Harvey's (June 2019) in their Original Burger. Both are highlighting their support of sustainable beef production in Canada by using the Mass Balance Certification



Mark to market beef, a portion of which is sourced from CRSB Certified Sustainable Farms and Ranches. As of July 31, 2019 there are two processors certified to the CRSB's Sustainable Beef Processing Standard and three further processors audited to meet the CRSB's Chain of Custody requirements. The quick and early adoption by these processors and those further down the supply chain is a clear market signal to producers of the real demand for beef raised according to the sustainability standards developed by the CRSB. The volume of certified sustainable operations across Canada continues

to rapidly grow, showing good momentum for the program. The impact report provides in-depth numbers for those looking for a more detailed picture of the framework utilization since launching in 2018 (see page 14-15).


As the primary goal of this committee is to support the utilization of the framework, the committee continues to collaborate with industry to develop materials like Indicator Interpretation Guides for beef production and processing, and initiatives that support supply chain adoption of the framework.



KEY HIGHLIGHTS

Two processors certified and three further processors audited to Chain of Custody Requirements.

Two foodservice companies sourcing a portion of their beef from CRSB Certified Farms and Ranches.



CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE MEMBERS

CO-CHAIRS

Greg Bowie,
Alberta Beef Producers

Tim Hardman,
World Wildlife Fund

RETAIL AND FOOD SERVICE

Townsend Bailey,
McDonald's

Carl Dean,
Cactus Club Café

PROCESSING AND PACKING

Jeff Balchin,
Centennial Foodservice

Tanya Thompson,
Cargill

PRODUCERS

Darren Ippolito and Alex Shuttleworth,
Canadian Angus Association

Harold Martens,
Saskatchewan Cattlemen's Association

Les Wall,
National Cattle Feeders' Association

FOOD AND AGRICULTURE BUSINESS

John Arnold,
Royal Bank of Canada

NGO

Fito Zamudio Baca,
West-Central Forage Association

Kevin Teneyke,
Nature Conservancy of Canada

MEMBERS AT LARGE

Katherine Fox,
Beef Farmers of Ontario

Lee Irvine,
Trust BIX Inc.

*Staff support provided by **Kaley Segboer,**
Certification Framework Manager*






COMMUNICATIONS & MARKETING COMMITTEE

MANDATE: TO PROVIDE DIRECTION FOR COMMUNICATIONS ACTIVITIES AND MARKETING STRATEGIES FOR ADOPTION BY THE CRSB THAT ALIGN WITH THE CRSB'S MISSION, VISION, PRINCIPLES AND MANDATE.

Communications remains a key focus and will continue to be a priority for the CRSB as we work to implement the Business Strategy, and collaborate with members and supply chain partners to integrate the *Certified Sustainable Beef Framework* in the marketplace. A new committee started working together in January 2019, and we are fortunate to have key marketing and communications expertise from across the value chain.

The CRSB has received funding from Alberta Agriculture & Forestry through the Canadian Agricultural Partnership (CAP), which is providing the resources to create valuable communication tools for the CRSB, and to share with our members. We also have a summer intern who started in June 2019 and is supporting CRSB's communications efforts. CRSB would like to recognize the in-kind marketing support provided by AdFarm's team to help implement the work of this committee.

The CRSB's Communications Strategy and Marketing Plan has been updated to identify priorities, and the CAP funding is enabling us to deliver on some of the key initiatives in the strategy. Consumers have been identified as a key target audience for the CRSB, particularly as we continue to implement CRSB Certified in the marketplace. Some of key initiatives we are working on include:

-  Series of videos about beef sustainability and to promote the Certified Sustainable Beef Framework
-  Redesigning the CRSBcertified.ca website to provide an enhanced user experience, easier navigation and provide content for a consumer audience
-  CRSB has developed a social media strategy and hopes to build a more diverse audience over the next year using the communications and marketing assets that are currently under development.
-  Development of an enhanced CRSB event display
-  2019 consumer research on perceptions of beef sustainability

CRSB is excited to see engagement by the supply chain and companies interested in using the Certified Sustainable Beef Framework to communicate their commitment to beef sustainability. We have been supporting members and Framework users in their marketing efforts, such as launches by McDonald's and Harvey's, and restaurant chains such as Cactus Club and Chop Steakhouse.

As the first major public event, CRSB participated in the Cattle Trail at the Calgary Stampede in July 2019. It was a great opportunity to engage with beef producers and the public about beef sustainability, and the response was very positive with approximately 100,000 people passing by our booth over the 10-day event. While at the Stampede, CRSB was pleased to be part of a beef industry funding announcement by Federal Agriculture Minister Hon. Marie-Claude Bibeau which included \$1.1 M for CRSB; CRSB Chair Anne Wasko spoke on behalf of the Canadian beef industry.

