

Agenda

8:20 – 8:30 - Introduction

8:30 – 9:00 – Overview of the US Roundtable for Sustainable Beef

9:00 – 9:45 – Overview of the Canadian Roundtable for Sustainable Beef.

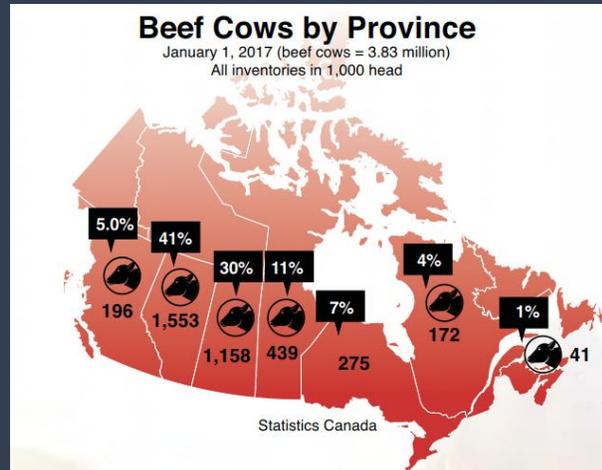
9:45 – 10:15 – Coffee Break

10:15 – 11:15 - Overview of Audubon's Conservation Ranching Initiative and Bird Friendly Beef

11:15 – 12:00 – Panel Discussion and Q&A

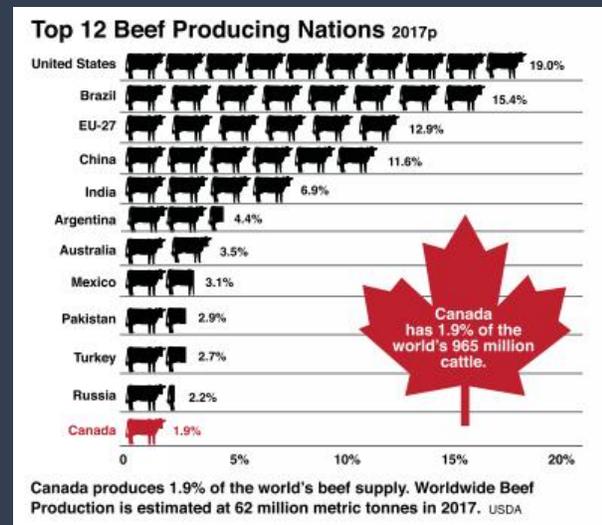
Canada

- 59,784 ranches and farms with beef cattle
- 12.07 million cattle and calves including dairy
- 3.83 million beef cows.
- Average cow herd size is 69 head
- Fed 2.6 million cattle in 2016
- 70% of the Canadian Great Plains is under private ownership
- Canadian ranchers are an aging group, with 55% of operators 55 years old or older.



Canada

- 3 billion pounds of beef in 2016
- Beef production contributes 16 billion to Canada's GDP
- Exports about half, shipping 622,490 tons of beef and cattle valued at \$3.6 billion in 2016
- Largest trading partner is the US
- Exports close to 50% of its grain and oilseed crops.



