



CRSB

Canadian Roundtable
for Sustainable Beef

ANNUAL REPORT 2018



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.

VISION

THAT THE CANADIAN BEEF INDUSTRY IS RECOGNIZED GLOBALLY TO BE ECONOMICALLY VIABLE, ENVIRONMENTALLY SOUND AND SOCIALLY RESPONSIBLE.



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LETTER FROM THE CHAIR

It has been an incredible journey for me to Chair the Canadian Roundtable for Sustainable Beef (CRSB) over the past four years and experience first-hand how so many organizations and individuals have worked together to accomplish defining and designing what sustainable beef can look like in Canada in such a short time. These efforts have truly solidified Canada's leadership role in the beef sustainability conversation globally.

In March, I participated in the Board of Directors meeting for the Global Roundtable for Sustainable Beef (GRSB) in Chicago, where we reviewed the comments on the GRSB's draft Antimicrobial Stewardship Statement. Thank you to our members and observers for submitting thoughtful and constructive comments and feedback—they provided for excellent discussions and helped inform the final statement, which was approved by the GRSB membership earlier this year.

This year, I also represented the CRSB on the Canadian Beef Advisors, which consists of representatives from the following organizations, in addition to the CRSB: Canadian Cattlemen's Association (CCA), Canadian Beef Breeds Council (CBBC), National Cattle Feeders' Association (NCFA), Canada Beef (CB), Beef Cattle Research Council (BCRC), and the Canadian Meat Council (CMC). The advisors are responsible for overseeing the strategic vision of the beef cattle industry in Canada and fulfilling the vision and mission of the National Beef Strategy. The advisors focus on reporting progress against the strategy, which was an excellent opportunity to place the contribution of the CRSB in the context of the broader national strategy.

I would like to take this opportunity to thank the CRSB staff, committee chairs, committee members and fellow Council members for their time and dedication this year. Together, along with our general membership, we accomplished many milestones, including the establishment of the *Certified Sustainable Beef Framework* Committee, completion of critical consumer research, addition of eight new members/observers, and completion of the Certification Mark, Framework Mark, and Communications, Claims and Labelling Guide.

I am proud of the work that we have accomplished together to-date and know there will be opportunities for further discussion, continual improvement and learning to come.

It has been an honour and a privilege to serve as your chair for the past four years.

Respectfully submitted,



Cherie Copithorne-Barnes,
CL Ranches Ltd.
CRSB Council Chair



LETTER FROM THE EXECUTIVE DIRECTOR

At the end of last year, we celebrated the completion of the Sustainable Beef Production and Processing Standards and assurance protocols and this year we have all been working diligently to see this product make its way to the market place. We should all be proud to say 2018 is a mark in food and agriculture history with the first beef from CRSB Certified Operations being made available to consumers.

The development of the *Certified Sustainable Beef Framework* has been a new and interesting journey to be on. The development of a certification framework is a journey that has been trodden by the Canadian forest and fishing industries but remained relatively unknown and unused by the vast majority of Canadian food and agriculture.

While there is still much to learn we also have built a knowledge base that we are pleased and willing to share. We encourage those that choose to build a certified sustainable supply chain to look to the CRSB's process - a process that included multi-stakeholder consensus, public consultation, scientific rigour, research and a robust definition of sustainability. I also hope that existing programs that do not meet these standards are faded out and we will see a new standard of practice reached in regard to how we all communicate about and drive sustainability within the global food and agriculture system.

This year I was also pleased to see significant growth of the global sustainable beef movement. *The Global Roundtable for Sustainable Beef (GRSB)*, of which CRSB is a member, has seen new multi-stakeholder beef sustainability movements progress in New Zealand, Australia, Europe, Paraguay, Colombia, China, Mexico and Southern Africa. This is in addition to the great work already being completed by the established roundtables of Brazil and the USA.

Also, on the global scale the CRSB, through our Scientific Advisory Committee, has contributed to the work of the Livestock Environmental Assessment and Performance Partnership (LEAP). LEAP is a group hosted by the Food and Agriculture Organization (FAO) of the United Nations, that gives comprehensive guidance on how to assess the environmental performance of livestock systems. When undertaking our *National Beef Sustainability Assessment*, we utilized their guiding documents and are pleased to share our experience and lessons learned to enhance future processes.

On the home front other highlights this year included the establishment of our *Certified Sustainable Beef Framework* Committee, completing our first consumer research project, completing the *Certification Marks and Communications Claims and Labelling Guide*, adding eight new members to the CRSB, completing baseline environmental inventories on 60,000 acres, moving our sustainability projects pillar forward and developing the funding model for the *Certified Sustainable Beef Framework*.

