

## NEWS RELEASE

### **Gordon Food Service Canada Ltd. showing its commitment to beef sustainability**

#### **Now featuring sustainable beef sourcing in its Gordon Choice™ boxed beef program**

FOR IMMEDIATE RELEASE

November 26, 2020, Toronto, ON. – Gordon Food Service Canada Ltd. is committed to sustainability across our business. We are very proud to announce that we have incorporated sustainable sourcing for our Gordon Choice™ boxed beef program, the first to do so in Canada. This means that we support sustainable beef practices in Canada through sourcing a minimum of 30% of the beef for the Gordon Choice line of beef products from CRSB Certified Sustainable farms and ranches across Canada. We invite our customers to join us in our beef sustainability journey, show how you value improvements being made, and help recognize the leadership of Canadian beef to consumers across Canada.

“Gordon Food Service Canada Ltd has been a longtime supporter of our Canadian cattle industry through its Gordon Choice boxed beef brand. Our customers and consumers continue to ask questions around how sustainable our Canadian cattle industry is, and want to know they are purchasing products raised with sustainability in mind. By aligning our brand with the CRSB we can now proudly talk to the benefits that prioritize our planet, people, animals and progress,” comments Darren Frey, National Merchandising Manager for Center of the Plate at Gordon Food Service Canada.

“We are proud to partner with our beef processor partners, Cargill and Intercity Packers Meat & Seafood, who have worked hard to implement all the requirements to track the cattle and beef from CRSB Certified Operations at every point in the sustainable supply chain, from the farm gate forward,” adds Frey. “Gordon Food Service has been a sustainability leader and we are thrilled to partner with them to bring Canadians products that align with our shared values,” said Clint Young, Cargill’s Canadian food service sales leader. “We’re building on the strong environmental stewardship led by farmers and ranchers and showing that agriculture and the food service industry can drive sustainability solutions forward.”

“The CRSB appreciates the dedication of companies like Gordon Food Service and their supply chain partners, in aligning their values with those of their customers, and working with the Canadian beef industry to tell the great story of sustainability embraced by Canadian farmers and ranchers every day. We are excited to work with their team and customers to continue to share that story,” said Anne Wasko, Chair of the Canadian Roundtable for Sustainable Beef.

To learn more about Gordon Food Service Ltd. and its Gordon Choice brand, visit <https://www.gfs.ca/en-ca>. Check out the CRSB’s *Certified Sustainable Beef Framework* at [CRSBcertified.ca](https://CRSBcertified.ca).

### ABOUT GORDON FOOD SERVICE CANADA LTD.

For over 115 years, Gordon Food Service has delivered excellence, expertise, and quality products our customers need to design successful food operations and experiences. We've grown to become the largest family operated distributor in North America by upholding the same business approach since 1897—being passionately committed to the people we serve. We believe in the power of good food—to bring people together and make moments special. Every product, every order and every decision we make is inspired by the people on the other side of the plate. Visit us at [GFS.ca](http://GFS.ca)

### ABOUT CARGILL

Cargill's 155,000 employees across 70 countries work relentlessly to achieve our purpose of nourishing the world in a safe, responsible and sustainable way. Every day, we connect farmers with markets, customers with ingredients, and people and animals with the food they need to thrive.

We combine 155 years of experience with new technologies and insights to serve as a trusted partner for food, agriculture, financial and industrial customers in more than 125 countries. Side-by-side, we are building a stronger, sustainable future for agriculture. For more information, visit [cargill.com](http://cargill.com) and our News Center.

### 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:

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