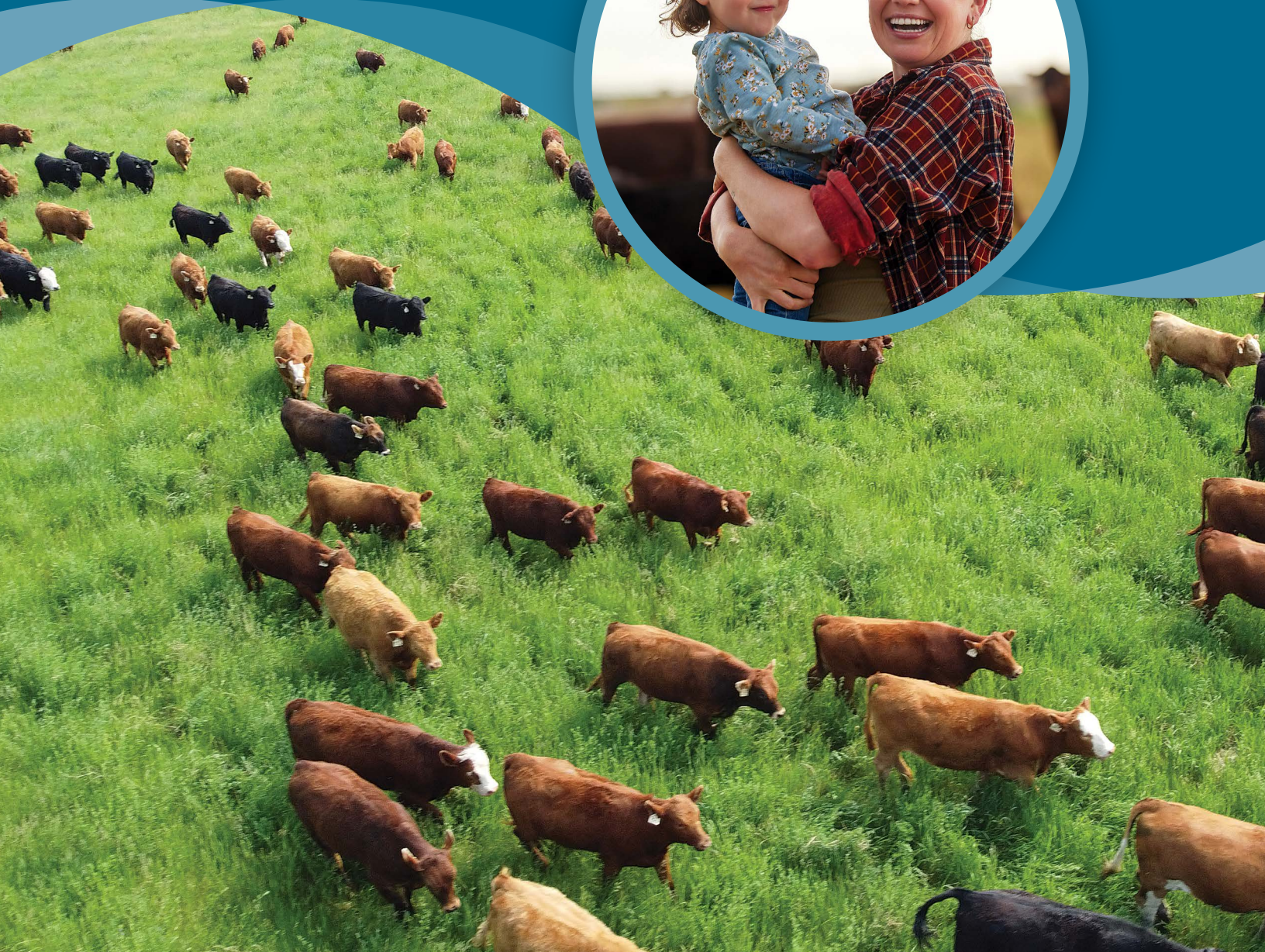


ANNUAL REPORT 2026



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

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COUNCIL



CHAIR

Ryan Beierbach



VICE-CHAIR

Andrea Stroeve-Sawa

VOTING MEMBERS

BEEF PRODUCER ASSOCIATIONS



Brodie Haugan
Alberta Beef Producers



Nick Martin
Beef Cattle
Research Council



Andrea Stroeve-Sawa
National Cattle
Feeders' Association



Jamie Mitchell
Intercity Packers
Meat and Seafood



Kristine Tapley
Cargill

RETAIL & FOOD SERVICE



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

MEMBER AT LARGE



Graeme Finn
Foothills Forage
and Grazing Association



Patricia Talbot
Agriculture and
Agri-Food Canada



Fonda Froats
Saskatchewan
Ministry of Agriculture



Jamie Wuite
Alberta Agriculture
and Irrigation



Laura Buss

EX-OFFICIO PARTICIPANTS GOVERNMENT LIAISONS

YOUTH COUNCILOR

MEMBERSHIP

VOTING MEMBERS

BEEF PRODUCER ASSOCIATIONS



BEEF PROCESSORS AND ASSOCIATIONS



RETAIL & FOOD SERVICE SECTOR



NON-GOVERNMENTAL ORGANIZATIONS



AGRICULTURE AND FOOD BUSINESSES



NON-VOTING MEMBERS

ACADEMIC INSTITUTIONS



OTHER SUPPORTERS OF OUR MISSION, VISION AND PRINCIPLES



KEY HIGHLIGHT:

Held in-person workshop
and meetings in January





LETTER FROM THE CHAIR

The past year brought meaningful progress on a number of fronts, and I am encouraged by the direction we are heading as an organization and as an industry.

Through the Canadian Roundtable for Sustainable Beef, I have had the privilege of representing Canada on the Board of Directors of the Global Roundtable for Sustainable Beef (GRSB). Our two-year term on the Board wrapped up in January 2026. Over that period, I participated in monthly virtual meetings and two in-person Board of Directors meetings, including one we were proud to host here in Canada. Following our CRSB AGM in September 2025, we welcomed over 50 people from several countries to Toronto for the GRSB Board of Directors and Communicators Summit. Hosting that gathering was a real opportunity to show the strength of Canadian beef sustainability work to our global peers. We also attended a GRSB Board of Directors' meeting in Nashville, Tennessee in February 2026 to discuss GRSB's strategic direction and how to advance shared priorities.

As one of the eight national beef organizations that make up the Canadian Beef Advisors, the CRSB participated in quarterly meetings throughout the year to track progress on the National Beef Strategy.

Bringing Council and committees together in person in Calgary in January was particularly valuable for setting the tone and priorities for the year ahead.

On the CRSB Certified side, we launched the CRSB Certified Producer Incentive in February, a new initiative to recognize and reward beef producers who have taken the time and made the investment to become certified. In its first year, all eligible producers who maintain their certification as of June 30, 2026, and have completed the related program requirements will receive an incentive payment of \$400. Going forward, annual payments will be based on CRSB Certified beef sold. This initiative is an important step for the program and a meaningful acknowledgment from the CRSB and its supply chain partners that the work farmers and ranchers are doing does not go unnoticed.

