

# ANNUAL REPORT

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# 2022



**CRSB**<sup>®</sup>

Canadian Roundtable  
for Sustainable Beef





**MISSION** To advance, measure and communicate continuous improvement in sustainability of the Canadian beef value chain.

**VISION** The Canadian beef value chain is a global leader in environmental, social and economic sustainability, and part of a trusted and thriving food system.

## Principles of sustainable beef



# SUSTAINABILITY

A journey of continuous improvement

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Cover taken at CRSB Certified producers Phantom Creek Livestock Ltd., Swift Current, Saskatchewan



# LETTER FROM THE CHAIR

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This past year was filled with ups and downs for many beef farmers and ranchers across Canada. From widespread drought to flooding, the impacts of climate change were felt firsthand by the farming and ranching community. At the same time, these beef farmers and ranchers are key actors to help mitigate climate change. Lands used by beef farmers and ranchers store 1.5 billion tonnes of carbon in the 44 million acres of native and tame grasslands they manage. A recent study by *Drever et al (2021)* determined that avoided grassland conversion is the top natural climate solution for Canada in 2030. We look forward to further collaborations in this area. We know we will go farther together to achieving mutual climate change goals.

The Canadian Roundtable for Sustainable Beef (CRSB) is recognized as a leading voice on sustainable agriculture, both in Canada and internationally. CRSB is very active on the GRSB and its various working groups, and on March 31, 2022, CRSB presented to the Standing Committee on Agriculture and Agri-Food. We were pleased to be invited as an expert witness, contributing to the committee's *Study of the Environmental Contribution of Agriculture*.

We held our first in-person meeting in Ottawa in March. It was so wonderful to meet face-to-face and connect/re-connect. The breakout discussions helped to inform our new Strategy and Business Plan, which was approved in May. The organization has a robust and comprehensive plan moving forward, with many opportunities and lots of important work to do. Thank you to the working

group members for leading this work, and to members for your thorough input.

From a governance perspective, CRSB adopted new bylaws – an important step as the organization matures. We also continue to participate in the Canadian Beef Advisors and, together, have established a process to ensure we achieve our *2030 long-term goals*. These goals highlight the social, economic, and environmental commitments the sector will work to achieve over the next eight years. There are many steps to get there, but I am confident we will get there. It will take innovation, partnerships, and trust.

It is time to pass the torch, as this is my last year as Chair, but will remain involved in the organization as Past-Chair for one more year. I want to thank CRSB members for being passionate leaders for beef sustainability – this keeps us focused on our goals. I have also had the luxury of working with a group of talented individuals that sit on Council who are always pushing for CRSB to be the best it can be. It has been a privilege to help lead this organization which simply would not have been possible without the amazing, dedicated staff team we have. As they say, it takes a village...

Respectfully,

Anne Wasko  
Chair, CRSB



# LETTER FROM THE EXECUTIVE DIRECTOR

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This year was another challenging one for our members. We know your work is not easy and you are managing multiple risks and demands. Thank you for putting high-quality beef on our plates, and for your partnership in advancing beef sustainability.

New topics have rapidly emerged in the sustainability space, such as nature-based climate solutions, ESG (environment, social, governance), data governance, regenerative practices that improve soil health, and many more. The multi-stakeholder structure the CRSB was built upon continues to stand the test of time as an effective way to advance complex topics and achieve mutual outcomes. The CRSB looks forward to further collaboration on these new topics.

The *Certified Sustainable Beef Framework* continues to grow, and the National Beef Sustainability Assessment is one main tool to measure, track and communicate progress towards the *2030 Canadian Beef Goals*. These two pillars of work are being reviewed by our committees, who spent the past year building on the solid foundation by reflecting on lessons learned, updating methods, and improving the standards. Stay tuned for upcoming member consultations.

CRSB continues to proactively engage in international and national agri-food sustainability initiatives. The Global Roundtable for Sustainable Beef (GRSB) is developing their monitoring, reporting and verification process for the *Global Beef Sustainability Goals*, and CRSB is involved in all three working groups that are leading that work. In Canada, CRSB supported the *National Index on*

*Agri-Food Performance* by serving on the Steering Committee as well as two working groups. The first proposed agri-food sustainability index launched in May and consists of 20 indicators and 50 sub-indicators. The CRSB will continue to serve on the Steering Committee during the next phase of work.