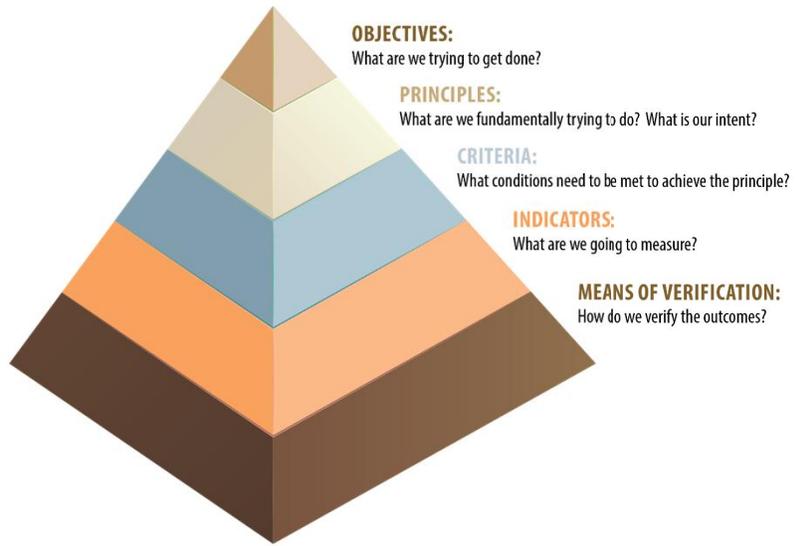
United States

- Average age is 58.3
- 913,246 total cattle & calf operations
- 727,906 are beef farms and ranches
- 26,586 are engaged in cattle feedlot production
- Cattle inventory is 93.5 million
- 31.2 million beef cows
- 35 million head calf crop (2016)
- Average herd size is 40 head
- Top 5 states that raise cattle and calves as of Jan. 1, 2017
 - Texas – 12.3 million
 - Nebraska - 6.45 million
 - Kansas – 6.4 million
 - California - 5.15 million
 - Oklahoma - 5 million

United States

- 13.1 million head on feed
- Top 5 states for cattle in feedlots with capacity more than 1,000 head
 - Texas - 2.42 million
 - Nebraska - 2.37 million
 - Kansas - 2.17 million
 - Colorado - .900 million
 - Iowa - .600 million
- U.S. beef production in 2016 was 25.2 billion pounds
- U.S. commercial slaughter in 2016 was 30.5 million head
- Value of U.S. beef exports in 2016: \$6.343 billion
- Volume of beef export: 1,187,050 (metric tons) in 2016
- Top U.S. beef exports markets for 2016
 - Japan
 - Mexico
 - South Korea
 - Canada