This year's Annual General Meeting marks the end of my term as Chair. It has been an honour to serve this organization and its membership. I am proud of what we have accomplished together and confident in where the CRSB is headed. Thank you to Council, committee members, and our membership for your commitment and collaboration over these years. The work continues, and it is in good hands.

Sincerely,

Ryan Beierbach



LETTER FROM THE EXECUTIVE DIRECTOR

The past year brought both reflection and progress. From the strategic discussions in Calgary in January to program decisions in the months that followed, the CRSB moved forward with purpose.

In January, committee and Council members came together in Calgary for two days of facilitated discussions to discuss CRSB's core programs – the National Beef Sustainability Assessment and CRSB Certified program. The conversations were timely. The workshops produced recommendations on strategic direction around the two programs as well as CRSB's role in data governance and Scope 3 reporting. Council met the following day to set organizational and program priorities for the year, informed by that input and by member survey feedback. Thank you to everyone who participated and took the time to share their perspectives.

Several priorities have advanced since then. Work to explore potential adjustments to the CRSB Certified program, including a new mass balance concept, has been underway since early in the year, guided by a Council working group. The CRSB Certified Producer Incentive was announced in February, with payments to eligible certified farms and ranches to be distributed by October 2026. Consumer research examining perceptions

of sustainability, CRSB, and our programs has been completed, with preliminary results presented at the AGM. An interim report for the National Beef Sustainability Strategy was also launched at the AGM, identifying gaps and opportunities while highlighting member and beef industry projects. Scoping for the next National Beef Sustainability Assessment is also underway.

Work on the 2026-2030 organizational strategy and business plan has continued throughout the year, shaped by member input throughout the year and the priorities Council established in January.

I want to close by thanking our members for your investment in the CRSB and in the collaborative, multi-stakeholder approach that defines how we work. And to our staff team: your dedication and hard work make this organization what it is. I am proud of what we accomplish together.

Sincerely,

Monica Hadarits



GOVERNANCE COMMITTEE

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

This year, the Governance Committee supported key governance priorities, including implementation of the Youth Councilor position, approval of amended By-Laws, oversight of the Council nomination and election process, and recruitment of two new committee members.