Finally, CRSB has been working closely with the Public and Stakeholder Engagement Program (Canadian Cattlemen's Association) and Canada Beef to support key messaging in responding to media on issues related to beef sustainability. For example, we collaborated on the Canadian beef industry response to the EAT-Lancet Commission's report earlier this year, as well as other media stories as they arise. Successes in responding to these issues have demonstrated the value of the CRSB's National Beef Sustainability Assessment and showcasing Canada as a global leader in beef sustainability. We are also highly engaged with the Global Roundtable for Sustainable Beef, contributed to planning a Communications Summit in Chicago in May 2019, and are working with other roundtables and global members to build a global sustainability narrative.

COMMUNICATIONS & MARKETING COMMITTEE MEMBERS

CHAIR

Crystal Mackay,
Loft 32

PRODUCER ASSOCIATIONS

Shannon Argent,
Verified Beef Production Plus
(VBP+)

Erin Durrell,
BC Cattlemen's Association

Jill Harvie,
Canadian Cattlemen's
Association

Carmen Koning,
Canadian Angus Association

Tom Jordens,
Saskatchewan Cattlemen's
Association

Maureen Cousins,
Manitoba Beef Producers

Joyce Parslow,
Canada Beef

PROCESSORS

Gurneesh Bhandal,
Cargill

Nicole Weber,
Cargill

Greg Nolan,
Artisan Farms

NGOS

Curtis Hullick,
Manitoba Habitat Heritage
Corporation

Karli Reimer,
Ducks Unlimited Canada

Mike Verhage,
Alberta Conservation
Association

AGRICULTURE & FOOD BUSINESSES

Deborah Wilson,
Trust BIX Inc.

Cody McBride,
ATB Financial Services
Corporation

Marty Seymour,
Farm Credit Canada

RETAIL AND FOODSERVICE

Jeff Fitzpatrick-Stilwell,
McDonald's Canada

Becky Bevacqua,
McDonald's Canada

Carl Dean,
Cactus Club Café

Murray Penner,
Northland Properties

*Staff support provided by **Andrea White,**
Community Engagement and Marketing Manager*

COMMUNICATIONS REACH



↑ 24% increase to nearly **2100 followers**
Average tweets per month: **21**
Average impressions per day: **1260**



Over **1000** followers, with more than **50% increase** in July and August 2019 – Key positive engagement on one specific post in August 2019, with a reach of 191,000 people and engagement of over 28,000, in response to media reports from the International Panel on Climate Change (IPCC) report.



An @CRSB_beef Instagram account was created earlier in 2019, and we are working on building an audience and curating relevant content for this platform.

CRSB continues to receive numerous invitations for outreach and presentations. Here are some highlights of events participated in this year:

- Global Conference on Sustainable Beef – Kilkenny Ireland
- Certified Sustainable Beef panel, Alberta Ag Services Board conference – Calgary
- Prairie Conservation & Endangered Species Conference - Winnipeg
- Canadian Ag Day event – Ottawa
- EAT-Lancet Commission panel discussion - Arrell Food Institute @ University of Guelph
- Mexican Roundtable for Sustainable Beef – Oaxaca City, Mexico
- Producer association meetings & conferences across Canada
- Cattle Trail at Calgary Stampede including beef cluster funding announcement with Minister of Agriculture, Hon. Marie-Claude Bibeau



KEY HIGHLIGHTS

Developing tools to support marketing efforts of CRSB members and Framework users to communicate their commitment to beef sustainability in Canada.

Two foodservice companies using the CRSB Certification Mark to market a portion of their beef as being certified to CRSB standards.

SCIENTIFIC ADVISORY COMMITTEE

MANDATE: TO PROVIDE SCIENTIFIC ANALYSIS, ADVICE AND SUPPORTING INFORMATION REGARDING BEEF SUSTAINABILITY TO THE CRSB.

Following an update to the terms of reference for the committee in December 2018, the main responsibilities of the committee include overseeing the update of the *National Beef Sustainability Assessment* (NBSA) in 2023 and reviewing projects under the Sustainability Projects Pillar. The committee was refreshed in early 2019, now with 19 participants including a solid cross-section of industry stakeholders and subject matter expertise.