Global Roundtable For Sustainable Beef



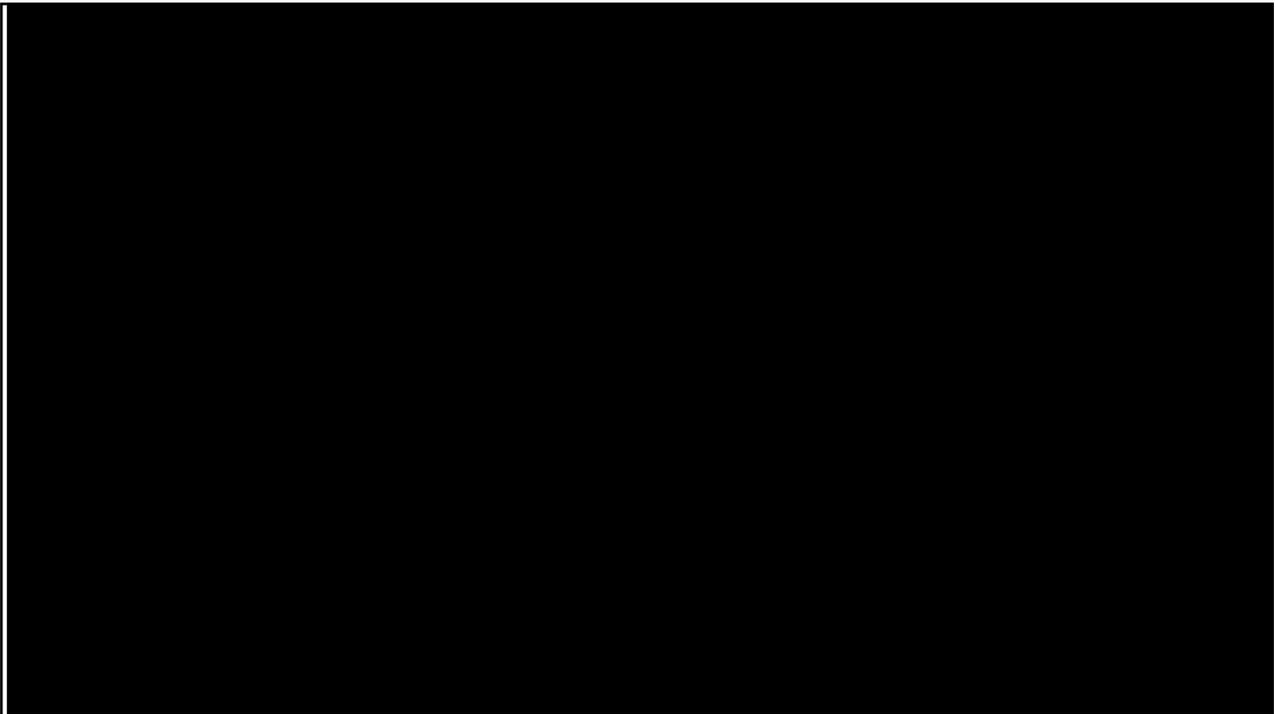
Global Roundtable For Sustainable Beef

The Core Principles That Define Sustainable Beef



USRSB

Nancy Labbe
World Wildlife Fund



What is USRSB?

The U.S. Roundtable for Sustainable Beef is a multi-stakeholder organization comprised of over 100 members across the full value chain of beef working to advance, support and communicate continuous improvement in sustainability through leadership, innovation, multi-stakeholder engagement and collaboration.



PRODUCER

- ADAMS LAND & CATTLE, BMG, BL, Cactus FEEDERS, CALIFORNIA CATTLEMAN'S ASSOCIATION, CRI FEEDERS, EAGLE PASS RANCH, HITCH, HDIFY, IOWA CATTLEMEN'S ASSOCIATION, IOWA PLAINS FEEDYARD, LLC, KANSAS LIVESTOCK ASSOCIATION, KENTUCKY CATTLEMEN'S ASSOCIATION, KING RANCH, LIMA, LUCKEY, ME & CATTLE FEEDERS, INC., NEBRASKA CATTLEMEN, NCBA, NCFE, NATGLC, NATIONAL CATTLE FEEDERS ASSOCIATION, NATIONAL COUNCIL OF FARMER COOPERATIVES, NATIONAL GRASSLANDS COALITION, SAN IGNACIO DEL BABACOMARI, SCOTT ANDERSON, SEMINOLE, SIMPLOT, Tejas Feeders LTD, TEXAS CATTLE FEEDERS ASSOCIATION, TONY'S, WYOMING CATTLEMEN'S ASSOCIATION, YOUNG BROTHERS ASSOCIATION

PROCESSOR

- AMERICAN FOODS GROUP, Cargill, gsf, JBS, KEYSTONE, Lopez, National Beef, NAMI, NORTH AMERICAN MEAT INSTITUTE, Nestle, OSI, Tyson

RETAIL

- Arby's, COSTCO WHOLESALE, Culver's, DARDEN, McDonald's, TACO BELL, Walmart, Wendy's

ALLIED INDUSTRY

- RBS, AFIA, Altech, DQE, Elanco, Farm Credit Services of America, MERCK Animal Health, K-COE, ISOM, Phileo, LESAFFRE ANIMAL CARE, Micro Technologies, zoetis, VBI, Verified Beef, USDA Food Conservation Service

CIVIL SOCIETY

- AVC, BEEF CATTLE INSTITUTE, ANIMAL SCIENCES, COLORADO STATE UNIVERSITY, IOWA STATE UNIVERSITY Extension and Outreach Iowa Beef Center, The Nature Conservancy, NOBLE RESEARCH INSTITUTE, NEBRASKA UNIVERSITY OF LINCOLN, UTIA INSTITUTE OF AGRICULTURE, BEEF CATTLE INSTITUTE, DUCKS UNLIMITED, Farm Foundation, GFTC, KING RANCH INSTITUTE, NSF, SUSTAINABLE BRANDS, THE SUSTAINABILITY CONSORTIUM, TEXAS A&M AGRILIFE RESEARCH, ANIMAL SCIENCE, TEXAS A&M UNIVERSITY, THREE RIVERS ALLIANCE, WWF