I continue to be inspired by the innovation and progress we are making as a multi-stakeholder initiative. One cannot stress enough that rising tides certainly raise all boats - or perhaps more appropriately, green pastures fill more than the stomach of a cow.



Fawn Jackson
Executive Director



COUNCIL

CHAIR



Cherie
Copithorne-Barnes
CL Ranches

SUPPLY CHAIN STAKEHOLDER

PRODUCER ORGANIZATIONS



Bob Lowe,
Canadian Cattlemen's
Association



Ryan Beierbach,
Saskatchewan
Cattlemen's
Association



Greg Bowie,
Alberta Beef
Producers

PROCESSORS



Rob Meijer,
JBS Canada



Ryan Clisdell,
Cargill

SUPPLY CHAIN STAKEHOLDER

RETAIL AND FOOD SERVICE



Chris Tindall,
Costco



Jeff Fitzpatrick-Stilwell,
McDonald's Canada

ASSOCIATE MEMBER

NGO



Tim Hardman,
World Wildlife Fund



Kristine Tapley,
Ducks Unlimited
Canada

FOOD AND AGRICULTURE BUSINESS



Deborah Wilson,
BIX Systems

MEMBER AT LARGE



Anne Wasko,
Bar 4 Bar Land &
Cattle Inc.

EX-OFFICIO



Grant Zalinko,
Government of
Saskatchewan



Julie Dawson,
Agriculture and
Agri-Food Canada



Sean Royer,
Government
of Alberta



MEMBERSHIP

108 members and observers*

ACADEMIA



FOOD & AGRICULTURE BUSINESS



RBC Royal Bank



NON-GOVERNMENTAL ORGANIZATIONS



PRODUCER ORGANIZATIONS



PROCESSORS



RETAIL AND FOOD SERVICE



CACTUS CLUB CAFE



2018 KEY HIGHLIGHT

Increased membership base by adding
8 members and observers in 2018



*not all logos are available
individual observers are not listed

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.



COMMITTEE REPORTS

SCIENTIFIC ADVISORY COMMITTEE

**MANDATE: TO PROVIDE SCIENTIFIC ANALYSIS,
ADVICE, AND SUPPORTING INFORMATION REGARDING
BEEF SUSTAINABILITY**

The Scientific Advisory Committee was very active on the Food and Agriculture Organization (FAO) of the United Nations [Livestock Environmental Assessment and Performance \(LEAP\)](#) Partnership this year. LEAP develops comprehensive guidance and methodology for understanding the environmental performance of livestock supply chains, in order to shape evidence-based policy measures and business strategies. The committee compiled and submitted comments on each of the following LEAP reports: i) Water use, ii) Soil Carbon Stock Changes; and iii) Nutrient flows. Participation in LEAP helps to ensure the most current methods and indicators are utilized in the next [National Beef Sustainability Assessment \(NBSA\)](#).

The committee also engaged the membership at the semi-annual meeting to further define the CRSB's third pillar of work—[Sustainability Projects](#). Feedback obtained through the breakout discussions from the semi-annual emphasized the need for collaboration with existing organizations, such as the [Beef Cattle Research Council](#), and the important role the CRSB can play in communication of existing projects by members and non-members.

To build a stronger and more united beef sustainability community and increase awareness of sustainable beef production, CRSB is exploring ways to showcase projects that contribute to continuous improvement of beef production across Canada. The committee developed and administered a survey to identify projects that inform the goals identified in the [National Beef Sustainability Strategy](#). A survey was launched in June 2018 and reflects the first phase in the exploration process.



Shannon Argent, Olds College
Chair, CRSB 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,
Government 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



2018 KEY HIGHLIGHT

Completed a survey to define the
CRSB's Sustainability Projects pillar



COMMUNICATIONS AND MARKETING COMMITTEE

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

This has been a busy and very exciting year for the Communications and Marketing Committee. The focus has been on building awareness for, and finalizing the branding, communications and labelling guidelines to support the *Certified Sustainable Beef Framework* launched in December 2017. Part of this strategy was conducting a

consumer research study evaluating consumer perceptions about the CRSB's proposed Certification Marks and Claims, as well as gathering general perceptions about beef sustainability (see page 20 for an overview of the project). Key recommendations from the consumer research project guided recommendations for the CRSB Certified mark and accompanying [Communications, Claims and Labelling Guide](#), officially launched at this year's Annual General Meeting.