CRSB Members voted to approve CRSB amended By-Laws at the 2025 Annual General Meeting, with final approval from the Canadian Cattle Association Board of Directors in March 2026. These changes formalized the Youth Councilor position. Laura Buss, nominated by the Canadian Cattle Youth Council, was invited to participate on Council in September 2025 and was officially appointed in March 2026. CRSB welcomes sponsorship from Cargill and McDonald’s Canada, which will support the youth position for the next three years.

All eligible Council seats have been successfully filled through elections or re-elections: Beef Producer Associations (2), Beef Processors and

Associations (1), Retail and Food Service (1), Non-Governmental Organizations (1) member classes, and a Member at Large seat. The CRSB will also elect a new Chair and Vice Chair this year as Ryan Beierbach completes his maximum four years serving as Chair.

The Committee also welcomed Roxanne Lieverse (Canadian Simmental Association) and Maureen Cousins (Manitoba Beef Producers) as new members in June 2026.

Thank you to all Council members for their service, with special recognition to Ryan Beierbach for his leadership as Chair of the CRSB since 2022.

Respectfully submitted,
Tom Lynch-Staunton, Chair

CHAIR
Tom Lynch-Staunton, Nature Conservancy of Canada

MEMBERS
Ryan Beierbach – Chair, CRSB
Terry Belisle, RBC
Alycia Chrenek, Zoetis
Brianna Elliot, Olds College
Mark Olson, Flokk Systems Inc. (to March 31, 2026)

Staff Support provided by: **Andrea White**

KEY HIGHLIGHT

- Approval of amended CRSB By-Laws
- Implementation of CRSB Council Youth Position, sponsored by Cargill and McDonald’s Canada



COMMITTEE REPORTS

SCIENTIFIC ADVISORY COMMITTEE

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

The Scientific Advisory Committee (SAC) continued to support the CRSB's commitment to progress in the sustainability of the Canadian Beef Industry. The results of the second **National Beef Sustainability Assessment (NBSA) and Strategy 2014-2021** continued to feature prominently in CRSB communications and stakeholder engagement activities, while the focus of the SAC turned towards planning and scoping the next iteration of the NBSA.

Development of an Interim Report on the CRSB Sustainability Strategy was a priority for the year. The interim report highlights progress against the CRSB's National Beef Sustainability Strategy by showcasing projects and initiatives undertaken across the Canadian beef industry. To support this work, CRSB promoted use of its **online submission form** to populate the Projects and Initiatives Database. While online input was limited, staff reached out to research organizations, funding agencies and industry members to compile a comprehensive list of projects that support the Sustainability Strategy's action items.

A milestone this year was the joint in-person meeting of the Scientific Advisory and Framework Committees in January 2026. Committee members discussed the current state and evolutionary paths for CRSB's programs – the CRSB Certified Program, the NBSA and the Projects and Initiatives Pillar. A focus of the discussions was the changing climate reporting landscape and CRSB's role in supporting credible, science-based sustainability measurement, reporting and claims.

These conversations reinforced the importance of ensuring CRSB programs continue to advance alongside producer expectations and value-chain needs.

The **Carbon Footprint Data Research** project was completed in partnership with MNP. Results were presented to members during a CRSB-hosted webinar. This project was undertaken to better understand how information that producers already collect for financial reporting could be used to support greenhouse gas (GHG) emissions estimations. It originated from interest by supply chains, financial institutions, and other stakeholders in better understanding on-farm emissions, while recognizing the importance of keeping data requests manageable for producers. Rather than calculating full farm-level carbon footprints, the project goals were to determine what emissions information can reasonably be estimated using data producers already have, where gaps exist, and what steps could improve emissions reporting over time.

Supporting scientific advancement remained an important component of the SAC's work. Letters of support for research projects and initiatives were provided in accordance with CRSB policy, and the SAC continued to oversee the selection of presenters for the sponsored student research sessions at the CRSB's annual general meeting.

Committee members and staff continued to review and provide input on various national and international initiatives relevant to sustainable beef production. This included providing feedback on Statistic's Canada

Census of the Environment program, updates on the output and delivery of Agriculture and Agri-Food Canada (AAFC) sustainability metrics, and the FAO Global Plan of Action for Sustainable Livestock Transformation. CRSB hosted an online member information session and submitted comments through the Canadian Sustainability

Standards Board (CSSB) on the international Sustainability Standards Board's (ISSB) proposed amendments to the Sustainability Accounting Standards Board (SASB) Meat, Poultry and Dairy Standard. These activities ensure that Canadian beef perspectives continue to be represented as sustainability reporting expectations evolve.

