Overview of the Certified Sustainable Beef Framework

Western Canadian Association of Bovine Practitioners

January, 2017

53 million acres

Source: WWF 2016 Footprint Report
Who is the CRSB?

A multi-stakeholder collaborative community dedicated to advancing sustainability in the Canadian beef industry.

Driven by Membership

CRSB has 65 Members and 40 Observing Members.

CRSB membership spans across the following membership categories:
- Academic Institutions (1)
- Food & Agriculture Business (12)
- Non-Governmental Organizations (16)
- Processors (4)
- Producer Organizations (18)
- Food & Retail Service (13)
- Observers including: ex-officio, academic advisors, youth and individuals (40)

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.

BEEF SUSTAINABILITY:

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

THREE Core Pillars of Work
What is the Certified Sustainable Beef Framework?

MISSION: driving the advancement and recognition of beef sustainability in Canada through providing 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

Guiding Principles

- Credible to all stakeholders securing trust through robust assurances, transparency, inclusivity and vigorous scientific review
- Effective in driving the advancement and understanding of sustainable beef production
- Economically viable for the CRSB to manage and stakeholders to use
- Valuable to industry participants and consumers
- Aligned with the Five Principles of Sustainable Beef as set by the Global Roundtable for Sustainable Beef

How was the Framework Developed?

- Development
  - Framework has been in development for just over two years
  - Guided by national and international best practices

- 3 multi-stakeholder committees
  - 6 rounds of public consultations
  - 200 comments received and reviewed
  - 21 beef producers across Canada volunteered to have field audits to help refine the framework

- Public feedback
  - >250 comments received and reviewed

- Field testing
  - 21 beef producers across Canada volunteered to have field audits to help refine the framework

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
Mechanics of the Framework

Certified to Standards & Chain of Custody

Cow-Calf

Backgrounding

Feedlot

Primary Processor

Further Processor

Retail & Food Service

Consumer

Two Standards

1. Sustainable Beef Production Standard
   - Cow-calf, backgrounding, feedlot, dairy beef

2. Sustainable Beef Processing Standard
   - Primary processors

What is Outcome-Based?

• Outcome based indicators do not prescribe specific practices
  Examples:
  » Soil health is maintained or enhanced.
  » Grasslands, tame pastures and native ecosystems are maintained or enhanced.

• Prescriptive/practice based indicator:
  Examples:
  » Soil health is protected by restricting herd movements to rotating sections of land.
  » Grasslands and pastures should be managed to avoid over-grazing and limit damage caused by grazing cattle. Areas of permanent pasture / grassland should be protected and maintained in a productive state.

Sustainable Beef Production Standard

NATURAL RESOURCES

• Watershed health
• Soil health
• Carbon sequestration and emissions
• Air quality
• Grasslands, tame pastures and native ecosystems
• Wildlife habitat and conflict prevention

PEOPLE AND THE COMMUNITY

• Health and safety
• Equity and respect
• Community involvement

ANIMAL HEALTH AND WELFARE

• Feed
• Water
• Animal care
• Responsible health products use
• Animal pain and distress
• Euthanasia
• Feeding areas and pastures
• Animal stress
Sustainable Beef Production Standard

**FOOD**
- Food safety
- Quality beef

**EFFICIENCY AND INNOVATION**
- Reduce, reuse and recycle
- Energy use
- Innovation and technology use
- Crop input products
- Continuous learning

**Assurance Protocols**
- Provides details on the certification process
  - Scoring of indicators
  - Issuing of certificates
  - Conflicts of interest
  - Auditor requirements
  - Appeals and complaints process
  - Audit cycle based on risk

**Scoring**

<table>
<thead>
<tr>
<th>Entry Threshold</th>
<th>Achievement</th>
<th>Innovation</th>
<th>Excellence</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Score: 0)</td>
<td>(Score: 1)</td>
<td>(Score: 2)</td>
<td>(Score: 3)</td>
</tr>
</tbody>
</table>

- **Entry Threshold**: needs improvement prior to attaining certification
- **Achievement**: required for certification
- **Innovation and Excellence**: not required for certification, used to help advance and recognize continuous improvement

**Audit Cycle**

*Standard audit cycle (5 years)*
- Year 1: full on-site audit
- The following years must consist of:
  - 1 partial records assessment (on-site/desktop, optional)
  - 3 self-declarations (not all consecutive)

*based on risk assessment following first on-site audit*
Chain of Custody Requirements
• Contains the technical and administrative requirements for tracking beef and claims about beef sourced from CRSB certified operations.

Communicating Sustainability
• Series of claims that support the framework
  – Member statement
  – Framework partners
  – Certified operations
  – Supply chain partners
  – Off-product marketing
  – On-product claims
• To be accompanied by a special logo to help build awareness

How Do I Get Certified?
1. Inform
   – Review the Sustainable Beef Production Standard
2. Engage
   – Contact a CRSB-approved Certification Body
3. Audit & Certify
   – Schedule and complete the audit
   – Achieve certification
4. Maintain
   – Complete annual requirements to maintain certification
5. Improve
   – Make any improvements you would like

How Do I Become An Auditor?
From a Veterinarian’s Perspective
• Inform
   – Review the CRSB Auditor Requirements and Conflict of Interest Policy
• Engage
   – Contact a CRSB-approved Certification Body (CB) or Review the Certification Body Requirements
• Affiliate or Apply
   – Affiliate with a CB or Apply to become a CB
• Train
   – Successfully complete the CRSB Auditor Training Program and additional field/virtual training with CB
• Maintain & Improve
   – Refine audit skills and improve where needed

Questions?
Thank you!
www.crsb.ca
Twitter: @CRSB_beef

PRODUCER FEEDBACK – FIELD TESTING
Overview of Producer Participants

<table>
<thead>
<tr>
<th>Province</th>
<th># participants</th>
<th>Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>3</td>
<td>Cow-calf, backgrounding, feeding</td>
</tr>
<tr>
<td>AB</td>
<td>5</td>
<td>Cow-calf, backgrounding, feedlot</td>
</tr>
<tr>
<td>SK</td>
<td>2</td>
<td>Cow-calf, backgrounding</td>
</tr>
<tr>
<td>MB</td>
<td>2</td>
<td>Cow-calf, backgrounding</td>
</tr>
<tr>
<td>NB</td>
<td>2</td>
<td>Cow-calf, backgrounding, feedlot</td>
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<tr>
<td>ON</td>
<td>4</td>
<td>Cow-calf, backgrounding, feedlot, 1 dairy</td>
</tr>
<tr>
<td>QC</td>
<td>3</td>
<td>Cow-calf, feedlot, 1 dairy</td>
</tr>
<tr>
<td>NS</td>
<td>2</td>
<td>Cow-calf, backgrounding, feedlot</td>
</tr>
<tr>
<td>TOTAL</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

Producer Feedback

“Everything was good. Good questions and really gets you looking at your operation and evaluating its success and issues”

“I hope this program is what it takes to help tell our story to the families that eat what we grow.”