

# ANNUAL REPORT 2025





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

**VISION:** That 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



# CONTENTS

02	Council
03	Membership
04	Letter from the Chair
05	Letter from the Executive Director
06	Committee Reports
06	Governance
08	Scientific Advisory
10	Communications and Marketing
12	Framework
14	CRSB Certified in Action
16	Special Feature - CRSB Around the World
20	Financials
21	Funding Acknowledgements



# COUNCIL

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**CHAIR**

Ryan Beierbach



**VICE-CHAIR**

Clay Holmes

## VOTING MEMBERS

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### BEEF PRODUCER ORGANIZATIONS



**Brodie Haugan**  
Alberta Beef Producers



**Dean Manning**  
Beef Cattle  
Research Council



**Andrea Stroeve-Sawa**  
National Cattle  
Feeders' Association



**Clay Holmes**  
Intercity Packers  
Meat and Seafood



**Kristine Tapley**  
Cargill

### RETAIL & FOODSERVICE



**Carl Dean**  
Cactus Restaurants Ltd.



**Sam Hamam**  
McDonald's Canada



**Tom Lynch-Staunton**  
Nature Conservancy  
of Canada



**Karli Reimer**  
Ducks Unlimited Canada



**Tim Hardman**  
Fulton Market Group

### AGRICULTURE AND FOOD BUSINESS

### MEMBER AT LARGE

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**Graeme Finn**  
Foothills Forage and  
Grazing Association



**Carl Friesen**  
Agriculture and  
Agri-Food Canada



**Fonda Froats**  
Saskatchewan  
Ministry of Agriculture



**Jamie Wuite**  
Alberta Agriculture  
and Forestry

### GOVERNMENT LIAISONS

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# MEMBERSHIP

## VOTING MEMBERS

### BEEF PRODUCER ASSOCIATIONS



### BEEF PROCESSORS AND ASSOCIATIONS



### RETAIL & FOODSERVICE SECTOR



### NON-GOVERNMENTAL ORGANIZATIONS



### AGRICULTURE AND FOOD BUSINESSES



### NON-VOTING MEMBERS (ELIGIBLE FOR MEMBER AT LARGE NOMINATION)

#### ACADEMIC INSTITUTIONS



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



#### KEY HIGHLIGHT:

Extended CRSB membership to producers

New Member

Nature United





# LETTER FROM THE CHAIR

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I spent a lot of time this past year attending events and meeting with members. Thank you for connecting with me and sharing your thoughts about the future. I know that multi-stakeholder engagement and collaboration are the path forward for a successful beef industry and I am feeling optimistic about what the future holds.

I represent the Canadian Roundtable for Sustainable Beef (CRSB) on the Board of Directors of the Global Roundtable for Sustainable Beef (GRSB). The GRSB is a forum for collaboration at the global level on all things beef sustainability. I attended in-person meetings in Punta del Este, Uruguay in October and Tucson, Arizona in April. In Uruguay, the National Roundtable community came together for a session that included strategic discussions on climate and biodiversity as well as annual progress updates. CRSB coordinated and co-chaired the session. There were representatives from Argentina, Australia, Bolivia, Brazil, Colombia, Europe, Mexico, New Zealand, Paraguay, Uruguay and the U.S. The opportunity for in-person discussion and knowledge sharing was very valuable. The National Beef Sustainability Assessment was also featured on a panel at the event.

The Beef Advisors are comprised of the seven national beef organizations – Beef Cattle Research Council, Canadian Beef Breeds Council, Canada Beef, Canadian Cattle Association (and its provincial member associations), Canadian Meat Council, the National Cattle Feeders' Association and the CRSB. Together, the seven organizations released the 2025-30 National Beef Strategy in January 2025. The strategy positions the industry for greater profitability, growth and continued production of high-quality beef product of choice in the world. A united industry is a stronger industry and collaboration under this strategy is key.

Many beef producers have reached out to me to share their concerns about international and national rules being made for supply chains and banks that have the potential to impact them. The CRSB has been

working hard to build relationships with many of these organizations and have been sharing the tremendous progress the industry has demonstrated through the National Beef Sustainability Assessment. We also highlight the 2030 goals the industry is working towards as well as the practical realities of the beef value chain, while at the same time, we work to understand and stay ahead of the evolving nature of sustainability.