COMMITTEE MEMBERS

CHAIR / VICE-CHAIR

Melissa Downing, National Cattle Feeders' Association
Dr. Cameron Olson, Elanco Canada

BEEF PRODUCER ASSOCIATIONS

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
Dr. Michael Lohuis, Semex

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

Chad Wasyluniuk, Farm Credit Canada

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: **Betty-Jo Almond** (AgSights) and **Doug Helm** (Syngenta Canada).

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

KEY HIGHLIGHT

- Completed the Carbon Footprint Data Research project with MNP
- Developed the NBSA Interim Report

COMMITTEE REPORTS

COMMUNICATIONS AND MARKETING COMMITTEE

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.

The CRSB continues to execute on its Marketing Strategy, engage with our partners and share the story of beef sustainability in Canada across multiple audiences.

The Communications and Marketing strategy is anchored around five core focus areas: the **National Beef Sustainability Assessment** (NBSA), the **CRSB Certified Program**, the **CRSB Organization** (corporate communications), **Projects and Initiatives**, and **Building Consumer Trust**.

CRSB's bi-annual consumer research survey was developed, with results expected in fall 2026.

Sustainability Benchmarking with the National Beef Sustainability Assessment

The National Beef Sustainability Assessment (NBSA) metrics continue to be valuable for CRSB communications, and supporting other industry partners in their advocacy activities, research, communications and consumer marketing.

A series of provincial-themed producer-focused articles highlighted the critical role of farmers and ranchers in the beef sector's sustainability improvements, and demonstrated the value of the NBSA's data - with province-specific information related to land use, carbon and biodiversity.

The 2025 "Confessions of a Canadian Beef Farmer" campaign video series continues to perform well; a short Youtube campaign in March 2026 yielded 2.4 million impressions and 31,000 clicks to the campaign landing page at crsb.ca/benchmarks (in addition to the 19M reached in 2025).

We were excited to release the Interim Report on the CRSB Sustainability Strategy in August 2026, highlighting sustainability progress through Projects

and Initiatives across a diverse range of topics. Project spotlights will continue in our communication channels.

The CRSB Certified Program

Beef producers and certification continued to be a major focus this year. We were excited to announce a new CRSB Certified Producer Incentive (see Framework Committee report for details), supporting awareness of the eligibility requirements. Relevant monthly content was provided to industry partners with beef producer connections to amplify opportunities related to the program.

CRSB Certified producers were invited to become non-voting CRSB members, and a new producer-focused newsletter, the Gate to Plate Press, was launched to share relevant information on beef sustainability progress, CRSB programs, certification benefits and incentives, resources and events. Short videos explaining qualifying cattle requirements helped build awareness and grow the newsletter's subscriber base. A producer conversation video series also explored succession, business advice, working with family, measuring environmental gains and productivity tools.

People love hearing from farmers and ranchers; CRSB Certified producer video stories performed well, and we continue to add CRSB Certified producer profiles on the program website, including past Environmental Stewardship Award recipients across Canada. These stories have been a great way to celebrate two important years designated by the United Nations – the International Year of the Rangeland & Pastoralist and the International Year of the Woman Farmer.

Respectfully submitted,
Carl Dean

COMMITTEE MEMBERS

CHAIR / VICE-CHAIR

Carl Dean, Cactus Restaurants Ltd.
Karli Reimer, Ducks Unlimited Canada

BEEF PRODUCER ASSOCIATIONS

Tracy Herbert, Verified Beef Production Plus
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 and **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. (to March 2026)
Shane Roger, Alltech

We would like to recognize outgoing committee members who have volunteered their time and expertise: **Graeme Finn**, Foothills Forage and Grazing Association; **Mark Olson**, Flokk Systems Inc.

Julia Pennella, Canadian Meat Council, joined the committee in June 2026.

Staff Support provided by: **Andrea White**

Andrea co-chairs the Global Roundtable for Sustainable Beef Communications Council along with Mariana Custodio from the Brazilian Roundtable for Sustainable Livestock.

KEY HIGHLIGHT

- Launched a new producer-focused newsletter, the *Gate to Plate Press*
- Conducted CRSB's 5th consumer research study


129M
Total reach


14.2k
Followers
(↑14%)


3.2%
Engagement Rate
(↑20%)


169k
Video Views
(↑105%)

COMMITTEE REPORTS

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 continued to focus on maintaining the credibility and integrity of the CRSB Certified Program while exploring opportunities to strengthen the value the program delivers to producers and the broader value chain. Work strove to balance ongoing program improvements with strategic discussions regarding the future direction of the program.

A change this year was the transition to Assurance Services International (ASI) as the new independent Oversight Body for the CRSB Certified Program, replacing NSF International, which had served in this role since the program’s inception. The Committee thanks NSF for its many years of service and welcomes ASI as it assumes the role of overseeing the consistent and credible implementation of the Framework.