SUMMARY OF KEY OUTREACH EVENTS AND HIGHLIGHTS

CRSB has seen a significant increase in invitations for presentations both about CRSB and the *Certified Sustainable Beef Framework*, with interest on a global scale.

KEY HIGHLIGHTS INCLUDE:

- Various Provincial Beef Association meetings and Conventions across Canada
- Association of Bovine Practitioners Conference - Toronto
- Sustainable Foods Summit - San Francisco
- US Roundtable for Sustainable Beef General Assembly - Oklahoma City
- Global Roundtable for Sustainable Beef Meeting - Chicago
- McDonald's Worldwide Convention - Orlando
- Canadian Beef Value Chain Roundtable - Ottawa

CRSB SEMI ANNUAL MEETING, REGINA, SK. APRIL 10-11, 2018

- Over 65 attendees representing stakeholders across the beef value chain featuring keynote address on public trust by Marty Seymour, Farm Credit Canada

CANADIAN BEEF INDUSTRY CONFERENCE, LONDON ON, AUGUST 14-16, 2018

- CRSB Council meeting with keynote by Dr. Sylvain Charlebois – “The Conscious Carnivore” with over 200 attendees
- Exhibitor booth with keen interest in sustainability benchmarking and sustainability certification



2018 KEY HIGHLIGHT

Completed the CRSB's first consumer research project

Thanks to the **commitment, expertise and passion** of the committee members and CRSB staff much was accomplished that advanced the Certified Sustainable Beef Framework. From consumer research to claims and labelling guidelines to the creation of logos and trademarks that tie everything together, the Communications & Marketing Committee delivered. While logos seem like such a simple thing, in many ways they are the visual crown on top of the entire empire; an empire that includes indicators, processes, and coordinated support from the overall value chain. **The CRSB and the Canadian beef industry continue to move forward** and is being respected across the Canadian food system and around the world.

KIM MCCONNELL
Chair





MISSION

THE MISSION OF THE CERTIFIED SUSTAINABLE BEEF FRAMEWORK IS TO DRIVE THE ADVANCEMENT AND RECOGNITION OF BEEF SUSTAINABILITY IN CANADA THROUGH A WORLD CLASS OPERATION-LEVEL CERTIFICATION PROGRAM.

PURPOSE

THE PURPOSE OF THE CERTIFIED SUSTAINABLE BEEF FRAMEWORK IS MULTI-FACETED.

Consumer interest in supporting sustainable food systems is growing

The agriculture supply chain is interested in sharing scientifically robust information with an increasingly removed consumer

The agriculture supply chain is interested in sharing scientifically robust information with an increasingly removed consumer

NGO's are keenly interested in supporting sustainable agriculture systems and ensuring high standards of animal care.

PRINCIPLES

IMPLEMENTATION OF THE CERTIFIED SUSTAINABLE BEEF FRAMEWORK IS GUIDED BY THE FOLLOWING PRINCIPLES:



CREDIBLE



EFFECTIVE



ECONOMICALLY VIABLE



VALUABLE



ALIGNED



COMMUNICATIONS & MARKETING COMMITTEE MEMBERS

Kim McConnell (Chair),
AdFarm

**Jean-Guillaume Bertola and
Jeff Fitzpatrick-Stilwell**,
McDonald's

Gurneesh Bhandal,
Cargill

James Bradbury and Deborah Wilson,
BIX Systems

Leni Brem and Greg Nolan,
Artisan Farms Ltd.

Alexandra Eakins,
Sobeys

Duane Ellard and Joyce Parslow,
Canada Beef Inc.

Julian Garcia,
Zoetis

Curtis Hullick,
Manitoba Habitat Heritage Corporation

Bryant Johnson,
Elanco

Virgil Lowe,
Verified Beef Production Plus

Rachel McLean,
Foothills Forage & Grazing Association

Rob Meijer and Kourtney Tateson,
JBS Canada

David Moss,
AgriClear

Karli Reimer,
Ducks Unlimited Canada

Catherine Thomas,
Loblaw Companies Ltd.