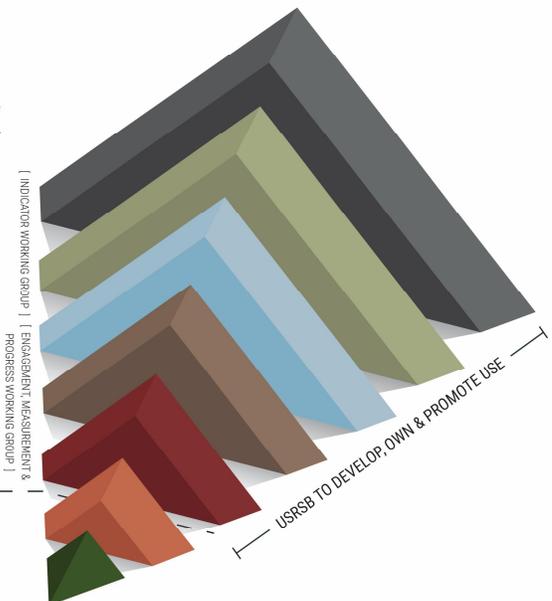
Past, Present and Future.

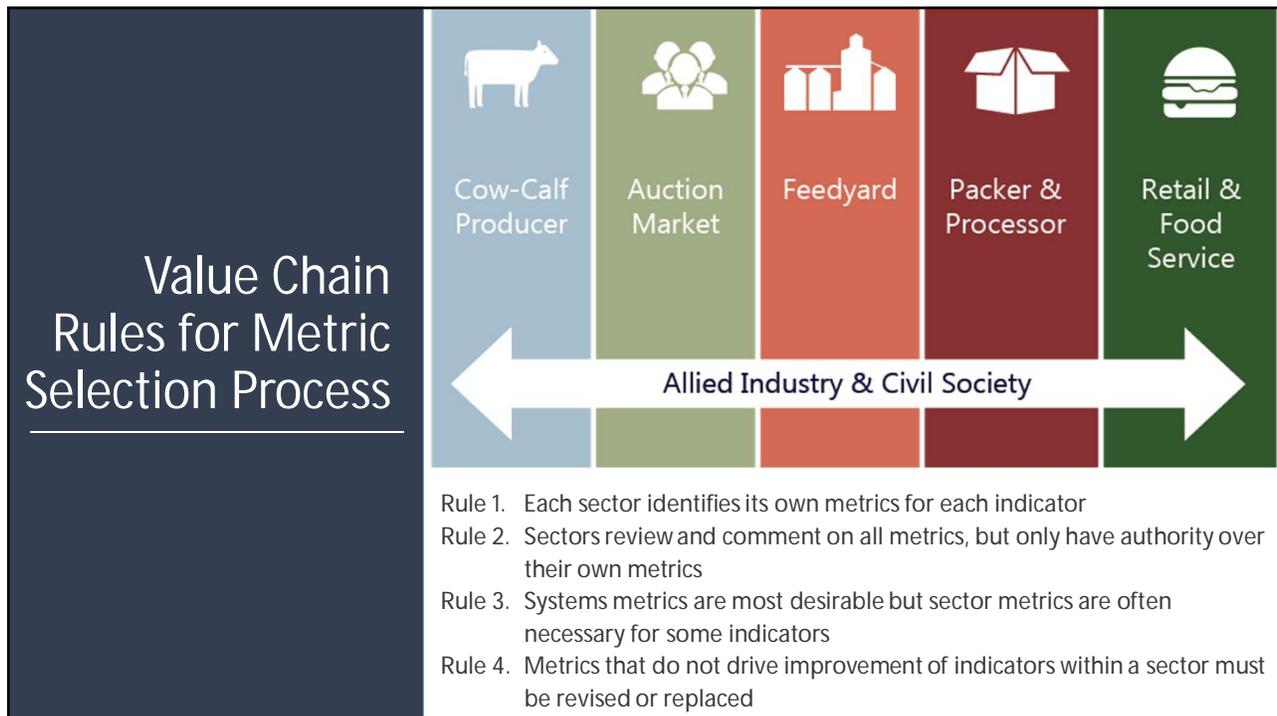
The USRSB will continue to work toward its vision to ensure the U.S. beef value chain is the trusted global leader in **environmentally sound, socially responsible and economically viable** beef.