The Committee continued to examine the challenges presented by the limited supply of certified beef, limited growth in producer participation, and producers not completing the data entry steps to qualify their cattle for CRSB Certified supply chains and associated incentives. While extensive communications over the year may have increased awareness of the program, data entry by producers continues to be a significant barrier limiting qualifying cattle numbers and certified supply. Following direction from Council, work exploring the potential for alignment between the CRSB Certified Program and the Canadian dairy sector’s ProAction program and the DairyTrace chain of custody system was paused in August 2025. The Committee shifted focus and explored several options to reduce the administrative burden on producers while maintaining the integrity of the Framework’s chain of custody system. In February 2026 CRSB Council initiated work on a new mass balance concept intended to address the supply challenges.

In January, the Framework Committee met jointly with the Scientific Advisory Committee for a two-day, in-person workshop to discuss the current state and future evolution of the CRSB programs – CRSB Certified, National Beef Sustainability Assessment (NBSA) and Projects and Initiatives. Alternative pathways to increase the value proposition of certification for producers while meeting the changing needs for sustainability metrics and claims of the beef value chain were explored. Discussions included CRSB’s role in supporting climate-related reporting while maintaining its role as a trusted, outcome-based assurance program.

The Committee continued to explore opportunities to recognize and communicate measurable outcomes associated with CRSB Certified production. Birds Canada developed a proposal for a collaborative project that is seeking a CRSB Certified supply chain partner interested in supporting resilient, biodiversity-friendly beef production systems using the Birds Canada Bird Friendliness Index (BFI).

The CRSB Certified Producer Incentive was launched in 2026, a new payment to recognize and reward producers who have undertaken the work to become certified and made the effort to participate in certified supply chains. For the first year all beef producers who became and/or maintained an existing active CRSB Certified status through June 30, 2026, are eligible to receive an incentive payment of \$400 if they also completed all the **Qualifying Cattle Requirements** relevant to their role in the production system. Payments are expected to be distributed by October 2026. The intention is for this incentive program to continue annually with the value of future payments calculated from the funds available for the period based on the amount of CRSB Certified beef sold, distributed evenly among all eligible producers.

The Committee appreciates our program partners that continue to recognize the value of CRSB Certified and invest in participating producers. **Cargill’s Qualifying Cattle Credit Payments, Farm Credit Canada’s (FCC) Sustainability Incentive Program,**

and AgrilInvest continue to demonstrate the importance of value chain collaboration and industry support for advancing sustainable beef production and creating tangible value for certified producers.

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
Graham Overguard, Canadian Cattle Association

Andrea Stroeve-Sawa,
National Cattle Feeders’ Association

BEEF PROCESSORS AND ASSOCIATIONS

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
Tim Hardman, Fulton Market Group

We would like to recognize outgoing committee members who have volunteered their time and expertise: **Dean Manning** (Beef Cattle Research Council), **Jody Bell** (Flok Systems Inc.)

Staff Support provided by: **Kara Barnes**

KEY HIGHLIGHT

- Launch of the CRSB Certified Producer Incentive
- Transition to ASI as the Oversight Body



CRSB CERTIFIED IN ACTION

As of June 30, 2026:



CRSB CERTIFIED BEEF PRODUCTION AND PROCESSING



BEEF FARMERS AND RANCHERS

1,280

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

5.3 million acres

(approximately) of land estimated under the management of CRSB Certified Operations across Canada.

- 4.5 million native grazing acres
- 822,000 tame grazing acres



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.



(2 facilities)*



*Audited to the CRSB Chain of Custody Requirements, enabling them to pass along the CRSB Claims that demonstrate sustainability in Canadian beef. Currently, the Mass Balance model is used by supply chains, which supports the adoption of sustainable practices on 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 approved suppliers of CRSB Certified beef and are sourcing from one or more of the above beef processors.



CRSB CLAIMS IN THE MARKETPLACE



Companies show 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, 2025 and June 30, 2026.

RESTAURANTS AND QUICK-SERVE:

- McDonalds (Quarter Pounders)
- Cactus Club Cafe

GROCERY RETAILERS

- Walmart, in a selection of beef products

FOOD SERVICE COMPANIES THAT ARE APPROVED SUPPLIERS OF CRSB CERTIFIED BEEF:

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



CACTUS CLUB CAFE



INCENTIVIZING CERTIFICATION

CRSB Certified Producer Incentive

In February 2026, the CRSB launched the CRSB Certified Producer Incentive, a new initiative to recognize and reward beef producers who have taken the time and made the investment to become certified. The goal of this incentive is to support beef farmer and rancher certification to CRSB's Sustainable Beef Production Standard and help enable responsible beef sourcing through certified supply chains.