CRSB Council held a listening session at the Saskatchewan Beef Industry Conference, with over 50 participants in attendance. We appreciate people showing up and sharing their frustrations and hopes – without two-way communication, we will not be able to make progress. We need to talk things through so we have a shared understanding of the different perspectives at the table, and only then, can we move forward.

From a governance perspective, we reviewed and finalized the funding model for the organization, added a youth position to CRSB Council to better incorporate that perspective into our work, and refreshed our four committees. This sets us up well for the coming year.

Thank you to CRSB Council, committee members, membership and staff for a productive year. I am looking forward to the discussions and work ahead.

Sincerely,

Ryan Beierbach







# LETTER FROM THE EXECUTIVE DIRECTOR

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The importance of relationships and clear communication have been pronounced this year. There are lots of rules being made for the agri-food system, with few solutions. Many of the rules are broad-based and not practical to implement in complex supply chains. One of the strengths of the CRSB is bringing together different perspectives to find common ground and driving continuous improvement in environmental, social and economic outcomes through collaboration, communication and science.

Dissemination of the National Beef Sustainability Assessment (NBSA) was one key focus area this year. The NBSA continues to be an invaluable tool for our members to credibly measure, track and report the social, economic and environmental performance of the Canadian beef value chain. The reports and peer-reviewed papers have been downloaded thousands of times, and the assessment is used as a model around the world for credible measurement, methods and process.

We actively provided input on numerous national and international initiatives, working papers and frameworks. It is important to be at the table and provide our constructive feedback, expertise and learnings on beef sustainability to avoid duplication of efforts and ensure transparency and balance in these conversations. The collaborative nature of the CRSB and the reputation we have developed as a trusted source of information has resulted in organizations seeking our expertise and input.

The CRSB Certified program experienced rapid growth between 2021-23 and this year we found that many beef farmers and ranchers have taken the step to become certified but had not completed the data entry steps to give cattle a chance to qualify for certified supply chains. Our priority since January was creating materials for farmers and ranchers to help them complete all the steps and working with our partners to disseminate this information.



The past several years have been challenging for everyone. I want to thank our members for making the investment in the CRSB and supporting our organization. Thank you to CRSB Council and committees for their guidance, direction and support – they are engaged and have dedicated countless hours to advancing our work, and it is very much appreciated. We do not have the answers to all the questions, but we do need to pull together during this time of uncertainty and collaborate to find the answers.

I want close with a big shout out to our incredible staff team that works behind the scenes to make the CRSB a world-class organization.

Sincerely,

**Monica Hadarits**



# GOVERNANCE COMMITTEE

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

I am pleased to have been appointed as the Chair for the CRSB's Governance Committee in April 2025, along with a new committee. I would like to thank all those who have served and provided their expertise over the past two years, with special gratitude to Greg Bowie, who has chaired the CRSB Governance Committee since 2021. Greg has been a staunch supporter of the CRSB through Council and other committees since its inception. I welcome our new committee members and appreciate the on-going guidance from Ryan Beierbach (CRSB Chair) and Lauren Martin (Canadian Meat Council).

Key activities of the Governance Committee this year have been to oversee the nomination and elections process for the CRSB Council. I am pleased to report that all eligible Council seats have been successfully filled, with Councillors elected or re-elected in the Beef Producer Associations (1), Beef Processors and Associations (1), Retail and Food Service (1), Non-Governmental Organizations (1) and Agriculture and Food Business (1) member classes.

I would like to thank all those Council members who have served the CRSB Council, and recognize the contributions of Clay Holmes, Intercity Packers Meat & Seafood, who has represented the interests of the beef processing sector, providing his unique supply chain perspective for the past five years.

The committee has also developed and recommended terms of reference for an Ex-Officio CRSB Council position to bring the youth perspective to the CRSB, which also aligns with the CRSB's 2024 Sustainability Strategy. CRSB worked in coordination with the Canadian Cattle Youth Council which will help coordinate the nomination process for this position on behalf of the CRSB.

The addition of the youth position triggered a CRSB by-law review by the Governance committee in the spring of 2025. The proposed amended CRSB By-Laws, will be voted on by members at the 2025 Annual General Meeting, with final approval in March 2026.

