Welcome & Roundtable Overview

Cherie Copithorne-Barnes, Chair
Canadian Roundtable for Sustainable Beef
Canadian Beef Industry
Snapshot

- In total there are 68,500 beef farms in Canada
- Over 98% of farms are family owned and operated
- Avg. herd size is 63 mother cows
- Sell into 58 markets around the world
- Contribute more than $41 billion to the Cdn economy
- Generate 228,000 jobs
CRSB Mission

Facilitate the framework 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.
Driven by Membership
CRSB has 53 Members and 40 Observing Members

CRSB membership spans across the following membership categories:

- Food & Agriculture Business (11)
- Non-Governmental Organizations (13)
- Processors (2)
- Producer Organizations (17)
- Food & Retail Service (10)
- Observers including; ex-officio, academic advisors, youth and individuals (28)
Sustainable beef is a socially responsible, environmentally sound and economically viable product that prioritizes Planet, People, Animals and Progress.
## 2015-2016 Successes

<table>
<thead>
<tr>
<th>Membership</th>
<th>NBSA</th>
<th>Hosting GRSB Conference</th>
<th>McDonald’s Pilot Project</th>
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<td>Membership grew steadily over the last year with 13 new members for a total of 93 members and observers.</td>
<td>The National Beef Sustainability Assessment was completed, with the assistance of more than 241 individuals across the globe.</td>
<td>CRSB co-hosted the GRSB Global Conference on Sustainable Beef with over 211 participants from over 14 countries.</td>
<td>The pilot verified; 121 verified cow-calf operations, 20 feedlots and 2 packers for a total of 8 million lbs of Verified Sustainable hot carcass weight.</td>
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THREE Core Pillars of work

**Sustainability Assessment**
Farm to fork analysis, key performance indicators and strategy to advance continuous improvement in the Canadian beef sector

**Verification Framework**
Verification framework to assess the sustainability of individual operations along the beef value chain

**Projects**
Projects guided by the Sustainability Strategy to strategically advance sustainability within the Canadian beef sector
A framework to verify sustainable beef is being developed by the CRSB Indicator and Verification Committees. We are planning to launch our Verification Framework in 2017.
Indicators for Beef Operations
The first draft of indicators went for public consultation and the feedback as been reviewed and implemented as appropriate. The 2nd draft of indicators are being tested on beef operations this fall and then will go for a 2nd round of public consultations.

Indicators for Processing Facilities
Indicators from the McDonald’s Pilot Project have been shared and the indicator committee will begin developing CRSB indicators this fall.

Assurance Manual
Committee input has been attained regarding topics included within the assurance manual, a first draft of the assurance manual has been developed and will go out to the committee this fall for review.

Chain of Custody & Claims
The Verification Committee has supplied input regarding chain of custody and claims first drafts of the chain of custody and claims guidance documents need to be developed.

Equivalency
Protocols to establish equivalency between programs are currently being drafted.

Marketing and Communications
The CRSB communications committee is being repurposed to help develop the marketing and communications plan for verified sustainable beef.
In the Interim

Transition from the McDonald’s Pilot Project to CRSB Verification Framework

Key Elements
McDonald’s will maintain verified status with producers who were verified through the McDonald’s Pilot Project.

Key Elements
Producers can sign up to beta test CRSB verification framework, go to www.crsb.ca
and/or
Prepare for verification framework through participation in existing programs and tools
Thank you

Find us on twitter @CRSB_bee
Or sign up for our newsletter www.crsb.ca