

## News Release

### **The Canadian Beef Industry is setting ambitious long-term goals** *Greenhouse gas, land use and biodiversity, and animal care goals announced today*

September 16, 2020

Calgary, AB – The Canadian Beef industry is demonstrating its commitment to ensuring the health and viability of both the land and animals under the care of farmers and ranchers. Building upon five-year goals that were outlined in the 2020-2024 National Beef Strategy, the industry has now identified a suite of ambitious ten-year goals that will provide positive and clear messaging about the desire to continually improve practices, reduce carbon footprint and enhance natural environments.

The first three goals have been released and address: 1) Greenhouse Gas and Carbon Sequestrations, 2) Animal Health and Welfare and 3) Land Use and Biodiversity.

These goals highlight the work of the Canadian beef industry as integral for climate change mitigation and the sustainability of our food system. Building support from government and public trust is based on doing the right things for our land, our animals and our environment. The hope is that these ambitious goals result in innovation in the beef industry and solidify our place as part of the climate solution.

These goals will be used by the Canadian Roundtable for Sustainable Beef (CRSB) to inform the update of their Sustainability Strategy. They will also inform the Beef Cattle Research Councils (BCRC) update of the National Beef Research and Extension Strategy for 2023-28.

“The intent is that these are ‘stretch’ goals that encourage industry to strive for something we would not achieve without setting them. Part of the reason for setting an ambitious goal is to encourage innovation and push industry as a whole to think differently and move out of our comfort zone.” noted Tyler Bjornson, Chair of the Beef Advisors.

Four more sets of goals will be coming in 2021 including: Water, Beef Quality and Food Safety, Human Health and Safety and Technology. These goals recognize the breadth of benefits from beef production beyond supplying global protein demand. Anne Wasko, Past Chair of the Beef Advisors notes that “the goal development process was collaborative and iterative, receiving feedback from multiple stakeholder groups to inform and refine these goals to be both realistic and ambitious.”

The Canadian Beef Advisors consists of elected leaders and staff representation of the seven national beef organizations responsible for policy, marketing, research and sustainability. They are a diverse group of experienced industry representatives, who are responsible for advancing the strategy with the industry stakeholders, providing recommendations on future direction and reporting results against the strategy goals and objectives.

Learn more their vision and goals for a dynamic and profitable Canadian cattle and beef industry at [www.beefstrategy.com](http://www.beefstrategy.com).

*The National Beef Strategy is a collaborative effort by Canadian national beef sector organizations including the Beef Cattle Research Council, Canadian Beef Breeds Council, Canada Beef, Canadian Cattlemen's Association (and its provincial member associations), Canadian Meat Council, Canadian Roundtable for Sustainable Beef, and the National Cattlemen's Association.*

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