With the approval of our three-year Strategy and Business Plan, which includes an additional pillar of focus – communications and engagement – we are well-positioned to support our members' evolving sustainability needs. I would like to sincerely thank our outstanding members for their commitment to multi-stakeholder collaboration. Thank you to our exceptional Council and committees for their strategic direction and guidance. And thank you to our incredibly talented and dedicated staff, who turn our strategy into action.

Respectfully,

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Monica Hadarits  
Executive Director



# COUNCIL



**CHAIR**

Anne Wasko  
Bar 4 Bar Land & Cattle Inc

## VOTING MEMBERS

### BEEF PRODUCER ORGANIZATIONS



Bob Lowe,  
Canadian Cattle  
Association



Greg Bowie,  
Alberta Beef  
Producers



Andrea Stroeve-  
Sawa, National  
Cattle Feeders'  
Association

### BEEF PROCESSORS AND ASSOCIATIONS



Ryan Clisdell,  
Cargill



Clay Holmes,  
Intercity Packers  
Meat and  
Seafood

### RETAIL & FOODSERVICE SECTOR



Stephen Clark,  
Chop Steakhouse  
and Bar



Jennifer Lambert,  
Loblaw  
Companies Ltd.



Kristine Tapley,  
Ducks Unlimited  
Canada



Tom Lynch-  
Staunton, Nature  
Conservancy of  
Canada



Deborah Wilson,  
TrustBIX Inc.



Erin Durrell,  
BC Cattlemen's  
Association

### NON-GOVERNMENTAL ORGANIZATIONS

### FOOD & AGRICULTURE BUSINESS

### MEMBER AT LARGE

## NON-VOTING MEMBERS

### GOVERNMENT LIASONS



Karen Clark,  
Agriculture & Agri-  
Food Canada



Kerianne Kohler-  
Munro,  
Alberta Agriculture  
and Forestry



Natasha Wilkie,  
Saskatchewan  
Ministry of  
Agriculture

## KEY HIGHLIGHTS

### Updated CRSB By-laws

#### GOVERNANCE COMMITTEE MEMBERS

**Chair:** Greg Bowie, Alberta Beef Producers

**Anne Wasko**, Bar 4 Bar Land and Cattle Inc.

**Ryan Clisdell**, Cargill

**Nicole Zeni**, McDonald's Canada

**Leah Clark**, Saskatchewan Ministry of Agriculture

### Completed 2022-26 Strategy and Business Plan

(see page 7 for details)

# MEMBERSHIP

## VOTING MEMBERS

### BEEF PRODUCER ASSOCIATIONS



### BEEF PROCESSORS AND ASSOCIATIONS



### RETAIL & FOODSERVICE SECTOR



### NON-GOVERNMENTAL ORGANIZATIONS



### AGRICULTURE AND FOOD BUSINESSES



## NON-VOTING MEMBERS

### ACADEMIC INSTITUTIONS



### OTHER SUPPORTERS OF OUR MISSION, VISION AND PRINCIPLES



Individual beef producer members not listed here to protect their privacy.

### NON-BEEF PRODUCER ORGANIZATIONS



## KEY HIGHLIGHT

7 new members in 2021-2022



# STRATEGY AND BUSINESS PLAN

Our 2022-2026 Strategy and Business Plan was approved this year. Development was guided by a working group and included input from CRSB Council and members.

## MISSION

To advance, measure and communicate continuous improvement in sustainability of the Canadian beef value chain.

**VISION** The Canadian beef value chain is a global leader in environmental, social and economic sustainability, and part of a trusted and thriving food system.

## OUR CORE PILLARS OF FOCUS

### BENCHMARKING AND GOALS

Measuring the environmental, social and economic sustainability performance of the Canadian beef industry, and setting strategic improvement goals.

### CERTIFICATION

Recognizing sustainable practices in Canadian beef production through 3rd party certification. Enabling sustainable sourcing and building consumer trust in the sustainability of Canadian beef.

### PROJECTS AND INITIATIVES

Communicating sustainability progress aligned with CRSB goals through an up-to-date inventory of projects and initiatives.

### COMMUNICATIONS AND ENGAGEMENT

On-going collaborative engagement with members and stakeholders across the beef value chain and beyond, towards a common mission and vision.





## LONG-TERM ORGANIZATIONAL GOALS THAT CRSB IS CONTINUALLY STRIVING TO ACHIEVE

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### Industry Awareness and Adoption



Increase awareness and adoption of beef sustainability principles and the *Certified Sustainable Beef Framework*.

### Public confidence



Build public confidence in the sustainability of Canadian beef production.

### Impact



Demonstrate and communicate sustainability results and impact.

