

CERTIFIED SUSTAINABLE BEEF

Sustainably raised in Canada



Get to know the **CRSB**

The 'Go To' Forum on Sustainable Beef in Canada

What is Certified Sustainable Beef?

The **Certified Sustainable Beef Framework** certifies farms, ranches and processing facilities against sustainability standards, enabling the sourcing and labelling of beef from certified sustainable operations.

The Framework supports producers and processors in demonstrating the sustainability of their operations while at the same time assisting the retail and food service industry in their sustainable beef sourcing efforts. The Framework also provides guidelines for credible and transparent messaging for communication with consumers via marketing and product labels.

What are the Five Principles of Sustainable Beef?

The *Certified Sustainable Beef Framework* certifies indicators under each of the 5 Principles of Sustainable Beef.



Natural Resources



Animal Health & Welfare



People & the Community



Food



Efficiency & Innovation

Who developed the Certified Sustainable Beef Framework?

The multi-stakeholder membership of the Canadian Roundtable for Sustainable Beef developed the *Certified Sustainable Beef Framework*. Membership in the CRSB includes stakeholders from environmental organizations, animal care organizations, beef producers, processors, academics, retail and food service, agriculture and food businesses and observers. The development of the *Certified Sustainable Beef Framework* also included four rounds of public consultations.

The Framework is comprised of four key parts:

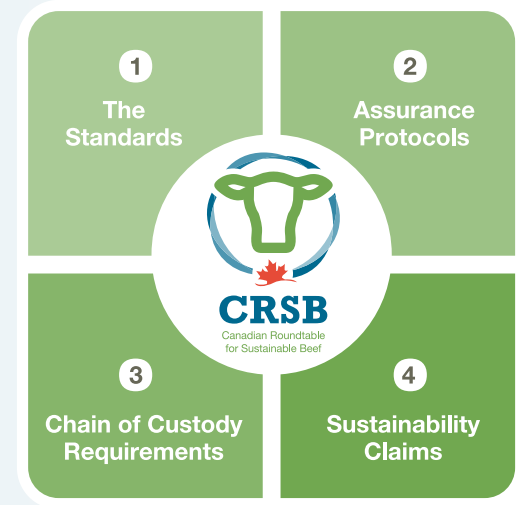
1. The Standards:

- a. Sustainable Beef Production Standard: contains the indicators that are audited on farms and ranches.
- b. Sustainable Beef Processing Standard: contains the indicators that are audited in beef processing facilities.

2. Assurance Protocols: provide the guidance and requirements for the certification process.

3. Chain of Custody Requirements: contains the technical and administrative requirements for tracking beef and claims about beef sourced from certified operations.

4. Sustainability Claims: contains guidance on how to communicate about Certified Sustainable Beef.



Why was the Certified Sustainable Beef Framework Developed?

The purpose of the *Certified Sustainable Beef Framework* is multi-faceted due to a number of factors:

- ✓ consumer interest in supporting sustainable food systems is growing;
- ✓ the agriculture supply chain is interested in sharing scientifically robust information with an increasingly removed consumer;
- ✓ retail and food service companies are grappling with balancing consumer interest, marketing needs, corporate social responsibility and investor expectations; and
- ✓ CRSB members are keenly interested in supporting sustainable agriculture systems and ensuring high standards of animal care are being attained.

Given these numerous factors, the *Certified Sustainable Beef Framework* was developed with multiple purposes in mind:

- Advancing beef sustainability in Canada
- Recognizing leadership and best practice within the industry
- Ensuring a consistent, robust and meaningful definition of sustainable production in Canada
- Avoiding duplication of efforts to define and verify sustainable operations
- Supporting supply chains interested in making meaningful sustainable sourcing commitments and subsequent communications
- Enabling consumers to purchase sustainably sourced product
- Supporting the understanding of sustainable beef production in Canada

If you would like to get certified or source Certified Sustainable Beef visit www.CRSBcertifiedsustainablebeef.ca for more information.

The Canadian Roundtable for Sustainable Beef is a multi-stakeholder collaborative community dedicated to advancing sustainability in the Canadian beef industry.

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