Ally Tosello,
CARA Operations (Harvey's)

COMMUNICATIONS REACH



↑ to over **1600 followers**; average 25 new followers per month
Average of **885 impressions** per day;
23,350 per month
Average of **430 profile visits** per month
Top tweet in CRSB history: ↑ 14,000 impressions from a single tweet



Nearly **300 followers**; majority in 25-44 age demographic



CRSB Website
Average number of site visits per month: **1500**
Average # of users per month: **475**
Unique page views per month: 1200



Certified Sustainable Beef Website
Average number of site visits per month: **675**
Average # of users per month: **185**
Unique page views per month: **465**

2018 KEY HIGHLIGHT

Completed the CRSB Marks and Communications, Claims and Labelling Guide



CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE

MANDATE: TO OVERSEE THE DELIVERY OF THE CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF (CRSB)'S CERTIFIED SUSTAINABLE BEEF FRAMEWORK.

This year, the CRSB established a Certified Sustainable Beef Framework Committee to oversee the delivery of the newly launched Framework. The committee's responsibilities include:

- reviewing and resolving complaints, appeals and real or perceived conflicts of interest;
- reviewing and responding to Standard and Chain of Custody requirements' interpretation, revision and exception requests;
- reviewing Certification Body and equivalency assessments; and
- identifying opportunities for improvement in the Framework's implementation.

The Framework is **the first of its kind in the world**, and we are very proud of that in Canada. The CRSB is committed to continual improvement, and as we move from the development phase into implementation, there will be opportunities to make refinements. This committee is responsible for overseeing implementation and delivery, and I am looking forward to the meaningful committee discussions that will help make this Framework **a long-term success for all involved.**

GREG BOWIE
Co-Chair


This committee has a **well-rounded membership** representing a variety of different perspectives. We meet on a monthly basis, when we learn something new and discuss a path forward. We encourage organizations and individuals to send us their feedback so that we can ensure the Framework is achieving the mission of **driving the advancement and recognition of beef sustainability in Canada.**

TIM HARDMAN
Co-Chair



2018 KEY HIGHLIGHT

Established a Certified Sustainable Beef Framework Committee



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

Carol Patterson,
Tim Hortons

PROCESSING AND PACKING

Brad Fielding,
Centennial Foodservice

Tanya Thompson,
Cargill

PRODUCERS

Darren Ippolito and Alex Shuttleworth,
Canadian Angus Association

Harold Martens,
Saskatchewan Cattlemen's Association

Andrea Van Iterson,
BC Association of Cattle Feeders

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

Open seat

PROJECTS TO ADVANCE SUSTAINABILITY

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.

In 2018, wildlife, range and riparian surveys were completed on six cattle operations, covering approximately 60,000 acres. These operations manage a wide diversity of wildlife habitat that support species like ferruginous hawks, burrowing owls, great plains toads and northern leopard frogs. A total of 271 detailed range transects, 438 range health assessments, 11 tame pasture assessments and 26 riparian health inventories on rivers, creeks, dugouts and wetlands.

Several new habitat enhancements were completed as part of the Habitat Conservation Strategies (HCS) created in 2018. These included:

- portable watering systems to be used in conjunction with new permanent and temporary fencing materials;
- planting of native shrubs in riparian pastures;
- off-site watering system with self-cleaning pump placed in alternative location to avoid northern leopard frogs;
- fencing to protect coulee systems and improve distribution of cattle; and
- installation of wildlife friendly fencing where existing fence intersects well-established game trails.

Additional planned activities for 2018 include:

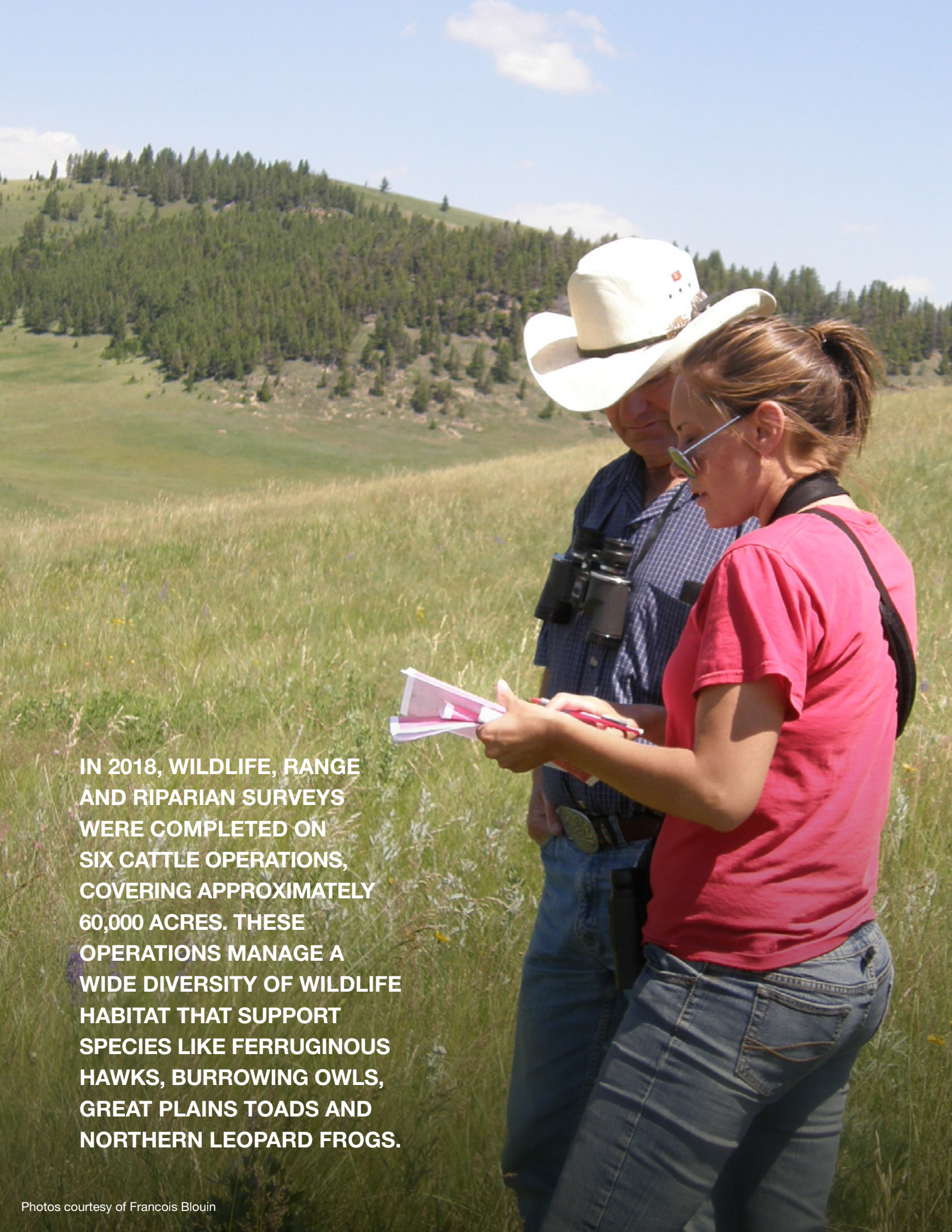
- shrub plantings to protect exposed slopes along riparian areas;
- fencing of wetlands and providing alternative watering sites;
- portable electric fencers to assist in cattle distribution; and
- upland watering site to reduce impacts along riparian areas.

Seven ranches have expressed interest for 2019, totalling an additional 70,000 acres.



2018 KEY HIGHLIGHT

Completed diverse habitat enhancements recommended in Habitat Conservation Strategies.

A man and a woman are standing in a grassy field. The man is wearing a white cowboy hat, a blue and white checkered shirt, and blue jeans with a large silver belt buckle. He has binoculars hanging from his neck. The woman is wearing a red t-shirt, blue jeans, and glasses. She is holding a pink notepad and a red pen, and appears to be writing. In the background, there is a green hill covered in dense evergreen trees under a blue sky with some clouds.

**IN 2018, WILDLIFE, RANGE
AND RIPARIAN SURVEYS
WERE COMPLETED ON
SIX CATTLE OPERATIONS,
COVERING APPROXIMATELY
60,000 ACRES. THESE
OPERATIONS MANAGE A
WIDE DIVERSITY OF WILDLIFE
HABITAT THAT SUPPORT
SPECIES LIKE FERRUGINOUS
HAWKS, BURROWING OWLS,
GREAT PLAINS TOADS AND
NORTHERN LEOPARD FROGS.**



SARPAL IN PRACTICE

McPherson ranch has upland watering sites that they installed to keep cattle out of Pekisko Creek, fenced out riparian areas, have created hard packed stream crossings and watering sites, and are starting to use more single wire electric fencing to manage cattle. Most of these sites had direct access by cattle just last year; SARPAL funding has helped immensely to implement a lot of the initiatives.

Photos courtesy of Mike Verhage

CONSUMER PERCEPTIONS OF BEEF SUSTAINABILITY

The CRSB completed its first consumer research project, assessing and evaluating consumer impact and understanding of CRSB Certified logos and claims.

The purpose of the project was to conduct consumer research that informed the selection and completion of logo branding and claims for the *Certified Sustainable Beef Framework*. The goals of the research were twofold:

- 1 To evaluate a series of logo options for preference and how they resonate with respect to sustainability
- 2 To gather insight and opinions about the impact of sustainability claims to be used with the CRSB Certified logo to ensure clear, concise and transparent messaging.

