



JBS Canada Certification Confirms Sustainability Achievements ***Facility now certified to CRSB's Sustainable Beef Processing Standard***

FOR IMMEDIATE RELEASE

February 12, 2020, Brooks, Alberta - JBS Canada has achieved another milestone in its on-going commitment to sustainable food production. The beef processing facility in Brooks, AB is now a Certified Sustainable Beef Processor, after successfully completing a third-party audit according to the Sustainable Beef Processing Standard as set by the Canadian Roundtable for Sustainable Beef (CRSB).

As one of the largest beef processors in Canada, the certification further demonstrates JBS Canada's commitment to advancing sustainability in the Canadian beef industry.

"Over the past five years, we have set some very aggressive targets in our own 2020 Sustainability plan, and with a lot of hard work, we have met or exceeded our goals," said David Colwell, President, JBS Canada. "The CRSB certification is affirmation that we are doing our part to advance sustainable beef production, and we now invite retail, food service and quick service entities considering a beef sustainability claim for their products, to look to JBS Canada in supporting their sustainable sourcing goals," noted Colwell.

The CRSB Sustainable Beef Processing Standard ensures the plant has met requirements related to the five key principles defining sustainable beef: (1) natural resources, (2) people and community, (3) animal health and welfare, (4) food integrity and, (5) efficiencies and innovations. The CRSB standard is measurable, based on science and expert opinion, and addresses key concerns around the sustainability of beef processing in Canada.

"We are especially proud of programs like water management and our animal handling system designed by renowned welfare specialist Dr. Temple Grandin," notes Colwell. "Our aim is always to responsibly meet the needs of today, while improving the ability of future generations to do the same."

"The CRSB certification provides confirmation that JBS Canada is responsibly and transparently doing what it says it is doing each and every day," says Anne Wasko, Chair of the CRSB and rancher from Eastend, SK. "As one of CRSB's valued founding members, JBS has worked closely with us and those across the beef value chain to identify and set industry-wide sustainability goals and standards. We look forward to continuing to work with the JBS Canada team in furthering their sustainability goals," she added.

The certification of JBS Canada further strengthens the Canadian beef industry's commitment to sustainability and contributes to better understanding of sustainable practices across the beef supply chain.

About JBS Canada

JBS Canada has provided customers around the world with a wide variety of top-quality fresh, further processed and value-added meat products for more than sixty years, employing more than 2600 people committed to creating hand-crafted products with unmatched quality. Learn more at www.jbsfoodcanada.ca.

About the CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) focuses on advancing the environmental, social and economic sustainability in the Canadian beef industry. Its members drive recognition and progress in beef sustainability through Sustainability Benchmarking and Strategy, a Certification Framework and Sustainability Projects.

The *Certified Sustainable Beef Framework* is a tool to recognize sustainable practices in beef production and processing, support sustainable sourcing commitments by retail and foodservice companies, and provide credible, science-based assurances for consumers about sustainable beef production in Canada. Learn more at www.crsb.ca.

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