Welcome

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

The Core Principles That Define Sustainable Beef

- Natural Resources
- People & The Community
- Animal Health & Welfare
- Food
- Efficiency & Innovation
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.
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.**

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High Priority Indicators

- **Animal Health & Well-Being**: The cumulative effects of cattle health, nutrition, care and comfort.
- **Air & Greenhouse Gas Emissions**: The cumulative emissions of pollutants, including particulate matter, greenhouse gases and other gaseous emissions from a sector for each process.
- **Efficiency & Yield**: Efficiency is the unit of input required to produce a unit of output and yield is the total product generated per unit of time or space. Both concepts address waste as a negative characteristic and drive toward improved profitability.
- **Employee Safety & Well-Being**: The implementation of safety programs and training to provide a safe workplace and help to prevent workplace accidents and injuries associated with production, processing, and distribution of beef and the relative prosperity of workers employed in those activities.
- **Land Resources**: The stewardship of terrestrial and aquatic habitat in relation to water, soil and biodiversity in an area. Impacts of land use and land use conversion, both caused by and prevented by ranching and farming activities.
- **Water Resources**: The volume of water consumed by a sector for each process and any impacts on water quality by a sector for each process.

Value Chain Rules for Metric Selection Process

- Rule 1. Each sector identifies its own metrics for each indicator
- Rule 2. Sectors review and comment on all metrics, but only have authority over their own metrics
- Rule 3. Systems metrics are most desirable but sector metrics are often necessary for some indicators
- Rule 4. Metrics that do not drive improvement of indicators within a sector must be revised or replaced
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.
Overview of the Canadian Roundtable for Sustainable Beef

Transboundary Grasslands Partnership Workshop
February 15, 2018
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.

**Mission**

What is the CRSB’s Mission?

**Driven by Membership**
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
**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 Strategy - GOALS

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

An initiative led by Cargill, VBPR, BIXS

www.CBSApilot.ca

PILOT CUSTOMERS

McDonald's, CARA, Loblaw Companies Limited
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
Is the Canadian food system headed in the right direction or down the wrong track?

Questions?

Thank you!

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