



Journey of the Canadian Roundtable for Sustainable Beef 2013-2017 Reflections

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Topics to be discussed

- Building blocks of the CRSB
- CRSB's three pillars of work
 - Results of the National Beef Sustainability Assessment & Strategy
 - Building a Verified Sustainable Beef Framework
 - Sustainability Projects
- Reflections on lessons learned and successes



CRSB Building Blocks

Steps taken to develop what is the CRSB today



1. Build Membership

Set vision, mission, develop governance structure



2. Define Sustainable Beef

Set definition and principles, think about how would you use these principles?



3. Build a CRSB Business Strategy

What are our priorities? What do we want to achieve? What do we want to work on together? Approved and developed by Council.



4. National Beef Sustainability Assessment & Strategy

Assessed the social, economic and environmental performance of the Canadian beef sector. Guided by committee of the CRSB. Did not include on farm assessments.



5. Verification Framework

Goal is to develop an on operation verification framework for those who would like to source /supply verified sustainable beef. Two CRSB committees guiding the work. (builds off McDonald's Pilot Project)



6. Sustainability Projects

Guided by Sustainability Strategy, specific projects that will be undertaken to advance goals.



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)





Cherie Copithorne-Barnes
CRSB Chair, CL Ranches



Bryan Walton
National Cattle Feeders
Association

Greg Bowie
Alberta Beef Producers

Bob Lowe
Canadian Cattlemen's Association



Tim Hardman
World Wildlife Fund



Cameron Bruett
JBS



Page Stuart
Alberta Cattle Feeders
Association



Jeff Fitzpatrick-Stowell
Moosehide



Ian Barnett
Nature Conservancy of Canada



Trevor McLean
Scotia Bank

Frank Middleton
Cargill



Julie Dawson
Agriculture and Agri-Food Canada

Jody Banks
SK Gov.

Chris Tindall
Costco

Sean Royer
AB Gov.

2016-2017 CRSB Council





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

BEEF

SUSTAINABILITY Defn:

Sustainable beef is a socially responsible, environmentally sound and economically viable product that prioritizes Planet, People, Animals and Progress



Natural
Resources



People & The
Community



Animal Health
& Welfare



Food



Efficiency &
Innovation



Principles of Sustainability

Our fundamental beliefs:

- **Natural Resources:** The global beef value chain manages natural resources responsibly and enhances ecosystem health
- **People & the Community:** Global sustainable beef stakeholders protect and respect human rights, and recognize the critical roles that all participants within the beef value chain play in their community regarding culture, heritage, employment, land rights and health
- **Animal Health & Welfare:** Global sustainable beef producers and processors respect and manage animals to ensure their health and welfare
- **Food:** Global sustainable beef stakeholders ensure the safety and quality of beef products and utilize information-sharing systems that promote beef sustainability
- **Efficiency & Innovation:** Global Sustainable Beef Stakeholders encourage innovation, optimise production, reduce waste and add to economic viability

Vision

Our Aspirations:

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

Mission

Distinctive identity and core purpose:

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.

Long-Term Goals

Ideal states we continually strives to achieve.

- Lead the market and industry's definition and evolution of beef sustainability.
- Build consumer confidence in the processes to achieve and demonstrate beef sustainability
- Promote market awareness and adoption of beef sustainability principles
- Motivate and demonstrate progress against indicators of sustainability
- Achieve sustainable programs aligned across farm sectors

Key Components of our Desired Future

- Sustainability assessment completed and measurement indicators implemented
- Progress against indicators reported and demonstrated
- Established and supported definition of sustainable beef
- Story of Canadian beef sustainability promoted by retailers and food service
- Established program and tools that producers support to meet sustainability expectations
- Increased membership in CRSB
- Improvement projects underway, led or supported by CRSB, involving CRSB and / or CRSB members
- Options for marketing beef sustainability, e.g. labelling, have been considered and resolved

Action Priorities

1. Build membership consensus around the definition of beef sustainability and communicate the definition with a broad range of stakeholders.
2. Ensure membership includes diverse perspectives of the Canadian beef industry.
3. Engage members and leverage their knowledge in developing and communicating a common understanding of market expectations for beef sustainability.
4. Communicate CRSB goals and outcomes achieved to non-industry stakeholders.
5. Communicate science-based sustainability information to industry, other stakeholders and policy influencers.
6. Define and communicate near and longer term progress reporting expectations.
7. Increase awareness and encourage producer involvement in sustainability.
8. Develop the criteria and process to select and manage CRSB involvement in selected improvement projects.
9. Understand the benefits, implications and options associated with increasing the robustness of indicators and verification processes.
10. Work with select commodity groups to coordinate sustainability efforts where practical.