National Beef Sustainability Assessment

Since the NBSA was published in October 2016, CRSB continues to raise awareness through various communication channels. In July 2019, an overview video of the results along with a set of student discussion questions was distributed to 27 professors in 14 post-secondary agricultural programs across Canada, and nutrition and culinary instructors engaged through Canada Beef.

In an effort to fill some of the research and data gaps before the next NBSA update, Groupe AGECO, a Canadian consulting firm which specializes in Life Cycle Analyses was contracted to complete the Canadian Hay Life Cycle Inventory using Statistics Canada's 2017 Farm Management Survey results. As a major source of winter feed on cow-calf operations, the availability of Canadian-specific data related to hay will provide greater accuracy in the upcoming assessment. Recent discussions with researchers and funders have highlighted the importance of addressing the CRSB's research priorities within current calls for project proposals in order for the results to be used in the next National Beef Sustainability Assessment (2021-2023).

A Sustainability Strategy Interim Report is being developed and will be available for member comment this fall. This report will provide an update on industry progress against the National Beef Sustainability Strategy since it was

published in October 2016. It will highlight gaps that should be addressed in the next three years before the strategy is renewed along with the NBSA. The Interim Report will report against the ten sustainability strategy goals, performance indicators and action items.

Sustainability Projects Pillar

The CRSB has a role in communicating the great work being done across Canada by both members and non-members on sustainability initiatives. The Project pillar is focused on communicating projects that demonstrate, pilot, or promote practices that contribute to advancing the CRSB's Sustainability Strategy goals.

The *Sustainability Projects Inventory* was launched on the CRSB website in May 2019. Projects highlighted in the inventory are searchable by province, goal or target audience. In order to ensure the Projects Inventory is robust and up to date, the second annual survey was conducted in 2019, and will be open between April 1 and May 31 each year.

Three letters of support for new projects have been provided since October 2018 that address the research priorities of the Sustainability Strategy.

Lastly, CRSB collaborated with Olds College students who conducted a survey on how producers define sustainability, where producers seek information on sustainability, and what practices producers implement on their operations that they consider sustainable.



KEY HIGHLIGHTS

Established a
Sustainability Projects
Inventory

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

Kristine Tapley,
Ducks Unlimited Canada

AGRICULTURE AND FOOD BUSINESS

Dr. Dorothy Erickson, (Brian Warr)
Zoetis

PROCESSORS

Shannon Borden,
Cargill Animal Nutrition

Edward Godsolve,
Bank Bros. and Son Ltd. / Hubbert's
Processing and Sales, Inc.

ACADEMIC INSTITUTIONS

Kaley Segboer,
Olds College

SUBJECT MATTER

EXPERTS & OBSERVERS

Dr. Karen Beauchemin,
Agriculture and Agri-Food Canada

Dr. Getahun Gizaw,
Government of Manitoba

Kerrienne 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

*Staff support provided by **Brenna Grant,**
Canfax Research Services*



CRSB CERTIFIED IN ACTION

MISSION STATEMENT

Recognizing and advancing beef sustainability
in Canada through a world class operation-level
certification program.



Certification

Recognizing sustainable
practices in beef
production and processing
through on-site certification



Sourcing

Supporting
sustainable sourcing
commitments by retail
and foodservice



Assurance

Providing credible,
science-based
assurances for
consumers



1st
Outcome-based
Certified Sustainable
Beef Framework in the
World



Since 2018,
4.9 million pounds
of beef sold with a
CRSB claim



2 Foodservice
companies utilizing
the Certification
Framework

HARVEY'S 



+1000 Certified
Producers



2 Certified
Processors



3 Certified
Chain of Custody
Operations



- Combined (45.75%)
- Cow/Calf (45.24%)
- Backgrounding Only (1.35%)
- Feedlots (7.66%)



16% Increase in the number of Certified
Farm & Ranch Operations since January 1, 2019.



TESTIMONIALS

“On a grass routes level being involved in CSRB and encouraging producers to get verified for the program has resulted in building alliances with outstanding producers who are doing things the right way. The monetary value of being verified is rewarding but at the end of the day it is more about driving this industry to the next level.”

Les Wall

Owner / Manager, KCL Cattle Co. Ltd., Coaldale AB.,
CRSB Council member

“Together with the Canadian Roundtable for Sustainable Beef members, producers and customers, we’ve been on a journey to bring to life the Certified Sustainable Beef Framework through our efforts to create a certified sustainable Canadian beef supply chain. The framework has helped us tell the story of beef – connecting consumers with the people who are delivering their food sustainably – in a trusted and consistent way. This growing trust has been invaluable to our customers who are experiencing the consumer desire for greater transparency firsthand. We’re recognizing the leadership of Canadian farmers and ranchers and helping consumers understand why beef will continue to be important for future generations.”



