

2021

ANNUAL

REPORT



SUSTAINABILITY

A JOURNEY OF CONTINUOUS IMPROVEMENT

VISION

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

03

Letter from
the Chair

04

Letter
from the
Executive
Director

05

Council and
Membership

07

Committee
Reports

→ *Scientific
Advisory* 07

*Communications
& Marketing* 09

*Certification
Framework* 11

13

CRSB
Certified
in Action

17

2030 Beef
Sustainability
Goals

21

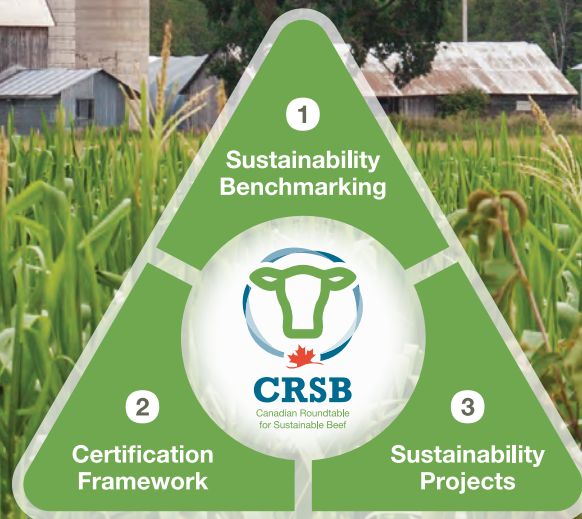
Project
Highlight:
SARPAL

22

Financials

MISSION

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



PRINCIPLES OF SUSTAINABLE BEEF





LETTER FROM THE CHAIR

This was my third year as Chair, and I'm pleased to report that we continue to make steady progress at the Canadian Roundtable for Sustainable Beef (CRSB). We marked many key milestones that set the direction for beef sustainability conversations and work in Canada.

Collaboration has been key to our success, and although all our meetings were virtual, the participation and engagement from our members has been immensely appreciated and integral to advancing our work.

The year started off with a committee refresh. We have three committees, and they continue to have excellent representation across all membership constituencies. CRSB Council formed a new Governance Committee this year, which I believe is an important step forward as the organization continues to grow.

CRSB collaborated with the Canadian Cattlemen's Association to raise awareness of our work with elected officials in Ottawa as well as Senators. This involved a series of virtual meetings to discuss who the CRSB is, what our Certification Framework is and what government policies are needed for the beef sector on the environmental front. I am also proud to report that CRSB became a foundational partner for the Environmental Stewardship Award (TESA), which recognizes producers who go above and beyond standard industry conservation practices.

There was a lot of activity on goal setting, both domestically and internationally. The Canadian beef sector launched a series of ambitious *2030 goals* across seven diverse topics; the Global Roundtable

for Sustainable Beef also launched *sustainability goals* in three key areas, which included extensive participation from Canadian stakeholders. The Canadian and global goals identify areas for us to come together and make meaningful sustainability impacts. I look forward to seeing the partnerships that emerge to make these goals a reality.

Other priorities included engaging in global events and initiatives. For example, the Global Conference on Sustainable Beef was held virtually in April and consisted of excellent speakers. CRSB, along with many of our members and partners, were active in the UN Food Systems Summit engagement process in various ways.

I would like to thank our members and CRSB Council for their time and commitment and acknowledge our hard-working staff whose dedication does not go unnoticed.

We have more work to do this coming year. As the sustainability landscape has evolved, we will be reviewing our business strategy and plan and seeking member direction on next steps.

I look forward to catching up with you in-person soon so we can celebrate our achievements and collaborate for the future.

Respectfully submitted,

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

Anne Wasko
Chair, CRSB

LETTER FROM THE EXECUTIVE DIRECTOR



The Canadian Roundtable for Sustainable Beef was established in 2014, and since then, we have been able to accomplish an impressive number of milestones together. For example, we launched the *National Beef Sustainability Assessment and Strategy* in 2016, the *Certified Sustainable Beef Framework* in 2017/2018, and established a *Projects Inventory* in 2019. These demonstrate the Canadian beef industry's sustainability performance and provide a solid foundation for continuous improvement, including long-term goal setting that you will read more about in this report. It is hard to believe the time has come to review and update those workstreams. This year we began scoping the second National Beef Sustainability Assessment and preparing for the update of the *Certified Sustainable Beef Framework*. Thank you to CRSB Council, our committees, our members, and our stakeholders who dedicate time, resources, and energy to these important efforts.

