



# ANNUAL REPORT 2017



# MISSION

**TO FACILITATE THE FRAMEWORK 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.**

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## LETTER FROM THE CHAIR

As a rancher, I had growing concerns over the last number of years with the expanding disconnect between the consumer and the farmer/rancher. The consumer wants to know about my farming/ranching practices, and I want the consumer to know them. Yet somehow, we had failed to connect. My concern about the growing divide between those that eat food and those that grow food was my initial driver in becoming engaged with the Canadian Roundtable for Sustainable Beef. And while we have more work to do, we always will, I am extremely proud of how the CRSB has built a platform for engagement where we are able to help make connections, build understanding, and find areas of commonality not only between the consumer and the farmer/rancher, but through all those with a vested interest in Canadian beef production.

As I reflect on the year, I would like to sincerely thank the CRSB staff, committee chairs, committee members and fellow council members for the hard work and dedication over the last year. We have achieved many milestones such as furthering engagement with the academic community through establishing a Scientific Advisory Committee, building the understanding of the 5 pillars of sustainable beef, adding 16 new members/observers to the CRSB membership and of course, the completion of the Certified Sustainable Beef Framework.

The completion of the Certified Sustainable Beef Framework took an immense investment on all of your parts to achieve. Thank-you for sharing your expertise, your time, your thoughtfulness, and your dedication. I want to say well done - but our job is not done. The CRSB is

committed to continual improvement and we will continue to fine tune our Framework as it is implemented. We look forward to continuing membership engagement to ensure the Framework is achieving the mission of driving the advancement and recognition of beef sustainability in Canada.

My drive for participating in the CRSB has since expanded from its origins of creating a platform to connect with the consumer. Today, I am most excited for what will emerge from the future collaborations between the 109 members and observers sitting at the CRSB together. We have built a large community of stakeholders that is honest with one another, willing to share and more connected than ever before. The opportunity for the Canadian beef industry to lead globally in sustainable food production has been taken to the next level, and this has me extremely excited to be a Canadian rancher.

Thank-you for the opportunity to serve as your chair, I am sincerely looking forward to my last year as Chair of the CRSB in 2018.

Sincerely,



Cherie Copithorne-Barnes,  
CL Ranches



## LETTER FROM THE EXECUTIVE DIRECTOR

Building a more sustainable food and agriculture system can only be achieved through the combined efforts of many. Through the collective of animal care organizations, environmental organizations, farmers and ranchers, processors, researchers, governments and other industry partners, we have created a space for effective collaboration that advances sustainable beef production and enables us all to communicate more effectively about it. This year we added 16 new members to our membership base, pushing our current membership to 109.

At the beginning of this year we set our goals for the year with the big target being launching the Certified Sustainable Beef Framework in Q4 of 2017. The value of the CRSB community of stakeholders cannot be overstated, especially when undertaking a formidable project such as building the first sustainability certification program for beef in the world.

I am pleased to say that together we were able to achieve this! We have developed a Certification Framework that will communicate efficiently and effectively with consumers while at the same time being meaningful, relevant, and scientifically robust for Canada's farmers, ranchers, and processing facilities. I would like to congratulate all of the committees and our dedicated staff on achieving this impressive undertaking.

Going forward, we will continually improve the Framework and have begun to implement the systems to ensure this. We greatly appreciate your continued commitment to giving the feedback and support we will need for the successful implementation and uptake.

The CRSB also had many other exciting achievements this year: supporting the development of Corporate Social Responsibility Reporting for our members, aiding farmers and ranchers in wildlife habitat conservation and management, establishing a Scientific Advisory Council, and continuing to communicate the results of the National Beef Sustainability Assessment.

As we move forward into the 2018-2019 year, I am excited to continue making headway on these projects, while also bringing the CRSB's third pillar of work, 'projects to advance sustainability' to full fruition. The benefit of the partnerships, knowledge and cohesion of the community engaged in the beef sustainability conversation has only scratched the surface and I am extremely excited to launch into this area of work.