Heather Tansey

Director of Sustainability,
Cargill Animal Nutrition and Protein

“VBP+ is proud to be a certification body for the CRSB. We are a producer-led and producer-driven organization committed to education and certification across Canada. The continued success of the CRSB and its initiatives is positive. The growth in interest in sustainability is very exciting and enables us to fulfill our goal of helping provide value to the beef industry. Producers have received the market-driven message around beef from certified sustainable operations and we have seen a significant increase in audit requests in response.”



Shannon Argent

Business Manager for Verified Beef
Production Plus program

“We are pleased to be one of the first Certified Sustainable Beef Processors in Canada. We believe our certification will prepare the way for the cow/calf and beef producers in our region to feel confident in their decision to have their operation certified sustainable. Together, we will work towards making our industry in Atlantic Canada even more sustainable than it already is!”



Russ Mallard

President, Atlantic Beef Products Inc.

“Harvey’s proudly sources 100% Canadian beef for all our burgers. Supporting sustainable beef production builds on our existing commitment to Canadian farmers and ranchers who work hard every day to ensure a sustainably-raised, high quality, safe product that Canadians have come to trust and love.”



David Colebrook,

Chief Operating Officer of Harvey's.





PROJECT HIGHLIGHTS

MAINTAINING AND ENHANCING WILDLIFE HABITAT

Through funding from the Species at Risk Partnerships on Agricultural Lands (SARPAL) Program, the CRSB has continued to partner with Alberta Beef Producers, Canadian Cattlemen's Association, MULTISAR and Cows and Fish to increase, maintain and improve habitat for species at risk (SAR) within the Grassland Natural Region of Alberta. The project focuses on knowledge sharing, the completion of habitat assessments, development of voluntary Habitat Conservation Strategies (HCS), and subsequent implementation and monitoring of beneficial management practices.

Since 2016, baseline environmental inventories have been completed with a total of 17 ranches and grazing associations covering approximately 189,000 acres. The project has collaborated with ranchers to implement 24 habitat enhancements as part of their Habitat Conservation Strategies.

In 2019, wildlife, range and riparian surveys are being completed on eight ranches, covering approximately 53,000 acres. These ranches manage a wide diversity of wildlife habitat that support species like ferruginous hawks, chestnut-collared longspurs, western tiger salamanders and northern leopard frogs.

Several new habitat enhancements were completed as part of Habitat Conservation Strategies (HCS) created in 2018 and 2019, including:

- portable watering systems to be used in conjunction with new permanent and temporary fencing materials
- spring developments to protect springs and provide clean water for cattle to drink that then flows back into riparian areas.

Additional enhancements being explored for 2019 include:

- relocating corrals out of creek that feeds into cutthroat trout habitat;
- adding wildlife friendly fencing to improve cattle distribution and reduce cattle impacts on wetland that supports northern leopard frogs;
- fencing and alternative watering sites to reduce impacts of cattle on riparian areas and in fish bearing streams.

This project currently wraps up March 31, 2020.

Photo courtesy of Mike Verhage







CRSB PROJECTS

Here are just a few examples of the wildlife species that Habitat Enhancements supported through this project help protect on lands managed by beef producers.

left: Northern Leopard Frog

top right: Sharp-Tailed Grouse

middle left: cattle on grass in sunrise

middle right: blue-winged teal ducklings

bottom: mule deer

Photos courtesy of Mike Verhage and the Alberta Conservation Association

CONSUMER PERCEPTIONS OF BEEF SUSTAINABILITY

Following on the CRSB's initial consumer survey conducted in 2018 that helped inform the selection and completion of Certification Mark and sustainability claims for the Certified Sustainable Beef Framework, CRSB conducted an online survey this year to more broadly understand consumer perceptions of beef sustainability initiatives. This survey was also designed as a benchmarking exercise, allowing CRSB to both compare findings with the 2018 results and set new key metrics for future consumer research.

The purpose of the research was to:

1. Evaluate consumer attitudes towards sustainability and related assurance programs, and how they have changed over the past year
2. Evaluate current sustainability trends, compared with 2018 results
3. Evaluate the awareness and effectiveness of sustainability claims and CRSB Marks in the marketplace

CRSB worked with Hill+Knowlton Strategies to design and conduct the research, engaging a representative sample of 1,000 Canadians between July 4 and 10, 2019.

