



## NEWS RELEASE

### **McDonald's Canada and Cargill Further Champion Youth Leadership in Beef Sustainability through partnership with the CRSB**

Calgary, AB – February 9, 2026 – The Canadian Roundtable for Sustainable Beef (CRSB) is proud to announce support from McDonald's Canada and Cargill for its CRSB Council Youth Position, reinforcing their commitment to sustainability and amplifying the voices of young leaders in the Canadian beef industry. The position, an Ex-Officio (non-voting) role established in 2025, was added to the CRSB Council to ensure youth perspectives are represented and embedded in our approaches to beef sustainability now and in the future. This financial support for the position provided by McDonald's Canada and Cargill will enable full participation in CRSB Council, member and other events for the next three years.

The objectives of this CRSB Council youth position are to provide a platform for youth to actively participate in and contribute youth perspectives to the CRSB; to learn from, engage and collaborate with the multi-stakeholder representatives on the CRSB Council, and to provide youth governance experience and mentorship opportunities. The first candidate, Laura Buss, was recommended through a nomination process in coordination with the Canadian Cattle Youth Council.

"I am thrilled to represent youth in the beef industry on a council that brings together such diverse perspectives from across the sector, says Laura Buss. The funding support to travel and meet with CRSB members in-person is particularly exciting, as I've learned that these face-to-face collaborations are where the most impactful work happens."

"This partnership reflects our shared vision of continuous improvement and collaboration," said Ryan Beierbach, CRSB Chair and beef farmer from SK, who participated in the Canadian Cattle Young Leaders program as part of his beef industry leadership journey. "Empowering youth and providing them a voice is important to ensure sustainability remains a priority for generations to come."

"Youth engagement is critical to driving innovation and long-term sustainability in Canadian beef," said Sam Hamam, Head of Supply Chain for McDonald's Canada. "By supporting this position, we're investing in the next generation of leaders who will help shape a resilient and sustainable beef industry."

"A resilient beef supply chain depends on collaboration across generations," said Kristine Tapley, Director of Sustainability, Food North America – Customer Engagement at Cargill. "Supporting youth leadership through the CRSB helps strengthen the long-term sustainability of Canadian beef and contributes to building a more food-secure world."

The Youth Councillor, appointed annually for up to a three-year term, will actively participate in CRSB Council discussions and bring forward youth perspectives, will serve as a liaison between the CRSB and the Canadian Cattle Youth Council (CCYC), will co-chair at least one CRSB Council meeting per year, and contribute thought leadership across the Canadian beef industry and in youth networks.

For more information about CRSB and its sustainability initiatives, visit [crsb.ca](https://crsb.ca).

For more information, contact:

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**About the 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 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](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 McDonald's Canada**

In 1967, Canada welcomed the first McDonald's restaurant to Richmond, British Columbia. Today, McDonald's Restaurants of Canada Limited has become part of the Canadian fabric, with McDonald's restaurants serving nearly two million guests every day and employing almost 100,00 people across Canada. More than 90 per cent of McDonald's 1,500 Canadian restaurants are locally owned and operated by independent franchisees, with the remaining restaurants corporately owned and operated by McDonald's Restaurants of Canada Limited. Of the almost \$2 billion spent on food and paper by McDonald's restaurants, over 80 per cent is purchased from suppliers in Canada.

For more information on McDonald's Canada, visit [mcdonalds.ca](http://mcdonalds.ca).

**About Cargill**

Cargill is committed to providing food and agricultural solutions 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 155,000 team members—including our 8,000 colleagues in Canada—innovate with purpose, providing customers with life's essentials so businesses can grow, communities prosper, and consumers live well. With over 160 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](http://Cargill.com) and our [News Center](#).

## Laura Buss, M.Sc. Agriculture

### CRSB Council Youth Representative



Laura grew up on a cow-calf farm north of Westlock, Alberta, and developed a passion for cattle at an early age. She earned her Bachelor of Science in Agriculture from the University of Alberta, followed by a Master of Science in Animal Biosciences from the University of Guelph, where she focused her graduate studies research on gut development and antibiotic use in dairy calves.

She currently works as a research project manager with TELUS Agriculture, where she collaborates with feedlot crews, managers, veterinarians, and consultants to advance scientific research in feedlot production. She also serves as a director with the Foothills Forage and Grazing Association to support local producers and connect them to sustainable forage and grazing practices.

Laura lives south of Longview, Alberta, where she enjoys spending time with friends and working with horses. She is passionate about advocating for the beef sector and is excited to collaborate with industry leaders while representing the youth perspective on the Canadian Roundtable for Sustainable Beef.

Laura was appointed to the CRSB Council Youth Position in September 2025.

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