



NEWS RELEASE

Centennial Foodservice commits to certified sustainable sourcing in its Sterling Silver® Premium Beef brand

September 14, 2021, Calgary, AB. – As a proud member of the Canadian Roundtable for Sustainable Beef (CRSB), Centennial Foodservice is pleased to announce that its flagship brand, Sterling Silver® Premium Beef is supporting sustainable practices from Canadian beef farms and ranches certified to CRSB sustainability standards across all brand offerings – Sterling Silver primals, Sterling Silver portion cut steaks and Sterling Silver burgers. This builds on Centennial’s commitment to beef sustainability first made in 2019, when it was certified to provide beef from CRSB Certified farms and ranches to its customers.

“Centennial is the first foodservice distributor to transition an entire premium brand offering (Sterling Silver Premium Beef), including portion cut steaks, whole beef primals and burgers, into the CRSB’s sustainability framework,” said Chris Mowat, Premium Meats Category Manager for Centennial Foodservice. “Our continued commitment to sustainability and driving growth for our Canadian farmers and ranchers were key factors in making this move. Together with our partners and customers, Centennial is committed to demonstrating its leadership in the premium beef category by making a positive impact and helping Canadian consumers feel confident about how Canadian beef is raised.”

“Centennial’s further commitment to sustainable beef for their premium beef brand is an exciting signal of Canadian consumer demand for food raised with sustainability in mind,” says Anne Wasko, CRSB Chair and rancher from Eastend, SK. “As a beef producer myself, I appreciate when companies like Centennial and their customers value what we are doing for the land, for the animals, our communities and the planet, and want to showcase the certified world-class practices of how we raise beef in Canada.”

To learn more about CRSB’s sustainability certification, visit crsbcertified.ca. Contact your Centennial sales representative to see how you can incorporate sustainability in your Centennial Sterling Silver products.

- 30 -

ABOUT CENTENNIAL FOOD SERVICE LTD.

Founded in 1967 Centennial Foodservice is a 100% Canadian owned company that operates nine 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

Established in 2014, the Canadian Roundtable for Sustainable Beef (CRSB) advances Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science. The CRSB drives recognition and continuous progress through sustainability performance measurement and setting strategic goals, a 3rd party sustainability certification program, and projects and initiatives aligned with our goals. Learn more at crsb.ca.

The CRSB's *Certified Sustainable Beef Framework* is a tool that recognizes sustainable practices in beef production and processing, supports sustainable sourcing commitments, and delivers 3rd party certified science-based assurances about sustainable beef production in Canada. Learn more at crsbcertified.ca

For more information, please contact:

Darren Pike
Director of Sales and Marketing
Centennial Foodservices Ltd.
Darren.pike@centfs.com
403.287.4604