### Industry Advancement



Support the Canadian beef industry and its reputation through national collaboration and advancement of sustainability initiatives.

### Organization Success



Build a credible reputation while achieving long-term financial viability.

# 2030 CANADIAN BEEF GOALS

In April 2022, the Canadian Beef Advisors created working groups for each of the 2030 goals to measure progress and communications points to help achieve the goals.

The working groups will be identifying the opportunities, challenges and key milestones as they develop action plans. Action items will be identified around policy, research, partnerships, extension, and funding requirements to meet the goals. The working groups will provide regular progress reports to the Beef Advisors.

WORKING GROUP	GOALS COVERED BY WORKING GROUP
<p><b>GREENHOUSE GAS AND CARBON SEQUESTRATION</b></p>   	<ul style="list-style-type: none"> <li>Safeguard the existing 1.5 billion tonnes of carbon stored on lands managed with beef cattle</li> <li>Sequester an additional 3.4 million tonnes of carbon every year</li> <li>Reduce primary production GHG emission intensity by 33% by 2030</li> <li>Reduce food loss and waste (from secondary processing to consumer) by 50% by 2030</li> </ul> <p><i>Group lead: Brenna Grant, Executive Director - Canfax Research Services</i></p>
<p><b>LAND USE, BIODIVERSITY AND WATER</b></p>   	<ul style="list-style-type: none"> <li>Maintain the 35 million acres of native grassland in the care of beef producers</li> <li>Maintain a network of natural landscapes and healthy functioning ecosystems through well-managed grazing systems that maintain sustainable plant communities and healthy rangelands</li> <li>Promote practices that maximize water quality and retention, to deliver healthier landscapes, resilience to drought and flood events, and groundwater recharge as appropriate to the region's precipitation</li> <li>Improve water use efficiency in the beef value chain</li> <li>Build recognition by the public and policy-makers of the benefits provided by grassland ecosystems</li> </ul> <p><i>Group lead: Larry Thomas, Environment – Canadian Cattle Association</i></p>

## WORKING GROUP

## GOALS COVERED BY WORKING GROUP

### ANIMAL HEALTH AND WELFARE

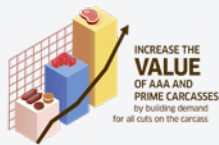


- Ensure the five freedoms of animal wellbeing by increasing adoption of on-farm management practices
- Ensure the effectiveness of existing and future antimicrobials is preserved to support human and animal health and welfare

*Group lead: Reynold Bergen, Science Director – Beef Cattle Research Council*



### BEEF QUALITY AND FOOD SAFETY



- Establish the inherent quality and value of Canadian Beef in domestic and export markets which supports comparative equivalency or superiority to alternatives
- Increase the value of AAA and Prime carcasses, to be equivalent with the US, by building demand for all cuts on the carcass
- Remove internal regulatory impediments to innovation, export and commercial trade and the competitiveness of Canadian beef in domestic and international markets
- Support the development, regulatory approval and adoption of improved food safety interventions and technologies throughout the supply chain

*Group lead: Cassidy Klima, Technical Director – Beef Cattle Research Council*

### PEOPLE HEALTH AND SAFETY

- Create a culture of safety across the beef industry supply chain
- Reduce serious, fatal, and fatigue-related incidents by 1.5% per year up to 2030, by supporting education, awareness and improvements in farm and ranch safety

*Group lead: Monica Hadarits, Executive Director – CRSB*

### TECHNOLOGY



- Improvements in speed, reliability, accuracy, and cost-effectiveness of traceability solutions that advance both business and regulatory objectives
- Supporting functional information flow solutions to producers derived from a competitive service sector
- Invest in technological solutions that reduce costs, improve competitiveness and enable regulatory approvals and business functions that support trade and commerce
- Support innovation, research, refinement and commercialization of technologies throughout the supply chain that support economic viability and worker conditions
- Promote the acceptance of sustainable and safe beef production technologies by customers and regulators, in both domestic and international markets

*Group lead: Dennis Laycraft, Executive VP – Canadian Cattle Association*



# FRAMEWORK COMMITTEE

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### MANDATE To oversee the implementation and delivery of the Certified Sustainable Beef Framework.

