Vision and Mission

Vision

• The Canadian beef industry is recognized globally to be economically viable, environmentally sound and socially responsible.

Mission

• Facilitate the infrastructure for the Canadian Beef industry to be a global leader in the continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration.
Sustainability Assessment & Strategy

1. **Life Cycle Assessments** - Environmental, Economic & Social Impacts

2. **SWOT Analysis** – Assess hot spots & opportunities, prioritize issues

3. **Monitoring and Evaluation Framework** - Identification of KPIs

4. **Strategy and Action Plan** - review of BMPs & target setting
Project progress

1. Request for proposals issued (goals defined)
2. Selection of Deloitte to conduct the study
3. Project Proposal developed to ALMA and ADF
4. Official project kick off meeting - April 9, 2014
5. Bi-weekly updates and meetings with Deloitte and Canfax
6. LCA production system boundaries, goal and scope, scenarios and sensitivities, literature review, generic data, farm survey draft complete, methodological aspects defined, critical review panel identified.

Deloitte
ENVIRONMENT

Optimizing our delivery of ecosystem services and minimizing our environmental footprint.
Follow us @CRSB_Beef
#CRSB2014
CRSB Workplan 2014-2015

2014 Priorities Continuing into 2015:
• Establishing CRSB as a functioning organization
• Sustainability Assessment
• McDonald’s Pilot Project liaison
• Communication with Members and Stakeholders (e.g. newsletter, website)
• Engage with the GRSB (annual conference)

New Priorities for 2015:
• Undertake development of Sustainability Indicators
• Continue to build and coordinate the Canadian Beef Industry's sustainability delivery mechanisms
• Communication with targeted external stakeholders
Thank-You

Contact Information for the CRSB:
Fawn Jackson, M.Ag.
Manager of Environment & Sustainability
Canadian Cattlemen’s Association
Email: jacksonf@cattle.ca
Mandate

1. To lead the development of the definition and framework of sustainable beef in Canada; through:
2. Being a forum for value-chain dialogue
3. Identifying knowledge gaps for sustainability improvement.
4. Motivating the adoption of beneficial management practices that improve sustainability.
5. Supporting action-oriented sustainability initiatives with measurable outcomes.
7. Communicating science-based sustainability information to industry, other stakeholders and policy influencers.
8. Informing the development of regulation and policy that supports industry sustainability and competitiveness.
9. Communicating CRSB goals and outcomes achieved to non-industry stakeholders.
10. Working in conjunction with the Global Roundtable for Sustainable Beef.
Current Technical Working Groups

• **CRSB Development Task Force (Council)**: To continue the work of formalizing the CRSB organization.

• **Sustainability Assessment Working Group**: To secure funding and oversee the sustainability assessment study.

• **Communication Working Group**: To develop and oversee the implementation of a communication strategy and plan.
Council Role

• Oversee and provide guidance to CRSB activities
• Provide support to the Chair and ensure preparation for annual Roundtable meetings
• Approve the CRSB budget
• Advise on staff requirements and performance
• To encourage diverse roundtable membership
Membership eligibility

Stakeholders involved in the beef industry or with an interest in the sustainability of the beef industry can become a Member of the CRSB provided they:

• Support the CRSB vision, mission, and principles and agree to work constructively toward improving the sustainability of Canadian beef production.

• Pay annual dues prorated according to Membership category and organization type (see Appendix: Membership Dues).
Member responsibilities

1. Support the vision, mission, principles and work of CRSB.
2. Commit to support the work of the Technical Working Groups, including provision of expertise when appropriate.
3. Provide active leadership to the Roundtable in the area of industry involvement the Member represents.
4. Communicate agreed to positions of the Roundtable to the organization/company the Member represents.
5. Comply with the CRSB Code of Ethics
# Membership fees

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Organization Type</th>
<th>Annual Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply Chain Stakeholder</td>
<td>Producer Organizations</td>
<td>$1500</td>
</tr>
<tr>
<td></td>
<td>Processors</td>
<td>$2000</td>
</tr>
<tr>
<td></td>
<td>Retail and Food Service</td>
<td>$2000</td>
</tr>
<tr>
<td>Associate Members</td>
<td>Non-Governmental Organizations (eg. Animal care and Environmental orgs, Academic Institutions)</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Ag-Business (eg. Banks, Lenders, Animal Health, Consultants etc.)</td>
<td>$2000</td>
</tr>
<tr>
<td>Ex-Officio &amp; Observers</td>
<td>Government, Scientific Advisors, Researchers, and Youth</td>
<td>No Charge (*excluding event registration fees)</td>
</tr>
</tbody>
</table>
# Council Structure

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Organization Type</th>
<th>Council Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chair</strong></td>
<td>Member/Observer/Ex-officio</td>
<td>1</td>
</tr>
<tr>
<td><strong>Supply Chain Stakeholder</strong></td>
<td>Producer Organizations</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Processors</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Retail and Food Service</td>
<td>2</td>
</tr>
<tr>
<td><strong>Members at Large</strong></td>
<td>Non Governmental Organizations (e.g. Animal care and Environmental orgs) and Agriculture Business (e.g. Banks, Lenders, Animal Health, Consultants etc.)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Ex-Officio &amp; Observers</strong></td>
<td>Government, Scientific Advisors and Youth</td>
<td>As requested</td>
</tr>
</tbody>
</table>
Operations and Consensus

• The CRSB Roundtable is chaired by one individual representative selected/elected annually by the membership for a term of one year

• The CCA is the current Secretariat for the CRSB

• The intent of the CRSB is to operate under consensus, if consensus cannot be reached a vote of the members will be held and a 2/3 majority will be required to pass the motion

• A Council of the CRSB has been established