

ANNUAL REPORT

2023



CRSB[®]

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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COUNCIL



CHAIR

Ryan Beierbach



PAST CHAIR

Anne Wasko

VOTING MEMBERS

BEEF PRODUCER ORGANIZATIONS



Don Badour, Beef
Farmers of Ontario



Laura Plett, Manitoba
Beef Producers



Andrea Stroeve-Sawa,
National Cattle Feeders'
Association



Clay Holmes,
Intercity Packers Meat
and Seafood



Rob Meijer, JBS
Food Canada

RETAIL & FOODSERVICE SECTOR



Stephen Clark,
Chop Steakhouse and
Bar



Emma Race, Loblaw
Companies Limited



Kristine Tapley, Ducks
Unlimited Canada



Tom Lynch-Staunton,
Nature Conservancy
of Canada



Vacant seat

FOOD & AGRICULTURE BUSINESS

MEMBER AT LARGE



Graeme Finn,
Foothills Forage and
Grazing Association



Karen Clark, Agriculture
& Agri-Food Canada



Jamie Wuite, Alberta
Agriculture & Irrigation



Fonda Froats,
Saskatchewan Ministry
of Agriculture

GOVERNMENT LIAISONS

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.

KEY HIGHLIGHT

6 new members in 2022-2023



Dr. Gliese da Silva, researcher at University of Calgary



LETTER FROM THE CHAIR

My first year as Chair has been very rewarding. I have had the opportunity to meet with many of our members, both face-to-face and virtually, and learn about challenges, opportunities, and strategic priorities. From my perspective, I am pleased to see that we are all moving in the same direction at a high-level, and there are many opportunities to develop creative ideas and innovative solutions that are meaningful for multiple stakeholders that also help drive value.

Both our Semi-Annual and Annual General Meetings were held in-person this year. Those meetings were well attended, and many people highlighted the importance of having those face-to-face connection points to build relationships. We held breakout discussions at the Semi-Annual Meeting and gathered member feedback on:

- 1 our next National Beef Sustainability Strategy, and
- 2 our role in the Environmental and Social Governance (ESG) space.

Thank you to everyone who participated in those meetings and provided input.

In terms of governance, we refreshed our committees. Thank you to our outgoing committee members and to those who are continuing to serve, and welcome to our new

committee members. Our committees are comprised of member volunteers and, together with CRSB Council, are responsible for delivering on the organization's strategic priorities. Their support and guidance are critical to our success.

In October 2022, I attended the Global Conference on Sustainable Beef in Denver and met many of our global partners. In March 2023, I travelled to Colombia and attended the Global Roundtable for Sustainable Beef (GRSB) meetings. There, I chaired the National Roundtables meeting, which brings together the 12 regional roundtables operating globally, including CRSB, to discuss strategic priorities and support alignment. We also toured six farms and saw a wide variety of production systems. We learned about animal health and the importance of cattle for well-being and livelihoods. Thank you to the Mesa Ganaderia Sostenible Colombia for hosting a great event.

I am very proud to share that CRSB was honoured with Ducks Unlimited Canada's first-ever Conservation Award of Distinction. The Conservation Award of Distinction celebrates outstanding leadership and supporting conservation actions that have resulted in significant, positive environmental impacts across the country. The award was presented to us in Ottawa in March. Congratulations to the membership on this achievement.

1 Left to right: Fawn Jackson (Dairy Farmers of Canada), Kristine Tapley (Ducks Unlimited Canada), Ryan Beierbach (CRSB Chair), Hon. Marie-Claude Bibeau, Minister of Agriculture [2019-2023], Paul Thoroughgood (Ducks Unlimited Canada), Nathan Phinney (President, Canadian Cattle Association), Monica Hadarits (CRSB)

ESG disclosures are moving quickly for all our members, and they have generated substantial interest for beef farmers and ranchers in terms of what reporting might look like for them. CRSB provided comments to the International Sustainability Standards Board through their consultations last year. We recommended that consultations with affected stakeholders be part of the process and that Canadian data are used for Canadian beef supply chains.

I am confident that the CRSB's work over the past eight years has positioned the organization very well. I look forward to meeting with you again and to another productive year.

Respectfully,



Ryan Beierbach
Chair, CRSB





LETTER FROM THE EXECUTIVE DIRECTOR

This year was important for reconnection. The sustainability space has been moving quickly and our members are aligned on where we need to go. There are still many questions about, and discussions to be had around, the pathways to get there. The CRSB's diverse membership, the relationships that have been established, and our four key pillars of work, are a solid foundation for the sector to discuss and answer those questions. There is a strong willingness to collaborate, try new ideas and achieve the sustainability goals that have been set. We will get there.

We added six new members this year in Beef Producer Associations, Retail and Foodservice, and Agriculture and Food Businesses membership categories. Similarly, the CRSB Certified program continues to grow. The program is in the review process, which included a 60-day public consultation on our two standards, as well as a deep dive into the program's monitoring, evaluation and learning system. We also launched our largest marketing campaign to-date this year, with the goal of raising consumer awareness of the program. The review process continues, and the learnings are invaluable as we seek to make improvements this coming year.