Respectfully submitted,  
**Tom Lynch-Staunton**, Chair



# COMMITTEE MEMBERS

## CHAIR

Tom Lynch-Staunton, Nature Conservancy of Canada

## MEMBERS

Ryan Beierbach – Chair, CRSB

Terry Belisle, RBC\*

Alycia Chrenek, Zoetis\*

Brianna Elliot, Olds College\*

Lauren Martin – Canadian Meat Council

Mark Olson, Flokk Systems Inc.\*

We would like to recognize out-going committee members **Anne Wasko** (CRSB Past Chair) and **Shay Duer** (Cargill) for their guidance and service to the CRSB.

\* individuals noted with an asterisk are new committee members, as of April 2025

Staff Support provided by: **Andrea White**

## KEY HIGHLIGHT

Developed terms of reference for a CRSB Council Youth Position.





# SCIENTIFIC ADVISORY COMMITTEE

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

Following last year's launch of the second **National Beef Sustainability Assessment (NBSA) and Strategy 2014-2021** the final peer-reviewed scientific paper of the NBSA "**Applied qualitative methods for social life cycle assessment: a case study of Canadian beef**," was published in the International Journal of Life Cycle Assessment on August 20, 2024. The Scientific Advisory Committee (SAC) continues to plan ahead for the NBSA Interim Report and continual improvements in future iterations of the NBSA.

CRSB's paper titled, "**Understanding the Current State of Carbon measurement and reporting landscape**," was updated in August 2024 to reflect the best of our knowledge at the time of writing, and will continue to be updated, as needed.

In addition to our own resources, CRSB SAC and staff review and provide input on a variety of national and international papers, initiatives and projects. This year, the task included reviews of two FAO Livestock Environmental Assessment and Performance (LEAP) guidelines, a National Index on Agri-Food Performance project, and a domestic beef Life Cycle Assessment (LCA) and beef carbon footprint study. The collaborative nature of the CRSB and the reputation we have developed as a trusted source of information has resulted in organizations seeking our expertise and

input. It is important that we can provide constructive feedback and learnings on beef sustainability to ensure transparency and balance on relevant topics and limit the duplication of efforts across our industry.

The CRSB Projects and Initiatives Policy was finalized by SAC, and approved by Council, which now guides how CRSB will evaluate its potential role in various projects and initiatives, and how we recognize, organize and facilitate connections between sustainability projects and initiatives across Canada. The SAC reviewed and provided feedback on two projects requesting CRSB involvement, despite limited use of the online submission form to collect information on projects and initiatives. We continue to encourage everyone to contribute their work through the **online submission form** in order to allow CRSB to map progress against the CRSB's National Beef Sustainability Strategy and movement towards achieving the industry's 2030 goals.

SAC representatives evaluated applicants and chose the student presenters for the first sponsorship student session at the CRSB's 2024 AGM. The experience was appreciated by the students and the session well received by members attending the event, so the SAC will continue to oversee the student selection process for future meetings.



National Beef Sustainability Assessment (NBSA) and Strategy 2014-2021



Applied qualitative methods for social life cycle assessment: a case study of Canadian beef



Understanding the Current State of Carbon measurement and reporting landscape



Online project submission form

# COMMITTEE MEMBERS

## CHAIR / VICE-CHAIR

**Melissa Downing**, National Cattle Feeders' Association

**Dr. Cameron Olson**, Elanco Canada

## BEEF PRODUCER ASSOCIATIONS

**Betty-Jo Almond**, AgSights

**Stacey Domolewski**, Beef Cattle Research Council

**Joost van der Heiden\***, Beef Farmers of Ontario

## BEEF PROCESSORS AND ASSOCIATIONS

**Pavel Bordioug\***, Cargill

## RETAIL & FOOD SERVICE SECTOR

**Chris Christie\***, McDonald's Canada

**Jessica Hazelwood\***, Wendy's

## NGOS

**Brad Downey**, Alberta Conservation Association

**Dr. Silke Nebel\***, Birds Canada

**Dr. Jordan Sinclair**, ALUS

## AGRICULTURE & FOOD BUSINESSES

**Dr. Dorothy Erickson**, Zoetis

**Doug Helm**, Syngenta Canada

**Dr. Michael Lohuis**, Semex

**Dr. Tim Nickel**, Boehringer Ingelheim Animal Health Canada Inc.

## 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

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

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

**Christoph Wand**, OMAFRA

We would like to recognize outgoing committee members who have volunteered their time and expertise: **Dr. Reynold Bergen** (Beef Cattle Research Council), **Nick Hardcastle** (Cargill), **Emily Conlin** (Masterfeeds), **Virginia Nelson** (Alberta Agriculture & Irrigation), **Rebecca Ruiz** (Wendy's), **Dr. Karen Schwartzkopf-Genswein**, Agriculture & Agri-Food Canada.

