



**Canadian Agri-Food Policy Institute
Innovations at the Ranch Level**

February 21, 2019

Cherie Copithorne-Barnes, Past Chair



CL Ranches Ltd.



What is the CRSB?

A collaborative, multi-stakeholder organization focused on advancing sustainability in the Canadian beef industry



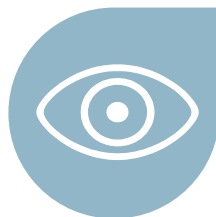
Mission

To facilitate the framework for the Canadian beef industry to be a global leader in continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration.



Vision

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



SUSTAINABLE BEEF:

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



**NATURAL
RESOURCES**



**PEOPLE & THE
COMMUNITY**



**ANIMAL HEALTH
& WELFARE**



FOOD



**EFFICIENCY &
INNOVATION**

ECONOMIC VIABILITY

THREE Core Pillars of work



Sustainability Benchmarking

Farm to fork analysis, key performance indicators and strategy to advance continuous improvement in the Canadian beef sector



Certified Sustainable Beef Framework

Industry tool to demonstrate sustainability in beef production and processing, to assist retail & foodservice achieve sustainable sourcing commitments, and to enable consumers to purchase beef from certified operations



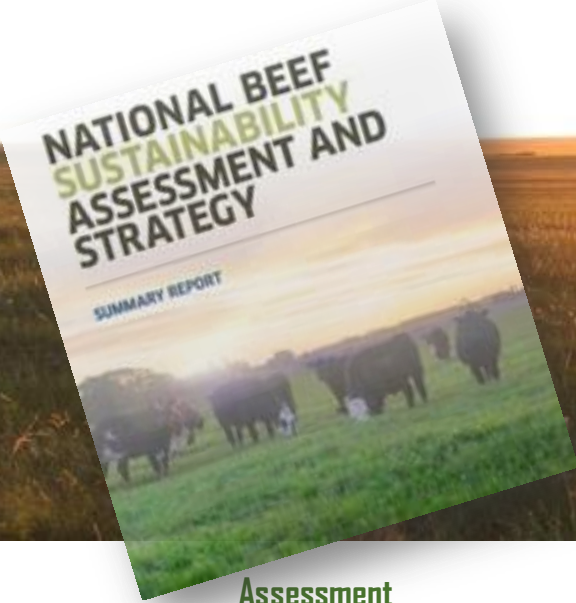
Projects

Projects guided by the Sustainability Strategy to strategically advance sustainability within the Canadian beef sector



Driven by Membership





Sustainability 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



[CRSB.ca/our work/sustainability benchmarking](https://CRSB.ca/our-work/sustainability-benchmarking)

Beef cattle production



helps preserve approximately
1.5 BILLION
tonnes of carbon in Canada.

The estimated value of this storage is \$82.5 billion.¹



¹If regulatory frameworks in Canada were to put a price on carbon. Estimate based on conversion of carbon to CO₂ etc. at \$15/tonne \$144 range from AB, BC.

Find the facts at
www.crsb.ca







Turn Carbon into Cash with Trimble Carbon Credits!

Alberta farmers have the opportunity to do their part to help in the effort to reduce greenhouse gas emissions by observing certain standards. These practices earn farmers 'carbon credits', which they can sell back to regulated industries to 'offset' their emissions. These practices go a long way toward achieving compliance with international environmental standards and—with the right paperwork and data support—they can also put extra cash in farmers' pockets.







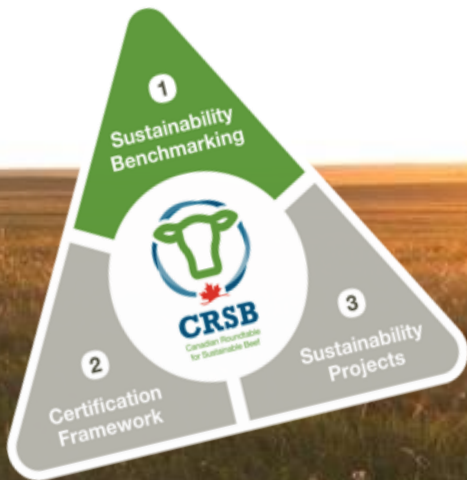
Land used for beef cattle
production represents



Find the facts at www.crsb.ca







Benchmarking and setting a path for the future

Land used for beef cattle production represents

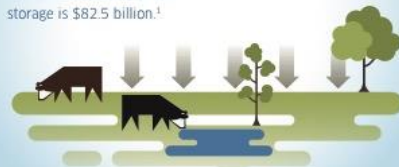


Beef cattle production



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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**.