There has been a lot of movement nationally. CRSB is participating in two sustainability initiatives that bring together the agriculture and agri-food sector and seek to measure, communicate and demonstrate Canada's leadership: 1) the *Canadian Agri-Food Sustainability Initiative (CASI)* and 2) the National Index on Agri-Food Performance.

Communications was, and will continue to be, a high priority. Lead by Andrea White, CRSB's staff Director of Marketing and Stakeholder Relations, the committee developed new and creative strategies to expand our audience and reach that brought national recognition. Congratulations on this achievement.

We are pleased to see membership continue to grow, with six new members. We also added two new staff members, with Dayna Cameron in the Communications Specialist role and Kara Barnes in the Science and Programs Manager role. A big welcome to our new members and staff.

I have had the opportunity to connect with many different stakeholders this past year and their stories have been truly inspiring. Many of our members faced, and continue to face, hardships. Through listening, kindness, understanding and collaboration, we can continue to support each other and make meaningful sustainability impacts.

Respectfully submitted,

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

Monica Hadarits
Executive Director

COUNCIL

CHAIR



Anne Wasko
Bar 4 Bar Land & Cattle, Inc.



KEY HIGHLIGHT

**Completed 2030
Canadian Beef Goals**

KEY HIGHLIGHT

**Contributed to GRSB
Beef Sustainability
goal-setting**

SUPPLY CHAIN STAKEHOLDERS

PRODUCER ORGANIZATIONS



Bob Lowe,
Canadian
Cattlemen's
Association



Greg Bowie,
Alberta Beef
Producers



Ryan Beierbach,
Saskatchewan
Cattlemen's
Association



Ryan Clisdell,
Cargill



Clay Holmes,
Intercity Packers
Meat and
Seafood



Nicole Zeni,
McDonald's
Canada



Jennifer Lambert,
Loblaw
Companies Ltd.

MEMBER AT LARGE

EX-OFFICIO

ASSOCIATE MEMBERS

NGO



Martha Kauffman,
World Wildlife Fund
US



Kristine Tapley,
Ducks Unlimited
Canada

FOOD & AGRICULTURE BUSINESS



Deborah Wilson,
TrustBIX Inc.



Erin Durrell,
BC Cattlemen's
Association



Julie Dawson,
Agriculture &
Agri-Food
Canada



Kerianne Kohler-
Munro,
Alberta Agriculture
and Forestry



Leah Clark,
Saskatchewan
Ministry of
Agriculture

MEMBERSHIP

KEY HIGHLIGHT

6 new members in 2020-2021



ACADEMIC INSTITUTIONS



AGRICULTURE & FOOD BUSINESSES



PRODUCER/PROCESSOR ASSOCIATIONS



PROCESSORS



NON-GOVERNMENTAL ORGANIZATIONS



RETAIL & FOODSERVICE



COMMITTEE REPORTS

SCIENTIFIC ADVISORY COMMITTEE

The committee was updated in January 2021 with 19 participants that represent a cross section of subject matter expertise and the industry supply chain.

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

NATIONAL BEEF SUSTAINABILITY ASSESSMENT (NBSA)

The NBSA consists of four areas: Environment, Land use, Social and Economic. A call for proposals resulted in Group AGEKO being selected to complete the Environmental, Land use and part of the social assessment; Canfax Research Services was selected to complete the economic and other part of the social assessment. The update started in April 2021 with scoping of 39 vested and non-vested stakeholders completed in June. Producer, packer and processor surveys, along with stakeholder interviews will be launched in the fall of 2021 and represent the primary data collection phase of the study. The updated NBSA is scheduled to be completed in 2023.

SUSTAINABILITY PROJECTS PILLAR

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

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

- 1 Aligning initiatives within the sustainability strategy goals
- 2 Connecting what is being by others through an online Projects Inventory
- 3 Collaborating with others doing similar work
- 4 Communicating through an annual projects survey

The Sustainability Projects Inventory annual survey is open between April 1 and May 31 each year to ensure that this inventory stays current and relevant. The inventory focuses on communicating projects that demonstrate, pilot, or promote practices that contribute to advancing one of the core Sustainability Strategy goals. Five new projects were added to the website in 2021.

To continue making progress, we encourage all members with activities that align with the Strategy to submit projects, as this is the main mechanism being used to report against the Sustainability Strategy. CRSB is working to fill gaps identified in the 2020 Interim Report of our Sustainability Strategy for the 2023 Assessment.

Seven letters of support for projects have been provided over the last year that address a variety of issues, including additives for reducing greenhouse gas emissions, ecosystem services (i.e. carbon sequestration measurement), and nature-based solutions.



