



NEWS RELEASE

CRSB recognized with 2019 Beef Industry Innovation and Sustainability Award

March 21, 2019

Ottawa, ON. – The founding Council and membership of the CRSB was honoured to receive the Canadian Cattlemen’s Association (CCA)’s Beef Industry Innovation and Sustainability Award (BIISA).

The award was presented by Bob Lowe, Vice President of the CCA at a reception during their Annual Meeting last night. CRSB Chair Anne Wasko, and Timothy Hardman, Beef Director for World Wildlife Fund US, one of CRSB’s founding members, accepted the award.

Presented on behalf of the beef producers who operate Canada’s 60,000 beef operations, BIISA recognizes innovations that contribute to the competitiveness and sustainability of the Canadian beef industry. The CRSB founding council and membership were nominated for establishing transformational change in the Canadian beef industry through fostering collaboration between producers and a diverse stakeholder base to achieve common goals in support of sustainable beef production.

Lowe, one of the founding members of the CRSB Council, noted that the alignment of beef producers, food retailers, conservation groups and other value chain members in the development of the CRSB legitimizes sustainable beef production in the public eye and underpins producers’ social license to operate. “It also ensured producer priorities were included from the outset and reinforced later in the [Certified Sustainable Beef Framework](#)” he said. Today, in part as a result of the CRSB, Canada is recognized as a world leader in sustainable beef production and for its ability to overcome barriers to achieve a greater good, added Lowe.

“The success of the multi-stakeholder membership that has come together to define and develop a robust framework for advancing sustainability in the Canadian beef industry, is a testament to the dedication and commitment of over 110 individuals and organizations, says Anne Wasko. The global leadership that Canada has shown over the past four years demonstrates Canada’s commitment to continuous improvement, the ability for diverse perspectives to come together towards a common goal, and the CRSB is the gold standard for showing how stakeholders can work together for the advancement of a diverse industry.”

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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 continual improvement in beef sustainability through the National Beef Sustainability Assessment and Strategy, the *Certified Sustainable Beef Framework* and Sustainability Projects. Learn more at crsb.ca.

Quotes:

“It was a great honour to serve as the inaugural Chair, and lead the development of the CRSB into the globally recognized beef sustainability leader that it is today. What the CRSB and its multi-stakeholder membership have been able to accomplish together, from benchmarking the sustainability of the Canadian beef industry and developing a strategy for improvement, to building a robust certification program from the ground up, is truly remarkable. I thank each and everyone who has contributed their time, dedication and effort to this organization.”

~ *Cherie Copithorne-Barnes – Past Chair, CRSB*

“Ducks Unlimited Canada is pleased to contribute to the development of the CRSB. Sustainable beef production is essential to the health of Canada’s grasslands, and we’re proud to work with producers across the country who are committed to sustainable practices and enhancing biodiversity on their land. We look forward to continuing our strong partnership with the CRSB, and to helping the industry demonstrate the value of sustainable practices to the public.”

~ *Karla Guyn, CEO Ducks Unlimited Canada*