Canadian Roundtable for Sustainable Beef

Global Conference on Sustainable Beef
Kilkenny, Ireland
“to have a strong effect on someone or something”
– Google Dictionary

IMPACT
Benchmarking and setting a path for the future

Land used for beef cattle production represents 33% of agricultural land and 68% of wildlife habitat capacity within the agricultural landscape.

Beef cattle production helps preserve approximately 1.5 BILLION tonnes of carbon in Canada. The estimated value of this storage is $62.5 billion.

Average long-term margins for a 200 head cow herd provide an annual income of $17,559.

Between 74% and 85% of the cow/calf sector relies on an off-farm income.

Reducing meat waste by 50% could...

- Avoid the release of 1.6 Mt CO₂, eq. per year.
- Save up to 31 billion litres of water.
- More than the greenhouse gas emissions of the Northwest Territories in 2014.

equivalent to the total average water consumed by all Canadians in 3 days.

Find the facts at www.crsb.ca
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<tr>
<th><strong>OVERARCHING</strong></th>
<th><strong>ENVIRONMENTAL</strong></th>
<th><strong>SOCIAL</strong></th>
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<tbody>
<tr>
<td><strong>Goal #1</strong></td>
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<td>Build a stronger and more united Canadian beef sustainability community</td>
<td>Reduce the greenhouse gas footprint of Canadian beef per unit of product produced</td>
<td>Promote farm safety and responsible working conditions</td>
<td>Increase the financial viability of beef production in Canada</td>
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<td><strong>Goal #3</strong></td>
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<td>Enhance ecosystem services and biodiversity on lands managed by beef producers</td>
<td>Promote excellence in animal care</td>
<td>Increase demand for Canadian beef through consumer awareness of sustainable beef production</td>
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<td><strong>Goal #4</strong></td>
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<td>Enhance riparian health and reduce the water footprint of beef production</td>
<td>Support the further development, monitoring and dissemination of best practices regarding antimicrobial use</td>
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<td><strong>Goal #5</strong></td>
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<td>Reduce post-harvest meat waste</td>
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MISSION: driving the advancement and recognition of beef sustainability in Canada through a world class operation-level certification program

Certification Framework

1. The Standards:
   - Sustainable Beef Production Standard
   - Sustainable Beef Processing Standard

2. Assurance Protocols
   - Guidance and requirements for the certification process

3. Chain of Custody Requirements
   - Requirements for tracking cattle, beef and claims about beef sourced from Certified Operations through the supply chain

4. Sustainability Claims
   - Guidance on how to communicate about the Framework, sustainable sourcing and CRSB’s initiatives
# Certification Framework

## Development
- Multi-stakeholder committees: >70 ppl
- 2.5 years

## Member and public feedback
- >350

## Consumer research
- >1500

## Producer audits
- >800

## Processor audits
- 2

## Logo use
- 1
Baseline environmental inventories on 128,000 acres

SUSTAINABILITY PROJECTS
Membership
PRODUCER ENGAGEMENT
Producer Engagement

- Membership (29%)
- Council/committees (22%)
- Farm/ranch tours at CRSB events
- Collaborations with existing initiatives
CONSUMERS
How familiar are you with the CRSB?

Scale 1 to 5: 5, Very familiar; 4, Familiar; 3, Somewhat familiar; 2, Slightly familiar; 1, Not familiar at all; Don’t know

- **8%** Very familiar
- **66%** Not familiar at all
- **14%** Slightly familiar
- **8%** Somewhat familiar
- **4%** Don’t know

Canadian Roundtable for Sustainable Beef
Re-test impressions of “beef sustainability”

Agree / disagree: *In general, I would trust products with labels indicating they have CRSB sustainability certification.*

- **Agree**: 68%
- **Disagree**: 5%
- **Don’t know**: 6%

**Strongly agree**: 53%

**Strongly disagree**: 21%

**Scale 1 to 5**: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don’t know
For more information, visit:

www.crsb.ca/

E-mail: hadaritsm@cattle.ca