ALIGNING initiatives within the sustainability strategy goals



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



COLLABORATING with others doing similar work



COMMUNICATING through an annual projects survey

GOAL SETTING

In 2020, the Canadian Beef Advisors started setting ten-year national goals for the Canadian beef industry that build on the 2020-24 National Beef Strategy, addressing topics covering greenhouse gases and carbon sequestration; land use and biodiversity, and animal care. This work continued in 2021 with the goal topics of water, beef quality and food safety, people health and safety, and technology. These goals will inform the update of the CRSB's National Beef Sustainability Strategy in 2023, with the aim of making the existing goals more specific, measurable and time-based.

The goals were drafted with feedback from CRSB members and reviewed by a producer task force that consists of eight producers representing the CRSB, Beef Cattle Research Council (BCRC), National Cattle Feeders' Association (NCFA) and Canadian Cattlemen's Association (CCA). The goals were released for an industry comment period in February 2021, which included CRSB members, and were launched at CRSB's Semi-Annual in April 2021.

We would like to recognize the Producer Task Force Members for their time, commitment and expertise:

- Anne Wasko, CRSB
- Erin Durrell, CRSB
- Ryan Beierbach, BCRC
- Ron Metzger, BCRC
- Stuart Sommerville, CCA
- Miles Wowk, CCA
- Victor Oulton, CCA
- Kendra Donnelly, NCFA

This work complements the Global Roundtable for Sustainable Beef's goals launched in June 2021. See page 17 for details.

KEY HIGHLIGHT

2023 National Beef Sustainability Assessment and Strategy initiated.

STATEMENT ON BEEF PRODUCTION IN A REGENERATIVE AGRICULTURE SYSTEM

The Canadian Beef Advisors developed a "Statement on Beef Production in a Regenerative Agriculture System" in April 2021. This was informed by a stakeholder survey that was conducted in December 2020 to determine the general understanding and diversity of this topic. This statement is designed to coordinate aligned, consistent internal industry messaging as well as consistent partner messaging. The statement will be reviewed annually and maintained by Public and Stakeholder Engagement.

SCIENTIFIC ADVISORY COMMITTEE MEMBERS

CHAIR

Tom Lynch-Staunton, Nature Conservancy of Canada

PRODUCER ORGANIZATIONS

Dr. Reynold Bergen, Beef Cattle Research Council

Stacey Domolewski, Beef Cattle Research Council

Sydney Fortier, Canadian Cattlemen's Association

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

Kevin Teneycke, Nature Conservancy of Canada

AGRICULTURE AND FOOD BUSINESS

Dr. Dorothy Erickson, Zoetis

Michael Lohuis, Semex Inc.

ACADEMIC INSTITUTIONS

Sean Thompson, Olds College

SUBJECT MATTER EXPERTS & OBSERVERS

Kerriane 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

COMMUNICATIONS AND MARKETING COMMITTEE

This year continued to present many challenges, but also as many exciting opportunities. We appreciate the dedication of our members and partners to collaborating on a variety of projects to share the leadership role that Canada plays globally in beef sustainability.

A new committee began in January 2021, representing diverse perspectives and expertise across CRSB's membership. Crystal Mackay of Loft32 continues to guide the committee as Chair, with staff support from Andrea White, CRSB's Director of Marketing and Stakeholder Relations. Dayna Cameron, Communications Specialist, joined the team in July 2021.

MANDATE To provide strategic direction for communications and marketing that aligns with CRSB's mission, vision, principles and mandate.

CRSB supported the 2030 Beef Goals development process with a second series of webinars and helped communicate these important goals for the Canadian beef industry.

Building on the implementation of the CRSB's long-term marketing strategy development in 2020, CRSB's first social ad campaign had great success with a diverse nation-wide audience. The development of a simple consumer-focused website as the call-to-action for the campaign was a key success factor. This website has been both a key educational tool for our retail and foodservice partners making sustainable sourcing commitments, and a great communication tool for our social media channels. Thanks to our agency team at Kahntact and Nourish Food Marketing, and in-kind support on web design from AdFarm, we were honoured with a Canadian Agri-Marketing Award (CAMA) for best public website, as well as "Best in Show" for a public audience for the website. Check it out at beefforthetheplanet.ca

Partnerships have certainly been instrumental in widening our reach this year with a public audience by working with other beef industry groups and partners we accomplished much more together than we all could on our own.

CRSB partnered on three major campaigns in 2020-21:

- 1 "Cooking by Degrees"**
Penned by Owen Roberts, well-known agriculture writer, a series of 16 stories in the Toronto Star over a 6-week period connected the dots between chefs and beef producer sustainability stories.