Thank-you for your continued participation and dedication to the sustainable beef conversation in Canada. We all know that most effective way to build a more sustainable food system is together, and together, we are playing a leading role on the global stage.

Kind Regards,



Fawn Jackson



# COUNCIL

## CHAIR



Cherie  
Copithorne-Barnes

## SUPPLY CHAIN STAKEHOLDER

### PRODUCER ORGANIZATIONS



Bob Lowe,  
Canadian Cattlemen's  
Association



Bryan Walton,  
National Cattle  
Feeders' Association



Greg Bowie,  
Alberta Beef  
Producers

### PROCESSORS



Cameron Bruett,  
JBS



Ryan Clisdell,  
Cargill

## SUPPLY CHAIN STAKEHOLDER

### RETAIL AND FOOD SERVICE



Chris Tindall,  
Costco



Jeff Fitzpatrick-Stilwell,  
McDonald's Canada



Tim Hardman,  
World Wildlife Fund

## ASSOCIATE MEMBER

### NGO



Ian Barnett,  
Nature Conservancy  
of Canada



Trevor Maclean,  
Scotiabank

### FOOD AND AGRICULTURE BUSINESS

## MEMBER AT LARGE



Page Stuart,  
Alberta Cattle  
Feeders' Association

## EX-OFFICIO



Grant Zalinko,  
Government of  
Saskatchewan



Julie Dawson,  
Agriculture and  
Agri-Food Canada



Sean Royer,  
Government  
of Alberta



# MEMBERSHIP

109 members and observers (as of July 1st, 2017)\*

## ACADEMIA



## FOOD & AGRICULTURE BUSINESS



## NON-GOVERNMENTAL ORGANIZATIONS



## PROCESSORS



## PRODUCER ORGANIZATIONS



## RETAIL AND FOOD SERVICE



## 2017 KEY HIGHLIGHT

16 new members in 2017

\*not all logos are available

# FIVE PRINCIPLES OF SUSTAINABLE BEEF



Natural  
Resources



Animal Health  
& Welfare



People & the  
Community



Food



Efficiency &  
Innovation



# COMMITTEE REPORTS

## SCIENTIFIC ADVISORY COMMITTEE

This year, the CRSB established a Scientific Advisory Committee to provide scientific analysis, advice, and supporting information regarding beef sustainability. Responsibilities of the committee include: overseeing CRSB's research priorities, supporting any technical reports CRSB publishes and providing reference material for the council upon request. The committee consists of 16 scientific researchers and beef industry stakeholders. This year the committee focused on presenting the results of the 2016 National Beef Sustainability Assessment (NBSA), and setting the research priorities to be completed before the next NBSA.

"The establishment of the Scientific Advisory Committee further adds to the value of the CRSB. Any work that we do or are going to do at the CRSB needs to be informed by the most up to date information. Having the participation of experts in the fields such as animal care, animal health, environment and on so on ensures that we are able to do just that."



Shannon Argent, Olds College  
Chair, CRSB Scientific Advisory  
Committee



### 2017 KEY HIGHLIGHT

Established a Scientific Advisory Committee

## SCIENTIFIC ADVISORY COMMITTEE MEMBERS

**Shannon Argent** (Chair),  
Olds College

**Dr. Christian Artuso,**  
Bird Studies Canada

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

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

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

**Dr. Melodie Chan,**  
Zoetis

**Brad Downey,**  
Alberta Conservation Association

**Graeme Finn,**  
Foothills Forage and Grazing Association

**Melissa Freeman,**  
West Central Forage Association

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

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

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

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

**Kevin Teneycke,**  
Nature Conservancy of Canada

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

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

**Grant Zalinko,**  
Saskatchewan Ministry of Agriculture

# ADVANCING GOALS & THE NEXT NATIONAL BEEF SUSTAINABILITY ASSESSMENT

The CRSB completed the National Beef Sustainability Assessment (NBSA) in 2016. This year, the CRSB Scientific Advisory Council made the recommendation to complete the next full NBSA in 2021-2023, with an interim update of key performance indicators in 2019 as data becomes available. In the interim, the CRSB will be working to ensure research gaps are filled as well as working to advance the 10 goals identified in NBSA Strategy.