\* individuals noted with an asterisk are new committee members as of April 2025.

Staff Support provided by: **Kara Barnes**, supported by **Jenna Sarich**

## KEY HIGHLIGHT

- S-LCA paper published in the International Journal of Life Cycle Assessment
- CRSB Projects and Initiatives Policy finalized





# COMMUNICATIONS AND MARKETING COMMITTEE

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**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.

It's been an incredibly busy and rewarding year for the CRSB communications team. After a 2024 summer internship with the CRSB, Julie Sharp joined the team full time in January as Communications Coordinator after graduating from the University of Saskatchewan.

### Communications and Marketing Strategy

The CRSB transitioned into implementation of its three-year marketing strategy. The strategy is anchored around five core communications focus areas: the National Beef Sustainability Assessment (NBSA), the CRSB Certified Program, the CRSB Organization (corporate communications), Projects and Initiatives, and Building Consumer Trust. Priority 2025 activities identified included leveraging the NBSA in member communications, events, and digital platforms; increasing producer engagement in the CRSB Certified program, and spotlighting projects.

### Communicating the NBSA

The NBSA continued to be a key communications driver throughout the year. CRSB staff presented the study at over 35 national and international events, reinforcing its importance in demonstrating the progress made in advancing sustainability of Canadian beef production.

The NBSA communications strategy was featured on a panel at the Global Conference on Sustainable Beef in Uruguay in October 2024. In recognition of the team's efforts, CRSB also received its sixth Best of CAMA (Canadian Agri-Marketers Alliance) award for the NBSA press release, highlighting the impact and professional execution of this initiative.

To broaden public awareness, CRSB partnered with Canada Beef and the Public and Stakeholder Engagement Program on a digital video campaign titled "*Confessions of a Canadian Beef Farmer*". The campaign emphasized three of the NBSA's core

environmental metrics, and the NBSA landing page on crsb.ca was refreshed to enhance usability and engagement. Spanning CRSB and Canada Beef's digital platforms and digital out-of-home advertising (e.g., billboards, transit systems, and elevators), the campaign's success achieved over 19 million impressions, 282,000 link clicks and nearly 430,000 website engagements. The success of partnered campaigns like this demonstrates the value of combining resources and working together towards common goals.



### Promoting the CRSB Certified Program

A major focus in early 2025 was enhancing producer engagement and awareness of the CRSB Certified program, specifically the steps required for participation in CRSB Certified beef supply chains. A suite of resources—a fact sheet, FAQs, presentation slides, and a webinar—was developed for use by certification bodies, beef organizations, and others involved in producer engagement.

A website update initiated in 2024 included a refreshed identity for the CRSB Certified program, and reflected a renewed focus on clear and accessible communication. Implementing the new program identity, a series of advertisements and e-blasts promoting making the most of certification ran in targeted beef industry publications, reaching a broad producer audience.

CRSB staff and leadership delivered presentations and participated in several producer-focused events and continue to seek opportunities to engage with new audiences.