After a two-year iterative process that followed international standards, the 2nd National Beef Sustainability Assessment was drafted, underwent third-party review, and was completed, all this year. The findings have been submitted to two peer-reviewed journal articles, and we are waiting for those articles to be published to launch the results. While those articles are under review, we are finalizing the sustainability strategy, which accompanies the assessment. The assessment measures and tracks sustainability performance in the Canadian beef value chain, and the sustainability strategy identifies action items that will advance performance between now and the next

assessment in seven years. Member engagement on key priorities for the strategy, gathered through discussions at our semi-annual meeting and through a formal comment period, were extremely valuable to ensure we are on the right track. Read more about the Assessment and Strategy on page 21.

The CRSB continues to engage in various initiatives in Canada, including the Agriculture Sector Species at Risk Core Planning Team, National Index on Agri-Food Performance and the Canadian Agricultural Sustainability Initiative. We were also pleased to attend the United Nations Biodiversity Conference (COP 15) in Montreal, where the Global Biodiversity Framework was adopted, and goals were established to halt and reverse nature loss. Many of our members were in attendance and we supported various stakeholders in their participation.

We expanded our staff team this year and continued our summer internship program. A big welcome to Jenna Sarich and Cailey Church. I am so proud of the work the team accomplishes. They are outstanding - always innovating, generating new ideas and thinking outside the box. Thank you to our members for your commitment to our organization and to collaborative solutions, particularly as food system sustainability becomes increasingly complex. Your leadership allows CRSB to showcase how collaboration can make a big impact and drive positive change.

Respectfully,

Monica Hadarits
Executive Director



Following a call for volunteers in February, all of CRSB's committees now have some fresh faces, along with seasoned veterans, ready to guide our work to meet our objectives and priorities. Thank you to everyone who put their name forward.

COMMITTEE REPORTS

GOVERNANCE COMMITTEE

MANDATE To provide guidance to the CRSB Council on matters relating to the leadership and governance of the CRSB.

The main responsibilities of the Governance Committee include:

- 1 Providing guidance to the Council on matters pertaining to its adherence to good governance principles and practices;
- 2 Reviewing the structures and effectiveness of CRSB's corporate governance systems to ensure they function effectively;
- 3 Reviewing existing policies and procedures on an annual basis, identify the need for new or revised policies, and present such changes to the Council for consideration;
- 4 Leading the process for Council member recruitment and succession;
- 5 Overseeing the annual Council member nominations and elections plan and process;
- 6 Advising on Council orientation or education/training needs, and
- 7 Advising on any perceived or real conflict of interests if they arise

With a new Governance Committee in place this spring, the key activities have been to oversee the nomination and elections process for the CRSB Council.

I am pleased to report that we had a strong response to the call of nominations, there was an election in every voting member category, and all Council seats have been successfully filled. Member voting turnout was strong in all member classes.

To ensure proper staggering for an effective succession plan for Council as per CRSB By-Laws, both the Retail and Food Service Sector and NGO member sub-classes elected one candidate for a one-year term and one candidate for a two-year term.

I would like to thank all those Council members who have served the CRSB Council, and particularly, Kristine Tapley of Ducks Unlimited Canada and Deborah Wilson of TrustBIX Inc. for their valuable guidance on Council over the past 6 years.

I am pleased to welcome new Council members—Hope Bentley of McDonald's Canada, Sam Wildman of World Wildlife Fund US and Tim Hardman of Fulton Market Group to CRSB Council.

Anne Wasko's term as Past-Chair has come to a close, and I would like to thank her for her immense contribution to the success of the CRSB during her tenure as Chair and Past-Chair. Ryan Beierbach continues his two-year term as Council Chair.

Respectfully submitted,
Greg Bowie, Chair

COMMITTEE MEMBERS

CHAIR

Greg Bowie, Alberta Beef Producers

MEMBERS

Ryan Beierbach – Chair, CRSB

Anne Wasko – Bar 4 Bar Land & Cattle;
Past Chair, CRSB

Lauren Martin – Canadian Meat Council

Shay Duer – Cargill Protein

Staff Support provided by: Andrea White

We would like to recognize out-going committee member **Ryan Clisdell** (Cargill) for his service on this committee.

KEY HIGHLIGHT

Election in every member sub-class,
with all Council seats successfully filled
for 2023-24.



COMMITTEE REPORTS

SCIENTIFIC ADVISORY COMMITTEE

MANDATE To provide scientific analysis, advice and supporting information regarding beef sustainability to the CRSB.

The Science Advisory Committee (SAC) terms of reference were updated in January, and membership renewed in April 2023. While the National Beef Sustainability Assessment (NBSA) remains a core responsibility of the SAC, it also oversees the CRSB Projects Pillar. The Sustainability Projects Inventory survey was put on hold in 2023 as the SAC reviews and recommends updates to the Projects Pillar. As ideas and opportunities around sustainability continue to evolve this will include developing organizational policy on topics of interest to CRSB and its membership and evaluating CRSB's potential role in science-based projects and initiatives.