This year was busy for the committee as it prepared for and began a five-year review and update of the *Certified Sustainable Beef Framework* (the “Framework”). Preparations were concluded in 2021 with the completion of two projects. The first was a project to benchmark and evaluate the Framework against over 30 different Standards documents and 17 different certification programs. The second project was to conduct comprehensive stakeholder consultations to help inform the direction and high priority areas of focus for the review. Results and feedback from 18 stakeholder interviews, two virtual workshops with 56 and 44 attendees respectively, and 71 responses to a bilingual online survey are being incorporated into the Framework review. Benchmarking identified eight short-term and four long-term recommendations and the stakeholder consultations eight multi-part recommendations to encourage continuous improvement, raise the bar on sustainability, and improve training and communications to better support all levels of the CRSB Certified value-chain.

The recommendations are easily grouped into themes of work that naturally aligned with the key components for the Framework to be reviewed – the Standards, Assurance Protocols, Chain of Custody Requirements, and CRSB claims. Since January the committee has met monthly for an in-depth review of each indicator in the Standards and will put forward recommended updates for public consultation in fall 2022. In addition to the ongoing Standards review the committee also oversaw the establishment of a facilitated Chain of Custody Working Group, new research exploring the mass balance approach, and the virtual development

of a theory of change for the Framework. Together, these activities contribute to a robust review and update process.



The Canadian Agri-Food Sustainability Initiative (CASI) is a federally funded project aimed to further research and develop an online platform to serve as the hub for sustainability programming in the Canadian agri-food sector. This year, the CRSB Certified Sustainable Beef Framework's Production Standard was integrated into the CASI platform as part of its first pilot to learn about the feasibility of the project from the perspective of participating farmers and sustainability programs. The CRSB Production Standard was unofficially benchmarked for program equivalency to the Sustainable Agriculture Initiative's Farm Sustainability Assessment (SAI FSA), the International Sustainability & Carbon Certification (ISCC) PLUS, and the Global Animal Partnership (GAP) Beef Standards. Recruitment of CRSB Certified farms and ranches began in December, the online pilot platform was launched in late-May, and participating producers had the month of June to interact with the platform and provide feedback on the user experience. The CRSB pilot was a valuable learning opportunity for CASI and its collaborating stakeholders.



## COMMITTEE MEMBERS

### CHAIR

**Kristine Tapley**, Ducks Unlimited Canada

### BEEF PRODUCER ASSOCIATIONS

**Greg Bowie**, Alberta Beef Producers

**Karleen Clark / Andrea Stroeve-Sawa**, National Cattle Feeders' Association

**Cherie Copithorne-Barnes**, CL Ranches

**Carmen Koning**, Canadian Angus Association

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

### BEEF PROCESSORS & ASSOCIATIONS

**Jeff Fitzpatrick-Stilwell / Robert Gradoville Jr.**, Cargill

### RETAIL & FOOD SERVICE SECTOR

**Jennifer Barbazza**, Walmart Canada

**Carl Dean**, Cactus Club Café

### NGOS

**Silke Nebel**, Birds Canada

**Jessica Rogerson**, West Central Forage Association

**Kevin Teneyche**, Nature Conservancy of Canada

**Sam Wildman**, WWF US

### FOOD AND AGRICULTURE BUSINESSES

**John Arnold**, RBC Royal Bank

**Tim Hardman**, Fulton Marketing Group (Vice-Chair)

*Staff support provided by Kara Barnes,  
Science and Programs Manager*

## KEY HIGHLIGHT

Began the scheduled five-year review and update of the Certified Sustainable Beef Framework.



# COMMUNICATIONS AND MARKETING COMMITTEE

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**MANDATE** To develop and implement marketing and communications strategies that align with CRSB's mission, vision, principles and support all of its core pillars of work.

Each year brings new challenges, opportunities, and a growing importance of sustainability conversations for Canadians. The CRSB Communications and Marketing team continues to execute key collaborations and partnerships to build public trust in the sustainability of Canadian beef.

We continue to work closely with our members and colleagues within the Canadian beef industry who support our vision, mission and principles, as well as with the Global Roundtable for Sustainable Beef – serving on the Communications Council – and others in the Canadian agri-food sector.

With a strong communications and marketing strategy in place, we continued to execute on its deliverables. We updated and re-launched the crsb.ca website with a new look and feel, simplified messaging and navigation. We have created some new short videos – ideal for social media – to help demonstrate the ecological benefits of beef production in Canada, build on our library of video producer profiles, and are working on updating our five principles of beef sustainability videos. Engagement continues to grow with our social channels, and these assets are instrumental to their success.

With an update in progress of the CRSB's National Beef Sustainability Assessment, the communications team supported the deployment of a producer survey, which is integral to collecting data of sustainability in Canadian beef production. Thank you to the CRSB members who supported this initiative with amazing prize incentive donations totalling nearly \$4,000!