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,

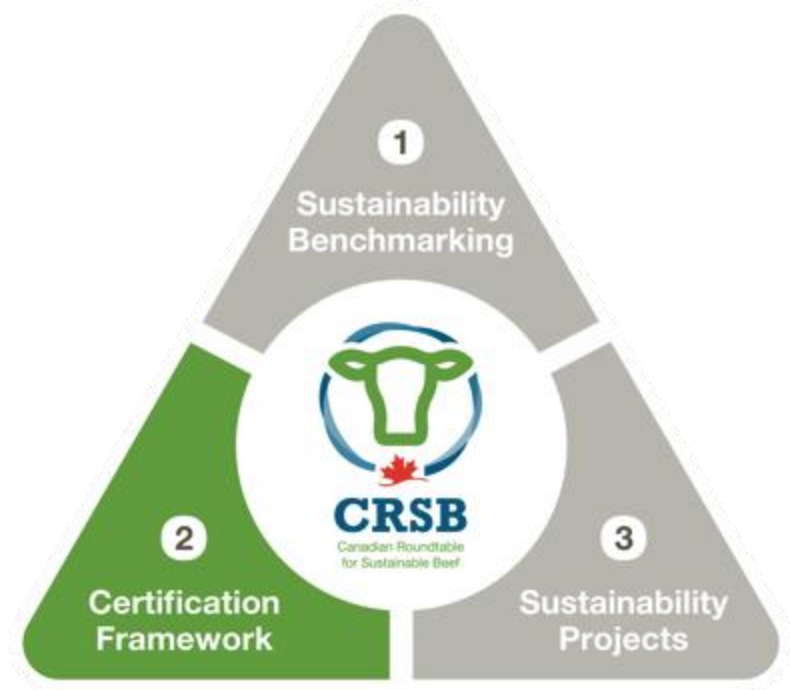


more than the greenhouse gas emissions of the Northwest Territories in 2014¹



equivalent to the total average water consumed by all Canadians in 3 days²

Sustainability Certification



CERTIFIED SUSTAINABLE BEEF FRAMEWORK



What is the Framework?

~ A voluntary sustainability certification tool ~

MISSION: driving the advancement and recognition of beef sustainability in Canada through a world class operation-level certification program



Recognition

Enables producers and processors to demonstrate sustainable practices



Sourcing

Assists retail & foodservice companies to meet sustainable sourcing commitments



Communication

Provides assurances and credible messaging to consumers and public about sustainable practices



Key Components of the Framework



1. The Standards (outcome-based):

- Sustainable Beef Production Standard
- Sustainable Beef Processing Standard

2. Assurance Protocols

- Provide guidance and requirements for the certification process

3. Chain of Custody Requirements

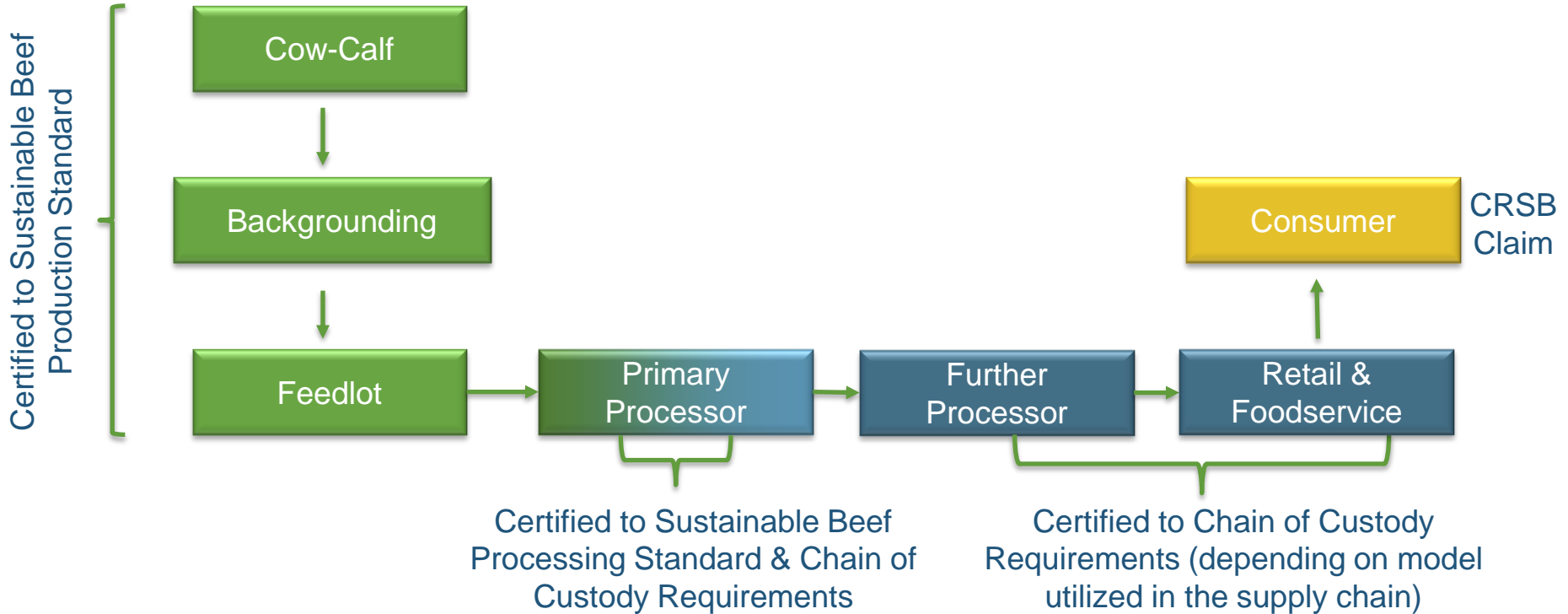
- Technical and administrative requirements for tracking cattle, beef and claims about beef sourced from certified operations

