



## NEWS RELEASE

### Another year of guaranteed financial return for CRSB Certified beef producers from Cargill, its supply chain partners and the Canadian Roundtable for Sustainable Beef

March 28, 2024, Calgary, AB — The Canadian Roundtable for Sustainable Beef (CRSB) has once again partnered with Cargill and its customers – Centennial Food Solutions, Gordon Food Service, Intercity Packers, MacGregors Meat & Seafood, McDonald’s Canada, Metro, Recipe Unlimited and Walmart – to provide up to \$400 CAD for beef producers maintaining their CRSB Certification. This credit will be provided for another year to “fill the gap” for Canadian beef producers who have made the upfront investment of becoming CRSB Certified but did not receive at least \$400 CAD in financial return for qualifying cattle processed in 2023 as part of the existing Qualifying Cattle Credits.

“I would like to extend my sincere thanks to these organizations for supporting the CRSB Certified program for another year. In 2024, CRSB will prioritize identifying long-term solutions to ensure certification provides financial value and enduring benefit to producer participation,” said Ryan Beierbach, Chair of the Canadian Roundtable for Sustainable Beef and beef producer from Whitewood, Saskatchewan. “We think the CRSB Certified program is one important tool for the Canadian beef sector to demonstrate continuous improvement, and the CRSB hopes other organizations will formally recognize its value.”

The Certification Recognition Credit will be issued over and above the existing Qualifying Cattle Credits paid by Cargill to beef producers for qualifying cattle processed in 2023. This incremental payment will ensure all CRSB Certified operations who became or maintained their CRSB Certified status through 2023 and into 2024 will receive a minimum \$400 CAD in total annual credit payments as part of the *CRSB Certified Sustainable Beef Framework*. The credit will only apply to those operations who have not already received at least \$400 CAD in Qualifying Cattle Credits. The credit will be paid to CRSB Certified operations regardless of whether their qualifying cattle were ultimately sold into Cargill.

“As a founding member of the CRSB Certified Program, McDonald’s Canada is proud to see how the program has continued to grow. We would like to thank and recognize all of the producers who are working within the CRSB’s framework to make the beef industry even more resilient,” said Hope Bentley, Head of Supply Chain, McDonald’s Restaurants of Canada Limited.

Qualifying operations do not need to apply separately for this credit and can expect their payment in April 2024. Provided that the operation maintains an active certification status at the start of 2024, the operation is eligible to receive a Certification Recognition Credit based on the difference between \$400 CAD and the amount that the operation earned via Cargill’s Qualifying Cattle Credit for all qualifying cattle processed in 2023.

“With this funding, we want to recognize the commitment of Canadian producers in ensuring the viability of this program and their dedication to sustainable practices throughout a difficult production year,” said Eliza Clark, Sustainability Lead, Cargill Protein and Salt. “We are also grateful for the many Cargill customers who have contributed to our combined investment of this initiative. It is their support of programs like the CRSB *Certified Sustainable Beef Framework* that allows us to create and sustain high standards for sustainability practices across the Canadian beef supply chain.”

Funding for the CRSB Certification Recognition Credit is provided by Cargill, Centennial Food Solutions, Gordon Food Service, Intercity Packers, MacGregors Meat & Seafood, McDonald’s Canada, Metro, Recipe Unlimited and Walmart.

You can find additional information on this Certification Recognition Credit, as well as the existing Qualifying Cattle Credits, on the [Cargill website](#). Additional questions can be directed to either CRSB or a CRSB Certification Body.

**For more information, contact:**

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**About CRSB**

The Canadian Roundtable for Sustainable Beef (CRSB) advances, measures and communicates sustainability in the Canadian beef value chain in collaboration with its multi-stakeholder membership. It drives continuous improvement through sustainability performance measurement and goals, a voluntary 3rd party sustainability certification program, and projects and initiatives aligned with strategic goals. Learn more at [crsb.ca](http://crsb.ca).

The *Certified Sustainable Beef Framework*, known as CRSB Certified, provides credible assurances for the production, processing and sourcing of beef through certified supply chains in Canada. Learn more at [crsbcertified.ca](http://crsbcertified.ca).

**About Cargill**

Cargill is committed to providing food, ingredients, agricultural solutions, and industrial products to nourish the world in a safe, responsible, and sustainable way. Sitting at the heart of the supply chain, we partner with farmers and customers to source, make and deliver products that are vital for living.

Our 160,000 team members—including our nearly 9,000 colleagues in Canada—innovate with purpose, providing customers with life’s essentials so businesses can grow, communities prosper, and consumers live well. With 159 years of experience as a family company, we look ahead while remaining true to our values. We put people first. We reach higher. We do

the right thing—today and for generations to come. For more information, visit [Cargill.com](https://www.cargill.com) and our [News Center](#).