In its first year (2026), all beef producers who were CRSB Certified between January 1, 2025, and June 30,

2026, and/or keep their certification up to date as of June 30, 2026, and have completed all related program eligibility requirements, will receive an incentive payment of \$400. The incentive program will continue annually, with future annual incentive payments based on CRSB Certified beef sold. Future payments will be calculated based on available funds, contributed by supply chain partners, and distributed evenly among all eligible beef producers.

Incentive payments will be distributed by October 2026.



In 2025, Farm Credit Canada's Sustainability Incentive doubled the eligible annual payment, up to **\$4,000**, for CRSB Certified beef producers with eligible FCC lending. There was a 22% increase in incentive program participation in 2025 and the program opened for the 2026 program year on June 1, 2026.

Since 2022, FCC has distributed \$2.3 million to beef producers through the incentive program.



Cargill partners with CRSB and its sourcing customers to provide financial incentives for beef producers to maintain their CRSB certification and encourage data entry requirements needed for qualifying cattle through the supply chain.

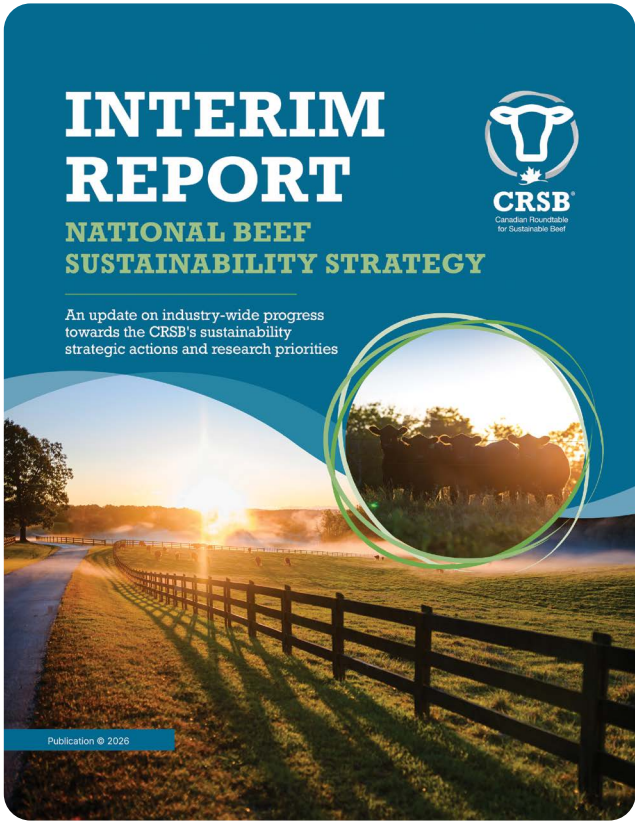
In 2018, Cargill launched a Certified Sustainable Sourcing program that has been rewarding producers for becoming CRSB Certified. This program is supported by Cargill's retail, restaurant and food service customers involved in sourcing CRSB Certified beef. Since 2022, \$5.4 million has been paid to CRSB Certified producers in qualifying per head cattle payments.

AgriInvest is a self-managed producer-government savings account designed to help farmers and ranchers manage small income declines and make investments to manage risk and improve market income, and is part of a suite of risk management programs under the

Sustainable Canadian Agricultural Partnership (S-CAP), the current federal-provincial-territorial agricultural policy framework. Within the framework, there is a commitment by governments to integrate climate risk management, environmental practices and climate readiness into business risk management programming. The CRSB Certified program is one of the tools recognized as an agri-environmental risk assessment (AERA) under the AgriInvest program, which means that CRSB Certified beef producers requiring an AERA to participate in the program can use their CRSB certification to qualify for the government contribution.

INTERIM REPORT ON THE CRSB SUSTAINABILITY STRATEGY

An update on industry-wide progress toward CRSB’s sustainability strategic action items and research priorities



The Canadian Roundtable for Sustainable Beef’s (CRSB) is committed to advancing, measuring and communicating continuous improvement in the sustainability of the Canadian beef value chain. Through the National Beef Sustainability Assessment (NBSA), CRSB measures environmental, social, and economic sustainability performance approximately every seven years to track progress, identify emerging challenges and guide future actions. The second NBSA, released in 2024, evaluated progress between 2014 and 2021, and informed the CRSB Sustainability Strategy (2024–2030).

The 2026 Interim Report provides an update on implementation of the Sustainability Strategy. Drawing on submissions to the CRSB Projects and Initiatives Database, it highlights where the Canadian beef sector is making progress, identifies remaining gaps, and helps identify opportunities for future collaboration and investment.

A total of 322 individual projects were submitted. Many projects contributed to more than one strategic action item, collectively aligning progress towards 782 actions across the Sustainability Strategy’s four priority areas: Sustainability Community, Environment, Social and Economics.