4. Sustainability Claims

- Guidance on how to communicate about the Framework



Mechanics of the Framework



← Tweet



Lee Irvine
@Leelrvineca

Canadian Sustainable calves
for sale on Team Auctions -
Feb 8,2019 - Blindman Beef and
Bison youtu.be/zSscjBjyeAY
via @YouTube @CRSB_beef
[@Alberta_VBP](#) [@jasondanard](#)

9:02 PM · 04 Feb 19 · Twitter for iPhone

5 Retweets 10 Likes



Our Steak

COMMITMENT

We proudly serve the finest quality Canadian steaks, including Alberta Certified Angus Beef® striploins and sirloins and AAA filets. We are proud members of the Canadian Roundtable for Sustainable Beef, committed to continuously improving the sustainable practices and social responsibility of the beef industry in Canada.

FLAVOUR

Our steak recipes and preparation have been perfected with total respect for the outstanding flavour and unique qualities of each cut. The result is a consistent, superior steak that can be cooked exactly as requested.

CACTUS CLUB CAFE



FOUR MUSHROOM STEAK

**MIGHTY
ANGUS[®]**
• RANGERS •



NEW CREAMY
BLACK PEPPER*
ANGUS
WITH MOZZARELLA



*For a limited time only.
All items subject to applicable taxes. At participating McDonald's[®] restaurants in Canada.



Advance sustainability through on-the-ground projects & programs

SUSTAINABILITY PROJECTS





Baseline environmental inventories on **128,000 acres**

SUSTAINABILITY PROJECTS



Catalyzing North American Grasslands Conservation and Sustainable Use Through Partnerships



Desired Outcome: A trilateral alliance to foster grasslands conservation, a network of sites that demonstrate economic and conservation benefits, and improved engagement in grasslands conservation in the three countries.

Key Results



- ❖ Created the **North American Grasslands Alliance (NAGA)**, and *A Framework for Change*, a collective approach to support North America's shared grasslands ecosystem

- ❖ Compiled ranch and conservation practices in the **Grasslands Beneficial Management Practices Online Tool**

- ❖ Developed a sets of infographics on trends in the **North American cattle ranching industry, beef cattle trade and the grasslands**





Cows and Fish



The Alberta Riparian Habitat Management Society

- **OUR VISION:** *Healthy, functioning riparian areas for the benefit of all.*
- **OUR MISSION:** *To promote healthy landscapes by fostering riparian stewardship.*
- **CRSB National Beef Sustainability Strategy GOAL #4:** *Enhance riparian health and reduce the water footprint of beef production.*



Leighton Kolk, Owner & Operator Kolk Farms

Goal #2: Reduce the greenhouse gas footprint of Canadian beef production per unit of product produced



Creature comfort and corral construction

- Easier access to the feed bunk
- Decreased mud depth means less calories are used for energy and more calories are put towards generating beef
- Cleaner environment
- Cattle health benefits





AgSafe Alberta

Your Safety Your Way

Practical
farm safety
management tools



Food Loss & Waste Study

- World First Study on FLW with Primary data
- Focused on prevention and diversion
- Measurement of FLW across the supply chain
- Value Chain Management International
- Identify and pilot solutions
- Manual and white paper will be released in December

Thank you



www.crsb.ca



info@crsb.ca