### **About Centennial Food Solutions**

Centennial Food Solutions is a top provider of customized quality centre-of-the-plate products in Western Canada. Our goal is simple: to connect our communities through great food and exceptional service. Our reputation as a dependable and flexible partner is why discerning restaurants, retailers, foodservice, and trading companies choose us time and time again. With branches across Western Canada and a vast network of business brands, we are uniquely positioned to bring value to our partners at every turn. For more information, visit [centennialfoodsolutions.com](https://www.centennialfoodsolutions.com) or contact [info@centfs.com](mailto:info@centfs.com)

### **About Gordon Food Service**

For 125 years, Gordon Food Service has delivered the excellence, expertise, and quality products our customers need to design successful food operations and experiences. We've grown to become the largest family-operated broad-line food distribution company in North America by upholding the same business approach since 1897—being passionately committed to the people we serve. For more information, visit [www.gfs.ca](https://www.gfs.ca)

### **About Intercity Packers**

Since our story started in 1963, our team of meat and seafood lovers have always cared deeply about the quality of our products and where they come from. We work hard to source the best products available from Canada's lands and seas and are passionate for providing innovative meat and seafood products. With six decades in the industry and four locations across Canada, Intercity Packers Meat & Seafood has cultivated a rich history of bringing customers high quality and carefully sourced products along with the best customer service. For more information, visit [www.intercitypackers.ca](https://www.intercitypackers.ca)

### **About Macgregors Meat & Seafood**

Macgregors Meat & Seafood is a true Center-of-the-Plate Specialist. Exclusive partnerships with Certified Angus Beef, Niman Ranch, and Organic Ocean Seafood deliver inspiration, expertise, choice and possibility across multiple protein categories for foodservice and retail. From artisanal dry-aging and sustainable sourcing, to opportunities to reduce food waste and improve operational efficiency with quality fully cooked proteins. A tradition of excellence since 1949. Canadian. Independent. Family Owned. For more information, visit [www.macgregors.com](https://www.macgregors.com)

### **About McDonald's Canada**

In 1967, Canadians welcomed the first McDonald's restaurant to Richmond, British Columbia. Today, McDonald's Restaurants of Canada Limited has become part of the Canadian fabric, serving close to 2.5 million guests coast-to-coast every day. In both franchised and corporate-owned restaurants, nearly 100,000 people are employed from coast-to-coast, and more than 90 per cent of McDonald's 1,400 Canadian restaurants are locally owned and operated by independent franchisees. Of the almost \$1 billion spent on food and packaging, more than 85 per cent is purchased from suppliers in Canada. For more information on the actions McDonald's Canada is taking, both big and small, visit our [website](#) and [interactive timeline](#).

**About METRO Inc.**

With annual sales of more than \$20 billion, METRO Inc. is a food and pharmacy leader in Québec and Ontario, providing employment to more than 97,000 people. Its purpose is to Nourish the health and well-being of our communities. As a retailer, franchisor, distributor, manufacturer, and provider of eCommerce services, the company operates or services a network of some 980 food stores under several banners including Metro, Metro Plus, Super C and Food Basics, and 640 pharmacies primarily under the Jean Coutu, Brunet, Metro Pharmacy and Food Basics Pharmacy banners. For more details, visit [corpo.metro.ca](http://corpo.metro.ca).

**About Recipe**

Founded in 1883, Recipe Unlimited Corporation is Canada's largest full-service restaurant company. The Company franchises and/or operates some of the most recognized brands in the country including Swiss Chalet, Harvey's, St-Hubert, The Keg, Montana's, Kelseys, East Side Mario's, New York Fries, Bier Markt, The Landing Group of Restaurants, Original Joe's, State & Main, Elephant & Castle, The Burger's Priest, The Pickle Barrel, Marigolds & Onions, Blanco Cantina, Añejo, Fresh and Ultimate Kitchens.

Recipe's iconic brands have established the organization as a nationally recognized franchisor of choice. More information about the Company is available at [www.recipeunlimited.com](http://www.recipeunlimited.com).

**About Walmart Canada**

Walmart Canada operates a chain of more than 400 stores nationwide serving 1.5 million customers each day. Walmart Canada's flagship online store, [Walmart.ca](http://Walmart.ca), is visited by more than 1.5 million customers daily. With more than 100,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada was recently recognized as a LinkedIn Top Company of 2022. Walmart Canada has made a commitment to regeneration – focusing on equitable opportunity, sustainability, community, ethics and integrity. Since 1994, Walmart Canada has raised over \$650 million to support communities across Canada. Additional information can be found at [walmartcanada.ca](http://walmartcanada.ca) and on Walmart Canada's social media pages – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).