Brenna Grant, Executive Director of CanFax and CanFax Research Services and SAC staff lead, was joined by Samantha Werth, Executive Director of the United States Roundtable for Sustainable Beef (USRSB), in co-chairing the GRSB Climate Working Group. A long-term work plan was proposed in March, outlining activities for the next three years, and a scoping project launched in August to better understand member needs around accounting and reporting of greenhouse gas (GHG) goals.

NATIONAL BEEF SUSTAINABILITY ASSESSMENT

After two-years of hard work, the update of the NBSA, from its first baseline years, 2013/14, to 2021, has been completed. The updated NBSA includes an Environmental Life Cycle Assessment (E-LCA) conducted by Groupe AGÉCO, a Land Use Assessment (LUA) conducted by Groupe AGÉCO in conjunction with Agriculture and Agri-Food Canada (AAFC), a Social Life Cycle Assessment (S-LCA) conducted by CanFax Research Services and Groupe AGÉCO, and an economic assessment conducted by CanFax Research Services.

The Committee reviewed the first NBSA draft in October, which was followed by an independent third-party review in December 2022. Edits responding to the third-party review were presented to the committee, along with the final economic assessment, in March 2023. Two papers focusing on the E-LCA and the S-LCA have been submitted for publication to peer-reviewed scientific journals. CRSB will release its summary report after the acceptance and publication of the E-LCA and S-LCA articles in the respective journals.

Groupe AGÉCO also completed the CRSB's GHG calculator, including sensitivity scenarios, based on the NBSA update. This calculator allows flexibility to change five parameters and will be used internally by CRSB to provide an annual indicator of progress.

The hay life cycle inventory (LCI) was completed, and a paper authored by Sarah Pogue et. al, was published (August 2023) in the International Journal of Life Cycle Assessment. The article, titled "Regionalized life cycle inventory data collection and calculation for perennial forage production in Canada: methodological best practices and limitations," can be found here: doi.org/10.1007/s11367-023-02199-1

COMMITTEE MEMBERS

CHAIR

Brad Downey, Alberta Conservation Association

BEEF PRODUCER ASSOCIATIONS

Dr. Reynold Bergen & Stacey Domolewski,
Beef Cattle Research Council

Melissa Downing, National Cattle
Feeders' Association

BEEF PROCESSORS AND ASSOCIATIONS

Jeffrey Fitzpatrick-Stilwell, Cargill

AGRICULTURE & FOOD BUSINESSES

Emily Conlin, Masterfeeds

Dr. Dorothy Erickson, Zoetis

Doug Helm, Syngenta Canada

Michael Lohuis, Semex

Cameron Olson, Elanco Canada

ACADEMIC INSTITUTIONS

Dr. Guillaume Lhermie, Simpson Centre, University
of Calgary

Sean Thompson, Olds College

Dr. Scott Wright, Livestock and Forage Centre of
Excellence, University of Saskatchewan

SUBJECT MATTER EXPERTS

Kerriane Koehler-Munro, Alberta Agriculture
& Irrigation

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

Dr. Kim Ominski, University of Manitoba

Christoph Wand, OMAFRA

We would like to recognize the following out-going
committee members for their service from
2020 – April 2023.

Dr. Pascal Badiou and **Kristine Tapley** (Ducks
Unlimited Canada), **Graeme Finn** (Foothills Forage
and Grazing Association), **Sydney Fortier** (Public
& Stakeholder Engagement-Canadian Cattle
Association), **Marianne Possberg** (Saskatchewan
Cattlemen's Association), **Shane Roger** (Alltech Inc.),
Kevin Teneycke (Nature Conservancy of Canada),
and **Dr. Katie Wood** (University of Guelph).

*Staff Support provided by: Brenna Grant (Canfax
Research Services), transitioned to Kara Barnes,
supported by Jenna Sarich in May 2023.*

KEY HIGHLIGHTS

Completed the update of the National
Beef Sustainability Assessment (NBSA)

Hay LCI article was published in
the International Journal of Life
Cycle Assessment



COMMUNICATIONS AND MARKETING COMMITTEE

MANDATE To provide strategic direction on marketing and communications for the CRSB and the Certified Sustainable Beef Framework, addressing CRSB's diverse range of members and stakeholders.

This past year has been another whirlwind for the Communications and Marketing team at the CRSB, with many successes, some challenges, and new exciting initiatives.

The CRSB continues to leverage the important work of its members across the beef supply chain and beyond and is proud to share those stories. Content creation included additional producer video profiles, updated Principles of Sustainable Beef videos, with shorter versions better suited for digital channels, and an update to our About the CRSB video. We continue to turn our attention to sharing that great content through paid advertising and valuable partnerships with members and industry partners.

This spring, CRSB embarked on its largest-ever consumer-directed digital marketing campaign promoting the CRSB Certified program. The objectives were to build awareness about the CRSB Certified Mark, and to evaluate messages and visuals that resonated with Canadians, including engagement by key interest groups. This provided valuable information that will help the CRSB tailor future campaigns. The core campaign ran throughout June/July 2023 in both English and French. Additional image and video ads ran on social channels during the same time period, targeting key audience interests. An update to the CRSB's beeffortheplanet.ca website complemented the campaign, and is also now available in both French and English.