## NATIONAL BEEF SUSTAINABILITY STRATEGY GOALS

### OVERARCHING

**Goal #1** Build a stronger and more united Canadian beef sustainability community

### ENVIRONMENTAL

**Goal #2** Reduce the greenhouse gas footprint of Canadian Beef per unit of product produced (CO<sub>2</sub> eq./kg)

**Goal #3** Increase the delivery of ecosystem services on lands managed by beef producers

**Goal #4** Enhance riparian health and reduce the blue water footprint of beef production

**Goal #5** Reduce post-harvest meat waste

### SOCIAL

**Goal #6** Promote farm safety and responsible working conditions

**Goal #7** Promote excellence in animal care

**Goal #8** Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

### ECONOMIC

**Goal #9** Increase the financial viability of beef production in Canada

**Goal #10** Increase demand for Canadian beef through consumer awareness of sustainable beef production



### 2017 KEY HIGHLIGHT

Established the research priorities to be completed before the next National Beef Sustainability Assessment



# INDICATOR COMMITTEE

The Indicator Committee has been drafting the Sustainable Beef Production Standard for the past two years. The Standard is outcome-based and contains the indicators, goal(s) and requirements for the assessment, audit and certification of beef producers in the context of sustainability. It is organized around the five principles of sustainable beef: 1. Natural Resources; 2. People and the Community; 3. Animal Health and Welfare; 4. Food; and 5. Efficiency and Innovation.

During the development of a standard, it is important to engage a broad range of stakeholders, in order to ensure multiple perspectives are captured and incorporated. Therefore, the committee employed various engagement methods to obtain feedback on the Standard and raise awareness of the work. These methods included two rounds of public consultation (February 9 – April 10, 2016, and June 29 – August 29, 2017), sending formal responses to all comments received in the consultations, translation of materials to French, media interviews, presentations to interested groups, three rounds of membership review, subject matter expert review, and field-testing, among others.

The Sustainable Beef Processing Standard followed the same development and drafting process described above. Many of the learnings from the Sustainable Beef Production Standard informed the development and drafting of the Processor Standard. The Sustainable Beef Processing Standard is outcome-based and contains the indicators, goal(s) and requirements for the assessment, audit and certification of beef processing in the context of sustainability. Similar engagement methods were employed, including two rounds of public consultation (June 29 – August 29, 2017, and October 5 – November 4, 2017), translation of materials to French, media interviews, as well as membership and subject matter expert reviews.

The committee would like to recognize and thank everyone who took time to participate in this process, which sets the path to defining and measuring the sustainability of beef production and beef processing. Both Standards will be reviewed beginning in 2021.