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



National Beef Sustainability Assessment & Strategy

Benchmarking and setting a path for the future



Assessment

A comprehensive assessment of the social, environmental and economic impacts of the beef industry



Strategy

Identifies focus areas and strategies for the CRSB and our membership to continually advance the sustainability of the Canadian beef industry

Sustainability Assessment

There were three main sections to the National Beef Sustainability Assessment



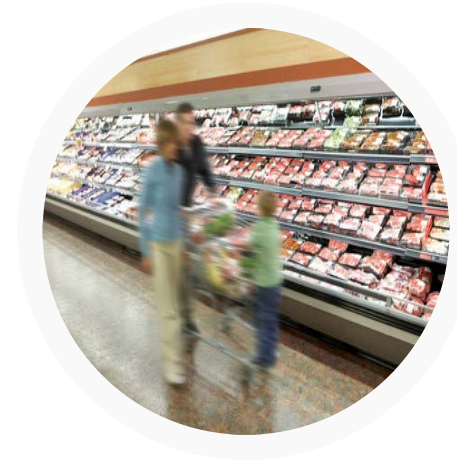
Environmental Assessment

Assessed climate change, fossil fuel use, water use and air and land pollution potentials through the E-LCA and biodiversity, carbon soil sequestration, land use, water use and water risk through the land use assessment



Social Assessment

Assessed the practices and processes that promote the well being of stakeholders including, workers, local communities as well as animals



Economic Assessment

Assessed; long-term profitability, long term cost of production, domestic consumer demand international consumer demand



Sustainability Strategy

Overarching Goal #1: Build a stronger and more united Canadian beef sustainability community

KPI: Number of CRSB members and Observers

Diversity of CRSB membership

Baseline: As of June 30, 2016 CRSB had 53 members and 40 observers

Action Items:

1. Build a trusted go-to forum on sustainable beef in Canada through diversity in membership, leading scientific information and robust frameworks to measure and advance sustainability
2. Enable the further engagement of the scientific community in the CRSBs work and membership
3. Through communications activities, engage, inform and enable information sharing that assists the Canadian beef industry in advancing sustainable practices





Environmental Assessment



Environmental Assessment

E-LCA

- Climate change
 - Fossil fuel use
 - Water use
 - Air pollution
 - Water pollution
-
- Followed ISO and LEAP guidelines