Created in partnership with the Public and Stakeholder Engagement (PSE) Program and Canada Beef.

- 2 Canadian Ag Day**
TV spots across Ontario in conjunction with Canada's Agriculture Day to share the story of the ecosystem benefits of Canadian beef production featuring Ontario beef farmer Sandra Vos.

Created in partnership with PSE, Ontario Beef and dietician Carol Harrison.

- 3 Canadian Better Living's FoodScape with Rick Campanelli**
Two-part campaign highlighting the cooperation and conservation of beef producers and conservation groups for the Canadian Grasslands, as well as a feature story about CRSB's Certified Sustainable Beef Framework.

Created in partnership with PSE, Ducks Unlimited Canada and Nature Conservancy of Canada. Coming to air this fall.

As CRSB's social channels continue to grow, now with over 6,000 followers, we launched a LinkedIn page this spring, which has seen tremendous growth and engagement.

Sharing the success of the Guardians of the Grasslands documentary, CRSB created a series of nine short clips from the documentary that help tell the positive environmental story of Canadian beef production, and drive engagement in our social channels.

Watch for an updated crsb.ca website coming this fall that will help show our impact and tell the beef sustainability story here in Canada and abroad.

COMMUNICATIONS AND MARKETING COMMITTEE MEMBERS

CHAIR

Crystal Mackay, Loft 32

PRODUCER ASSOCIATIONS

Shannon Argent, Verified Beef Production Plus (VBP+)

Maureen Cousins, Manitoba Beef Producers

Carmen Koning, Canadian Angus Association

Jennifer Kyle, Beef Farmers of Ontario

Glenn LaPointe, Saskatchewan Cattlemen's Association

Megan Madden, National Cattle Feeders' Association

Joyce Parslow, Canada Beef

Amie Peck and Lynsay Beavers, Canadian Cattlemen's Association

PROCESSORS

Clay Holmes, Intercity Packers Meat and Seafood

Tanya Thompson, Cargill Foodservice

NGOS

Karli Reimer, Ducks Unlimited Canada

Jessica Rogerson, West Central Forage Association

Mike Verhage, Alberta Conservation Association

AGRICULTURE & FOOD BUSINESSES

Cody McBride, ATB Financial Services Corporation

Marty Seymour, Farm Credit Canada

Deborah Wilson, Trust BIX Inc.

RETAIL AND FOODSERVICE

Becky Bevacqua, McDonald's Canada

Carl Dean, Cactus Club Café

Mary Hua, Chop Steakhouse & Bar

SOCIALS



Over 6,000 followers across four channels, an 18% increase on Twitter and Facebook, and a 37% increase on Instagram

Engagement increased an average of 350% across all channels, with best performance on Instagram

LinkedIn page launched January 2021, already with **over 500 followers**

CAMPAIGNS

Beef for the Planet social campaign

94,000 reach

237,000 impressions

Cooking by Degrees in Toronto Star

126,622 reach

2,425,000 impressions

Canada's Ag Day

800,000 reach

Environment-focused Op-Ed

An opinion editorial penned by Anne Wasko addressed the perceived positive environmental impact of reducing an individual's meat consumption.

Over 5 M impressions and ran in nine major publications.

CRSB marketing staff works closely with our members who are sourcing through the *Certified Sustainable Beef Framework*, and want to share the Canadian beef sustainability story with their customers and consumers. Despite a tough year for foodservice, it has been amazing to see their commitment to sustainability, and the value of the certification program. Check out pages 13-16 for all the details on those who have committed to sustainability through sourcing.

Projects made possible in part by the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership.



CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE

Once again the year was filled with important milestones. We are pleased to welcome Ontario Corn Fed Beef Quality Assurance Program as a new Certification Body for feedlot operations in Ontario and look forward to partnering with them as we continue to learn and grow.

January began with a new committee. Thank you to members who served on the committee over the past two years and thank you to our new committee members for joining us. Your time and input is invaluable as we implement and deliver the *Certified Sustainable Beef Framework* (the “Framework”).

Finally, the committee began working on two projects in preparation for a review and update of the Framework, taking place in 2022/23. The first project is to benchmark the Framework against other standards and programs; the second project is to conduct stakeholder consultations with the end goal of determining the direction and high priority areas of focus for the review. Consultations included 16 stakeholder interviews, and the first of two workshops with 60 attendees was held in June. A bilingual online survey was launched in July to gather additional feedback. We look forward to receiving feedback from our stakeholders as we work to improve the Framework over the next two years.

MANDATE To oversee the implementation and delivery of the CRSB’s Certified Sustainable Beef Framework.