Paid social advertising and sponsored campaigns continue to be one of the best ways to broaden our audience. CRSB partnered on two major campaigns this year.

**1 Food Scape with Rick Campanelli with Canadian Better Living TV** – a two-part campaign in partnership with Canadian Beef, Ducks Unlimited Canada and Nature Conservancy of Canada (NCC), focusing on the importance of the Canadian grasslands for conservation, nature-based climate change solutions and the role of beef production.

**2 Cooking by Degrees (version 2.0) in the Toronto Star** – building on the success of a similar award-winning campaign in 2021, we partnered with Canada Beef and the Canadian College and University Foodservice Association for a second campaign featuring Canadian college and university chefs, their favourite beef recipes and featured beef producers across Canada.

With building public awareness of the importance of sustainability and the work of the CRSB, it was important to develop a crisis communications plan to be prepared. The plan includes identifying key issues, development of response plans, strong key messages, and media training for our key spokespeople. We conducted a major consumer research project to measure Canadians' perceptions of beef sustainability and what impacts their purchasing decisions, awareness of the CRSB and our certification program, people's perceptions of Canadian beef industry goals and more. Read the key highlights on page 19 of this report.

Demand for CRSB Certified beef continues to increase in the marketplace, so a strong focus was placed on producer communications to build awareness and value for CRSB certification – both in attracting new producers to become certified, as well as retaining the early adopters. A major boost to this strategy was the sustainability financial incentive introduced by Farm Credit Canada this spring, providing valuable recognition for those who are already CRSB Certified, which we hope will signal the value to others.



# COMMITTEE MEMBERS

## CHAIR

**Crystal Mackay**, Loft32

## BEEF PRODUCER ASSOCIATIONS

**Amie Peck and Lynsay Beavers**, Public & Stakeholder Engagement Program, Canadian Cattle Association

**Joyce Parslow and Gina Teel**, Canada Beef Inc.

**Megan Madden**, National Cattle Feeders' Association

**Glenn LaPointe**, Saskatchewan Cattlemen's Association

**Maureen Cousins**, Manitoba Beef Producers

**Jennifer Kyle**, Beef Farmers of Ontario

**Carmen Koning**, Canadian Angus Association

**Shannon Argent**, Verified Beef Production Plus

## BEEF PROCESSORS & ASSOCIATIONS

**Tanya Thompson**, Cargill

**Clay Holmes**, Intercity Packers Meat & Seafood

## RETAIL & FOOD SERVICE SECTOR

**Stephen Clark and Brett Wills**, Chop Steakhouse and Bar

**Carl Dean**, Cactus Club Restaurants

**Andrew Mumford**, McDonald's Canada

## NGOS

**Karli Reimer**, Ducks Unlimited Canada

**Jessica Rogerson**, West Central Forage Association

**Mike Verhage**, Alberta Conservation Association

## FOOD AND AGRICULTURE BUSINESSES

**Martin Lemoyne**, Certified Angus Beef

**Cody McBride**, ATB Financial

**Marty Seymour**, Farm Credit Canada

**Deborah Wilson**, TrustBIX Inc.

**Vicky Horn and Shane Roger**, Alltech Inc.

*Staff support provided by Andrea White - Director, Marketing and Stakeholder Relations and Dayna Cameron - Communications and Marketing Specialist*

## KEY HIGHLIGHT

### 2 Major Partnered Public Campaigns

with over 6 million total impressions

### Producer Communications Strategy

## SOCIALS



### 7.8K TOTAL FOLLOWERS

LinkedIn engagement grew by over 300%, and is a great platform to share CRSB and our members' work.

### 1 MILLION TOTAL IMPRESSIONS

Video Content leads the way being the most popular and engaging on all channels

*We would like to recognize the contributions of those who support our work – Kahntact Marketing, Loft32 and Abacus Data.*



*AdFarm, a full service agricultural marketing agency generously provides in-kind support of CRSB's marketing initiatives every year. They worked with us on the design for our new CRSB website, and are supporting the development and execution of our producer communications strategy.*

# SCIENTIFIC ADVISORY COMMITTEE

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**MANDATE** To oversee the update of the National Beef Sustainability Assessment (NBSA) and reviewing projects under the Sustainability Projects Pillar.

### NATIONAL BEEF SUSTAINABILITY ASSESSMENT

Agricultural commodity sustainability assessments are a rapidly developing field with refinements in methodology through the FAO LEAP Guidelines. The GRSB GHG Science committee, chaired by Brenna Grant, published the *Beef Carbon Footprint Guideline* in February 2022. This will bring consistency to the GHG emission reporting across GRSB members as we work towards being able to report measured progress by 2025. This is also aligned with the update of the CRSB National Beef Sustainability Assessment (NBSA).