Land-Use Assessment

- Biodiversity
- Soil carbon sequestration
- Water use and risk

Environmental life cycle stages



Functional Unit



kilogram of live weight

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

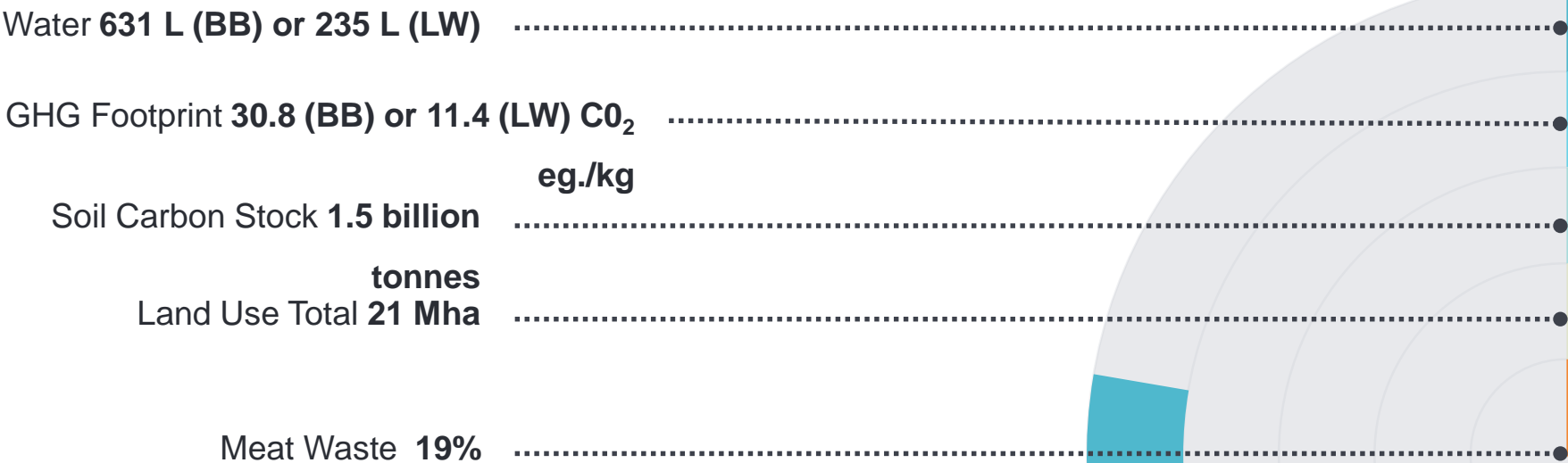


kilogram of packed boneless beef (delivered and consumed)

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



Environment Summary Results



kilogram of live weight
refers to just the farming stage of the life cycle; and

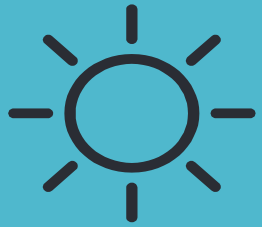


kilogram of packed boneless beef
includes all stages in the life cycle, from farming to consumption



Sustainability Strategy Goals

Environment



Climate Change

Goal #2. Reduce the Greenhouse Gas Footprint of Canadian Beef per unit of product produced (CO2 eq./kg)



Land Use & Biodiversity

Goal #3: Enhance ecosystem services and biodiversity on lands managed by beef producers



Water

Goal #4: Enhance riparian health and reduce the blue water footprint of beef production



Meat Waste

Goal #5: Reduce post-harvest meat waste





Social Assessment



Social Assessment

Colour	Risk scale level	Definition
	High	High risk of negative social impact
	Moderate	Moderate risk of negative social impact
	Low	Low risk of negative social impact
	Very Low	Very low risk of negative social impact



Survey

The S-LCA utilized the surveys to identify hotspots



Desk Top

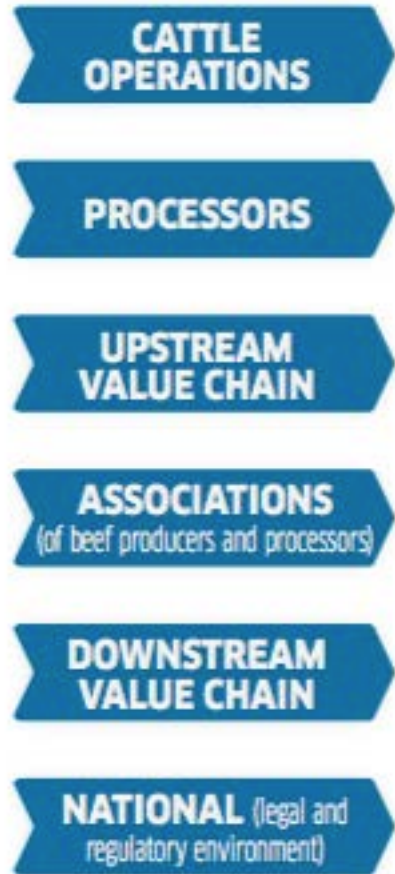
Survey results were further analyzed with a desk top assessment and regulatory review

Assessment



Assessment Stages

LIFE CYCLE STAGES



STAKEHOLDERS

Workers
Local Communities
Value Chain Actors
Society
Consumers



Results Social Assessment

Areas where industry is performing well



Health & Safety

Training and policies in place to ensure health and safety within the workforce



Animal Care

Sickness and disease prevention, health assessment, handling practices, housing and feeding, transport