CRSB worked with Hill & Knowlton Associates to carry out the research. To fulfill the objectives of the project, a series of key stakeholder interviews from across the beef value chain were conducted to gather industry feedback on draft logos and claims, which informed development of an online survey with a representative sample of 1,544 Canadians. The research wrapped up with focus groups to diver deeper into consumer insights related to the logo, claims and communication about beef sustainability. The research informed recommendations of the CRSB Communications and Marketing Committee to CRSB Council, which resulted in the selection of the CRSB's Framework Trademark, Certification Mark, a Mass Balance Certification Mark, and text claims that support messaging for the *Certified Sustainable Beef Framework*. CRSB is pleased to see the excitement from the retail and foodservice sector to market products using the Certification Mark, and building supply chains that source beef from Certified Operations.

Thank you to the following members who provided

funding support for this consumer research project.



Photo courtesy of Canada Beef

2018 KEY HIGHLIGHT

Established a baseline of consumer perceptions about beef sustainability.



FINANCIALS

REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

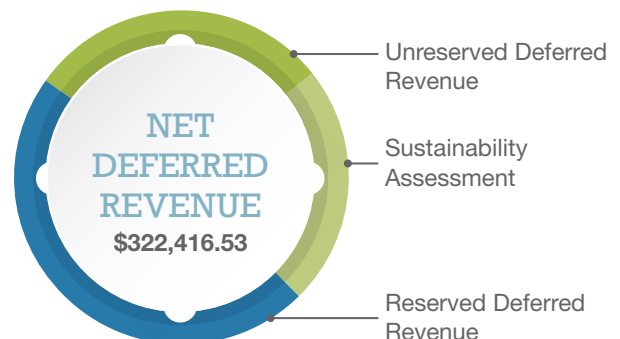
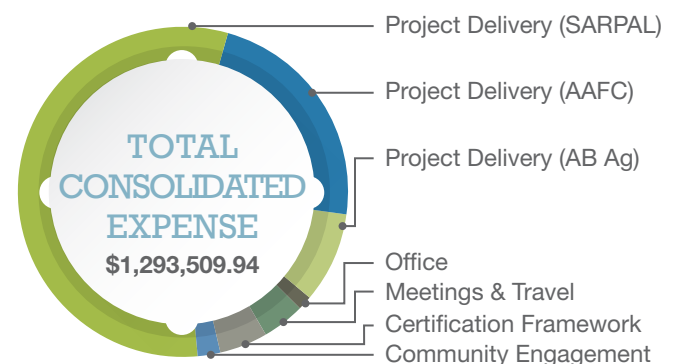
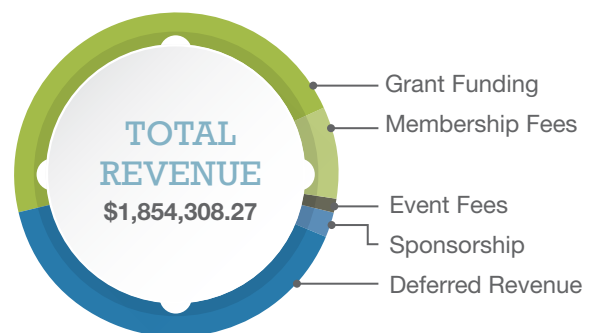
The Canadian Cattlemen's Association (CCA) supplies secretarial duties, including account management, on behalf of the CRSB. Summarized financial information is extracted from the CCA financial statements. The full report, financial statements, and auditors' report may be obtained through written request 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, 2018

Deferred Revenue (from 2016-2017)	742,660.06
Grant Funding	870,475.72
Membership Fees	174,189.94
Event Fees	24,906.36
Sponsorship	42,076.19
Total Revenue	\$1,854,308.27
Expense	
Certification Framework	62,279.00
Community Engagement	29,537.77
Project Delivery (SARPAL)	721,005.58
Project Delivery (AAFC)	295,542.58
Project Delivery (AB Ag)	114,593.86
Office	17,949.83
Meetings & Travel	52,601.32
Total Consolidated Expense	1,293,509.94
Deferrals (into 2017-2018)	
Reserved Deferred Revenue	152,994.02
Unreserved Deferred Revenue	94,422.51
Sustainability Assessment	75,000.00
Net Deferred Revenue (Deficit)	322,416.53
Net Surplus	238,381.80





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

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