Respectfully submitted,  
**Carl Dean**, Chair

## COMMITTEE MEMBERS

### CHAIR / VICE-CHAIR

**Carl Dean**, Chair

**Karli Reimer**, Vice-Chair

### BEEF PRODUCER ASSOCIATIONS

**Shannon Argent**, Verified Beef

**Maureen Cousins**, Manitoba Beef Producers

**Gina Devlin**, National Cattle Feeders' Association

**Amie Peck & Lynsay Beavers**,  
Canadian Cattle Association

**Ron Glaser**, Canada Beef

**Jim Whitley**, Beef Farmers of Ontario\*

### BEEF PROCESSORS AND ASSOCIATIONS

**Kari Slagel**\*, Cargill Protein (North America)

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

### RETAIL & FOOD SERVICE SECTOR

**Carl Dean**, Cactus Restaurants Ltd.

### NGOS

**Graeme Finn & Kayla Minor**, Foothills  
Forage and Grazing Association

**Lisa Nadeau**, Applied Research and  
Extension Council of Alberta\*

**Karli Reimer**, Ducks Unlimited Canada

**Barry Ross**, Manitoba Association  
of Community Pastures\*

**Mike Verhage**, Alberta Conservation Association

### AGRICULTURE & FOOD BUSINESSES

**Mark Olson**, Flokk Systems Inc.\*

**Shane Roger**, Alltech

We would like to recognize outgoing committee members who have volunteered their time and expertise: **Kelly Sidoryk** (KW Cattle Co. Ltd.), **Christina Betker** (Saskatchewan Cattle Association), **Emma Cross** (Verified Beef), **Jennifer Kyle** (Beef Farmers of Ontario), **Shannon Braun** (Cargill Protein NA), **Ashwin Ramesh** (McDonald's Canada), **Rebecca Ruiz** (Wendy's), **Cynthia Beretta** (Beretta Farms) and **Martin Lemoyne** (Certified Angus Beef).

\*Individuals noted with an asterisk are new committee members as of April 2025.

Staff Support provided by:

**Andrea White**, supported by **Julie Sharp**

### KEY HIGHLIGHT

- Digital NBSA campaign with over 19 million impressions
- Development of a CRSB Certified producer engagement strategy



**450M**  
potential  
media reach



**12.2k**  
followers  
↑ **25%**



**2.74M**  
impressions  
↑ **113%**



**477k**  
video views  
↑ **136%**



# CERTIFIED SUSTAINABLE BEEF FRAMEWORK COMMITTEE



## **Mandate:** To oversee the implementation and delivery of the Canadian Roundtable for Sustainable Beef (CRSB)'s Certified Sustainable Beef Framework (CSBF)

The Framework Committee has been focused on identifying and exploring how CRSB Certified can grow and evolve, with a particular focus on building value through the program.

As the supply of CRSB Certified beef continues to be an obstacle our investigation into producer participation in the program found that in addition to a slow down in new producer certifications, many producers that are certified are not completing the data entry steps necessary for their cattle to qualify for CRSB Certified supply chains and any associated incentives. Therefore, Framework communications through early 2025 focused on educating certified producers about the need for and methods available to i) give permission for your data to be shared for CRSB Certified chain of custody purposes, ii) submit birthdates for cattle born on CRSB Certified Operations, and iii) submit move-in events for cattle entering a CRSB Certified Operation. In addition to publishing and disseminating qualifying cattle requirements factsheets through our producer networks, CRSB and the Canadian Cattle Identification Agency (CCIA) presented a CRSB Certified Requirements for Qualifying Cattle webinar for our producer members on June 26. The latest metrics from the chain of custody system show an increase in the number of certified feedlots entering move-in events over the past six-months, but limited improvement in the number of certified cow-calf operations submitting birthdates for their calves.

Updates to the CRSB Certified sourcing commitments and fees were published in the **CRSB Communications, Claims and Labeling Manual** (version 2.1) in July. CRSB Certified will continue to offer claims supported by the rigorous assurance components of the program, but did enhance our requirements for making and reporting on CRSB Certified sourcing commitments. A Fee Structure Working Group reviewed the current volume-based fee for CRSB Certified beef sold towards a claim and explored various options for program fees moving forward. Following CRSB Council review and approval the current 1 million pound (\$30,000) cap on the volume-based fee will be increased to 3 million pounds (\$90,000) in 2026, and then the cap eliminated in 2027.

Alignment with, and leveraging of new and existing programs with CRSB Certified continue to be considered. A clear desire to support and provide value to producer certification is evident in the opportunities and projects being considered, but this must be balanced with the rigorous assurance requirements and information necessary to meet the needs of certified participants through each stage of the value chain.



## COMMITTEE MEMBERS

### CHAIR / VICE-CHAIR

**Don Badour\***, Beef Farmers of Ontario

**Kristine Tapley**, Cargill

### BEEF PRODUCER ASSOCIATIONS

**Cherie Copithorne-Barnes**, CL Ranches Ltd.

**Karla Hicks\***, Saskatchewan Cattle Association

**Dean Manning\***, Beef Cattle Research Council

**Graham Overguard\***, Canadian Cattle Association

**Andrea Stroeve-Sawa**,  
National Cattle Feeders' Association

### RETAIL & FOOD SERVICE SECTOR

**Carl Dean**, Cactus Restaurants Ltd.

**Jolene Hanstock\***, McDonald's Canada

### NGOS

**Lisa Nadeau\***, ARECA

**Kevin Teneycke**, Nature Conservancy Canada

### AGRICULTURE & FOOD BUSINESSES

**John Arnold**, RBC Royal Bank

**Jody Bell\***, Flokk Systems Inc.

**Tim Hardman**, Fulton Market Group

We would like to recognize outgoing committee members who have volunteered their time and expertise: **Adam Brown** (Recipe), **Curtis Grainger** (Farm Credit Canada), **Tanya Thompson** (Cargill), **Scott Wright**, (Livestock and Forage Centre of Excellence, UofS), **Mackenzie Waro** (WWF US).

