



ANNOUNCEMENT

CRSB approves Ontario Corn Fed Beef Quality Assurance Program as Certification Body for the *Certified Sustainable Beef Framework*

December 14, 2020 - The Canadian Roundtable for Sustainable Beef (CRSB) is pleased to announce that the Ontario Corn Fed Beef Quality Assurance Program has successfully completed an assessment by the CRSB's Oversight Body, NSF International, and has been approved as a Certification Body for the *Certified Sustainable Beef Framework's* Sustainable Beef Production Standard for beef feedlot operations in Ontario.

"We are pleased with the Ontario Corn Fed Beef program's commitment to supporting their producers in demonstrating sustainable practices in Ontario feedlot operations by offering this element within their already-successful quality assurance program," says Anne Wasko, Chair of the CRSB. "Incorporating the option of CRSB certification is a win-win for Ontario's beef industry, with a single streamlined audit process, and will help meet consumer demand for sustainably-raised beef."

The vision of the Ontario Corn Fed Beef program since its inception in 2001 was to ensure the long-term viability of cattle production in the province of Ontario. The program has grown to over 500 registered members who produce over 300,000 cattle annually, becoming one of the largest farm family-owned beef programs in Canada.

"Part of the blueprint for the Ontario Corn Fed Beef Program has been strong program leadership when it comes to on-farm quality assurances as it relates to our brand, our producers, our processor and retail partners, right down to the consumers who buy our branded beef products to serve their families," says Jim Clark, Executive Director of Ontario Cattle Feeders Association and the Ontario Corn Fed Beef program. "Partnering with CRSB provides our producers an opportunity to supply beef from CRSB Certified farms and be recognized for their dedication to responsible beef production."

"With over 500 feedlots in Ontario already certified under the Ontario Corn Fed Beef Quality Assurance program and strong retail and foodservice partners who have been very clear in their desire to source beef from certified sustainable farms in Ontario, we have a strong base to start with," adds Clark.

"We were very pleased to hear that the Ontario Corn Fed Beef Quality Assurance program was recently approved to become a Certification Body for the CRSB, says Richard Horne, Executive Director of the Beef Farmers of Ontario. "Ontario's feedlot sector and the bulk of finished animals in the province will be well positioned to take advantage of sustainable programming. Local beef raised under a quality assurance program was identified through our public research as an important purchasing driver for consumers, so having a made-in-Ontario program that is also recognized nationally will serve our members and consumers well."

ABOUT ONTARIO CORN FEED BEEF

The Ontario Corn Fed Beef Quality Assurance Program is an integrated food safety and quality management program developed by the Ontario Cattle Feeders Association. For more information, visit ocfbeef.com