The sustainability community priority area demonstrates continued collaboration across the beef value chain through projects that strengthen partnership, knowledge sharing and alignment around sustainability goals.

The most activity occurred within the environmental priority area. Projects focused on reducing greenhouse gas (GHG) emissions, increasing carbon sequestration, optimizing cattle nutrition and feed efficiency, advancing feed and forage production, enhancing biodiversity, and improving carcass utilization. Research and innovation are helping producers adopt practices that improve productivity while supporting environmental outcomes. However, gaps remain in manure management, measuring the Canadian beef industry’s overall GHG footprint and carbon stocks, water risk assessments, and innovations that improve water use efficiency across the processing and packaging sectors. The NBSA helps to fill some of those gaps - there is a lot of work happening in the GHG and carbon accounting space that CRSB is aware of, and more project submissions and knowledge-sharing are encouraged on these topics into the future.

Within the social priority area, animal care continues to be a strength, supported by research, innovation and knowledge transfer. Strong engagement was also seen in antimicrobial use, reflecting the industry’s commitment to responsible, science-based animal care practices. In comparison, fewer projects addressed labour management and people’s health and safety, suggesting opportunities for additional leadership and investment in those areas.

In the economic priority area, projects focused on improving producer viability through financial literacy and incentive programs for producers. Fewer initiatives addressed consumer resilience, particularly activities that increase the supply chain’s ability to respond to changing market demands and improve communication about Canada’s sustainable beef production practices.

Overall, the interim findings demonstrate strong engagement, particularly within environmental stewardship and animal care, and continued momentum toward achieving the priority areas set out in the Sustainability Strategy. At the same time, they identify clear opportunities to strengthen efforts in water stewardship, food loss and waste, labour management, workplace health and safety, and consumer resilience. Future success will be determined by increasing activity in identified gap areas while maintaining leadership in areas where strong progress is already being made.



THE PROJECTS AND INITIATIVES DATABASE

Established in 2024, the Projects and Initiatives Database supports the systematic collection and tracking of sustainability related activities and progress across the sector. The database will remain open for ongoing submissions. Newly submitted projects and initiatives will inform future CRSB reporting and CRSB will drive value for project owners by featuring select projects on the CRSB website, in digital channels or in other communications materials. Projects will be highlighted publicly if the submitter has provided consent by selecting “Yes” to the “Featured Communications” question.



Submit your project or initiative here.

OUTGOING CHAIR RECOGNITION

The Canadian Roundtable for Sustainable Beef, its members, staff and industry partners would like to recognize the contributions of Ryan Beierbach, CRSB Council Chair for his leadership over the past four years.

Since 2022, Ryan’s deep commitment to the mission and vision of the CRSB are evident, leading the organization through a constantly changing sustainability landscape, with calm, grace and humility, and a steadfast approach of listening to all perspectives, while ensuring continual progress.

During his leadership tenure, Ryan helped the CRSB celebrate its 10-year anniversary in 2024. He was a key spokesperson for the CRSB on many topics; in particular, he took on many media inquiries and contributed to the successful launch of the National Beef Sustainability Assessment report in January 2024. Having been both a mentee (2011) and mentor (2012) for the Canadian Cattle Young Leaders program, Ryan advocated for the addition of

a CRSB Youth Councilor, which was implemented in 2025. He is dedicated to recognizing the contributions of beef producers across Canada, demonstrated in the launch of the CRSB Certified Producer Incentive earlier this year.

Ryan represented the CRSB at many forums and events across Canada and around the world. He represented both the CRSB and Canadian Cattle Association on the Board of Directors of the Global Roundtable for Sustainable Beef (GRSB), attending events in Denver, Colombia, Italy, Uruguay, Toronto and Nashville over his term as Chair.



Ryan is devoted to his family - his wife Tania and three children. We thank Ryan for all he has done for the CRSB, and we wish him well as he continues to represent the interests of Canadian beef producers as Vice President of the Canadian Cattle Association.



YOUTH PERSPECTIVES FROM THE LEADERSHIP TABLE



Laura Buss, CRSB’s first Youth Councilor

Growing up in cow-calf production sparked my lifelong passion for the beef industry and laid the foundation for my career in agriculture. My interest in beef production, sustainability, and research is what eventually drew me to CRSB, and gave me an appreciation for its collaborative approach to sustainable beef, and the science that supports it.

appreciated the producer focus, as farmers and ranchers are the foundation of our industry, and I believe it is essential that their contributions, challenges, and long-term success is at the forefront of our organization.

