



**CRSB**

Canadian Roundtable  
for Sustainable Beef

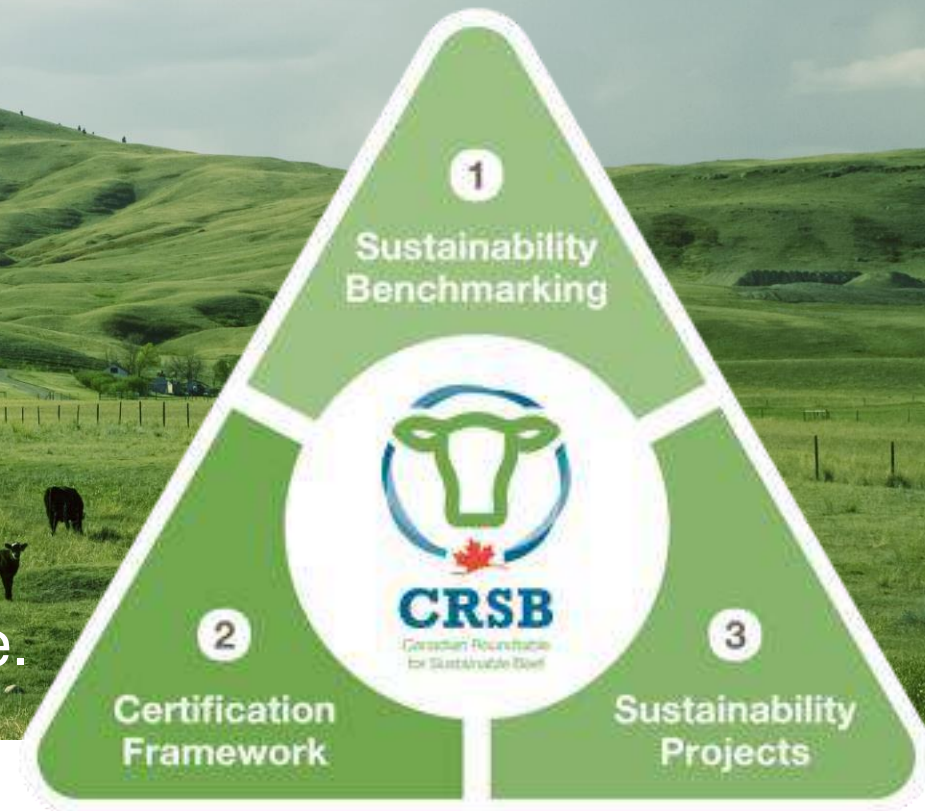
September 16,  
2020

# Canadian National Agri-Food Index



# *Advancing sustainability in the Canadian beef industry*

Engagement. Collaboration. Communication. Science.



## **Mission**

Advance continuous improvement of Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science.



## **Vision**

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





CACTUS CLUB CAFE



CANADIAN FEDERATION OF AGRICULTURE

FÉDÉRATION CANADIENNE DE L'AGRICULTURE



Conseil de l'orge du Canada



Barley Council of Canada





# SUSTAINABLE BEEF:

a socially responsible, environmentally sound and economically viable product that prioritizes the **Planet, People, Animals & Progress**