OUTCOMES:

Two-thirds of Canadians agreed that they believe Canadian beef farmers and ranchers produce beef in a responsible and sustainable way, and the research showed that most of the remaining respondents were increasingly optimistic about the possibility of being sustainable. Half of Canadians overall indicated they were willing to pay more for beef certified to sustainability standards.

This research will be used to inform CRSB's communications and marketing initiatives, to support members and stakeholders utilizing the CRSB Marks and Claims, as well as engagement with producers about consumer demand for beef products with sustainability certification.



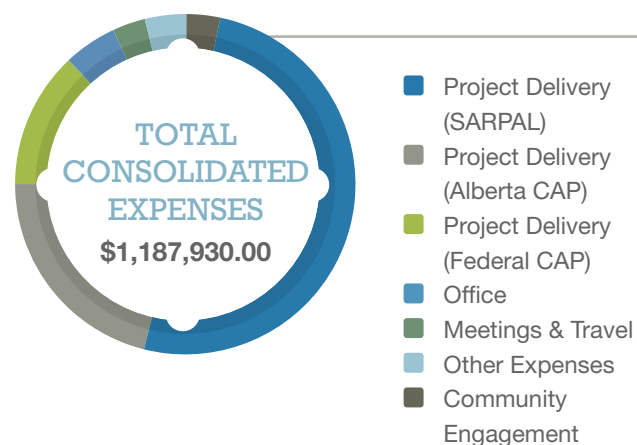
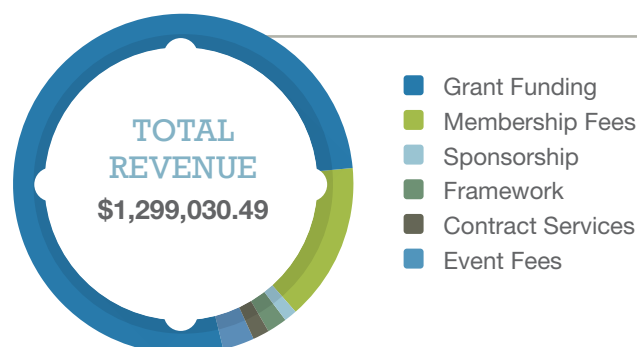


Left to right: Anne Wasko - CRSB Chair; Tim Hardman - Beef Director World Wildlife Fund US; Bob Lowe - Vice President, Canadian Cattlemen's Association and founding Council member of the CRSB; Canadian Cattlemen's Association; David Haywood-Farmer - President, Canadian Cattlemen's Association. Anne and Tim accepted the Beef Industry Innovation and Sustainability Award on behalf of the founding Council and membership.

FINANCIALS

REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF ANNUAL (UNAUDITED) REPORT FINANCIALS – YEAR ENDING JUNE 30, 2019



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, financial statement, and auditors report may be obtained through written request to the CRSB or the CCA.

Respectfully submitted,

Nancy Ring, Accounting
Canadian Cattlemen's Association

Revenue

Certified Sustainable Beef Framework	25,000.00
Contract Services	20,000.00
Event Fees	37,781.16
Grant Funding (AAF & SARPAL & AAFC)	1,008,683.70
Membership Fees	193,035.77
Sponsorship	14,529.86

Total Revenue **\$1,299,030.49**

Expenses

Certification Framework	0.00
Community Engagement	36,456.22
Project Delivery (SARPAL)	605,397.40
Project Delivery (Alberta CAP)	250,000.00
Project Delivery (Federal CAP)	153,286.30
Office	60,298.11
Meetings & Travel	37,756.38
Other expense	44,735.59

Total Consolidated Expense **1,187,930.00**

Net Assets

Beginning of year, July 2018	313,381.80
Excess (deficiency) of revenue (June 2019)	111,100.49
Net Assets, June 2019	424,482.29

Deferrals (into 2018-2019)

Unreserved Deferred Revenue	92,518.44
Sustainability Assessment Reserve	(100,000.00)
Net Deferred Revenue (Deficit)	(7,481.56)
Net Surplus	417,000.73

THANK YOU

TO THE CANADIAN AGRICULTURAL
PARTNERSHIP FOR THEIR
FUNDING SUPPORT.

 PARTENARIAT
CANADIEN pour
l'AGRICULTURE

CANADIAN
AGRICULTURAL
PARTNERSHIP





CRSB
Canadian Roundtable
for Sustainable Beef

CONTACT US

180-6815 8th Street NE
Calgary, AB
T2E 7H7

Phone: 403-275-8558

Twitter: @CRSB_beef

Facebook:  | YouTube: 

Website: <http://www.crsb.ca>

info@crsb.ca