\* individuals noted with an asterisk are new committee members as of April 2025.

Staff Support provided by: **Kara Barnes**

### KEY HIGHLIGHT

- Communicate CRSB Certified requirements for qualifying cattle
- Updated CRSB Certified Communications, Claims and Labelling Manual





# CRSB CERTIFIED IN ACTION

As of June 30, 2025:



## CRSB CERTIFIED BEEF PRODUCTION AND PROCESSING



### BEEF FARMERS AND RANCHERS

**1243** farms and ranches certified to the CRSB Sustainable Beef Production Standard.

**4.8 million acres** (Approximately) of land estimated under the management of CRSB Certified Operations across Canada.



### 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

Primary beef processing facilities certified to the Sustainable Beef Processing Standard.



These processors' 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 practices of farms and ranches certified to CRSB standards by sourcing at least 30% of the beef from those CRSB Certified Operations.



### FURTHER PROCESSORS AND DISTRIBUTORS



These packers and further processors are sourcing from one or more of the above beef processors and have also been audited to the Chain of Custody Requirements, making them approved suppliers of CRSB Certified beef.

## CRSB CLAIMS IN THE MARKETPLACE



Several companies are showing their support for the adoption of farming and ranching practices that meet CRSB standards by sourcing beef from CRSB Certified farms and ranches across Canada.

The following partners have been sourcing through the program in their beef or specific product lines during the period between the July 1, 2024 and June 30, 2025.

### INCENTIVIZING CERTIFICATION

#### Opportunities to support producers to become and/or maintain CRSB Certification



Farm Credit Canada re-opened its Sustainability Incentive for the fourth year in June 2025, **doubling** the eligible annual payment to up **\$4,000**, based on lending with FCC, for CRSB Certified beef producers who are also FCC customers. Between 2022 and 2024, FCC has distributed approximately \$1.3M to beef producers through the incentive program.



Cargill has partnered with CRSB and sourcing customers to provide financial incentives for beef producers for qualifying cattle and to maintain their CRSB certification.

In 2018, Cargill launched a Certified Sustainable Sourcing program that has been rewarding producers for becoming CRSB Certified, supported by its retail, restaurant and foodservice customers involved in sourcing CRSB Certified beef. Since 2022, over \$4.7 million has been paid to CRSB Certified producers in qualifying per head cattle payments.

In March 2025, the third year of a Recognition Credit of up to \$400 per CRSB Certified Operation was provided to ensure that all active CRSB Certified 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.

#### RESTAURANTS AND QUICK-SERVE:

- McDonalds (Quarter Pounders)
- Harveys (Original Burger)
- Chop Steakhouse and Bar
- Cactus Club Café
- Prairieland Park concession (burgers)



CACTUS CLUB CAFE



#### GROCERY RETAILERS

- Walmart, in a selection of beef products
- Metro, in its Platinum Grill brand in Ontario stores



#### FOODSERVICE COMPANIES THAT ARE APPROVED SUPPLIERS OF CRSB CERTIFIED BEEF:

- Gordon Food Service's Gordon Choice™ brand
- Intercity Packers Meat & Seafood
- Centennial Food Solutions





## SPECIAL FEATURE - CRSB AROUND THE WORLD

CRSB staff have made their mark this past year – across the country and around the world! The National Beef Sustainability Assessment report has been a key driver for speaker invitations and participation in, engaging discussion and forums worldwide.

Jenna Sarich had many opportunities to share the Canadian context and progress in beef sustainability, including consulting on FAO technical documents.

Jenna was also selected as a 2025 Canadian Nuffield Scholar—a prestigious opportunity to explore agriculture on a global scale. Her research has taken her to New Zealand, Australia, Singapore, Brazil, Ireland, France, Belgium, and Qatar with opportunities to meet with the European Parliament, European Commission, OECD,

national governments, embassies, and leading research institutions. She has spent time on farms across diverse production systems, and has gained firsthand insight into the policies, innovations, and challenges shaping global livestock sustainability. This September, Jenna will speak at the FAO's Global Conference on Sustainable Livestock Transformation in Rome, sharing Canada's sustainability story through NBSA metrics with a global audience.