The core campaign had a reach of over three million people, over 2 million impressions, and more than 15k visits to the website. The secondary ad campaign had an additional reach of 160k, and provided key audience engagement metrics that will be utilized as we refine our marketing strategy.

In November 2022, CRSB was awarded two Best of CAMA (Canadian Agri-Marketers Alliance) awards for the 2022 Cooking by Degrees campaign in the Toronto Star, which consisted of a series of eight articles featuring a college or university chef, their favourite beef recipe, and a beef farmer story from across Canada. With a reach of over 3 million readers, the campaign was supported by partner ads surrounding the articles and was executed in partnership with Canada Beef, the Public & Stakeholder Engagement Program and the Canadian College & University Food Service Association for the second year. It's exciting to be recognized for the work we are doing, and the value of the message for Canadians.

CRSB participated in, supported and sponsored several national, local and regional events this year such as Agribition, the Royal Winter Fair, the Calgary Stampede, the International Federation of Ag Journalists conference and the Beef Improvement Symposium, to name a few – and continues to support member speaking engagements across Canada and beyond.

With an updated committee, as the new committee Chair, with a Vice-Chair (Kelly Sidoryk) to support me, I am excited about the upcoming year!

Respectfully submitted,
Carl Dean, Chair

COMMITTEE MEMBERS

CHAIR / VICE-CHAIR

Chair: **Carl Dean**, Cactus Restaurants Ltd.

Vice-Chair: **Kelly Sidoryk**, KW Cattle Co.

BEEF PRODUCER ASSOCIATIONS

Shannon Argent, Verified Beef

Christina Betker, Saskatchewan
Cattlemen's Association

Maureen Cousins, Manitoba Beef Producers

Emma Cross, Canadian Cattle Association &
Verified Beef

Gina Devlin, National Cattle Feeders' Association

Jennifer Kyle, Beef Farmers of Ontario

Amie Peck & Lynsay Beavers, Canadian
Cattle Association

Ron Glaser, Canada Beef

BEEF PROCESSORS AND ASSOCIATIONS

Shannon Braun, Cargill Protein (North America)

Clay Holmes, Intercity Packers Meat & Seafood

RETAIL & FOOD SERVICE SECTOR

Ashwin Ramesh, McDonald's Canada

NGOS

Graeme Finn & Kayla Minor, Foothills Forage and
Grazing Association

Karli Reimer, Ducks Unlimited Canada

Mike Verhage, Alberta Conservation Association

AGRICULTURE & FOOD BUSINESSES

Martin Lemoyne, Certified Angus Beef

Shane Roger, Alltech

BEEF PRODUCERS

Cherie Copithorne-Barnes, CL Ranches

We would like to recognize the following out-
going committee members for their service on this
committee from 2020-2022:

Crystal Mackay, Chair

Christy Lavallee (Canadian Angus Association),
Glenn LaPointe (Saskatchewan Cattlemen's
Association), **Megan Madden** (National Cattle Feeders'
Association), **Gina Teel** (Canada Beef), **Tanya
Thompson** (Cargill Foodservice), **Jessica Rogerson**
(West Central Forage and Grazing Association),
Cody McBride (ATB Financial), **Deborah Wilson**
(TrustBIX Inc.).

*Staff Support provided by: Andrea White, supported
by Dayna Cameron*

KEY HIGHLIGHTS

First CRSB-sponsored digital campaign
promoting CRSB Certified

2 Canadian Agri-Marketing Awards
for Cooking by Degrees campaign in
Toronto Star



FRAMEWORK COMMITTEE



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

The Framework Committee terms of reference were updated in December, and membership renewed in April 2023. The committee has and continues to be busy with completing and implementing recommendations that arose during the five-year review of the Certified Sustainable Beef Framework (the “Framework”). Full Framework updates will be published later this year, including version 2.0 documents for all the key Framework components: the Standards, Assurance Protocols, Chain of Custody Requirements and Sustainability Claims.

Each indicator in the Sustainable Beef Production and Sustainable Beef Processing Standards was extensively reviewed and updates drafted by the committee from January through September 2022. Proposed updates to the Standards were shared during a 60-day public consultation period from October to December. The committee reviewed and responded to each comment received from the public consultation process by the end of December 2022, and CRSB Council approved the final updates to the Standards in early 2023.

The Assurance Protocols are the technical documents that establish the requirements for the certification process for the Oversight Body, Certification Bodies and Clients. Updates focus on streamlining and clarifying CRSB’s requirements to align with emerging and evolving international best practices for certification programs to improve the level of assurance provided by all components of the Framework. Developing and implementing a strong monitoring, evaluation and

learning (MEL) system to gather, organize and analyze Framework data is a critical focus of the committee as CRSB works to develop and share credible assurance and performance metrics with all CRSB Certified stakeholders.