Momentum continues to build with our members and partners. CRSB regularly fields questions from supply chains who are interested in sustainable sourcing and advancing sustainable beef production in Canada. The number of CRSB Certified farms and ranches, and the number of retail and foodservice companies sourcing from CRSB Certified farms and ranches, both increased. And another packer – Harmony Beef – joined the program. Please see the impact report on page 13 for more information.

CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE MEMBERS

CHAIR

Greg Bowie, Alberta Beef Producers

BEEF PRODUCER ORGANIZATIONS

Karleen Clark, National Cattle Feeders' Association

Cherie Copithorne-Barnes, CL Ranches

Carmen Koning, Canadian Angus Association

Harold Martens, Saskatchewan Cattlemen's Association

PROCESSORS AND PACKERS

Jeff Fitzpatrick-Stilwell, Cargill

RETAIL & FOODSERVICE

Jennifer Barbazza, Walmart Canada

Carl Dean, Cactus Club Cafe

FOOD AND AGRICULTURE BUSINESS

John Arnold, RBC Royal Bank

NGO

Silke Nebel, Birds Canada

Jessica Rogerson, West Central Forage Association

Kristine Tapley, Ducks Unlimited Canada

Kevin Teneycke, Nature Conservancy of Canada

KEY HIGHLIGHT

**Added a third
Certification Body**

KEY HIGHLIGHT

**Initiated a review and update of
the Certified Sustainable Beef
Framework**

CRSB CERTIFIED IN ACTION



As of June 30, 2021, there are:



1332

Farms and ranches certified
to CRSB standards

OVER 17%

of the Canadian cattle herd now
raised on farms and ranches
certified to CRSB sustainability
standards.



3 CERTIFICATION BODIES

CRSB-approved Certification Bodies carry out 3rd party auditing
of the Framework standards on Canadian farms, ranches and in
processing facilities, as well as for Chain of Custody tracking.

Sustainable Beef Production Standard:



Sustainable Beef Processing Standard
and Chain of Custody:



- Cow/Calf (45%)
- Backgrounding (<1%)
- Feedlots (7%)
- Combined Operation
(2 or more of above) (46%)



5 PROCESSING FACILITIES

Currently certified to the Sustainable Beef Processing Standard



5 PACKERS AND FURTHER PROCESSORS

Have their tracking systems audited to the CRSB's Chain of Custody Requirements.

This enables companies to pass along the CRSB's consumer claims that demonstrate sustainability in Canadian beef. Currently, all supply chains are sourcing through the Mass Balance model, which supports the sustainable practices of farms and ranches certified to CRSB standards by sourcing at least 30% of the beef from those certified operations.



8 COMPANIES

Now sourcing beef certified to CRSB standards in their supply chains, publicly demonstrating their support for sustainable beef production in Canada.



LBS OF BEEF SOLD WITH A CRSB CLAIM*

7.4
MILLION
POUNDS THIS YEAR

OVER
17
MILLION
SINCE THE
PROGRAM BEGAN
IN 2018

ACHIEVEMENTS



McDonalds Canada expanded sourcing to their Quarter Pounder line-up



Chop Steakhouse and Bar expanded sourcing to include all beef items on the menu



Gordon Foodservice – first foodservice company to source in a boxed beef program (Gordon Choice)



Walmart introduced the first CRSB Certified claim on a retail package in a line of beef items



Intercity Packers – steak program and first to offer home delivery to consumers



Centennial's Sterling Silver® Premium Beef – first premium beef brand



Loblaw Companies Limited announced its purchase of one million pounds of beef from CRSB Certified farms and ranches.

* Beef volumes sold with a CRSB Claim updated December, 2021

WHY SUSTAINABILITY IS IMPORTANT TO US



Chop Steakhouse and Bar

Working with the CRSB has been a long journey that has afforded our team at Chop Steakhouse the ability to be part of learning about where our food comes from and how it is produced. This is of growing importance to our guests and to us.

We feel privileged to have had the opportunity to learn more about the families that make up the heart and soul of food production in Canada – Canadian Farmers & Ranchers. Perhaps the only thing as gratifying as getting to know everyone along the beef supply chain, is working together with them towards continual improvements in sustainable practices.

Although we still have a great deal to learn and contribute along our sustainability journey, we continue to be guided by the desire to do the right thing for our communities, our environment and our people. It's an amazing thing when doing the right thing also feels so good.

Thank you to the CRSB for helping us make history by becoming the first full service national restaurant chain in Canada to commit to serving steaks with a sustainable sourcing claim on their menu.

