

# Launch of the National Beef Sustainability Assessment and Strategy on October 5 in Banff

September 30, 2016

**CALGARY, AB, Canada, September 30, 2016** The Canadian Roundtable for Sustainable Beef (CRSB) will release the results of the National Beef Sustainability Assessment and Strategy on October 5, 2016 at the Global Conference on Sustainable Beef in Banff, Alberta. Media are invited to attend the conference.

The assessment is a two-year farm to fork study that benchmarks the environmental, social and economic performance of the Canadian beef industry; and the sustainability strategy identifies goals, key performance indicators and action items for the CRSB to advance continuous improvement in sustainability.

Standard environmental life cycle topics were examined in the assessment (e.g. climate change, fossil fuel use, water use, and air and land pollution potentials), as were new areas (e.g. biodiversity, carbon storage). It also covered a broad range of social life cycle topics, from working conditions to animal health and welfare, and economic sustainability, including producer viability and consumer resilience.

The results will be delivered in presentations by Fawn Jackson in the "Building on Experience: Regional Demonstration of Continuous Progress" session from 10:30 am-12:00 pm; and Brenna Grant in the "Assessing the Sustainability of the Global Beef Value Chain" session from 1:15-3:00 pm.

The National Beef Sustainability Assessment was conducted by two consulting firms, Deloitte and Canfax Research Services. It followed international best practices and guidelines and was reviewed by a third-party panel of experts.

Where: Global Conference on Sustainable Beef (<http://www.grsbeef.org/events>)  
Fairmont Banff Springs Hotel  
405 Spray Avenue  
Banff, AB T1L 1J4

Please contact Mona Wolverton ([mona.wolverton@grsbeef.org](mailto:mona.wolverton@grsbeef.org)) to register for the conference.

Media registration is complimentary.

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization focused on advancing sustainability efforts within the Canadian beef industry. The CRSB is the go-to forum on sustainable beef in Canada. It has defined ‘sustainable beef’ and is rapidly setting the parameters for what sustainable beef will look like.

For further information, contact:

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