USRSB SUSTAINABILITY ASSURANCE FRAMEWORK

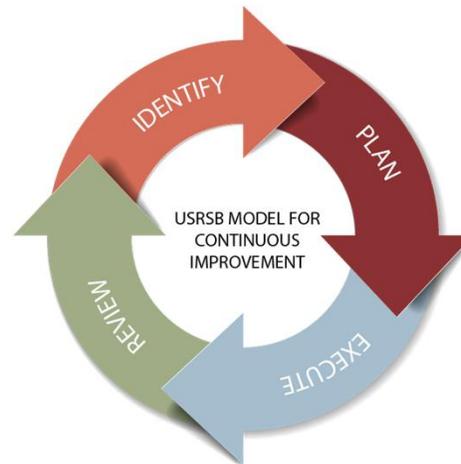
- 01** INDICATORS FOR BEEF VALUE CHAIN
Animal Health & Well-Being; Efficiency & Yield; Water Resources; Land Resources; Air & Greenhouse Gas Emissions; Employee Safety & Well-Being
 - 02** SEGMENT SPECIFIC METRICS
Developed for each indicator: Producers, Packers & Processors, and Retail & Food Service with Allied Industry and Civil Society Input at every segment
 - 03** SUSTAINABILITY ASSESSMENT GUIDES
Self-assessments / Tools / Resources
 - 04** EDUCATION, TRAINING & OUTREACH
Throughout the Beef Value Chain
 - 05** EXTERNAL PROJECTS
Pilot Projects / Research
- IMPLEMENTED BY BUSINESS-TO-BUSINESS SUPPLY CHAINS
- SECOND-PARTY CERTIFICATION
 - THIRD-PARTY VERIFICATION





What's Next?

- Sustainability Assessment Guides
- Public Comment Period
- Pilot Projects
- Field Trials
- Research
- Education & Outreach
- Regular Review



The USRSB will develop and update, as needed, a comprehensive sustainability package inclusive of high-priority indicators, metrics for each sector, sustainability assessment guides, tools and resources.

USRSB General Assembly Meeting

		
<p>Oklahoma City, OK</p> <p style="font-size: 2em; font-weight: bold;">MAY 1-3, 2018</p>		
<p style="font-size: 3em; font-weight: bold; letter-spacing: 0.5em;">SAVE THE DATE</p> <p style="font-size: 1.2em;">Sheraton Oklahoma City Downtown Hotel</p>		




CRSB
Canadian Roundtable
for Sustainable Beef

Overview of the Canadian Roundtable for Sustainable Beef

Transboundary Grasslands Partnership Workshop
February 15, 2018





What is the CRSB's Mission?

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.