Marcel Blais, President, Chop Steakhouse & Bar



Gordon Food Service Canada

Gordon Food Service Canada Ltd has been a longtime supporter of our Canadian cattle industry through its Gordon Choice boxed beef brand. Our customers continually ask questions around how sustainable our Canadian cattle industry is, and want to know they are purchasing products raised with sustainability in mind.

Our alignment with the CRSB has given us the ability to prioritize our planet, people, animals and progress through our boxed beef program. We are very excited about our future growth and industry leadership in selling Canadian Beef that meets the CRSB's standards.

**Darren Frey, Merchandising Manager Canada:
Center of the Plate, Gordon Food Service Canada**



Ontario Corn Fed Beef

As demand for beef sustainability continues to grow, the Ontario Corn Fed Beef program recognized an opportunity to increase value to beef producers by becoming a certifying body for CRSB. With the Cargill Guelph facility being a certified processing facility and strong feedback from our brand partners, taking the next step by increasing our brand's commitment to sustainability in our brand story is a natural evolution.

The Ontario Corn Fed Beef program has a long-standing partnership with the Cargill Guelph facility. Together we have brought high quality beef produced under our quality assurance program to local and global markets. We look forward to continuing to work with Ontario producers and processors to leverage our partnerships and build the supply of high-quality Ontario Corn Fed Beef sourced from Certified Sustainable feedlots in Ontario.

As a destination market for western Canada calves, we also see an opportunity for Ontario Corn Fed Beef to continue to provide opportunities for the broader Canadian cattle sector to enhance our value proposition.

Jim Clark, Executive Director of Ontario Cattle Feeders Association and the Ontario Corn Fed Beef program



Walmart Canada

As Walmart works to become a regenerative company, partnerships with organizations like the CRSB are instrumental in furthering our shared goals of sustainability and whole-system transformation. I am so proud that this year Walmart became the first retailer in Canada to offer an on-pack certified sustainable claim on a line of beef products. This is a big achievement, and we are looking forward to continuing our strong partnership with the Canadian beef industry and the CRSB.

Horacio Barbeito, President and CEO, Walmart Canada

2030 BEEF SUSTAINABILITY GOALS

MEASURING IMPACT AND PROGRESS NATIONALLY AND GLOBALLY

This has been a year marked by intensifying coverage regarding sustainability and climate change. The Canadian beef industry knows it has a vital role to play, demonstrating continued leadership, as a solution for climate change, and our role in a sustainable food system. Through collaborative processes beef industry stakeholders have been working regionally, nationally and globally on establishing robust 2030 goals that are practical, yet ambitious, and demonstrate our collective intention to make continual progress, and be part of the solution.

Alongside these initiatives, the UN is hosting the first Food Systems Summit in 25 years, which has the potential for broad-reaching international recommendations for the food system, so the conversation is even more important than ever.

CANADA'S 2030 BEEF INDUSTRY GOALS

Through the seven national organizations that comprise the Canadian Beef Advisors, a suite of ambitious ten-year goals across seven key topics areas demonstrate how we are working to address continual improvement in how cattle are raised, and the importance of enhancing the natural environments under the care of beef farmers and ranchers. These goals build on the *National Beef Strategy* and address improvements in:


- Reducing greenhouse gases and sequestering carbon
- Best practices in animal health and care
- Conserving land use and biodiversity
- Improving water and soil quality
- Supporting health and safety of people
- Improving beef quality and food safety, and
- Incorporating technology to improve efficiencies

This suite of long-term goals highlights the work of the Canadian beef industry as integral for climate change mitigation, supporting communities, embracing innovation, and the overall sustainability of our food system. The wide variety of topics covered in the long-term goals underscores the vast benefits of raising beef cattle in Canada, beyond supplying global protein demand, and address all five of the principles of beef sustainability adopted here in Canada – Natural Resources, People & Community, Animal Health and Welfare, Food, and Efficiency & Innovation.

Thank you to our members and stakeholders who have provided valuable input, feedback and recommendations throughout the goals development process through producer working groups, CRSB webinars, surveys and written feedback.