A Chain of Custody (CoC) Working Group was struck in April 2022 to better understand and identify challenges and potential improvements to the Framework’s Chain of Custody Requirements. Over three months the working group identified nine key issues with the current CRSB CoC Requirements and implementation, from which recommendations in four overarching topic areas were developed. The working group’s recommendations were presented to the Framework Committee in August 2022. The Committee, and then CRSB Council, discussed and decided to move forward with a new single-verifier model for live cattle chain of custody as a Framework requirement. Development and implementation of the new CoC system with key stakeholders is currently underway.

A Claims Working Group was struck in December 2022 to review the mass balance approach and make recommendations on updates to the Claims and Labelling requirements of the Framework. The committee is currently reviewing the working group’s recommendations.

Respectfully submitted,
Kristine Tapley, Chair

COMMITTEE MEMBERS

CHAIR / VICE-CHAIR

Chair: Kristine Tapley, Ducks Unlimited Canada

Vice-Chair: Tim Hardman, Fulton Market Group

BEEF PRODUCER ASSOCIATIONS

Cherie Copithorne-Barnes, CL Ranches Ltd.

Andrea Stroeve-Sawa, National Cattle Feeders' Association

PROCESSORS AND PACKERS

Tanya Thompson, Cargill

RETAIL & FOOD SERVICE SECTOR

Adam Brown, RECIPE Unlimited

Carl Dean, Cactus Restaurants Ltd.

NGOS

Kevin Teneycke, Nature Conservancy of Canada

Sam Wildman, World Wildlife Fund US

AGRICULTURE & FOOD BUSINESSES

John Arnold, RBC Royal Bank

Curtis Grainger, Farm Credit Canada

ACADEMIC INSTITUTIONS

Dr. Scott Wright, Livestock and Forage Centre of Excellence, University of Saskatchewan

We would like to recognize the following out-going committee members for their service from 2020 – April 2023.

Greg Bowie (Alberta Beef Producers), **Harold Martens** (Saskatchewan Cattlemen's Association), **Carmen Koning** and **Tina Zakowski** (Canadian Angus Association), **Jeff Fitzpatrick-Stilwell** and **Robert Gradoville Jr.** (Cargill), **Silke Nebel** (Birds Canada), **Jessica Rogerson** (West Central Forage Association), **Jennifer Barbazza** (Walmart Canada)

Staff Support provided by: Kara Barnes

KEY HIGHLIGHT

Developing and implementing improvements across all components of the Framework.



CRSB CERTIFIED IN ACTION



SUSTAINABLE BEEF PRODUCTION AND PROCESSING

As of June 30, 2023:



1,382 Farms and ranches certified to CRSB Sustainable Beef Production Standard.

20% Approximate amount of Canadian beef cattle spent time under the management of CRSB Certified Operations across Canada.*

5.7 million Acres of land estimated under the management of CRSB Certified Operations across Canada.

~4.9 million native grazing acres

~0.8 million tame grazing acres



- Cow/Calf (45%)
- Backgrounding (1%)
- Feedlots (8%)
- Combined Operation (46%)



3 CERTIFICATION BODIES



CRSB-approved Certification Bodies carry out 3rd party auditing of the Framework standards and requirements.



BEEF PROCESSORS



*Certified to meet Sustainable Beef Processing Standard and Chain of Custody Requirements.



FURTHER PROCESSORS AND DISTRIBUTORS



CRSB CLAIMS IN THE MARKETPLACE



Demand continues to grow for CRSB Certified beef. Several companies are supporting sustainable practices by sourcing beef from CRSB Certified farms and ranches across Canada.

INCENTIVIZING CERTIFICATION

Opportunities are available and continue to emerge to support producers to become CRSB Certified and/or maintain their certification.



Farm Credit Canada re-opened its Sustainability Incentive for the second year in May 2023, providing up to an annual \$2,000 payment, based on lending with FCC, for CRSB Certified beef producers who are also FCC customers.



Since 2018, Cargill has been rewarding producers for becoming CRSB Certified, supported by its retail, restaurant and foodservice customers sourcing CRSB Certified beef. In March 2023, a Recognition Credit of up to \$400 per CRSB Certified Operation was piloted to ensure that all operations received recognition for their commitment to sustainability certification, regardless of where their cattle were marketed. This credit, at minimum, covers the annual audit cost for all producers who maintain their certification, and is in addition to the per head reward for qualifying cattle.

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
- Cactus Club Cafe



GROCERY RETAILERS

- Walmart – in a selection of beef products
- Calgary Co-op – in their Only Alberta Black Angus Beef brand



FOODSERVICE COMPANIES



SOURCING COMMITMENTS

These retailers have made sourcing commitments, and are actively sourcing beef from CRSB Certified Operations towards meeting those commitments.



For more information, visit crsbcertified.ca.

ABOUT THE NATIONAL BEEF SUSTAINABILITY ASSESSMENT AND STRATEGY

The National Beef Sustainability Assessment (NBSA) represents a core pillar of the CRSB's work – Sustainability Benchmarking. It is a comprehensive science-based study, based on Life Cycle Assessment methodology, evaluating the sustainability performance of the entire Canadian beef value chain from pasture to gate to plate encompassing environmental, social and economic perspectives. The Assessment identifies where the industry is performing well, measuring progress, and where there are opportunities for improvement. A Sustainability Strategy accompanies the Assessment, outlining strategic goals and specific action areas to address those opportunities for improvement.