Driven by Membership

The collage includes logos for the following organizations and brands:

- Identigen**, **CFA** (Canadian Federation of Agriculture), **FCA** (Fédération canadienne de l'agriculture), **BIXS** (Beef Infochange System), **Sobeys**, **AgriClear** (TMX, NGX), **Walmart**, **Conseil de l'orge du Canada**, **Barley Council of Canada**, **CERTIFIED ANGUS BEEF** (SINCE 1978), **SGA** (Saskatchewan Cattlemen's Association), **zoetis**, **MOXIE'S GRILL BAR**, **Adfarm**, **AGW**, **Cargill**, **RBC**, **RBC Royal Bank**, **Canada Beef**, **Manitoba forage & grassland Association**, **Wild Food Connections**, **Alberta Conservation Association**, **Ducks Unlimited Canada**, **Elanco**, **BCRC** (Beef Cattle Research Council), **WORLD ANIMAL PROTECTION**, **metro**, **iresco Solutions** (End-to-end sustainability), **Alberta Beef Producers** (SINCE 1889), **McDonald's**, **CMC** (Canadian Meat Council / Conseil des viandes du Canada), **ARTISAN FARMS LOCAL MEATS**, **Dairy Farmers of Canada / Les Producteurs Laitiers du Canada**, **NATURE CONSERVATION OF CANADA / CONSERVATION DE LA NATURE CANADA**, **Ontario Cattle Producers' Association / Ontario Cattle Producers' Association**, **RETAIL READY FOODS INC.**, **Centennial FOODSERVICE**, **Loblaw COMPANIES LIMITED**, **BCEUF QUÉBEC** (PARTENAIRE OFFICIEL), **farm credit Canada**, **BCCA**, **CARA**, **FOOTHILLS FORAGE AND GRAZING ASSOCIATION**, **CCA** (CANADIAN CATTLEMEN'S ASSOCIATION), **MANITOBA HABITAT HERITAGE CORPORATION**, **SPEQ** (Société des Porcs d'élevage du Québec), **chop STEAKHOUSE BAR**, **MANITOBA BEEF PRODUCERS**, **COSTCO WHOLESALE**, **Cattle Identification Agency**, **OLDS COLLEGE** (Turning Agnes Cattle Into Livestock Production), **Beef Farmers of Ontario**, **WWF**, **Tim Hortons**, **SHARK CLUB sports bar grill**, **JBS CANADA**, **cleanFARMS**, **ATB**, **ARECA** (AGRICULTURAL RESEARCH AND EXTENSION COUNCIL OF ALBERTA), **HELLO FRESH**, **WEST-CENTRAL FORAGE ASSOCIATION**, **BIRD STUDIES / ÉTUDES D'OISEAUX CANADA**.

BEEF SUSTAINABILITY:

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



3 Pillars of Work

The CRSB drives advancement of sustainability in the Canadian beef industry through:

- *Sustainability Benchmarking*
- *Certification Framework*
- *Sustainability Projects*





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

Land used for beef cattle production represents

33% of agricultural land **AND** **68%** of wildlife habitat capacity within the agricultural landscape

Find the facts at www.crsb.ca

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 eq. at \$15/tonne (low range from AB, BC).

Find the facts at www.crsb.ca

Sustainability Strategy - GOALS

Overarching	
Goal #1	<i>Build a stronger and more united Canadian beef sustainability community</i>
Environmental	
Goal #2	<i>Reduce the greenhouse gas footprint of Canadian beef per unit of product produced</i>
Goal #3	<i>Enhance ecosystem services and biodiversity on lands managed by beef producers</i>
Goal #4	<i>Enhance riparian health and reduce the water footprint of beef production</i>
Goal #5	<i>Reduce post-harvest meat waste</i>
Social	
Goal #6	<i>Promote farm safety and responsible working conditions</i>
Goal #7	<i>Promote excellence in animal care</i>
Goal #8	<i>Support the further development, monitoring and dissemination of best practices regarding antimicrobial use</i>
Economic	
Goal #9	<i>Increase the financial viability of beef production in Canada</i>
Goal #10	<i>Increase demand for Canadian beef through consumer awareness of sustainable beef</i>