## PRINCIPLES



NATURAL  
RESOURCES



PEOPLE & THE  
COMMUNITY



ANIMAL HEALTH  
& WELFARE



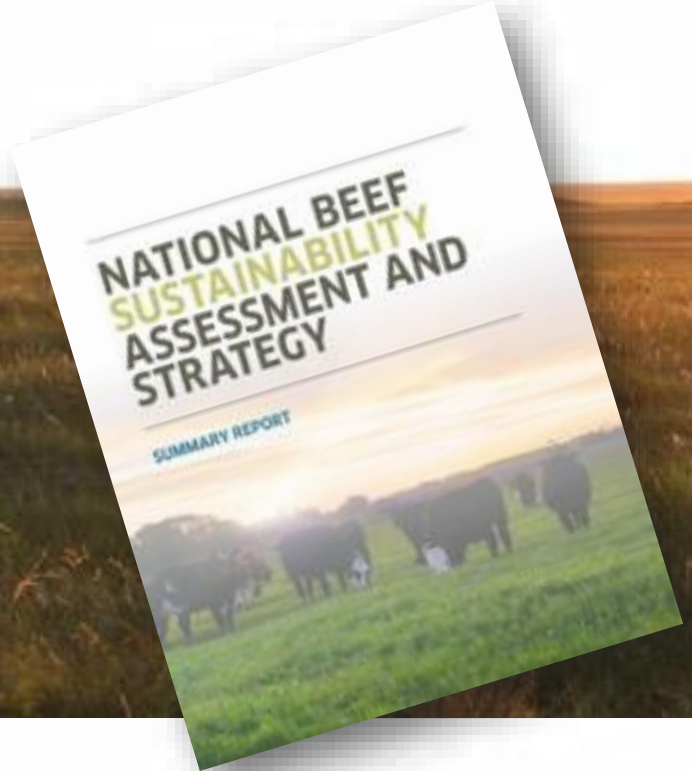
FOOD



EFFICIENCY &  
INNOVATION



DATE



# Sustainability Benchmarking and setting a path for the future



### Assessment

A comprehensive farm to fork assessment of the social, environmental and economic performance of the Canadian beef industry



