



## NEWS RELEASE

### **CRSB holds 11<sup>th</sup> Annual General Meeting focusing on collaboration and learning**

September 26, 2025, Toronto, ON. – The Canadian Roundtable for Sustainable Beef (CRSB) held its Annual General Meeting (AGM) and conference in Toronto, ON. this week. Aligning with the theme “Collaboration and Learning in a complex Era of Sustainability”, the CRSB was excited to partner with the Global Roundtable for Sustainable Beef (GRSB), welcoming their members here in Canada for a Communicators’ Summit on September 25. Many joined the CRSB events. The Summit highlighted new global perception research and its opportunities to inform conversations and foster collaboration amongst our global sustainability community.

The CRSB conference opened with a keynote address with Mohamad Yaghi of Farm Credit Canada on “Harnessing data and collaboration for Canada’s sustainable beef future” with beef farmer Nicole Swain; Jim Whitley, a CRSB Certified operation that farms in Ontario shared what sustainability means on his family farm. A diverse variety of conference sessions throughout the day included a panel with restaurant industry leaders, a showcase of sustainability projects and initiatives, discussion on the role of genetics in beef sustainability, and a panel of global beef sustainability leaders. Two graduate students shared their research, and a tradeshow featured CRSB member and stakeholder work.

The annual members’ business meeting highlighted CRSB’s activities and successes this year, the 2025-26 CRSB Council was announced (see page 2), and members voted to amend the organization’s By-Laws to accommodate a new CRSB Council Youth position.

A *Maple Leaf Beef Tour* rounded out the CRSB event, visiting two beef farm operations, a community pasture and a Nature Conservancy of Canada conservation wetland site.

“The CRSB’s AGM is a great time to bring everyone together and celebrate our annual successes, connect with our members and discuss opportunities, says Ryan Beierbach, Chair of the CRSB and SK rancher. I was proud to show our diverse community and the many aspects of how sustainable our beef production system is here in Canada with our global partners.”

The 2025 CRSB Annual Report ([English](#) / [French](#)) is available on our website for a more detailed look at our work and accomplishments over the past year.

We would like to thank all who attended our annual meeting, our sponsors for supporting the event, and everyone who continues to contribute to our continued success.

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#### **About the CRSB**

The Canadian Roundtable for Sustainable Beef (CRSB) advances, measures and communicates continuous improvement in sustainability in the Canadian beef value chain, in collaboration with its multi-stakeholder membership. It drives continuous improvement through science-based sustainability performance measurement and goals, a voluntary 3<sup>rd</sup> party sustainability certification



program (CRSB Certified), and projects and initiatives aligned with strategic goals. Learn more at [crsb.ca](https://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](https://crsbcertified.ca).

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Following are the representatives elected and re-elected to the 2025-26 [CRSB Council](#). All voting members were elected by acclamation for a two-year term.

**Chair:** Ryan Beierbach (re-elected)

**Vice-Chair:** Andrea Stroeve-Sawa (elected)

## **VOTING MEMBERS**

### **Beef Producer Associations**

- Brodie Haugan, Alberta Beef Producers
- Dean Manning, Beef Cattle Research Council
- Andrea Stroeve-Sawa, National Cattle Feeders' Association – re-elected

### **Beef Processors and Associations**

- Jamie Mitchell, Intercity Packers Meat & Seafood - elected
- Kristine Tapley, Cargill

### **Retail and Food Service Sector**

- Sam Hamam, McDonald's Canada – elected
- Carl Dean, Cactus Restaurants Ltd.

### **Non-Governmental Organizations**

- Tom Lynch-Staunton, Nature Conservancy of Canada – re-elected
- Karli Reimer, Ducks Unlimited Canada

### **Agriculture and Food Businesses**

- Tim Hardman, Fulton Market Group – re-elected

### **Member at Large**

- Graeme Finn

## **NON-VOTING REPRESENTATIVES**

### **Government Liaisons – appointed by Council, to support its work.**

- Patricia Talbot, Agriculture and Agri-Food Canada
- Fonda Froats, Saskatchewan Ministry of Agriculture
- Jamie Wuite, Alberta Agriculture and Irrigation

Laura Buss has been invited to participate on CRSB Council as a youth representative.