Over the last five years, focus on filling research and data gaps for the National Beef Sustainability Assessment has paid off. Several gaps have been filled, such as the Canadian hay life cycle inventory, cow-calf surveys that cover all of Canada, as well as research into carbon sequestration, utilization of by-products in feed rations and the nutritional importance of beef.

Primary data collection for the update of the NBSA took place in the fall of 2021, including producer, packer and processor surveys, along with stakeholder interviews. The 2016 baseline has been updated with the current methodology and 2021 draft results are underway. This is an iterative process, as refinements are made and validated by experts. The NBSA final report is scheduled to go to the third-party reviewers in the fall of 2022 and is scheduled to be completed by March 2023. The Sustainability Strategy will be updated once the final report is available. Contractors have been secured for the Environmental and Social publications. Publishing the NBSA results in a peer-review journal article supports references by media and use by stakeholders.

### SUSTAINABILITY PROJECTS PILLAR

*The Sustainability Projects Inventory* annual survey is open between April 1 and May 31 each year to ensure that the projects inventory stays current and relevant. This is a way for members to align initiatives with the sustainability strategy goals, connect, collaborate, and communicate about what they are doing. Two new projects were added to the website in 2022 and information was added to the CRSB Framework resource page that is being revised. In order to continue making progress on the Sustainability Strategy, we encourage all members with activities that align with the Strategy to submit projects. This is the main mechanism being used to report against the Sustainability Strategy. As the 2020 Interim Report showed, there are several gaps to be filled before 2023. A review of the existing projects on the website is underway to ensure their continued relevance to industry.

Three letters of support for projects have been provided over the last year that address a variety of issues.

- 1 Ducks Unlimited Canada (December 2021) Sustainable Ranching and Cropping Accelerator
- 2 Birds Canada (Jan 2022) New policy tools to prevent GHG-emissions from grassland conversion and to recover threatened grassland biodiversity
- 3 Cameron Carlyle University of Alberta (Feb 2022) “Carbon Sequestration Under Pasture and Forage Resources” application to the Strategic Research Initiative Call for proposals



# COMMITTEE MEMBERS

## CHAIR

**Brad Downey**, Alberta Conservation Association

## BEEF PRODUCER ASSOCIATIONS

**Dr. Reynold Bergen, Stacey Domolewski and Syndey Fortier**, Beef Cattle Research Council

**Marianne Possberg**, Saskatchewan Cattlemen's Association

**Jenna Sarich**, Public & Stakeholder Engagement Program, Canadian Cattle Association

## NGOS

**Dr. Pascal Badiou and Kristine Tapley**, Ducks Unlimited Canada

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

**Kevin Teneycke**, Nature Conservancy of Canada

## FOOD AND AGRICULTURE BUSINESSES

**Dr. Dorothy Erickson**, Zoetis

**Michael Lohuis**, Semex

**Vicky Horn and Shane Roger**, Alltech Inc.

## SUBJECT MATTER EXPERTS AND OBSERVERS

**Sean Thompson**, Olds College

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

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

**Dr. Kim Ominski**, University of Manitoba

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

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

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

## KEY HIGHLIGHT

Initiated the 2023 National Beef Sustainability Assessment, with stakeholder surveys and interviews, and scientific data collection.





# CRSB CERTIFIED IN ACTION



## SUSTAINABLE BEEF PRODUCTION AND PROCESSING

As of June 30, 2022:



**1403** Farms and ranches certified to CRSB standards

**19%** of the Canadian cattle herd raised on CRSB Certified Canadian farms and ranches



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



## 3 CERTIFICATION BODIES



CRSB-approved Certification Bodies carry out 3rd party auditing of the Framework standards and requirements on Canadian farms and ranches, in beef processing facilities, and including tracking cattle and beef from CRSB Certified operations through the supply chain.



## BEEF PROCESSORS



## FURTHER PROCESSORS AND DISTRIBUTORS



\*Denotes processors whose tracking systems have also been audited to the CRSB Chain of Custody Requirements. This enables companies to pass along the CRSB Claims that demonstrate sustainability in Canadian beef. Currently, all supply chains are sourcing through the Mass Balance model, which supports the sustainable beef practices by sourcing at least 30% of the beef from CRSB Certified operations.