THE ASSESSMENT

The first National Beef Sustainability Assessment was published in 2016 utilizing data from 2014, which provided a baseline for evaluating progress and improvements over time. When the first assessment was released, the CRSB committed to conducting a similar assessment every seven years. This second study will be the first opportunity to measure changes against that baseline, utilizing data from 2021, and will demonstrate progress against the Canadian beef industry's 2030 goals in a number of areas.

As outlined in the Scientific Advisory Committee report (page 11), the second assessment has now been completed. The data was collected in 2021, including information from Canadian beef producer and packer surveys and stakeholder interviews, which was complemented by secondary data sources where necessary.

The National Beef Sustainability Assessment consists of an Environmental Life Cycle Assessment (E-LCA) and Land Use Assessment, a Social Life Assessment (S-LCA), and an Economic Assessment, consistent with international standards and methodology. The data has been analyzed, has undergone a 3rd party review, and key parts of the environmental Life Cycle Assessment and Social Assessments are currently being peer reviewed for publication in two scientific journals.

Following their publication, a report will be published summarizing the findings. CRSB looks forward to sharing and communicating the results with members, industry stakeholders, government and the Canadian public, highlighting improvements made over the past seven years. A toolkit to help amplify the results will be provided for CRSB members and stakeholders.

Why it's Important...

Canada has established itself as a global leader in beef sustainability through robust, science-based initiatives such as the NBSA. The first study (2016) provided an important baseline from which to measure progress, and has been instrumental in supporting the Canadian beef industry with core sustainability metrics and messaging.

THE STRATEGY

We don't stop at measuring performance; continuous improvement is at the core of sustainability. Therefore, a National Beef Sustainability Strategy accompanies the assessment to identify strategic goals for improvements. The strategy is being updated and is closely aligned with the Canadian beef industry's 2030 Goals.

CRSB member input on key topics and priorities within the strategy with members was gathered at the CRSB Semi-Annual Meeting in April 2023, followed by a written member comment period in July and August. The draft strategy is being finalized and the actions will be embedded within the National Beef Sustainability Assessment report.

Key areas for the strategy include:

- Building on the strengths of the CRSB's collaborative beef sustainability community
- Climate actions including reducing greenhouse gases and food loss and waste
- Preserving carbon stored in land managed by beef producers, and increasing carbon sequestration
- Land Use and Biodiversity

These metrics are used widely, not only by the CRSB and its members, but also by industry associations to support communications and marketing initiatives, public and stakeholder engagement, collaboration with key partners, and media response, government relations and policy work.

- Water Quality, Safety and Efficiency
- Animal Health and Welfare, including Responsible Antimicrobial Use
- People Health and Safety, and Labour Management
- Economic Viability and Resilience

The strategy will identify key actions, related initiatives, and opportunities for collaboration across this diverse range of topics. While the CRSB's role is developing the sustainability strategy, accomplishing the goals takes a village, and we certainly do not do this work alone. Much of the work is already being undertaken by many across the beef value chain and beyond, through the 2030 goals working groups already established, and we value the partnerships yet to be forged as we undertake this work.

Stay tuned for more details, as we look forward to sharing the results, showcasing some of the great progress made over the last number of years, and to making continual improvements in the sustainability of Canadian beef.



PROJECT HIGHLIGHTS

SARPAL: SPECIES AT RISK PARTNERSHIPS ON AGRICULTURAL LANDS

The Species at Risk Partnerships on Agricultural Lands (SARPAL) collaboration between the Canadian Cattle Association, Alberta Beef Producers, Cows and Fish, Multiple Species at Risk (MULTISAR) and CRSB, supported by Environment and Climate Change Canada (ECCC), had another successful year conserving and enhancing species at risk habitat across the Prairies. Progress towards the development of guidelines for Term Conservation Easements (TCE) continues. Enhanced monitoring and the conduction of riparian health inventories support and encourage the implementation of Habitat Conservation Strategies (HCS), informed beneficial management intended to improve health and functioning across a property, within

Greater Sage Grouse range. Examples of beneficial management practices (BMPs) implemented include the use of portable water units, solar pumps improving existing well function and/or deepening dugouts to enhance water sources to improve grazing and help alleviate cattle pressure in sensitive riparian areas and natural water bodies within Sage Grouse habitat; while wildlife friendly fencing allows for (reseeded) native pasture and hay land to be grazed separately. Project partners continue to engage land owners and managers one-on-one while also sharing broader learnings and guidance through local and regional publications and events.



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

- 1** Portable watering unit purchased in 2021 and now installed and functioning on one of the properties assessed in 2022.

Photo: Phil Rose

- 2** Clipex Fence. Monitoring use by raptors for perching sites and installing reflectors in 2023.

Photo: Brad Downey

- 3** Silver sagebrush seed harvesting for native grass reseeds.