### KEY CRSB EVENT HIGHLIGHTS IN 2024-25

## GLOBAL CONFERENCE ON SUSTAINABLE BEEF

**September 30 - October 3 2024**

Punta del Este, Uruguay

CRSB staff and leadership joined a delegation of eight Canadians representing various organizations to attend and actively participate in the Global Conference on Sustainable Beef.



*Canadian delegation at the Global Conference on Sustainable Beef in Punta del Este, Uruguay.*

Co-chaired by CRSB's Monica Hadarits and the European Roundtable for Beef Sustainability's Roz Davis, the global conference week kicked off with the National Roundtable community (12 national and regional roundtables of which CRSB is one) coming together for strategic discussions on climate and biodiversity and annual progress updates.

**The conference included two sessions led by Canadian delegates:**

**'Calculating global greenhouse gas emissions from livestock and pathways for region-specific emissions reductions'** - Brenna Grant from Canfax Research Services and co-chair of the GRSB Climate Working Group.

**'Communicating success stories in global beef sustainability'** - developed by Amie Peck (Canadian Cattle Association) and Andrea White (CRSB) co-chairs of the GRSB Communications Council. Amie moderated the panel and Andrea was a panelist, sharing successes and learnings from the launch of the National Beef Sustainability Assessment report and accompanying communications strategy.



# SPECIAL FEATURE



Communicating success stories in global beef sustainability panel. **Amie Peck** - moderator; **Andrea White** - panelist discussing CRSB's National Beef Sustainability Assessment

Other panelists: **Fernando Sampaio**, Brazilian Roundtable on Sustainable Livestock and **Jacob Betros**, Australian Sustainability Framework.



Global Conference on Sustainable Beef farm tour

Other sessions featured beef producers from different regions and discussions around ESG (environmental and social governance), data, innovation, and international advocacy. Dennis Laycraft shared his insights on an international advocacy panel.

The conference offered a great opportunity to connect with our international partners, learn about initiatives in other regions, different approaches to making sustainability progress, and support alignment in global beef sustainability discussions and strategies.

Tours featured research stations, processing facilities, and Uruguayan beef farms and ranches were a great way to experience differences and similarities in beef production.





# CRSB OUT AND ABOUT!

CRSB staff attended and were invited to speak at many events over the past year on topics ranging from the National Beef Sustainability Assessment scientific study results the CRSB Certified Program – with a particular focus on producer engagement, measuring and reporting on sustainability for supply chains, consumer research and more. Below are a few key events where the CRSB attended or was featured on the agenda.



### BEEF AND AGRI-FOOD INDUSTRY EVENTS

*\*(blue) denotes where CRSB presented*

- People Around the World Conference – Saskatoon SK.
- International Farm Management Association Congress – Saskatoon SK.
- Mexican Meat Council webinar series
- Retail Council of Canada Sustainability Summit – Toronto ON.
- Climate Summit on Adaptation – Ottawa ON.
- Compass Food Group CX Connect the Dots event – Toronto ON.
- AgSmart at Olds College – Olds AB.
- US Roundtable for Sustainable Beef (USRSB) Beef Sustainability Research Summit – Centennial, Colorado (USA)
- Canadian Beef Industry Conference – Saskatoon SK.
- Colloque de l'industrie bovine québécoise (Quebec Beef Industry Symposium) – Levis QC
- Western Conference on Soil Health and Grazing – Edmonton AB.
- Global Roundtable for Sustainable Beef meetings – Tucson AZ. (USA)
- USRSB AGM – Fort Worth, TX (USA)
- Livestock Markets Association of Canada Annual Conference – Brandon MB.
- Canadian Meat Council Conference and AGM – Calgary AB.

- National Farm Animal Care Council meetings
- Inter-American Institute for Cooperation on Agriculture (IICA) Americas Ag Forum 2025 – Olds AB.
- Calgary Stampede – Calgary AB.

### BEEF PRODUCER EVENTS

- Ontario Cattle Feeders' Association Annual Conference – London ON.
- Saskatchewan Beef Industry Conference – Saskatoon SK.
- Beef Farmers of Ontario AGM – Toronto ON.
- Maritime Beef Conference – Moncton, NB.
- Manitoba Beef Producers AGM – Winnipeg MB.
- Alberta Beef Industry Conference – Calgary AB.
- Canadian Cattle Association AGM – Ottawa ON.
- BC Cattlemen's Association AGM – Cranbrook BC.

