



NEWS RELEASE

CRSB Certified logo for beef sustainability now available for the Canadian marketplace

Logo and claims deliver assurances of sustainable beef production practices

FOR IMMEDIATE RELEASE

Calgary, AB – September 20, 2018 – The Canadian Roundtable for Sustainable Beef (CRSB) has released its Certification Marks and [Communications, Claims and Labelling Guide](#) for use in the Canadian marketplace. As a global leader in beef sustainability certification, CRSB's Marks and accompanying Claims provide consumers with assurances that companies are sourcing at least 30% of their beef from Canadian farms and ranches certified against CRSB sustainability standards. The standards and assurance system were first released in December 2017, and recognize sustainable practices across all five principles of sustainability: natural resources, animal health & welfare, people and community, food, and efficiency & innovation.

“Our research indicates that consumers want more information about how their beef is produced,” stated Cherie Copithorne-Barnes, Chair of the CRSB and rancher from west of Calgary. “The goal of the CRSB Marks is to provide retail and food service companies with a credible and transparent assurance tool to communicate with consumers about their commitment to sustainable sourcing, and a purchasing choice for consumers seeking assurances of responsible practices.”

Beef producers and processors can [seek certification](#) to their respective standard; beef sourced through Certified Operations qualifies for use of the Marks providing that [sourcing requirements](#) are met. Claims and logos were developed through collaborative stakeholder consultation and consumer research, and aim to support communication about beef sustainability in Canada.

The CRSB is a subscriber to the ISEAL Alliance, the global association of sustainability standards, and is committed to its Credibility Principles. CRSB followed ISEAL's Codes of Good Practice closely to develop its standards and Guide. “ISEAL has had the pleasure of working with the CRSB as the *Certified Sustainable Beef Framework* was developed,” noted Patrick Mallet, Founder and Director of Innovations with ISEAL. “We are excited to see the progress the Roundtable has made and look forward to welcoming their application for membership in the near future.”

McDonald's Canada has already started using the Certification Mark (mass balance), and CRSB encourages others interested to contact us to see how CRSB can support your sustainable sourcing efforts.

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About 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 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 crsbcertifiedsustainablebeef.ca

Quotes

“The Canadian Cattlemen’s Association is a strong proponent of collaboration. Canadian beef producers now have a direct communication line with Canadian consumers about the social, economic and environmental commitment that takes place on a beef farm or ranch every day. We are proud to produce high quality, safe beef in a sustainable manner for Canadians to enjoy.”

- **David Haywood-Farmer, President - Canadian Cattlemen’s Association**

“The Nature Conservancy of Canada is excited to see the completion of the CRSB’s Certification framework that recognizes excellence in, and the benefits of sustainable grazing practices that promote grasslands conservation and enhance wildlife habitat on agricultural lands.”

- **Kevin Teneycke, Acting Regional VP, Manitoba Region, Natural Conservancy of Canada**

“Cargill has been a strong supporter of the CRSB since its inception. Most recently, Cargill pioneered a collaborative effort with our Canadian beef supply chain partners to develop the necessary protocols and to build a beef supply that meets the requirements of the CRSB Certified Sustainable Beef Framework. Our customers are asking for sustainably-sourced beef, and we are excited that the CRSB has facilitated a credible yet practical way to ensure the integrity of beef from certified sustainable sources.”

- **Emily Murray, General Manager - McDonald’s Beef, Cargill**

“McDonald’s Canada is proud to be the first company to use the CRSB Certification Mark, signalling our commitment to beef sustainability, and we applaud the CRSB for its leadership in working with companies like ours to develop a robust, credible program that will build trust in Canadian beef for years to come,” says John Betts, President and Chief Executive Officer of McDonald’s Canada.

- **John Betts, President and CEO - McDonald’s Canada**

“Loblaw Companies Limited was very involved in the development of the CRSB program from the beginning. Our customers are asking questions about their beef and we believe this will be an effective tool to communicate with Canadian consumers.”

- **Jennifer Lambert, Senior Manager, Sustainability - Loblaw Companies Limited**

Frequently Asked Questions

What does sustainability mean?

CRSB has adopted the Global Roundtable for Sustainable Beef's definition: Sustainable Beef is an environmentally sound, social responsible and economically viable product that prioritizes the Planet, People, Animals and Progress.

How will this program contribute to improved sustainability in the Canadian beef industry?

The primary goal of the CRSB is to drive continuous improvement in the Canadian beef industry. The Standards that form the basis of the *Certified Sustainable Beef Framework*, address the outcomes that contribute to beef sustainability in Canada. The Framework facilitates recognition of responsible practices, and assists users to identify areas for improvement. Achievement levels within the indicators will be tracked and reported in aggregate form regularly by CRSB to communicate improvement. This data will be coupled with future *National Beef Sustainability Assessments* to track and set improvement goals.

Are 100% of Canadian cattle producers certified?

The CRSB's Certified Sustainable Beef Framework is voluntary, and producers will determine if participation is right for them. It is a great way for producers and processors to demonstrate their commitment to the sustainability of their operation. Participation in the Framework also assists participating producers and processes in identifying areas for improvement that may benefit their business.

Do farmers and ranchers certified under this program use more sustainable practices than those who are not certified?

No. The *Certified Sustainable Beef Framework* is a voluntary program and only one of many tools that beef producers in Canada may use to demonstrate and advance their responsible production practices. The CRSB's [National Beef Sustainability Assessment](#) provides a national snapshot of the overall sustainability of the Canadian beef industry.

What are the requirements to use the CRSB Certified logo and make a claim?

The CRSB Communications, Claims and Labelling Guide outlines the requirements for using CRSB Marks and making CRSB Claims. Allowable claims will vary depending on your role in the value chain, and which chain of custody model (identity preservation, segregation or mass balance) you employ within your supply chain. Visit the [Logo Use page](#) on the [CRSB Certified website](#) for details.

Is there a cost to use the CRSB Certified program logos?

Yes. There will be program fees for some users associated with using the CRSB Marks. Visit the [Logo Use page](#) on the [CRSB Certified website](#) for details.

How can I be sure beef is REALLY being sourced from Certified Operations?

The Framework's Chain of Custody Requirements outlined the rules for tracking live cattle from Certified Operations, and how the beef is tracked through the supply chain in order to determine eligibility for Claims. Verification of supply chain tracking is achieved through a Chain of Custody audit completed by a CRSB-approved Certification Body.

How can companies drive benefit from participating in the program?

Consumers are becoming more educated, and are thirsty for information about how their food is raised and where it comes from. The *Certified Sustainable Beef Framework* provides a tool to help you communicate about sustainable production practices in Canadian beef. The CRSB Claims provide robust messaging that will provide your customers with the information they seek, backed by the assurances of the Framework.

Can retail and foodservice companies co-brand or use the CRSB logo in their own branded beef program?

Yes! *CRSB Certified* is not meant to be its own branded beef program; it was developed with the intention of supporting sustainable and responsible production practices in the Canadian beef industry. We believe the real value will be driven by existing company and branded programs adding this to their arsenal of messaging. Visit [CRSBcertifiedsustainablebeef.ca](https://crsbcertifiedsustainablebeef.ca) to learn more about the guidelines for communicating about sourcing from Certified Operations in your supply chain.

Does beef labelled as CRSB Certified cost more?

The cost of beef is determined by the market and the supply chain. The cost of beef labelled as CRSB Certified will depend on the perceived value and willingness of consumers to pay for it. CRSB is not involved in determining the cost of products.

For information and answers to more questions, please visit crsbcertifiedsustainablebeef.ca. Contact us if you have any questions at info@crsb.ca.