Working Conditions

Scope of benefits, overtime, unionization, work load

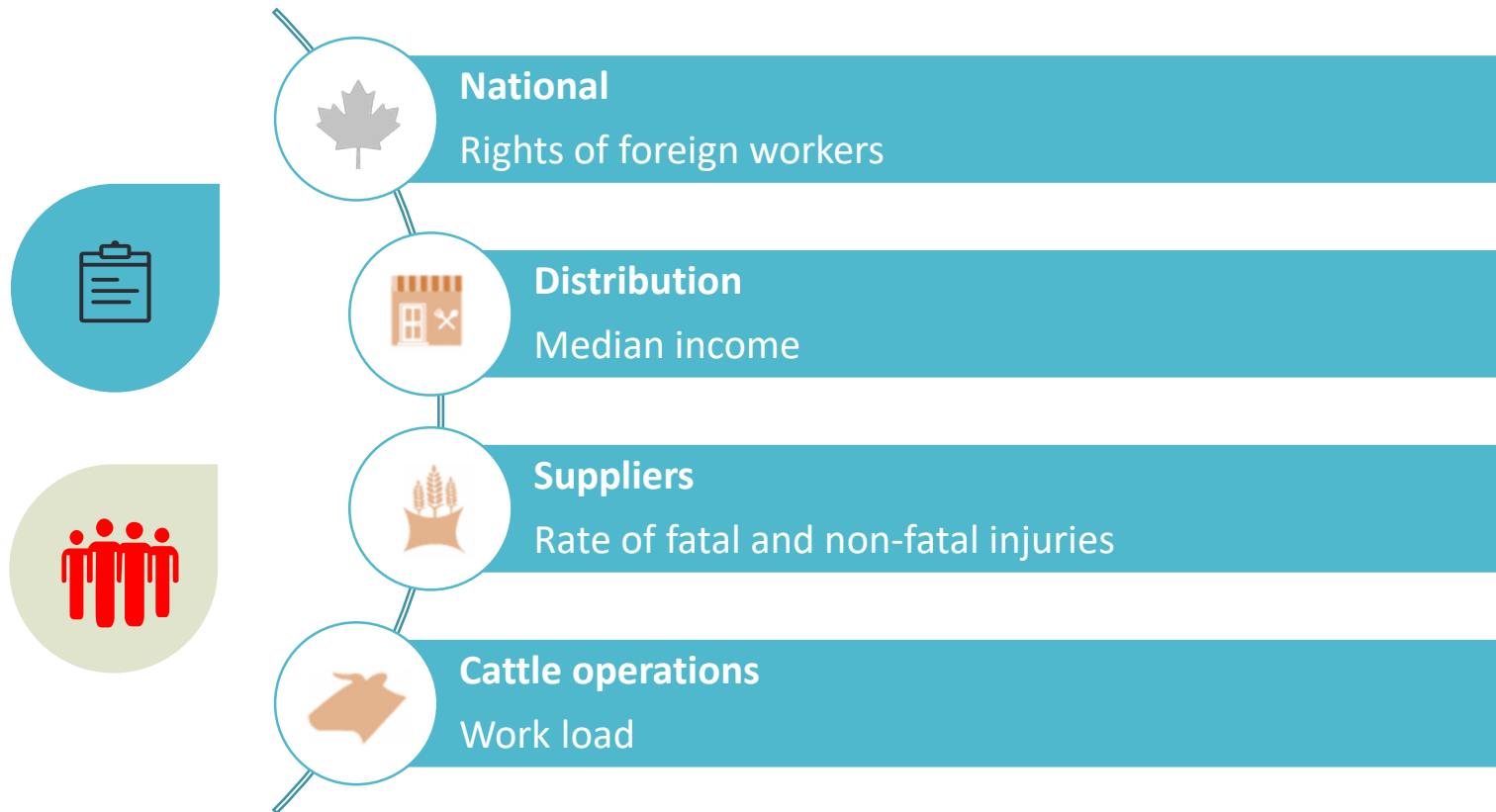


Socio-Economic Commitment

Commitment to sustainability issues (water, biodiversity), local community support, odor reduction, responsible procurement

Results Social Assessment

Four higher risks were identified across the value chain



Sustainability Strategy Social Goals



Farm Safety & Working Conditions

Goal #6: Promote farm safety and responsible working conditions



Animal Care

Goal #7: Promote excellence in animal care



Antimicrobials

Goal #8: Support the further development, monitoring and dissemination of best practices regarding antimicrobial use





