



FOR IMMEDIATE RELEASE

## **CRSB launches *Certified Sustainable Beef Framework***

*Framework launched to support the recognition, further advancement and communication of sustainable beef production in Canada.*

DECEMBER 7, 2017

**EDMONTON (December 7, 2017)** – The Canadian Roundtable for Sustainable Beef (CRSB) launched the much-anticipated *Certified Sustainable Beef Framework* today at their 2017 Annual Meeting. The first of its kind in the world, the *Certified Sustainable Beef Framework* was developed as one of the key areas of work the CRSB undertakes to support the advancement of sustainability in the Canadian beef industry.

“The *Certified Sustainable Beef Framework* was developed by the diverse membership community of the CRSB. It is a voluntary program that enables producers and processors to demonstrate the sustainability of their operations while at the same time supporting the retail and food service industry in their sustainable beef sourcing efforts,” says Cherie Copithorne-Barnes, Chair of the CRSB and a beef producer from Cochrane, AB.

The Framework is centered around two Standards for measuring sustainability in beef production and processing across the five Global Principles of Sustainable Beef: Natural Resources, People & Community, Animal Health & Welfare, Food, and Efficiency & Innovation. The Framework also includes Chain of Custody Requirements, Assurance Protocols, and a series of Sustainability Claims.

Similar to sustainable sourcing programs in other industries, the mission of the Framework is to drive the advancement and recognition of beef sustainability in Canada through a world-class operation-level certification program.

“We know that consumers want to know more about where their food comes from and how it was raised, and that Canadian farmers and ranchers want to better communicate with them. The Framework is one tool that will enable stronger communication between these two parties while at the same time recognizing and advancing sustainable agricultural operations in Canada,” notes Copithorne-Barnes.

To learn more about the *Certified Sustainable Beef Framework*, visit CRSB’s new website at [www.CRSBcertifiedsustainablebeef.ca](http://www.CRSBcertifiedsustainablebeef.ca) or visit [www.crsb.ca](http://www.crsb.ca).

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## Quotes

“Sustainability has a diverse definition, and development of the Standards for sustainable production and processing reflect that diversity in the ways that we can demonstrate sustainable practices. I believe that the Standards form a strong balance between being robust and credible, yet achievable for stakeholders across the Canadian beef industry. It’s a great tool for producers to gain recognition for sustainable practices, and shows their commitment to continuous improvement.”

*~ Page Stuart, Alberta Cattle Feeders Association*

“We were excited to join the Canadian beef industry in developing the Sustainable Beef Production and Processing Standards. Throughout the development of this Framework, we had many constructive discussions about conservation of Canada’s grasslands used for grazing cattle, which are of key importance to the World Wildlife Fund as part of the Canadian Roundtable for Sustainable Beef’s multi-stakeholder initiative. We encourage stakeholders in Canada to participate in the Framework and continue their legacy of generations of environmental stewardship.”

*~ Tim Hardman, Beef Director, World Wildlife Fund US*

“I’m a third-generation rancher and it’s been a real privilege to manage this land and show my kids a real appreciation for the grassland ecosystem, and what it means to produce beef sustainably. If we aren’t doing things in a sustainable manner, then this industry may not be around for our kids. This program gives us the opportunity to show people what we do and why we do it, and to build consumer trust. It’s not about what’s in it for me – it’s what in it for US.”

*~Stephen Hughes, Beef Producer – Chinook Ranch, Longview AB.*

“Our customers are asking about the CRSB’s *Certified Sustainable Beef* program, and our role in the supply chain is to deliver what customers want. We are excited about the framework launch, and are actively working with our supply chain partners to develop the infrastructure needed to use this industry tool to satisfy customer demand.”

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

“McDonald’s has been actively engaged throughout the development of this Framework, and we are pleased with how the CRSB has continued the work that we started back in 2014 to verify sustainable practices and outcomes in Canadian beef production. We believe that this Framework puts all the building blocks together to enable us to continue sourcing 100% of our beef from Canadian ranchers and farmers that are producing beef sustainably, while providing us with a tool to credibly engage our guests on what sustainable beef productions means in Canada.”