## 2017 KEY HIGHLIGHT

Completed 3 public consultations  
on sustainability indicators



## INDICATOR COMMITTEE MEMBERS

### BEEF PRODUCTION INDICATORS

**Tim Hardman**, World Wildlife Fund & **Page Stuart**,  
Alberta Cattle Feeders Association (Co-Chairs)

**John Arnold**,  
Royal Bank of Canada

**Philip Astles**,  
Agriculture and Agri-Food Canada

**Darren Bevans**,  
Beef Cattle Research Council

**Greg Bowie**,  
Alberta Beef Producers

**Ryan Clisdell**,  
Cargill High River

**Jeff Fitzpatrick-Stilwell**,  
McDonald's

**Jodi Flaig**,  
Alberta Milk

**Terry Grajczyk**,  
Verified Beef Production

**Karen Haugen-Kozyra**,  
Viresco Solutions

**Jennifer Lambert**,  
Loblaws

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

**Craig Paskal**,  
Alberta Cattle Feeders' Association

**Perry Rasmuson**,  
Canadian Cattlemen's Association

**Klaas Vanderveen**,  
Dairy Farmers of Canada

**Kevin Teneycke**,  
Nature Conservancy of Canada

**Darren Vanstone**,  
World Animal Protection

### BEEF PROCESSOR INDICATORS

**Tim Hardman**, World Wildlife Fund & **Page Stuart**,  
Alberta Cattle Feeders Association (Co-Chairs)

**Robert Ahimbisibwe**,  
Cargill

**John Arnold**,  
Royal Bank of Canada

**Gurneesh Bhandal**,  
Cargill

**Greg Bowie**,  
Alberta Beef Producers

**Ryan Clisdell**,  
Cargill High River

**Jeff Fitzpatrick-Stilwell**,  
McDonald's

**Stirling Fox**,  
JBS

**Terry Grajczyk**,  
Verified Beef Production

**Jennifer Lambert**,  
Loblaws

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

**Darren Vanstone**,  
World Animal Protection

**Alan Schlachter**,  
Canadian Meat Council



# VERIFICATION COMMITTEE

The Verification Committee worked intensely to develop their assigned pieces of the Certified Sustainable Beef Framework. This committee includes a diverse group of committee members and subject matter experts who together have accomplished an incredible amount of work in a short time. The committee meetings provided a dynamic space to exchange ideas and appreciate multiple perspectives. The committee had four main tasks:

- 1. Develop a scoring system**
- 2. Develop assurance protocols**
- 3. Develop chain of custody requirements**
- 4. Develop a process for benchmarking and assessing equivalency with other programs and tools**

The committee met in-person three times this year (March, September and October), each time for a two-day meeting, and held numerous webinars. At this time, the committee is proud to report that it has fulfilled its mandate and successfully completed these four main tasks.

The Scoring Systems for both the Sustainable Beef Production Standard and Sustainable Beef Processing Standard are tiered approaches, constructed as such to define sustainable beef production and processing and encourage continuous improvement. The Entry Threshold in each respective Standard reflects practices or outcomes that require improvement for a beef producer or primary processor to become certified. The Achievement level contains the requirements to obtain certification, while the Innovation and Excellence levels are outcomes that indicate continuous improvement.

The Assurance Protocols were the subject of extensive discussions at committee meetings. These discussions always walked a delicate balance between developing a scheme that is robust for consumers yet realistic for

implementation. The audit cycle, auditor requirements, conflict of interest policy, requirements for certification bodies and oversight activities of certification bodies were all important discussion topics within this task that have been fleshed out for the December launch.

The Chain of Custody Requirements document is a critical piece of the Framework. This document contains the technical and administrative requirements for tracking beef sourced from CRSB certified operations.

Finally, the Equivalency Benchmarking and Assessment Process will be the foundation for identifying synergies and gaps with existing programs and tools, and these will help support discussions regarding collaboration with these programs and tools. The committee has developed a manual and scorecard to support the equivalency and benchmarking assessment process.

Although there will inevitably be many learnings over the coming years, the scheme and its components that have been developed by this committee will support continuous improvement and sustainability in the Canadian beef industry.