Economic Assessment



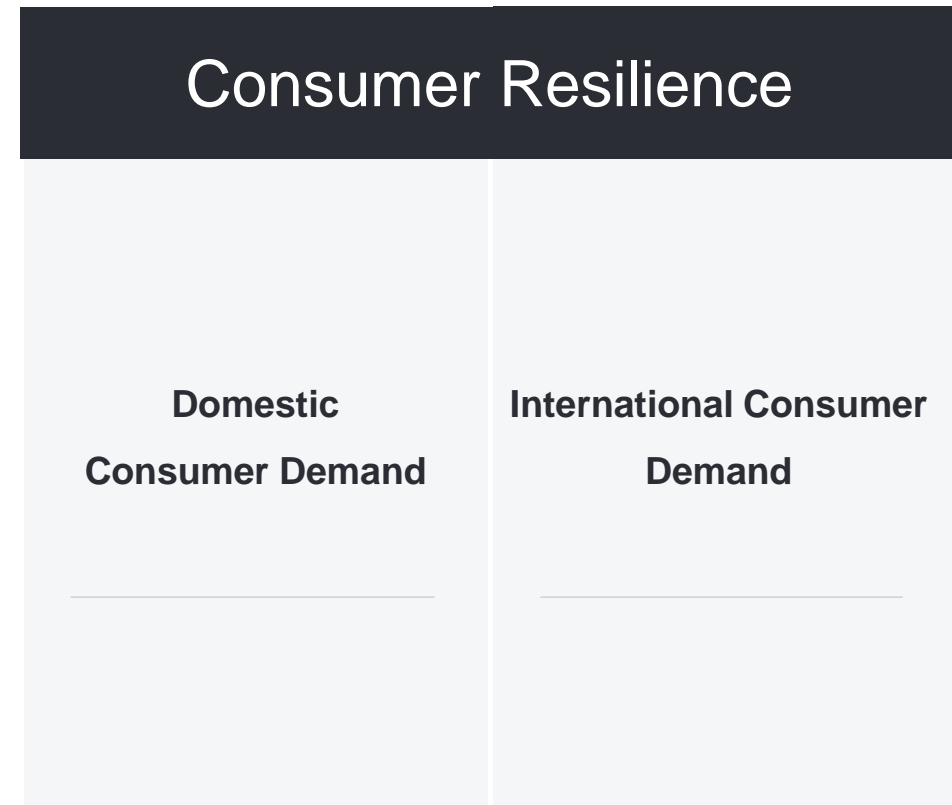
ECONOMIC SUSTAINABILITY Defn:

Is the ability of a system to maintain productivity in the face of a major disturbance, as well as slow shifts in consumer preferences



Economic Assessment Framework

Four indicators were chosen to benchmark the economic sustainability of the Cdn. Beef industry



Results Producer Viability

Long term cost of production, 2013 baseline (deflated)

- Cow/calf \$120/one hundred pounds (cwt), or \$0.03/kg
- Feedlot \$106.67/cwt, or \$2.35/kg

Long Term profitability, 2013 baseline (deflated)

- Cow/calf \$93.03/cow, \$93.03/cow
- Feedlot -\$0.09/cwt (cash), or -\$0.20/ckg

Average long-term margins for a 200 head cow herd provides an **annual income** of

\$17,559

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



Find the facts at www.crsb.ca



Consumer Resilience Results

- Domestic Demand
- International Demand

DEMAND is a consumer's willingness to pay for a specific quantity and quality of product.

TRENDS are the result of fundamental changes in technology, society and the economy that play out over years or even generations.

FADS are driven by changes in current consumer inclinations; they come and go.



104

Domestic Index 2000=100

82

International Index
2000=100



Sustainability Strategy

Economic Goals

Goal #9

Increase financial viability of beef production in Canada

Goal #10

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



Thank-You!

A sincere thank-you to everyone who contributed to the success of this project.

Producers & Processors

Surveys were filled out by producers and packers. We estimate this involved the contribution of well over 120 individuals.

120

Steering Committee

The steering committee consisted of CRSB members and observers, industry experts and scientific advisors.

12

Research Teams

Canfax and Deloitte researchers with expertise spanning across social, environmental and economic sustainability topics.

18

External Experts

8 external reviewers and 8 industry experts contributed their expertise.

