

NEWS RELEASE

CRSB Holds 12th Annual General Meeting at the Canadian Beef Industry Conference Interim Report on the CRSB Sustainability Strategy Released

Tuesday, August 25, 2026, Winnipeg, MB. – The Canadian Roundtable for Sustainable Beef (CRSB) held its Annual General Meeting (AGM) on August 18 as part of the Canadian Beef Industry Conference in Winnipeg, MB.

An [interim report](#) on the CRSB's Sustainability Strategy was released, providing an update on industry-wide progress report toward CRSB's sustainability strategic actions and research priorities. The report highlights gaps and reinforces the importance of ongoing collaboration to advance sustainability outcomes through to 2030; it includes projects and initiatives identified through submissions to the CRSB Projects and Initiatives Database by CRSB members and industry stakeholders.

The annual business meeting included reports from committees and Council on CRSB's progress this year. Results of the CRSB's Council elections, carried out electronically earlier this year, were announced (see page three), including the election of a new Council Chair.

Renewing its Business Strategy and Plan is a priority for the CRSB in 2026; members discussed the organizations' goals and objectives for the next three years at the AGM.

The AGM also welcomed several speakers, including youth perspectives from the leadership table with Laura Buss, CRSB's first Youth Councilor, and an update from the US Roundtable for Sustainable Beef.

For the third year, the CRSB awarded two graduate student sponsorships, providing them with an opportunity to attend the CRSB AGM and Canadian Beef Industry Conference, present their work, engage with CRSB members, and expand their networks across the Canadian beef community. Through the Scientific Advisory Committee, with a record-breaking 23 submissions and competitive review process, six finalists were interviewed and two outstanding students, Katie Kroeze (PhD student from the University of Guelph) and Morgan Lehmann (M.Sc. student from the University of Saskatchewan), were selected. CRSB appreciates the generous financial support of Merck Animal Health and McDonald's Canada for sponsoring the student competition.

"This AGM marks the end of my term as Chair. It has been an honour to serve this organization and its membership," says Ryan Beierbach, Chair of the CRSB since 2022. "I am proud of what we have accomplished together and confident in where the CRSB is headed. The work continues, and it is in good hands."

"I am truly honoured by the confidence that CRSB members have placed in me to serve as Chair. I believe our industry is at its best when we come together around a shared purpose. As a beef producer, I've experienced firsthand the dedication, resilience, and care that producers bring to their operations every day, and I'm proud to represent them in this role. I look forward to working alongside our members and partners across the beef value chain to strengthen relationships, continue advancing sustainability, and help



build a strong, resilient future for Canadian beef,” says Andrea Stroeve-Sawa - elected CRSB Chair on August 18, 2026.

CRSB thanks its members for their commitment to sustainability in the Canadian beef industry. Learn more about our work in our [annual report](#), which will be published in September 2026.

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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 3rd party sustainability certification program (CRSB Certified), and projects and initiatives aligned with strategic goals. Learn more at 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.

2026-2027 CRSB Council

Chair, Vice Chair & Past Chair:

CHAIR: Andrea Stroeve-Sawa

- Vice Chair: Brodie Haugan
- Past Chair: Ryan Beierbach (1 year term)

Voting Member Constituencies:

Beef Producer Associations

- Brodie Haugan, representing Canadian Cattle Association – elected for a two-year term
- Karla Hicks, representing Saskatchewan Cattle Association – elected for a two-year term
- David Houley, representing National Cattle Feeders' Association (1 year left in term)

Beef Processors and Associations

- Jamie Mitchell, representing Intercity Packers Meat & Seafood (1 year left in term)
- Kristine Tapley, representing Cargill – re-elected for a two-year term

Retail & Food Service Sector

- Sam Hamam, representing McDonald's Canada (1 year left in term)
- Carl Dean, representing Cactus Restaurants Limited – re-elected for a two-year term

Non-Governmental Organizations

- Jeremy Hogan, representing Nature Conservancy of Canada (1 year left in term)
- Karli Reimer, representing Ducks Unlimited Canada – re-elected for a two-year term

Member at Large:

- Nick Martin, endorsed by Beef Cattle Research Council – elected for a two-year term

Ex-Officio Participants

(appointed by Council, each for a one-year term)

Government Liaisons

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

Youth Councilor

- Graydon Garner – nominated by the Canadian Cattle Youth Council