

QUALITY BEEF. SUSTAINABLE BEEF. THE BEST ANGUS BEEF.



SUSTAINABILITY:

Ensuring the integrity of resources for future generations through environmental stewardship, social responsibility and economic viability.

ENVIRONMENTAL STEWARDSHIP

Wildlife freely roam the native prairie, grazing cattle dot the horizon and songbirds fill the open Canadian sky. Modern beef production practices prioritize the longevity of Canadian grasslands by conserving biodiversity and preserving working landscapes, water resources and air quality.

Stewardship is the mindset; sustainability is the practice.

Ranchers today use fewer natural resources than ever before to produce safe, affordable beef. ¹



LAND AND WILDLIFE

Nearly 74% of native Canadian grasslands are lost; stewarding what is left of this precious ecosystem is the responsibility of conservationists and ranchers. ³

Where the buffalo used to roam, today beef cattle are the guardians of the grasslands. Grazing cattle on native grasslands is critical to a healthy ecosystem—biodiversity, soil health and wildlife habitat. ³

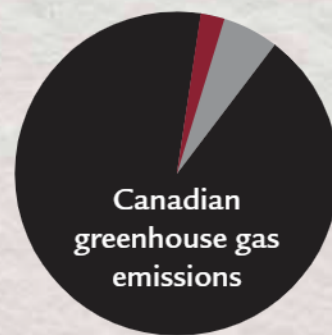
Land used for beef cattle production represents 33% of agricultural land and 68% of wildlife habitat capacity within the agricultural landscape. ²

From mice to mule deer and waterfowl to pollinators, the Canadian prairies are home to a variety of wildlife species. Partnering with the efforts of Ducks Unlimited Canada, ranchers seek to conserve complex grassland ecosystems and manage pastures with wildlife-friendly practices. This cooperation fosters a symbiotic relationship between healthy land and healthy cattle. ⁶

CLIMATE

Approximately 1.5 billion tonnes of carbon are preserved in Canada through beef production on native grasslands. ²

8.4% Agriculture ²



2.4% of that 8.4% is from beef cattle production

Canadian greenhouse gas emissions



SOCIAL RESPONSIBILITY

Cattlemen and women are committed to caring for and raising the best beef possible—starting with ethical animal husbandry and supporting our vibrant, dynamic communities.

Animal Health and Care

Farmers and ranchers participate in trainings, such as the Verified Beef Production Plus program, and follow sound and practical research for the highest level of care for their herds.¹

Practices, such as rotational grazing, are used in pastures across Canada for the well-being of land and livestock alike. Animal health in feedyards begins with balanced diets, frequent clearing and drainage of pens and proper manure management, which also helps improve air quality.¹

Antimicrobials

Animal health and human health are intertwined, and we promote responsible and judicious antimicrobial use on our farms and ranches for the healthiest, safest final product. CFIA monitors antibiotic residue to ensure there is no antibiotics in beef on the plate.

Vibrant Communities

Certified Angus Beef LLC supports and provides tools to foster success across the entire beef community— from ranchers to retailers to restaurateurs.

It is our privilege and responsibility to contribute positive change for a brighter future. We seek to empower and educate by connecting pioneers and leaders across the beef community to carry traditions for generations to come.



ECONOMIC VIABILITY

We prioritize progress. The *Certified Angus Beef*® community works to uphold its commitment to responsibly meet the needs of today while at the same time embracing modern technology and new methods to sustainably meet the needs of future generations.

PRODUCER VIABILITY

Certified Angus Beef LLC is supplied by a network of family farms and ranches across North America who raise predominantly black-hided Angus cattle. In Canada, 98% of beef farms are family owned and operated.⁴ Supporting communities by providing nutrient-dense protein options is what family farmers and ranchers do best.

CONSUMER SATISFACTION

The farmers and ranchers who back the *Certified Angus Beef*® brand raise beef where the resources are locally available. Families enjoying a steak dinner in Quebec are supporting the rural lifestyle and communities of the ranching families in Alberta. Local beef requires local feed and sustainable beef requires less food kilometers. By raising cattle on Canadian grasslands and where feed can be produced, though the beef may be raised in a different province from where it's consumed, it's less food kilometers and a balance of urban and rural communities supporting one another.

The *Certified Angus Beef*® brand drives consumer demand by providing a consistent and quality product.

“Sustainability is not just looking after the land. It’s looking after the people, as well, and making sure our cattle meet the needs of everyone in this cycle. We care about what we raise, the health of the animals and the quality of the product and the land.”

— Mabel Hamilton,
Belvin Angus, Innisfail, Alberta





CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF⁵

The *Certified Angus Beef*[®] brand is an active member of the Canadian Roundtable for Sustainable Beef (CRSB). The CRSB operation-level certification program is dedicated to advancing sustainable Canadian beef production. The framework follows five core principles spanning social, environmental and economic sustainability.



Natural Resources: manage natural resources responsibly and enhance ecosystem health.



People & the Community: protect and respect human rights and recognize the critical roles all participants within the beef value chain play in their communities regarding culture, heritage, employment, land rights and health.



Animal Health & Welfare: beef producers and processors respect and manage animals to ensure their health and welfare.



Food: ensure the safety and quality of beef products and utilize information-sharing systems that promote beef sustainability.



Efficiency & Innovation: encourage innovation, optimize production, reduce waste and add to economic sustainability.

With the goal of connecting the entire beef supply chain—from rancher to processor to consumer and all the steps in between—this science-based verification system supports the most sustainably raised products.

SOURCES:

1. Canadian Beef Cattle Research Council <http://www.beefresearch.ca/research-topic.cfm/environmental-footprint-of-beef-production-6>
2. CRSB <https://crsb.ca/sustainability-benchmark/sustainability-assessment-and-strategy/>
3. Guardians of the Grasslands <https://guardiansofthegrasslands.ca/>
4. National Beef Sustainability Strategy https://crsb.ca/assets/Pages/Sustainability-Benchmarking/290ae9c611/NBSA_and_Strategy_summary_report_web1.pdf
5. CSRB Certified Sustainable <https://www.crsbcertified.ca/>
6. Ducks Unlimited <https://www.ducks.ca/our-work/grasslands/>

