



## **Intercity Packers Commits to Beef Sustainability Across Canada**

**Now supporting sustainable practices through CRSB Certified sourcing of beef for restaurant customers and home consumers**

### **FOR IMMEDIATE RELEASE**

4 AUGUST, 2021, Mississauga, ON. – Intercity Packers Meat & Seafood, Canada’s leading supplier of high-quality protein products for the food service industry, announces they are certified by the Canadian Roundtable for Sustainable Beef (CRSB) to offer a variety of products that support Canada’s beef farmers, while providing responsibly raised products backed by a robust certification system.

“We appreciate the dedication of companies like Intercity Packers, who have stepped up through hands-on involvement to support the CRSB, and for contributing to supporting our dedication to sustainable practices on the ground,” said Anne Wasko, Chair of the CRSB and a rancher from Eastend, SK. “As a rancher myself, it’s wonderful to see how their values align not only with those of their customers, but also with Canada’s farmers and ranchers, and wanting to share that story with Canadian consumers.”

The CRSB is a member of the Global Roundtable for Sustainable Beef (GRSB) whose mission is to advance, support, and communicate continuous improvement in sustainability of the global beef value chain. They define sustainable beef as a socially responsible, economically viable and environmentally sound product that prioritizes the Planet, People, Animals and Progress. Both organizations have recently set robust 2030 improvement goals across all these areas.

“Intercity Packers has offered Ocean Wise certified sustainable seafood for over 12 years, and we are proud to bring CRSB Certified sustainable beef items to restaurant and home consumer customers across Canada,” said Clay Holmes, National Multi-Unit Sales Representative for Intercity Packers, and CRSB Council member.

Restaurants and food industry processors who partner with the CRSB are supporting the farmers and ranchers who are doing the hard work on the ground by sourcing at least 30% of the beef in Intercity Packers beef products from CRSB Certified farms and ranches across Canada. To learn more, check out the CRSB’s *Certified Sustainable Beef Framework* at [CRSBcertified.ca](https://crsbcertified.ca).

According to Technomic\*, 65% of consumers report social responsibility is important to them when deciding on a restaurant to visit. In June, one of Intercity Packer’s customers, Chop Steakhouse & Bar, expanded their commitment to beef sustainability becoming the first

full-service restaurant chain to offer steaks featuring certification that recognizes sustainable beef practices.

“By offering beef with the CRSB Certified Mark, our customers can support beef sustainability across a diverse range of areas including; conserving our natural resources, supporting our people and communities, ensuring the health and welfare of our animals, our food, and embracing technology and innovations that contribute to a sustainable food system for future generations,” said Holmes.

To connect with a sales representative or locate your nearest Shop Intercity online store to purchase CRSB Certified premium beef products visit [www.intercitypackers.ca](http://www.intercitypackers.ca).

*\*Technomic, Inc. provides food service clients around the globe with the research, insights and strategic consulting support they need to enhance their business strategies, decisions and results.*

-30-

#### ABOUT INTERCITY PACKERS

In 1972, Intercity Packers Meat & Seafood started out providing beef, pork, lamb, chicken and game products to local restaurants. We are now Canada’s leading supplier of the highest quality meat and seafood products to restaurants, healthcare and education customers across Canada. Our trained staff have years of experience in custom cutting of proteins. Because we produce food for the restaurant industry, our manufacturing plants are federally inspected and fully licensed, employing the high standards for food safety and quality assurance. With continuous innovation and the latest technology in the industry we provide safety, consistency, and leading-edge new products for our customers to meet evolving market trends and consumer preferences.

#### ABOUT THE CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization focused on advancing environmental, social and economic sustainability in the Canadian beef industry through benchmarking and strategic goal-setting; recognizing sustainable practices in beef production and processing through a 3<sup>rd</sup> party certification program, and communicating continuous improvement. The CRSB’s *Certified Sustainable Beef Framework*, known as CRSB Certified recognizes sustainable practices on the ground, supports sustainable sourcing, and provides credible, science-based assurances about sustainable beef production in Canada. Learn more at [crsb.ca](http://crsb.ca).

For more information, please contact:

[media@gfs.com](mailto:media@gfs.com)