16

CRSB Stakeholders

CRSB membership and observers contributed to the development of strategy through priority setting and identification of KPIs

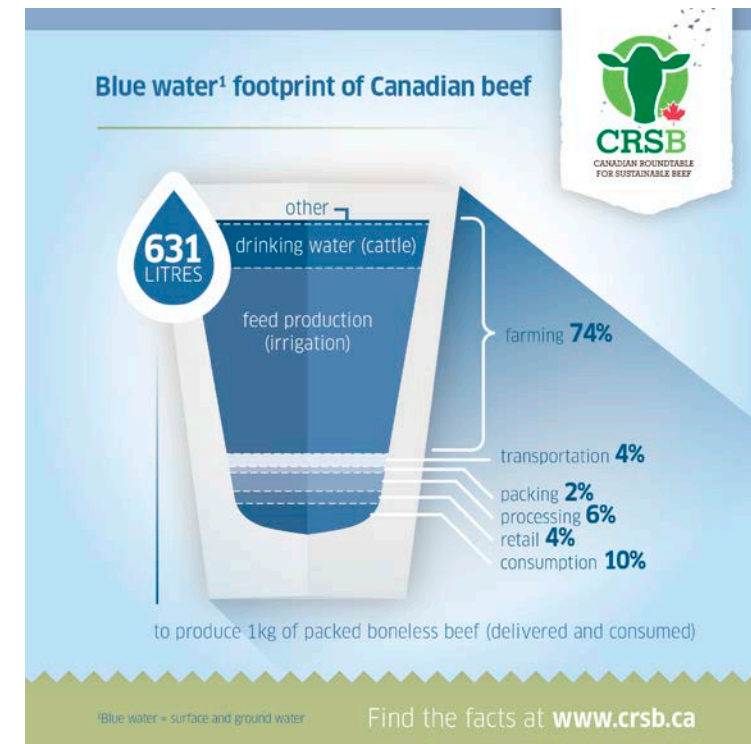
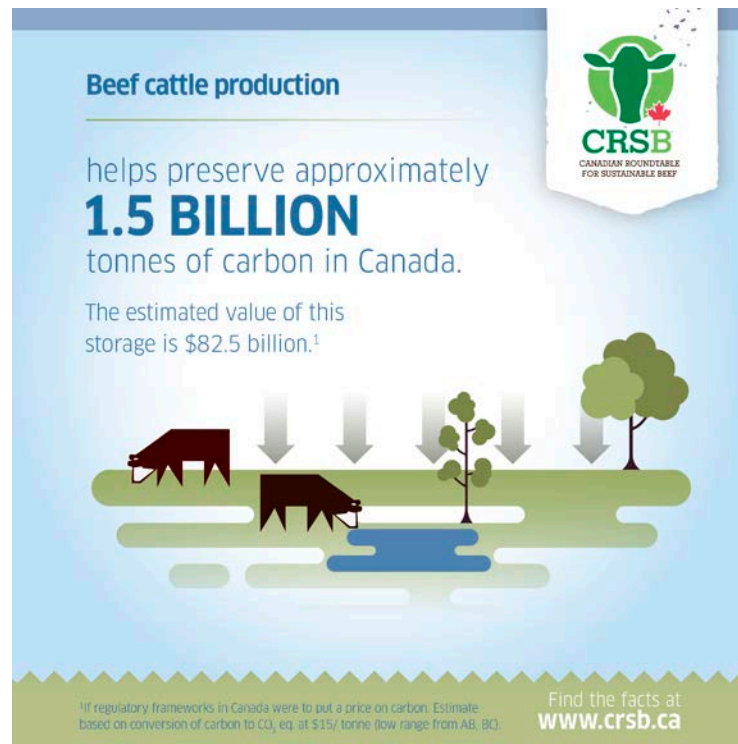
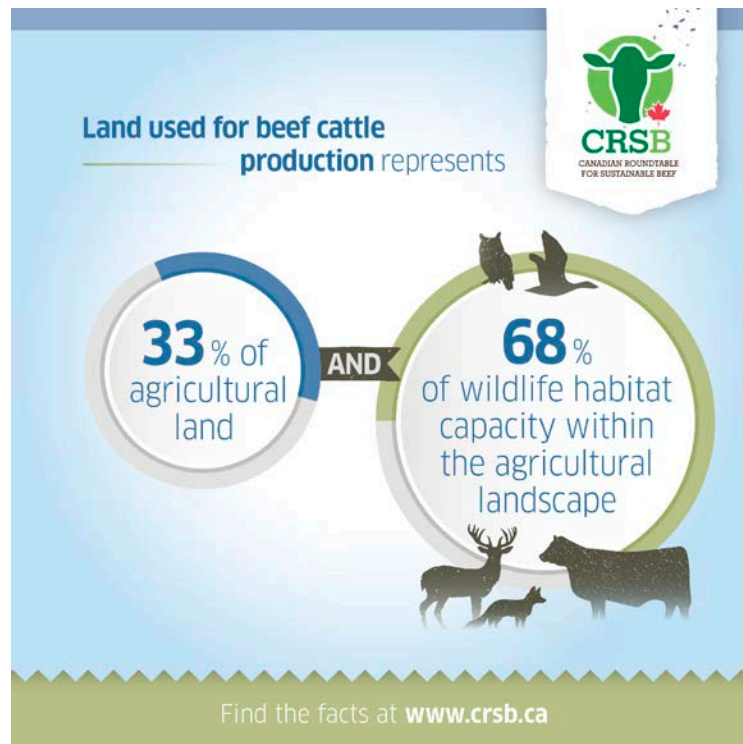
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Project Funding