Photo: Brad Downey

- 4** Native grass seed that was distributed to help recover a heavily used section of riparian area that will now be excluded from grazing pressure.

Photo: Cows and Fish

- 5** Wildlife friendly fence that was constructed to assist with cattle distribution away from natural riparian areas.

Photo: Cows and Fish



EVENTS BACK IN PERSON!

AROUND TOWN, THE COUNTRY AND THE WORLD.

CRSB'S 2023 SEMI-ANNUAL MEETING

CRSB hosted its first stand-alone in-person event since 2019 for our Semi-Annual Meeting this April in Calgary, AB. With record attendance of over 100 people, it was great to see so many members engaged in our work. The event included updates on CRSB's core areas of work through committee reports, lively discussions on communications and incentivizing sustainability, and a panel discussion on Tackling ESGs, Sustainable Finance and Incentives.

A member-only session presented embargoed results of our next National Beef Sustainability Assessment (expected for release later this year) and included breakout discussions to gather member feedback on the key topics for the CRSB's Sustainability Strategy.

A fantastic farm-to-table dinner in Bragg Creek featuring a sustainability-infused menu capped the event and included the inaugural screening of the Public & Stakeholder Engagement Program's latest documentary on food waste – *Reduce, Reuse, Ruminare*.

CRSB continues to support public engagement events and work with our industry partners to share the beef sustainability story at events such as the Royal Winter Fair (Toronto), Agribition (Regina) and the Calgary Stampede.



GLOBAL EVENTS & ENGAGEMENT

CRSB attended and supported several global events, including the Global Roundtable for Sustainable Beef (GRSB)'s Global Conference on Sustainable Beef in Denver, Colorado (November 2022). CRSB staff helped to plan and facilitate the a Communicators' Summit, as part of the conference. Canada had a strong contingent of attendees, including several youth through the Canada Cattle Association's Young Leaders' program. The conference had a wide breadth of speakers and panel from around the world on a broad range of sustainability topics, and information sessions were hosted by the National Roundtables to share our work and progress – CRSB is one of 12 regional roundtables around the world.

Bob Lowe (Canadian Cattle Association Past President, former CRSB Council member) represented the beef industry as Vice-President of the GRSB Content at the COP27 Conference on Climate in Sharma El-Shaik, ensuring that the role of livestock in sustainable food systems was represented. CRSB provided content for the Government of Canada display at the conference.

CRSB partnered with Birds Canada on an op-ed for the COP15 Biodiversity Conference held in Montreal (December 2022). CRSB Executive Director Monica Hadarits and several of our members attended the Montreal conference, and attended side events showcasing the Canadian context for biodiversity.

We have a number of events on the horizon for 2023-24, and look forward to engaging with partners, industry, government and the public throughout the year.



OTHER INDUSTRY HIGHLIGHTS

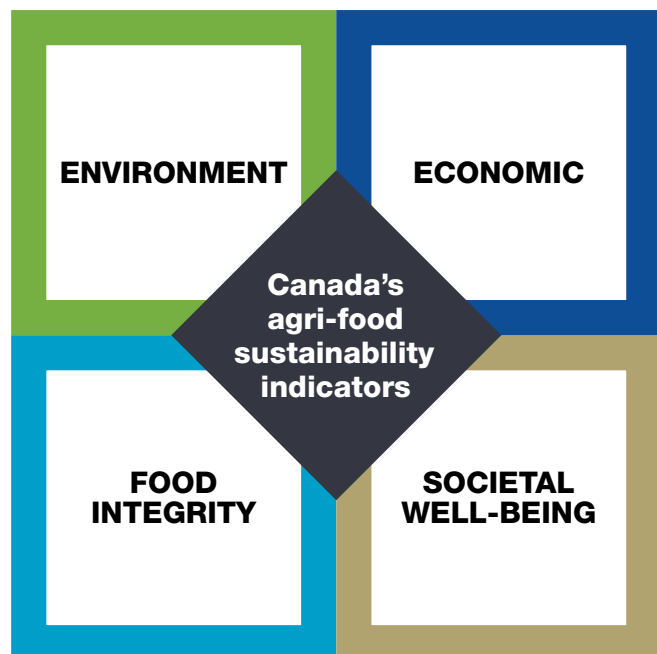
THE NATIONAL INDEX FOR AGRI-FOOD PERFORMANCE

Since 2020, a private-public coalition known as the National Index for Agri-Food Performance has been engaged in a unique collaboration to define how the sustainability of Canada's agri-food sector ought to be measured. The work reflects the country's agri-food context and broadly aligns with the U.N. Sustainable Development Goals, other Canadian and global goals, and environmental, social and governance (ESG) factors being advanced in capital markets. The initiative aims to address one of the most pressing issues facing humanity: producing food more sustainably – and showing it. The work also positions Canada among the very few nations globally that have developed such a comprehensive approach encompassing an entire economic sector.

Partners include representation from across agri-food supply chains, social, environmental and Indigenous NGOs, academia, innovation and technology organizations, financial institutions, and three levels of government, among many others.