*~ Jeffrey Fitzpatrick-Stilwell – Senior Manager, North America Sustainability, McDonald’s Corporation*

“The *Certified Sustainable Beef Framework* is another tool that the industry now has to show their commitment to issues that are important to Canadians. This tool provides assurances that will spark consumer confidence in how beef is raised in Canada, and will lead to improved transparency and trust for Canadian beef and the food system.”

~ Crystal Mackay, Canadian Centre for Food Integrity

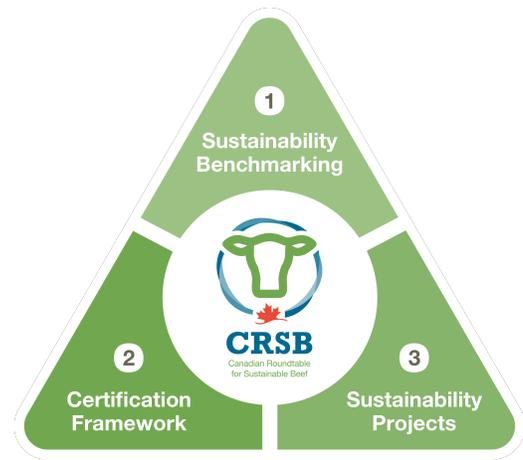
## Background

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization dedicated to advancing sustainability and supporting continuous improvement in the Canadian beef industry. The CRSB has three main areas of work: Sustainability Benchmarking, the *Certified Sustainable Beef Framework*, and Sustainability Projects.

The mission of the *Certified Sustainable Beef Framework* is to drive advancement and recognition of beef sustainability in Canada through a world-class operation-level certification program.

Guiding principles of the *Certified Sustainable Beef Framework* include:

- **Credible** to all stakeholders, securing trust through robust assurances, transparency, inclusivity and vigorous scientific review
- **Effective** in driving the advancement and understanding of sustainable beef production
- **Economically viable** for the CRSB to manage and stakeholders to use
- **Valuable** to industry participants and consumers, and
- **Aligned** with the five Principles of Sustainable Beef as set by the [Global Roundtable for Sustainable Beef](#).



Natural Resources



People & The Community



Animal Health & Welfare



Food



Efficiency & Innovation

The framework development was guided by three CRSB committees; the Indicator Committee, Verification Committee and Communications and Marketing Committee. All committees consisted of multi-stakeholder members of the CRSB and subject matter experts.

Wherever possible, the CRSB followed the International Social and Environmental Accreditation and Labelling ([ISEAL](#)) Assurance Codes to ensure good practices were followed throughout development the Framework.

The *Certified Sustainable Beef Framework* consists of four main components:

1. **Standards:** The requirements for measuring and demonstrating sustainability in beef production and processing operations that align with the five principles of sustainable beef: Natural Resources, People and the Community, Animal Health & Welfare, Food, and Efficiency & Innovation.
  - I. *Sustainable Beef Production Standard*: contains the indicators, goal(s) and requirements for the assessment, audit and certification of beef producers in the context of sustainability.
  - II. *Sustainable Beef Processing Standard*: contains the indicators, goal(s) and the requirements for the assessment, audit and certification of beef processing facilities in the context of sustainability.
2. **Assurance Protocols:** provides the guidance and requirements for the audited certification process. A three-level scoring system is used to evaluate achievement against the Standards. Certification bodies provide certification services on behalf of the CRSB, with 3<sup>rd</sup> party oversight of the entire framework.
3. **Chain of Custody Requirements:** technical and administrative requirements for traceability and claims about beef sourced from CRSB certified operations. Three different Chain of Custody models will be considered for use with the program: Identity Preservation, Segregation and Mass Balance.
4. **Sustainability Claims:** messages that help communicate about sustainable practices in the Canadian beef industry. Claims assist the framework users across the value chain to communicate with consumers and build confidence in Canadian beef. The claims guidelines are being finalized and will be shared publicly via the *Certified Sustainable Beef* website.



For more information about the *Certified Sustainable Beef Framework*, please visit [www.CRSBcertifiedsustainablebeef.ca](http://www.CRSBcertifiedsustainablebeef.ca)