Participating on CRSB Council has deepened my understanding of how interconnected beef sustainability in Canada truly is - from on-farm management practices to supply chain logistics and evolving market expectations. One of my biggest takeaways has been the importance of meaningful collaboration across all sectors of the industry, and the value of listening to diverse viewpoints when developing practical, impactful solutions, which reinforced the important role youth can play in driving innovation while building on the experience of those who have shaped the industry over generations.

I am pleased to pass the torch to the next Youth Councilor who I know will continue building connections, contribute to progress, and gain further insight into the evolving landscape of sustainable beef production in Canada.

COLLABORATION AND LEARNING IN A COMPLEX ERA OF SUSTAINABILITY

CRSB 2025 Annual General Meeting and Conference with the Global Roundtable for Sustainable Beef’s Communicators’ Summit

The CRSB held its 2025 Annual General Meeting (AGM) and conference in Toronto, ON. in September 2025. The CRSB was excited to partner with the Global Roundtable for Sustainable Beef (GRSB), welcoming members from over 10 countries here in Canada for a Communicators’ Summit on September 25. Many global visitors joined the CRSB events.

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” in conversation with a beef farmer, and Jim Whitley, an Ontario CRSB Certified operation shared what sustainability means on his family farm. A diverse variety of conference sessions throughout the day included panels with restaurant industry and global beef

sustainability leaders, a showcase of sustainability projects and initiatives, and a discussion on the role of genetics in beef sustainability. Two graduate students shared their research, and a tradeshow featured CRSB member and stakeholders’ work.

The annual CRSB members’ business meeting highlighted the year’s activities and successes, and members voted to amend the organization’s By-Laws, integrating 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.



Ryan chairing CRSB AGM

GLOBAL BEEF SUSTAINABILITY CONVERSATIONS: FROM INSIGHTS TO ACTIONS IN A COMPLEX WORLD



GRSB Communicators’ Summit

The Summit explored public perceptions of beef industry sustainability, informed by new global research conducted in partnership with Abacus Data.

Key highlights included a preview of new global public perception research conducted for the GRSB by Abacus Data, examining consumption patterns, alignment with

GRSB’s sustainability goals, and key indicators that can shape more effective engagement strategies. Attendees participated in interactive sessions on how consumer insights can drive stronger sustainability strategies; communications-related learning sessions, and a powerhouse panel on proactive policymaker engagement.



Andrea White, CRSB (moderator); Hailey Fishel, JBS; Lynsay Beavers, Canadian Cattle Association Public & Stakeholder Engagement; Tammy Alamrieh, McDonald’s Canada



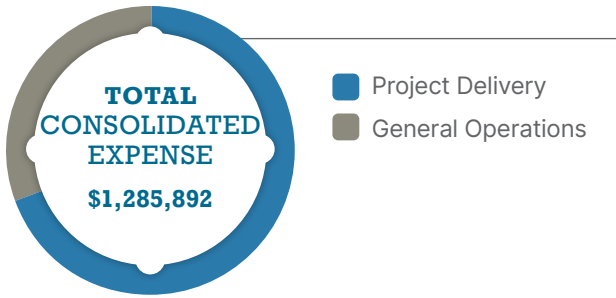
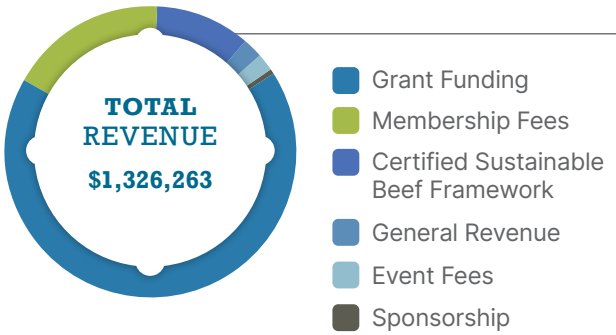
Crystal Mackay, capstone speaker

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 auditor's report may be obtained through written request to the CRSB or the CCA.

Respectfully submitted,

Caron Melin
Controller, Canadian Cattle Association



Revenue	2025-26
Certified Sustainable Beef Framework	\$137,522
Sponsorship	\$23,710
Event Fees	\$32,638
Grant Funding	\$893,720
Membership Fees	\$232,687
General Revenue	\$5,986
Total Revenue	\$1,326,263
Expense	
Project Delivery	\$891,515
General Operations	\$394,377
Research	
Total Consolidated Expense	\$1,285,892
Excess of Revenue over Expenses	\$40,371
Reserve Adjustment	\$25,000
Net Assets:	
Beginning of year, July 2025	\$1,128,918
Excess (deficiency) of revenue (June 2026)	\$40,371
Net Assets, June 2026	\$1,169,289
Deferrals & Reserve	
Deferred Revenue	\$247,671
Sustainability Assessment Reserve	\$136,000
Restricted Reserve	\$270,000

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