“The global imperative to reduce emissions, address the crisis of climate change and deliver on a breadth of sustainability expectations is redefining what it means to be a leader in today’s agri-food world,” says David McInnes, Founder and National Coordinator. “This Index can now present the sector’s overall credentials and help distinguish Canada’s trusted food brand globally and back up sustainability claims at home.”

National Index on Agri-Food Performance



Through successful collaboration, partners have come together to publish the first sustainability index for the country's agriculture and food sector, the National Index on Agri-Food Performance, as a pilot. It presents a holistic frame of reference of sustainability priorities, with the goal to help align on reporting, to step-up transparency and to ready Canada's agri-food supply chains for new global disclosure standards that are coming and to meet sustainability expectations. The Index complements extensive work underway to advance and measure sustainability across Canada's food system.

The index itself includes 20 indicators, with detail across 130 metrics covering the environment, food integrity (including food safety), economic, and societal well-being priorities (including matters relating to the workforce, food security and farm animal care). The Index presents consolidated national results from production to food retail, reporting on positive sustainability performance, areas needing improvement and the data gaps. Such insights are expected to be used inform policy, strategy, and research priorities.

Improving the sustainability measures and benchmarking change over time is also a priority for the partners. The intended next step, once funding is secured, involves setting up a new Centre for Agri-Food Benchmarking to evolve the Index and engage with even more stakeholders. The Centre would be housed by the Canadian Agri-Food Policy Institute.

CRSB has been a strong proponent of this initiative, providing learnings from our own experiences, and is a Patron Contributor. CRSB staff have served on the Steering Committee guiding its work and the Communications Working Group. As part of the launch of the Index in May 2023, CRSB contributed a profile linking our own National Beef Sustainability Assessment metrics, and how they align with the Index. We look forward continuing to support this initiative to showcase the sustainability of Canada's whole agri-food sector on the world stage.

Learn more about the National Index for Agri-Food Performance at agrifoodindex.ca. Detailed reports including position papers on key topics released in May 2023 can be found under Publications and Events.

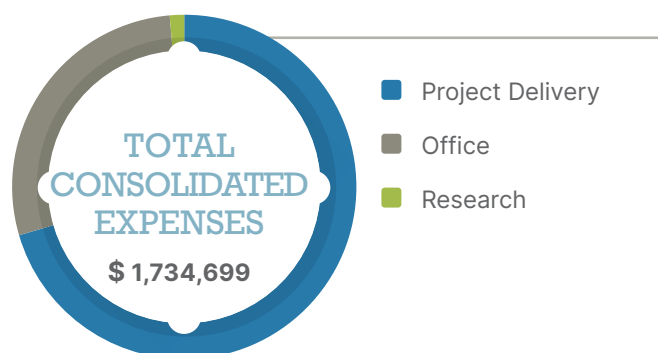
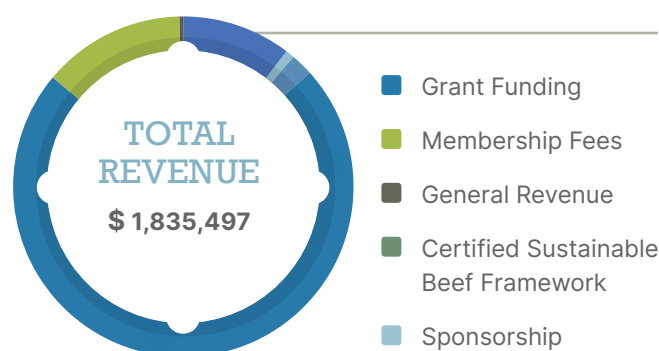


REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

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,

Caron Melin
Controller, Canadian Cattle Association



Revenue

Certified Sustainable Beef Framework	190,499.00
Contract Services	-
Sponsorship	15,000.00
Event Fees	39,090.00
Grant Funding	1,335,601.00
Membership Fees	248,821.00
General Revenue	6,486.00
Total Revenue	\$ 1,835,497.00

Expenses

Certification Framework	-
Community Engagement	-
Project Delivery	1,302,631.00
Office	521,068.00
Meetings & Travel	-
Research	25,000.00
Reserve Drawdown	(114,000.00)
Total Consolidated Expense	1,734,699.00

Net Assets

Beginning of year, July 2022	920,990.00
Excess (deficiency) of revenue (June 2023)	100,798.00
Net Assets, June 2023	1,021,788.00

Deferrals & Reserve

Deferred Revenue	110,887.00
Sustainability Assessment Reserve	61,000.00
Net Deferred Revenue	171,887.00





FUNDING ACKNOWLEDGEMENTS

The CRSB appreciates and recognizes the financial contribution of the Government of Canada through the Canadian Agricultural Partnership.

Funding has been provided through the AgriAssurance Program under the Canadian Agricultural Partnership, a federal-provincial-territorial initiative.



The CRSB also received funding through the Canadian Agricultural Partnership from the Government of Alberta.

We acknowledge the [financial] support of the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership, a federal-provincial-territorial initiative.







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 Canadian Roundtable for Sustainable Beef