## CRSB CLAIMS IN THE MARKETPLACE



Demand continues to grow for CRSB Certified beef. Several companies are showing their support of sustainable practices by sourcing beef from CRSB Certified Sustainable farms and ranches across Canada through the CRSB's Mass Balance system, whereby at least 30% of the company or product line's beef is from CRSB Certified sources.

Now sourcing through the program in their beef or specific product lines...

### RESTAURANTS AND QUICK-SERVE:

- McDonalds (Quarter Pounders)
- Harveys (Original Burger)
- Chop Steakhouse and Bar
- Shark Club Sports Bar and Grill
- Montana's BBQ and Bar



### GROCERY RETAILERS

- Walmart –  
in a selection of  
ground beef products



### FOODSERVICE COMPANIES

selling to individual customers and restaurants:

- Gordon Choice brand
- Intercity Packers – Intercity Meats brand
- Centennial Foodservice's Sterling Silver Premium Meats brand



## SOURCING COMMITMENTS



# POUNDS OF BEEF SOLD WITH A CRSB CLAIM

JULY 1, 2021 - JUNE 30, 2022

**10**  
**MILLION**

**29**  
**MILLION**  
SINCE 2018

# CONSUMER PERCEPTIONS OF BEEF SUSTAINABILITY

As part of the CRSB's mandate to recognize and advance sustainability in Canadian beef production, it is important to measure the understanding, attitudes and changing perceptions of Canadian consumers. Working with an agency that specializes in agri-food consumer research, and building on baseline research in 2018 and 2019, our 2022 research evaluated sustainability lifestyle, purchasing behaviours and consumption; understanding and perceptions of the sustainability of Canadian beef production, and awareness and perceptions of the CRSB, including its CRSB Certified program logos and claims. A series of benchmarked questions will help us measure changing consumer perceptions over time.<sup>1</sup>

## ON SUSTAINABILITY

Sustainability is on the minds of Canadians - It is popular, aspirational and a lifestyle that many are hoping to achieve. While its impact on actual behaviour is limited (factors like price and quality are not minimized by desires to lead a sustainable life), it does sway perceptions, which can be just as powerful in the long-term.

The majority of Canadians have an interest in a sustainable lifestyle – 84% are trying to make more sustainable choices, with ¾ who are passionate about making sustainable food choices.

When presented with a number of possible choices for consumers, the top three most important sustainability actions that Canadians are likely to take are:

- 1 Reducing food waste
- 2 Reducing amount of single-use items
- 3 Reducing use of products with non-recyclable packaging or too much packaging

## ON BEEF

Over 90% of Canadians report being beef eaters (+2 points compared with 2019), and 80% eat beef at least once/week. More Canadians have made changes to their beef consumption habits over the past year, and some Canadians are eating beef less frequently. Taste, quality and price still remain the most important factors for purchasing

beef, though sustainability factors are rising in importance. For those who may be reducing consumption, 74% indicate price is the key factor.

## ON BEEF + SUSTAINABILITY

**Impressions of sustainability in the beef industry remain consistent and overall positive.**

**A majority believe the beef industry can be sustainable, is operating sustainably in Canada, and is working to improve its environmental footprint.**



<sup>1</sup> The research was done with a representative sample of 2,000 Canadians, with a margin of error of  $\pm 2.19\%$ , 19 times out of 20. The data weighted against Canadian census data to ensure it matched Canada's population in terms of age, gender, education and region.





50%

OF CANADIANS RATE THE  
SUSTAINABILITY OF THE  
BEEF INDUSTRY POSITIVELY

A FURTHER

25%

RATE SUSTAINABILITY  
PRACTICES AS ACCEPTABLE

56%

OF CANADIANS SAY THEY WOULD BE  
MORE LIKELY TO PURCHASE A BEEF  
PRODUCT IF THEY SEE THIS LOGO  
ON THE PRODUCT



Canadians can be split into two groups: one-third who believe they have a good understanding of sustainability of beef and two-thirds who do not. The latter group can be split further: those who do not know much but are okay with it (the majority), and those who want to know more (a key opportunity).

For beef-eaters who are passionate about making sustainable choices, there is an equal emphasis on all aspects of sustainability. Over half of Canadians rate the sustainability of the Canadian beef industry as excellent or good, with a further 25% that rate sustainability practices as acceptable.

Three in five Canadians feel better after reading about the industry's long-term 2030 goals, with strongest support for reducing food loss and waste, maintaining and enhancing agricultural land that supports wildlife habitat, and reducing GHG emissions by 33%.