## 2017 KEY HIGHLIGHT

Completed the creation of the Certified Sustainable Beef Framework



## VERIFICATION COMMITTEE MEMBERS

### VERIFICATION COMMITTEE

**Emily Murray** (Chair),  
Cargill

**Norine Ambrose,**  
Cows and Fish

**Andrea Brocklebank,**  
Beef Cattle Research Council

**Jim Clark,**  
Ontario Corn Fed Beef – Cattle Feeders  
Association

**Dan Ferguson,**  
Beef Farmers of Ontario

**Jeff Fitzpatrick-Stilwell,**  
McDonald's

**Cecilie Fleming,**  
Alberta Beef Producers

**Stirling Fox,**  
JBS

**Betty Green,**  
Manitoba Beef Producers

**Tim Hardman,**  
World Wildlife Fund

**Les Johnston,**  
Saskatchewan Cattlemen's Association

**Kerriane Koehler-Munro,**  
Alberta Agriculture & Forestry

**Carmen Koning,**  
Canadian Angus Association

**Dennis Laycraft,**  
Canadian Cattlemen's Association

**Trevor MacLean,**  
ScotiaBank

**John Schooten,**  
National Cattle Feeders Associations

**Guy Seguin,**  
Dairy Farmers of Canada

**Klaass Vanderveen,**  
Dairy Farmers of Canada

**Andrew Telfer,**  
Walmart

**Rob Wilson,**  
Nature Conservancy of Canada

### SUBJECT MATTER EXPERTS

**Anne Brunet-Burgess,**  
Canadian Cattle Identification Agency

**Terry Grajczyk,**  
Verified Beef Production Plus

**Karen Haugen-Kozyra,**  
Viresco Solutions

**Jennifer Lambert,**  
Loblaws

**Greg Peters,**  
IdentiGEN Ltd.

**Leann Saunders,**  
Where Food Comes From

**Cheryl Schroeder,**  
Dairy Farmers of Manitoba

**Dr. Joyce van Donkersgoed,**  
Alberta Cattle Feeders Association

**Jackie Werpuk,**  
National Farm Animal Care Council

**Deborah Wilson,**  
Beef Info XChange System (BIXS)

# CRSB COMMUNICATIONS AND MARKETING COMMITTEE

The primary role of the Communications and Marketing Committee is 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.

The role of the original Communications Committee of the CRSB expanded this year to incorporate a marketing component to support the develop and launch of the Certified Sustainable Beef Framework. The newly named Communications and Marketing Committee has been charged with providing direction for communications activities and marketing strategies for adoption by the CRSB that align with the CRSB's mission, vision, principles, and mandate. This year's focus included guiding the implementation of the CRSB's communication plan, maintaining/building a diverse CRSB membership base as well as supporting the development of the Certified Sustainable Beef Framework.

The committee has developed Claims Guidelines that support the *Certified Sustainable Beef Framework*, and is developing a Framework brand identity and logo that will accompany these claims.

The committee is guiding the launch of the Certified Sustainable Beef Framework at the 2017 CRSB Annual General Meeting.



## 2017 KEY HIGHLIGHT

CRSB averaged 8300 twitter impressions per month

## SUMMARY OF KEY OUTREACH EVENTS AND HIGHLIGHTS

### PRESENTATIONS

- Transboundary Grassland Partnership  
**January 2017**
- Canadian Cattlemen's Association Town Hall  
**February 2017**
- Canada's Agriculture Day  
**February 2017**
- Global Alliance for the Future of Food  
**May 2017**
- Agri-Benchmark Beef and Sheep Conference  
**June 2017**
- ISEAL Global Sustainability Standards Conference  
**June 2017**
- Canadian Angus Association National Conference  
**June 2017**
- Southern Alberta Grazing School for Women  
**July 2017**
- Alberta Agriculture and Forestry Information Session  
**September 2017**
- Global Roundtable for Sustainable Beef annual meeting and Communicators Summit  
**September 2017**
- Nature Talks, Nature Conservancy of Canada  
**October 2017**
- Dairy Sustainability Summit  
**November 2017**

### PUBLIC CONSULTATIONS

- Draft 2: Sustainability Indicators for Beef Production  
March 2017
- Draft 1: Sustainability Indicators for Beef Processing  
June-August 2017
- Draft 2: Sustainability Indicators for Beef Processing  
October 2017

### CRSB SEMI ANNUAL MEETING, GUELPH ON, APRIL 12-13, 2017

- Over 85 attendees representing stakeholders across the beef value chain

### AGRICULTURE DAY IN CANADA – FEBRUARY 16, 2017

- Booth at Alberta Beef Industry Conference
- Launched CRSB "About Us" video and CRSB Facebook page
- Participated in "A Seat at our Table" event in Olds AB., a harvest dinner connecting agriculture industry with consumers.