www.crsb.ca

THREE Core Pillars of work



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VERIFICATION Framework

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.



Verification Framework Status Update



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 re-purposed to help develop the marketing and communications plan for verified sustainable beef



Where does my program/tool fit?

Pulling together of many efforts required to support successful verification framework

Full Equivalency, TBD

- ProAction?
- Verified Beef Production
Plus?
- Rainforest Alliance Certified?

Tools to help producers achieve successful verification

- Environmental Farm Plans
- Rangeland/Riparian Health Assessments
- Beef Code of Practice
- Holos (GHG measuring tool)
- Grazing plans
- Soil health assessments
- Traceability programs



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



THREE Core Pillars of work



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Summary of Goals

Overarching

Goal #1 Build a stronger and more united Canadian beef sustainability community

Environmental

Goal #2 Reduce the greenhouse gas footprint of Canadian beef per unit of product produced (CO₂ eq./kg)

Goal #3 Enhance ecosystem services and biodiversity on lands managed by beef producers

Goal #4 Enhance riparian health and reduce the water footprint of beef production

Goal #5 Reduce post-harvest meat waste

Social

Goal #6 Promote farm safety and responsible working conditions

Goal #7 Promote excellence in animal care

Goal #8 Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

Economic

Goal #9 Increase the financial viability of beef production in Canada

Goal #10 Increase demand for Canadian beef through consumer awareness of sustainable beef production





Project #1

Who: CRSB project manager, CRSB member's, Cows & Fish and MultiSAR delivery agents and cow-calf producers

What: Building capacity to enhance and monitor biodiversity management on native grasslands and riparian areas

Where: South and Eastern Alberta focus area

When: 2015-2020

How: Funding from SARPAL, Environment & Climate Change Canada



Monitoring & Enhancing Species Habitat



THREE Core Pillars of work



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Projects

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2015-2016 Successes

Membership

Membership grew steadily over the last year with 13 new members for a total of 93 members and observers

93

NBSA

The National Beef Sustainability Assessment was completed, with the assistance of more than 241 individuals across the globe

241

Hosted GRBSB Conference

CRSB co-hosted the GRBSB Global Conference on Sustainable Beef with over 211 participants from over 15 countries

15

McDonald's Pilot Project

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

8



Lessons Learned

Reflections

- Strong chair, council, committees (refining work, giving feedback)
- Set an initial funding model, adapt
- Attain consistent staff support
- Work together on something that is clearly understood, don't choose the hardest thing first
- Benchmark to identify areas of success, for improvement and to set forth strategy
- Include as many stakeholders as are willing to positively engage
- Identify commitment to each category of membership, set a strategy around how to address these
- If you have a demand driver, (McDonald's), pilot or trial
- Take your time, but communicate progress
- Find where everyone fits in the conversation





Thank you

Find us on twitter @CRSB_beef 

Or sign up for our newsletter www.crsb.ca

