



NEWS RELEASE

CRSB Releases 2019 Annual Report

Progress made in recognizing and advancing beef sustainability in Canada through collaborative partnerships

FOR IMMEDIATE RELEASE

December 5, 2019, Calgary, AB. – The Canadian Roundtable for Sustainable Beef (CRSB) has released its [annual report](#), highlighting key achievements over the past year. Launched in 2018, the CRSB developed the first outcome-based certification program for beef sustainability in the world and uptake is steadily increasing. “We are excited to see such strong growth in the certification program over the past year, with a 45% increase in the volume of beef that has been sold through the program, and a 16% increase in certified farms and ranches over the past six months,” says Anne Wasko, Chair of the CRSB and a rancher from Eastend, Saskatchewan. “It shows that there is demand for the program and we hope Canadians are proud of the leadership role we are taking—working together and committing to transparency and continual improvement.”

The organization also launched an online sustainability [projects inventory](#) and, through its partnership with MultiSAR, Cows and Fish, beef producer associations and the Species at Risk on Agricultural Lands program, has worked with 17 ranches and implemented 32 habitat improvements covering 189,000 acres in the Grassland Natural Region of Alberta. These improvements are made possible through funding generously provided by Environment and Climate Change Canada. “All these projects are producer driven and highlight the benefits of collaborative stewardship programs building on local knowledge and the positive impacts they can have for biodiversity and wildlife habitat,” noted Brad Downey, Biologist with the Alberta Conservation Association, one of MultiSAR's partner organizations.

The CRSB *Certified Sustainable Beef Framework* is a voluntary third-party audited program that certifies sustainability practices in beef production and processing covering natural resources; people and the community; animal health and welfare; food, and efficiency and innovation. The sustainability standards that form the basis of the program are measurable, based on science and expert opinion, and address key concerns around the sustainability of beef production in Canada from environmental, social and economic perspectives. The standards are outcome-based, meaning there are different ways for beef producers and processors to demonstrate sustainable practices based on their individual operation, production style, climate, region, soil type, and include responsible antimicrobial use and treating animals (when required) under the guidance of a veterinarian. Visit the newly launched website (crsbcertified.ca) for information and to learn more about beef sustainability in Canada.

At the Annual General Meeting on September 20th, CRSB members elected new Council directors Jeff Balchin of Centennial Foodservice and Jennifer Lambert of Loblaw Companies Ltd.

Watch for an Interim Report on the [National Beef Sustainability Strategy](#), set to be released in early 2020, which identifies sustainability progress that has been made since 2016, and opportunities for further improvement.

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ABOUT THE CRSB

Established in 2014, 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. The CRSB drives recognition and continuous progress in beef sustainability through the National Beef Sustainability Assessment and Strategy, the *Certified Sustainable Beef Framework* and Sustainability Projects. Learn more at crsb.ca.

The CRSB's *Certified Sustainable Beef Framework* was launched in December 2017 as 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, transparent communication with consumers about sustainable beef production in Canada. Learn more at crsbcertified.ca

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Quotes about the *Certified Sustainable Beef Framework*:

"On a grass roots level being involved in CSRB and encouraging producers to get verified for the program has resulted in building alliances with outstanding producers who are doing things the right way. The monetary value of being verified is rewarding but at the end of the day it is more about driving this industry to the next level."

~ Les Wall Owner / Manager, KCL Cattle Co. Ltd., Coaldale AB; CRSB Council member

"Together with the Canadian Roundtable for Sustainable Beef members, producers and customers, we've been on a journey to bring to life the Certified Sustainable Beef Framework through our efforts to create a certified sustainable Canadian beef supply chain. The framework has helped us tell the story of beef – connecting consumers with the people who are delivering their food sustainably – in a trusted and consistent way. This growing trust has been invaluable to our customers who are experiencing the consumer desire for greater transparency firsthand. We're recognizing the leadership of Canadian farmers and ranchers and helping consumers understand why beef will continue to be important for future generations."

~ Heather Tansey – Director of Sustainability, Cargill Animal Nutrition and Protein

"We are pleased to be one of the first Certified Sustainable Beef Processors in Canada. We believe our certification will prepare the way for the cow/ calf and beef producers in our region to feel confident in their decision to have their operation certified sustainable. Together, we will work towards making our industry in Atlantic Canada even more sustainable than it already is!"

~ Russ Mallard – President, Atlantic Beef Products Inc.

Joining the CRSB Council are:

Jennifer Lambert, Senior Manager Sustainability– Loblaw Companies Ltd.

Jennifer is the sustainability lead at Loblaw Companies, working with the Loblaw Control brand team to develop and execute their Food for the Future strategy. In this role she is responsible for identifying sustainability opportunities along with supply chain risks. This work involves implementing sustainability strategies for high risk commodities, working with suppliers on animal welfare, reducing the environmental footprint of packaging, and monitoring and implementing strategies to meet future consumer needs in areas like organics, GMOs and ingredients of concern in both food and personal care and household products.

Jennifer has an Engineering degree in Food Process design from the University of Guelph and an MBA with a specialization in global strategy and brand marketing from The Schulich School of Business at York University.

Jeff Balchin, Premium Meats Marketing Manager – Centennial Foodservice Ltd.

Jeff Balchin is the Premium Meats Marketing Manager for Centennial Foodservice in Western Canada and the greater Toronto area. In this role, Jeff represents three “Premium Protein Portfolios” and works closely with the Centennial sales teams, educating and supporting them on the sales and growth of these Brands.

As a new member of the Council for the CRSB, and with over 29 years of Restaurant Management, Jeff is committed to introducing the sustainable attributes of the Canadian beef industry to both the Centennial sales representatives and to many of the stakeholders in the Canadian foodservice industry.

2019-2020 CRSB Council

Anne Wasko, CHAIR

Supply Chain Stakeholders

Producer Organizations

- Greg Bowie – Alberta Beef Producers
- Bob Lowe – Canadian Cattlemen’s Association
- Ryan Beierbach – Saskatchewan Cattlemen’s Association – **re-elected by acclamation**

Retail and Foodservice

- Jeff Fitzpatrick-Stilwell, McDonalds’ Canada- **re-elected**
- Jennifer Lambert, Loblaw Companies Ltd. - **NEW**

Processors

- Jeff Balchin – Centennial Foodservice – **NEW**
- Ryan Clisdell – Cargill

Associate Members

NGOs

- Kristine Tapley – Ducks Unlimited Canada – **re-elected by acclamation**
- Tim Hardman – World Wildlife Fund US – **re-elected by acclamation**

Agriculture & Food Businesses

Deborah Wilson – TrustBIX Inc. – **re-elected by acclamation**

Member at Large

- Les Wall – National Cattle Feeders’ Association

Ex-Officio

- Julie Dawson – Agriculture and Agri-Food Canada
- Sean Royer – Alberta Agriculture and Forestry
- Grant Zalinko – Saskatchewan Ministry of Agriculture