



CRSB
Canadian Roundtable
for Sustainable Beef



News Release

Canadian Beef Industry expands ambitious long-term goals

Goals to improve water and soil quality, people health and safety, beef quality and food safety, and technology announced today

April 19, 2021

Calgary, AB - The Canadian beef industry knows it has a vital role to play in being part of the solution for climate change. 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 provide clear messaging about the process to continually improve how cattle are raised and enhance the natural environments under the care of beef farmers and ranchers. Today, we are pleased to announce the second phase of these goals; addressing improvements in water and soil quality, supporting the health and safety of people throughout the supply chain, improving beef quality, and incorporating technology to improve efficiencies.

This entire suite of long-term goals highlight the work of the Canadian beef industry as integral for climate change mitigation, supporting communities, embracing innovation, and the overall sustainability of our food system. “We want Canadians to know that we share their concerns around climate change and the need for a resilient food supply,” notes Bob Lowe, an Alberta rancher and President of the Canadian Cattlemen’s Association (CCA). “Raising cattle in Canada is good for the environment and these goals demonstrate how we are striving to make every sector of the industry even better.”

Tyler Bjornson, Chair of the Canadian Meat Council Beef and Veal Committee and current Chair of the Canadian Beef Advisors adds that “we are committed to doing the right thing for our land, our animals and our environment and this is precisely what these goals are meant to demonstrate – this unwavering commitment.”

The wide variety of topics covered in the long-term goals underscores the vast benefits of raising beef cattle in Canada, beyond supplying global protein demand, and address all five of the principles of beef sustainability adopted here in Canada – Natural Resources, People & Community, Animal Health and Welfare, Food, and Efficiency & Innovation. The goal development process was collaborative and iterative, receiving feedback from multiple stakeholder groups to inform and refine these goals to be both ambitious but attainable.

The group responsible for overall delivery of the goals is the Canadian Beef Advisors, which 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 about the vision and goals for a dynamic and profitable Canadian cattle and beef industry at www.beefstrategy.com.

-30-

For further information, contact:
Canadian Beef Advisors
info@beefstrategy.com