### KEY HIGHLIGHT

CRSB hosted in person Council meeting and a listening session with over 50 attendees at the Saskatchewan Beef Industry Conference.



# CRSB 2024 ANNUAL GENERAL MEETING & CONFERENCE

Coming together to celebrate 10 years of the CRSB bringing together a diverse community working towards a common vision for continuous improvement in social, economic and environmental aspects of the Canadian beef value chain the CRSB, the 2024 AGM and conference was held in Calgary AB. with over 95 attendees, 10 member tradeshow exhibitors, a sold-out tour of Olds College and Wray Ranch (recipients of the 2023 Environmental Stewardship Award) and a wonderful 10th anniversary celebration hosted by Chop Steakhouse.

2024 was a banner year of progress for the CRSB and the event, with a theme of "Look to the Future", featured

presentations and discussions on amplifying youth engagement for the next decade of responsible beef production. Competitively selected graduate research was featured including: Rotational grazing practices and effects on productivity (Lucia Sanguinetti, University of Calgary) and Processing of low-quality forages on animal performance, feeding behaviour and enteric methane emissions (Madeline McLennan, University of Guelph). Insights from the Regenerative Living Lab, and beef sustainability perspectives from Dr. Sarah Klopatek of JBS rounded out the presentations.

A CRSB member panel celebrated our 10th anniversary.





# ANNUAL (UNAUDITED) REPORT FINANCIALS

## YEAR ENDING JUNE 30, 2025

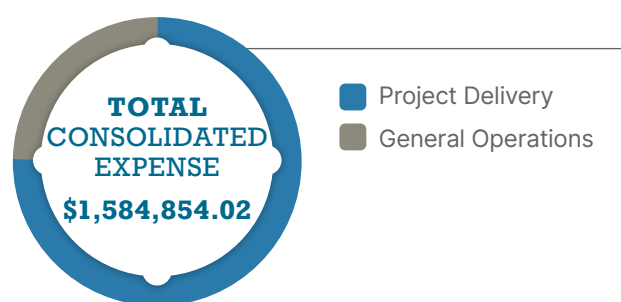
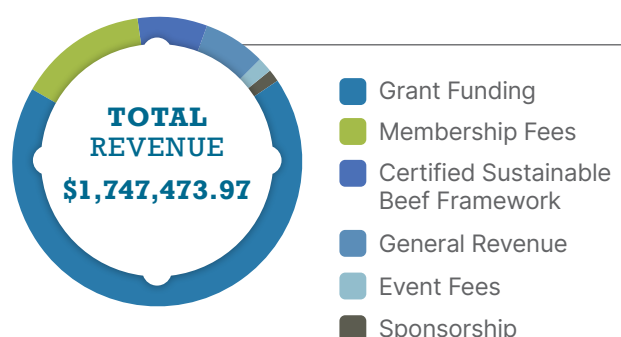
# REPORT ON THE SUMMARIZED FINANCIAL STATEMENTS

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	2024-25
Certified Sustainable Beef Framework	\$147,388.00
Sponsorship	\$24,000.00
Event Fees	\$26,776.66
Grant Funding	\$1,190,892.59
Membership Fees	\$255,463.13
General Revenue	\$102,953.59
<b>Total Revenue</b>	<b>\$1,747,473.97</b>

Expense	
Project Delivery	\$1,190,892.59
General Operations	\$393,961.43
Research	
<b>Total Consolidated Expense</b>	<b>\$1,584,854.02</b>

<b>Reserve Adjustment</b>	<b>\$25,000.00</b>
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### Net Assets:

Beginning of year, July 2024	\$966,298.00
<b>Excess (deficiency) of revenue (June 2025)</b>	<b>\$162,619.95</b>
<b>Net Assets, June 2025</b>	<b>\$1,128,917.95</b>

### Deferrals & Reserve

Deferred Revenue	\$374,360.65
Sustainability Assessment Reserve	\$111,000.00
Restricted Reserve	\$270,000.00

# FUNDING ACKNOWLEDGEMENTS

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

*Funding has been provided through the AgriAssurance Program under the Sustainable Canadian Agricultural Partnership.*







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Photo Credit: BC Cattlemen's Association