### CANADIAN BEEF INDUSTRY CONFERENCE, CALGARY AB, AUGUST 15-17, 2017

- CRSB Council meeting
- Exhibitor booth



## COMMUNICATIONS REACH



↑ over **1500 followers** since Nov 2016  
Average of **8300 impressions** per month  
Average of **520 profile visits** per month



Launched Facebook page **February 2017**  
**218 followers**; majority in 25-44 age demographic



Average number of site visits per month: **650**  
Average # of users per month: **465**  
Unique page views per month: **1295**

Public consultations on the indicators over this past year drove a significant increase in traffic to the CRSB website, evidenced by increase in page views and unique users

## COMMUNICATIONS & MARKETING COMMITTEE MEMBERS

**Kim McConnell** (Chair),  
AdFarm

**Jean-Guillaume Bertola**,  
McDonald's

**Gurneesh Bhandal**,  
Cargill

**Paolo DiManno**,  
CARA Operations

**Alexandra Eakins**,  
Sobeys

**Jeff Fitzpatrick-Stilwell**,  
McDonald's

**Julian Garcia**,  
Zoetis

**Bryant Johnson**,  
Elanco

**Duane Ellard**,  
Canada Beef Inc.

**Virgil Lowe**,  
Verified Beef Production Plus

**Rachel McLean**,  
Foothills Forage & Grazing Association

**Rob Meijer**,  
JBS

**David Moss**,  
AgriClear

**Greg Nolan**,  
Artisan Farms Ltd.

**Joyce Parslow**,  
Canada Beef Inc.

**Curtis Hullick**,  
Manitoba Habitat Heritage Corporation

**Kristine Tapley** (Karli Reimer acting),  
Ducks Unlimited Canada

**Deborah Wilson**,  
Beef Info XChange System (BIXS)

**Catherine Thomas**,  
Loblaw Companies

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

## **SPECIAL THANKS**

**TO ENVIRONMENT AND CLIMATE  
CHANGE CANADA FOR FUNDING**

# PROJECTS TO ADVANCE SUSTAINABILITY

## MAINTAINING AND ENHANCING WILDLIFE HABITAT

### OVERVIEW

Through funding from the Species at Risk Partnerships on Agricultural Lands (SARPAL) Program, CRSB is partnering with members 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, which falls under CRSB's Project pillar of work, 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.

### PROJECT PROGRESS

For the summers of 2016 and 2017, baseline environmental inventories were completed on a total of ten ranches that covered approximately 68,000 acres. HCS' on four of the properties have been completed, and six others are currently in the development process. An HCS includes an assessment of the natural resources such as plant communities, range health, wildlife biodiversity, and riparian health on the property. In addition to the baseline assessment, the HCS provides recommendations for maintaining or enhancing these resources.

Due to success of the program in 2016-2017, seven new ranches have expressed interest in participation. This would enable the project to cover an additional 28,500 acres in 2018.

The project has collaborated with ranchers to implement 15 habitat enhancements as part of their HCS. Enhancements include things such as:

- Upland watering sites and pasture pipelines to reduce cattle pressure on riparian areas that support Northern Leopard Frogs and Loggerhead Shrikes.
- Portable watering units used at wetlands and dugouts to reduce cattle pressure and improve habitat for amphibians.
- Wildlife-friendly fence lines to protect springs and wetlands on two properties.

Enhancements planned for the 2017-2018 program year include: several spring developments to reduce pressure on those springs and associated riparian areas, hawk pole installation for Ferruginous Hawks, that also assist in the control of Richardson's Ground Squirrels, completion of pasture pipeline to aid in cattle distribution, and wire wrapping trees to protect them from beaver damage.