### Sustainability Strategy

Sets 10 goals to advance the sustainability of the Canadian beef industry



# Environment Summary Results

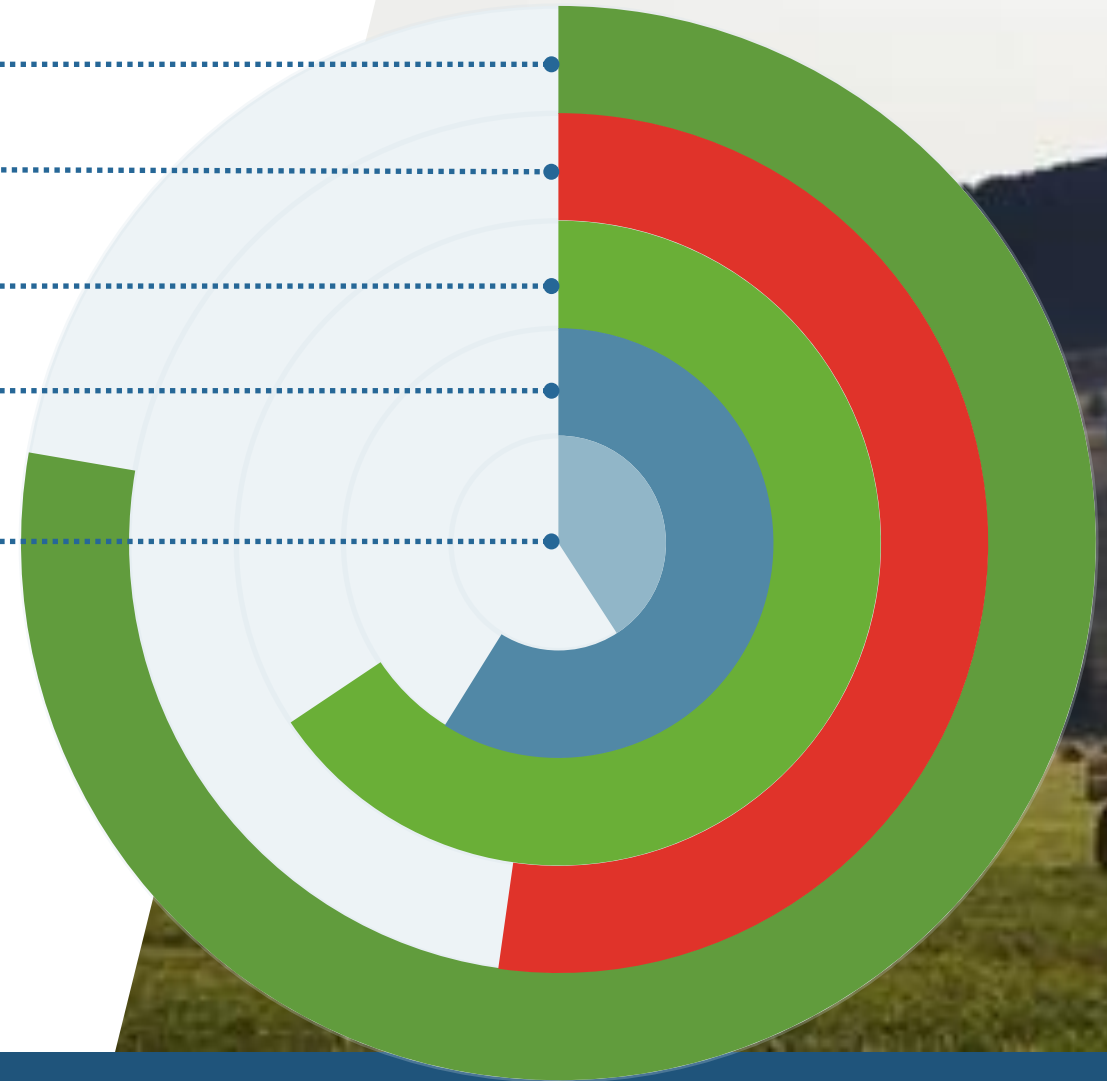
Water **631 L (BB) or 235 L (LW)**

GHG Footprint **30.8 (BB) or 11.4 (LW) CO<sub>2</sub>**  
**eg./kg**

Soil Carbon Stock **1.5 billion tonnes**

Land Use Total **21 Mha**

Meat Waste **19%**



**kilogram of live weight**

refers to just the farming stage of the life cycle; and



**kilogram of packed boneless beef**

includes all stages in the life cycle, from farming to consumption



# National Beef Sustainability Strategy Goals

Build a stronger and more united Canadian beef sustainability community.

## ENVIRONMENTAL

Reduce the greenhouse gas footprint of Canadian beef per unit of beef produced

Enhance ecosystems services and biodiversity on lands managed by beef producers

Enhance riparian health and reduce the water footprint of beef production

Reduce post-harvest meat waste

## SOCIAL

Promote farm safety and responsible working conditions

Promote excellence in animal care

Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

## ECONOMIC

Increase the financial viability of beef production in Canada

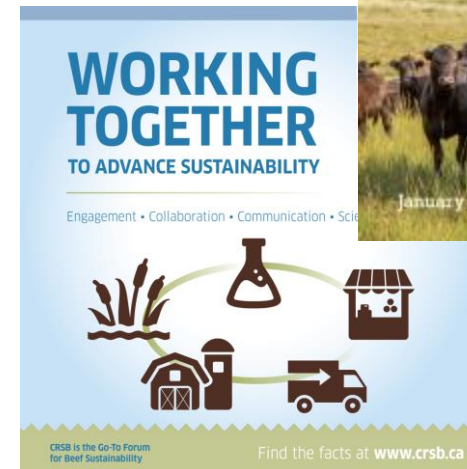
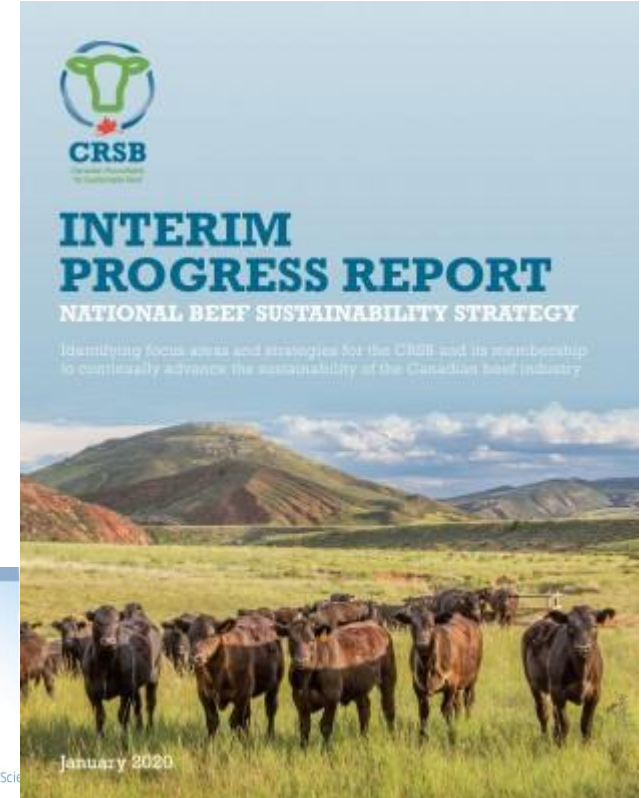
Increase demand for Canadian beef through consumer awareness of sustainable beef production

# Leadership through Collaboration

Together with our members and stakeholders, we are pleased to report that

- 86% of the environmental,
  - 75% of the social and
  - 83% of the economic
- action items in the strategy have been completed, or are in progress.

The gaps have provided clear direction on what to focus on in the next 3 years.







*Recognizing and advancing beef sustainability in Canada through a world class operation-level certification program*



**Certification**



**Sourcing**



**Assurances**





1. Projects Inventory
2. Letters of support
3. Annual projects survey

# Sustainability Projects Pillar



# National Agriculture Index

- What do you want to move the needle on?
  - Measure it
  - Set Goals to advance it
  - Create systems for continuous improvement that encourage alignment with the goals
  - Report back