CERTIFIED SUSTAINABLE BEEF FRAMEWORK

Certified Sustainable Beef: Sustainably Raised in Canada



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



Goals of the Certified Sustainable Beef Framework

- Recognize leadership *and best practice*
- Ensure a consistent, robust and meaningful definition of *sustainable production in Canada*
- Avoid duplicating *efforts*
- Support sustainable sourcing *commitments*
- Enable consumers to purchase *sustainably sourced beef*
- Support understanding of *sustainable beef production in Canada*



Key Components of the Framework



1. The Standards:

- *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 beef and claims about beef sourced from certified operations*

4. Sustainability Claims

- *Guidance on how to communicate about Certified Sustainable Beef*





PILOT CUSTOMERS





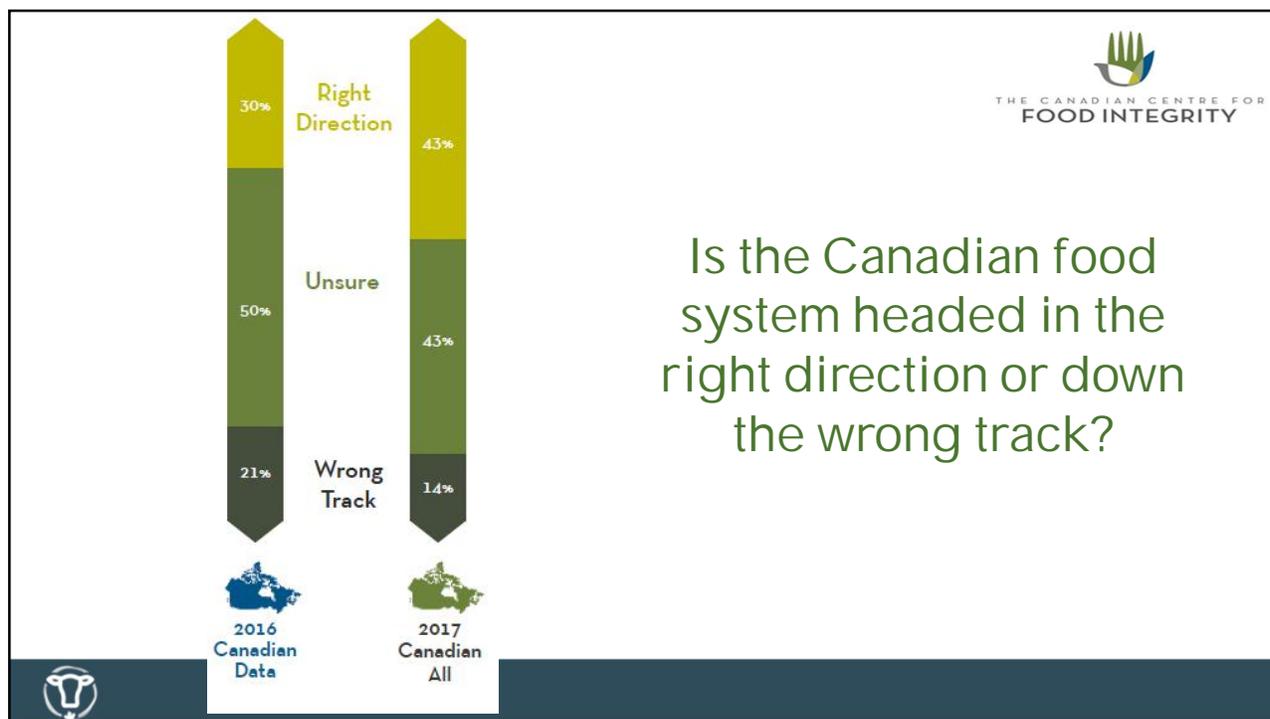
Advance sustainability through on-the-ground projects & programs

SUSTAINABILITY PROJECTS

Opportunities

- Multi-stakeholder approach
- Commitment to beef sustainability
- Developing projects, partnerships and collaborations
- Being proactive





Questions?

Thank you!

www.crsb.ca
Email: info@crsb.ca

 @CRSB_beef