



NEWS RELEASE



Centennial Foodservice Ltd. now certified to provide customers with beef from Certified Sustainable farms and ranches

FOR IMMEDIATE RELEASE

October 8, 2019, CALGARY, AB. - Centennial Foodservice Ltd. Is very proud to announce that we have completed the Canadian Roundtable for Sustainable Beef (CRSB) Chain of Custody audit requirements and are now certified to provide beef from Certified Sustainable farms and ranches to the foodservice sector in Western Canada and the Greater Toronto area.

“With Centennial’s focus on quality and innovation it was an easy strategic decision to apply and complete the Chain of Custody audit requirements and establish internal processes to ensure we as a company, can remain true to the integrity of CRSB’s beef sustainability certification program in Canada. We look forward to working with Cargill, a certified sustainable packer, in supplying those “Customers” with quality beef raised by ranchers committed to sustainability,” stated Darren Pike, Centennial’s Director of Sales and Marketing.

“Centennial Foodservice’s certification demonstrates the rapid advancement of sustainability by the Canadian beef industry. The CRSB would like to congratulate the Centennial Foodservice team on the successful audit and continual engagement with the CRSB Framework. We look forward to collaborating with their team and customers,” said Anne Wasko, Chair of the Canadian Roundtable for Sustainable Beef.

Centennial’s commitment to the beef industry also includes participation and involvement by Jeff Balchin, Centennial’s Premium Meats Marketing Manager, who is an active member of the CRSB Council. “It makes one extremely proud to work for a company that has the vision and integrity to allocate resources to such an important initiative of the Canadian Beef industry. It is an honor to be able to collaborate with many key shareholders who are also are committed to seeing our Sustainable Beef program achieve new levels of growth and success”, states Balchin.

For further information regarding the CRSB’s *Certified Sustainable Beef Framework* or Centennial foodservice, you can visit Centennial’s website at Centennialfoodservice.ca or CRSBcertified.ca.

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ABOUT CENTENNIAL FOOD SERVICE LTD.

Founded in 1967 Centennial Foodservice is a 100% Canadian owned company that operates 9 distribution and processing facilities in Western Canada and Toronto, Ontario. As Western Canada’s leader in seafood, poultry and premium meats, Centennial foodservice specializes in “Center of the plate proteins” as well as custom processing and “made to order provider” of more than 17,500 quality products.

ABOUT THE CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) is a collaborative, multi-stakeholder initiative focused on advancing environmental, social and economic sustainability in the Canadian beef industry through the Sustainability Benchmarking, National Beef Sustainability Assessment and Strategy, the Certified Sustainable Beef Framework and Projects. The CRSB’s Certified Sustainable Beef Framework

is a tool to recognize sustainable practices in beef production and processing, support sustainable sourcing commitments for the retail and foodservice industry, and provide credible, science-based assurances for consumers about sustainable beef production in Canada. Learn more at [crsb.ca](https://www.crsb.ca).

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