### 2017 KEY HIGHLIGHT

Completed baseline environmental inventories on 68,000 acres





**“ONE OF THE BEST PARTS OF THE CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF IS THAT IT BRINGS STAKEHOLDERS TOGETHER TO WORK ON MOVING THE SUSTAINABILITY OF THE INDUSTRY FORWARD. THIS PROJECT IS A GREAT EXAMPLE OF THE COLLABORATION BETWEEN THE RANCHING AND CONSERVATION COMMUNITY AND WHAT CAN BE ACCOMPLISHED WHEN WE WORK TOGETHER.”**



---

Brad Downey, Biologist  
Alberta Conservation Association

# FINANCIALS

## REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

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

Respectfully submitted,

Nancy Ring, Accounting,  
Canadian Cattlemen's  
Association

### CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF | ANNUAL REPORT FINANCIALS - YEAR ENDING JUNE 30TH, 2017

#### Revenue

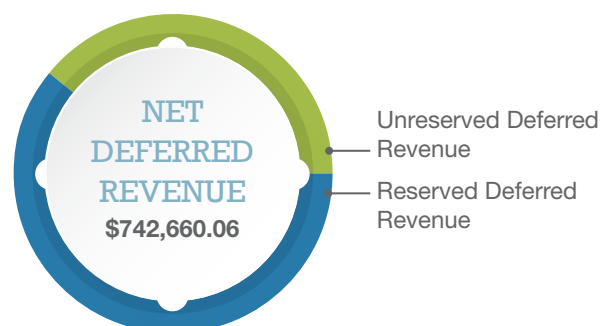
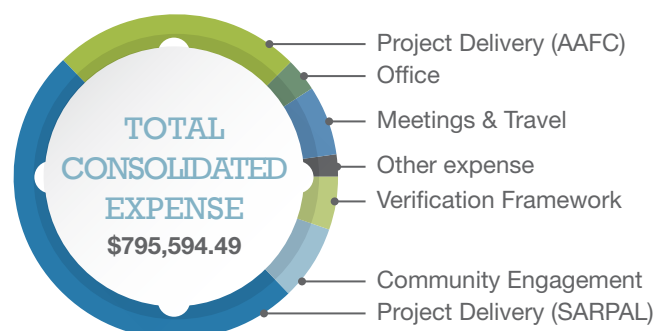
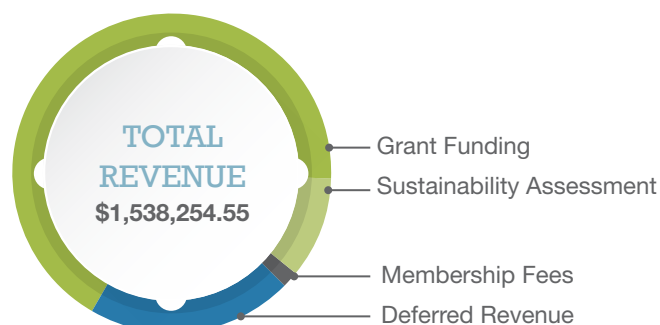
Deferred Revenue (from 2015-2016)	320,531.38
Grant Funding	1,034,116.00
Membership Fees	158,607.17
Sustainability Assessment	25,000.00
<b>Total Revenue</b>	<b>\$1,538,254.55</b>

#### Expense

Verification Framework	42,876.23
Community Engagement	59,735.86
Project Delivery (SARPAL)	397,916.40
Project Delivery (AAFC)	197,633.14
Office	26,416.49
Meetings & Travel	54,049.59
Other expense	16,966.78
<b>Total Consolidated Expense</b>	<b>795,594.49</b>

#### Deferrals (into 2017-2018)

Reserved Deferred Revenue	453,517.05
Unreserved Deferred Revenue	289,143.01
<b>Net Deferred Revenue (Deficit)</b>	<b>742,660.06</b>





Alberta Agriculture and Forestry



Agriculture and  
Agri-Food Canada

# MANY THANKS

TO ALBERTA AGRICULTURE AND FORESTRY  
AND AGRICULTURE AND AGRI-FOOD CANADA  
FOR THEIR FUNDING SUPPORT



**CRSB**

Canadian Roundtable  
for Sustainable Beef

**CONTACT US**

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

Phone: 403-275-8558 | Twitter: @CRSB\_beef

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

[info@crsb.ca](mailto:info@crsb.ca)