### ON THE CRSB LOGO

There are a number of factors that contribute to trust in a logo. Trust in the product or brand carrying the certification logo is the most influential factor, but at least some knowledge of the organization issuing the certification contributes to trusting that logo for over 80% of Canadians.

Awareness of the CRSB logo by Canadians has risen five points since 2019.

As always, our research provided trends to watch, opportunities for future research, and valuable information for the Canadian beef industry and our members, stakeholders and program partners.

ALMOST

1/3

OF CANADIANS  
RECOGNIZE THE  
CRSB LOGO



CORE PLANNING TEAM:

# CONSERVATION ACTION PLAN FOR BIODIVERSITY AND SPECIES AT RISK WITH THE AGRICULTURE SECTOR

**MANDATE** The Agriculture Sector Core Planning Team is mandated to lead co-development of a conservation action plan for biodiversity and species at risk with the agriculture sector.

The team will provide leadership on the overall structure and contents of the conservation action plan, as well as the process by which the whole agriculture sector provides input to the plan.

## BACKGROUND

The Pan-Canadian Approach to Transforming Species at Risk Conservation in Canada was approved by Federal-Provincial-Territorial Ministers for Conservation, Wildlife and Biodiversity (CWB) on June 28, 2018. The approach includes a commitment to develop action plans with the forest, agriculture and urban development sectors to meet the needs of species at risk (SAR) and support sector sustainability. Conservation action plans will build the strategic policy case for future shared investment in collaborative action in these priority sectors.

## OBJECTIVES

The objectives of the Agriculture Sector Core Planning Team are to develop a conservation action plan for biodiversity and species at risk that aims to transform species at risk conservation in the agricultural sector.

## KEY HIGHLIGHT

Co-Chaired by CRSB and Environment and Climate Change Canada

Multi-stakeholder team with 30 representatives working together

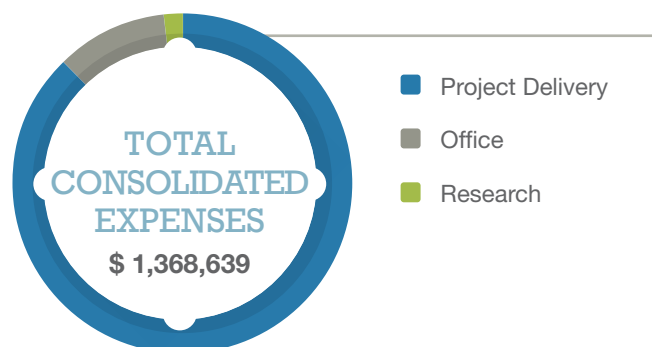
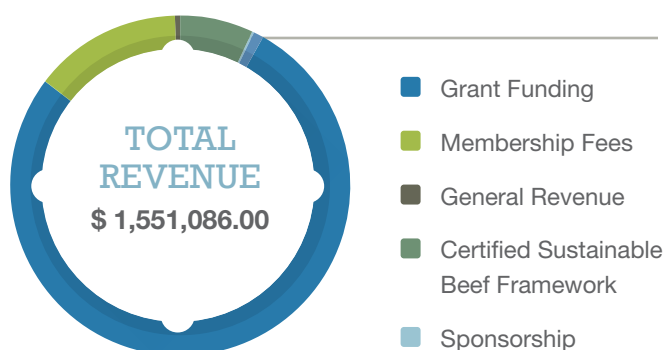


# REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

The Canadian Cattle 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,

Candice McKay  
Interim Controller, Canadian Cattle Association



## Revenue

Certified Sustainable Beef Framework	108,420.00
Contract Services	-
Sponsorship	2,650.00
Event Fees	14,914.00
Grant Funding	1,199,123.00
Membership Fees	218,513.00
General Revenue	7,465.00
<b>Total Revenue</b>	<b>\$1,551,086.00</b>

## Expenses

Certification Framework	-
Community Engagement	-
Project Delivery	1,199,123.00
Office	144,516.00
Meetings & Travel	-
Research	25,000.00
<b>Total Consolidated Expense</b>	<b>1,368,639.00</b>

## Net Assets

Beginning of year, July 2020	703,673.00
Excess (deficiency) of revenue (June 2021)	182,446.00
<b>Net Assets, June 2021</b>	<b>886,119.00</b>

## Deferrals & Reserve

Deferred Revenue (into 2021-2022)	157,349.00
Sustainability Assessment Reserve	175,000.00
<b>Net Deferred Revenue</b>	<b>332,349.00</b>





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 Canadian Roundtable for Sustainable Beef