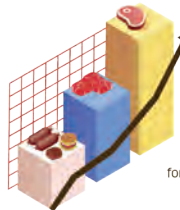
MAINTAIN THE
35 MILLION
ACRES OF NATIVE GRASSLAND
in the care of beef producers




SUPPORT
INNOVATION, RESEARCH,
AND COMMERCIALIZATION OF
TECHNOLOGY
THROUGHOUT THE SUPPLY CHAIN



INVEST IN
**INNOVATIVE
SOLUTIONS**
FOR A BETTER
TOMORROW




INCREASE THE
VALUE
OF AAA AND
PRIME CARCASSES
by building demand
for all cuts on the carcass




**BEEF CATTLE
GUARDIANS
OF THE
WETLANDS**


- ✓ protect wetlands
- ✓ filter nutrients
- ✓ build resilience to droughts and flooding



MAINTAIN
& ENHANCE
68%
OF WILDLIFE
HABITAT CAPACITY
within agricultural lands being
supported by beef production



REDUCE PRIMARY
PRODUCTION GHG EMISSION
INTENSITY BY
33%
BY 2030



SEQUESTER AN
ADDITIONAL
**3.4 MILLION
TONNES**
OF CARBON EVERY YEAR



HEALTH
MENTAL STATE
ENVIRONMENT
NUTRITION
BEHAVIOUR

ENSURE THE
FIVE
FREEDOMS OF
ANIMAL WELLBEING



REDUCE FOOD LOSS
AND WASTE BY
50%
from secondary
processing to consumer



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



“We want Canadians to know that we share their concerns around climate change and the need for a resilient food supply. Raising cattle in Canada is good for the environment and these goals demonstrate how we are striving to make every sector of the industry even better.”

BOB LOWE

Alberta rancher, President of the Canadian Cattlemen's Association (CCA), and CRSB Council member

LEARN MORE

about the vision and goals for a dynamic and profitable Canadian cattle and beef industry at beefstrategy.com



The Canadian Beef Advisors consists of elected leaders and staff representation of the seven national beef organizations responsible for policy, marketing, research and sustainability. They are a diverse group of experienced industry representatives, who are responsible for advancing the strategy with the industry stakeholders, providing recommendations on future direction and reporting results against the strategy goals and objectives.



GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

GLOBAL BEEF SUSTAINABILITY GOALS

Concurrent to the Canadian goal setting process, the Global Roundtable for Sustainable Beef (GRSB) also released 2030 goals in June 2021 across three key areas. The GRSB recognized that one of the biggest challenges facing the world today is climate change and the global beef community has a key role to play in mitigating it. Throughout its worldwide network of members, GRSB intends to power progress in sustainable beef by setting ambitious goals around:

- reducing greenhouse gas emissions 30% by 2030
- ensuring the beef value chain is a net positive contributor to nature
- providing cattle with a good quality of life and an environment where they can thrive.

The three key areas of focus outlined in these goals have been carefully identified to reflect priority areas for advancement and improvement, and align with the GRSB's mission of ensuring that beef maintains a sustainable global supply chain as part of a sustainable food system. These global beef sustainability goals are intended to articulate ambition, recognize reality, compel collaboration and inspire innovation.

Once again, Canada has shown great leadership in the development of these global beef sustainability goals through participation in working groups, Board and Executive, and the GRSB Communications Council.

Visit GRSBbeef.org for more information on the global goals outlining the process and plans for implementation.

THANK YOU TO THE FOLLOWING INDIVIDUALS WHO CONTRIBUTED THEIR TIME AND EXPERTISE ON GRSB GOALS WORKING GROUPS

GRSB GOALS WORKING GROUP

Bob Lowe, President – Canadian Cattlemen's Association

Monica Hadarits, Executive Director – CRSB

LAND USE AND BIODIVERSITY WORKING GROUP

Cherie Copithorne-Barnes - CL Ranches (AB), GRSB Executive

Monica Hadarits, Executive Director – CRSB

CLIMATE WORKING GROUP

Brenna Grant, Manager - Canfax Research Services

GHG Science Committee Co-Chair - focusing on Beef Life Cycle Assessment Guideline, for consistency in GHG reporting across GRSB members by 2025

ANIMAL HEALTH AND WELFARE WORKING GROUP

David Moss, General Manager – Canadian Cattlemen's Association

Reynold Bergen, Science Director – Beef Cattle Research Council

Cherie Copithorne-Barnes – CL Ranches (AB), GRSB Executive



THE GRSB HOSTS VIRTUAL GLOBAL BEEF SUSTAINABILITY CONFERENCE

In April 2021, the GRSB hosted its bi-annual Beef Sustainability Conference. Originally planned for 2020 in Paraguay, the conference was postponed and moved to a virtual event. Facilitated by Canada's own Crystal Mackay, the conference began with a passionate keynote with Jeff Simmons, CEO of Elanco, urging everyone to "put a steak [stake]" in the ground for beef sustainability. The conference provided an opportunity to discuss the global goals development process underway, as well as highlighting the work being done globally around the UN Food Systems Summit.

As a conference partner, the CRSB had an opportunity to showcase our work through a virtual booth and video content that focused on beef sustainability goals. CRSB contributed written content relating to Canada's 2030 Goals, a short video presentation on CRSB's pillars of work by staff, and a video

highlighting Canada's first three goals that aligned with those of the GRSB. This video featured many of our member partners and beef producers; check out our YouTube channel for a playlist with short clips from this video.

The conference showed the depth and breadth of BEEF SUSTAINABILITY CONVERSATIONS around the world and enabled us to come together to ALIGN ON GOALS FOR THE FUTURE.

PROJECT HIGHLIGHTS

KEY HIGHLIGHT

Received funding to continue collaborations for species-at-risk conservation in working landscapes

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

Photo courtesy of Mike Jokinen

CONSERVING AND ENHANCING SPECIES AT RISK HABITAT IN ALBERTA GRASSLANDS

Following the success of the previous Species at Risk Partnerships on Agricultural Lands (SARPAL) project, the partners have come together on a new project. The purpose of the new project is to develop a Term Conservation Easement guiding document through a prairie-wide habitat securement community, and facilitate the negotiation and purchase of Term Conservation Easements within

Greater Sage-Grouse critical habitat. Continued habitat enhancements and beneficial management practices on lands within the Emergency Protection Order area, critical habitat for Greater Sage-Grouse, other federally identified critical habitat, or adjacent important habitat in Alberta will be supported through the project.

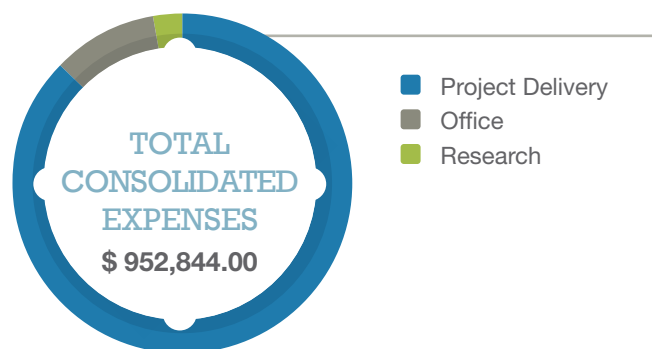
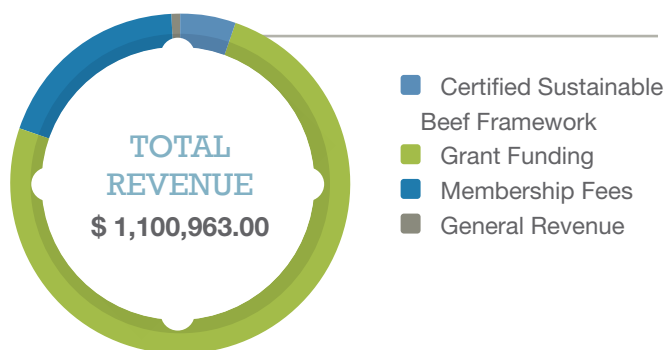


REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

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

Respectfully submitted,
Caron Melin, Controller, Canadian Cattlemen's Association

CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF ANNUAL [UNAUDITED] REPORT FINANCIALS – YEAR ENDING JUNE 30, 2021



Revenue

Certified Sustainable Beef Framework	60,967.00
Contract Services	-
Event Fees	-
Grant Funding	824,178.00
Membership Fees	209,206.00
General Revenue	6,612.00
Total Revenue	\$ 1,100,963.00

Expenses

Certification Framework	-
Community Engagement	-
Project Delivery	832,124.00
Office	95,721.00
Meetings & Travel	-
Research	25,000.00
Total Consolidated Expense	952,844.00

Net Assets

Beginning of year, July 2020	555,554.00
Excess (deficiency) of revenue (June 2021)	148,118.00
Net Assets, June 2020	703,673.00

Deferrals & Reserve

Deferred Revenue (into 2021-2022)	505,405.00
Sustainability Assessment Reserve	150,000.00
Net Deferred Revenue	655,405.00



180-6815 8th Street NE
Calgary, AB T2E 7H7
info@crsb.ca

crsb.ca crsbcertified.ca beeffortheplanet.ca

Twitter: [@CRSB_Beef](https://twitter.com/CRSB_Beef) Facebook: [/CRSBbeef](https://facebook.com/CRSBbeef)

Instagram: [@CRSB_beef](https://instagram.com/CRSB_beef) Youtube: [/CRSBbeef](https://youtube.com/CRSBbeef)

LinkedIn: [Canadian Roundtable for Sustainable Beef](https://linkedin.com/company/canadian-roundtable-for-sustainable-beef)



Photo credit: ShowChampions