

**Gordon**  
**CHOICE**



# Committed to beef sustainability

Gordon Choice brand is committed to sustainability by sourcing a portion of its beef from CRSB Certified farms and ranches.

# What is the Canadian Roundtable for Sustainable Beef?

CRSB is a collaborative organization with a mission to advance, measure and communicate continuous improvement in the sustainability of Canadian beef.

Rooted in science, the CRSB works with partners including beef producers and processors, retail and food service companies, environment, conservation and animal care organizations, agriculture and food businesses, scientific researchers, government representatives and others in its mission.

## Its work includes:

- ▶ Measuring progress and setting strategic improvement goals
- ▶ Recognizing sustainable practices through 3rd party certification
- ▶ Advancing sustainability through projects and initiatives aligned with its goals
- ▶ Communicating sustainability and engaging with others on key progress

## Why would your guests want this?

As a leader in the food service industry, we continuously demonstrate our values and commitment to your guests, by showing how much we care. Emphasizing this level of care for animals, the environment and healthy sustainable food options, will allow your guests to view the future of beef on your menu in new and inspired ways.



## Why purchase CRSB Certified beef?

Recognize the sustainable practices on Canadian farms and ranches

- ▶ Supports healthy animals, healthy communities and responsibly raised beef
- ▶ Supports innovation and technology that leads to more sustainable food production
- ▶ Shows your commitment to continuous improvement
- ▶ Recognizes the benefits of beef production on Canada's agricultural landscape, such as biodiversity, carbon sequestration, soil health and key habitat for wildlife and species at risk
- ▶ Provides 3rd party certified assurances about how beef is raised in Canada, with the commitment of the whole beef supply chain
- ▶ Adds value and enables you to market your products with sustainability claims and a certification logo\*

\*Licensing agreement and CRSB approval on materials required for use of logo



## Boxed Beef

Gordon Choice boxed beef is showing its support for the adoption of farming and ranching practices that meet the Canadian Roundtable for Sustainable Beef standards.

This means that at least 30% of the beef sourced for Gordon Choice products has been 3rd party certified against standards set by the CRSB at every stage from farm gate to your plate.

**Gordon Choice Boxed Beef packed in smaller boxes (2-3 pieces) still features the following great attributes:**

- ▶ Aged to Minimum 21 days
- ▶ 100% Canadian Beef
- ▶ Improved Cash Flow
- ▶ Optimized Storage Capacity
- ▶ Waste Reduction
- ▶ Better Handling and Employee Safety
- ▶ Includes Sized Subprimal Program

### Striploins

| ITEM #  | DESCRIPTION                   | PACK  |
|---------|-------------------------------|-------|
| 2017305 | AAA Striploin, 0x1 13 Dn CRSB | 3 ct. |
| 4540306 | AAA Striploin 0x1 13 Up CRSB  | 3 ct. |
| 6870105 | AA Striploin 0x1 13 Dn CRSB   | 3 ct. |
| 3698408 | AA Striploin 0x1 13 Up CRSB   | 3 ct. |

### Ribs

| ITEM #  | DESCRIPTION                                   | PACK  |
|---------|---|-------|
| 1367441 | AAA Lip-On Bone-In Rib FCO 17 Dn CRSB         | 2 ct. |
| 2098705 | AAA Lip-On Boneless Ribeye 2x2 14 Dn CRSB     | 3 ct. |
| 6869705 | AA Chef Style Bone-In Rib CRSB                | 2 ct. |
| 6869305 | AA Lip-On Bone-In Ribeye 2x2 Steak Style CRSB | 2 ct. |
| 6869105 | AA Lip-On Boneless Ribeye 2x2 13 Up CRSB      | 3 ct. |

### Tenders, Inside Rounds, Outsides & Top Butts

| ITEM #  | DESCRIPTION                          | PACK  |
|---------|--------------------------------------|-------|
| 4540506 | AAA Tenderloin Peeled 5 Up 189B CRSB | 3 ct. |
| 2357105 | AAA Top Inside Round ¼" CRSB         | 2 ct. |
| 3573397 | AAA Top Sirloin Butt ¼" CRSB         | 3 ct. |
| 6869505 | AA Tenderloin Peeled 5 Up 189B CRSB  | 3 ct. |
| 6870505 | AA Top Inside Round ¼" CRSB          | 2 ct. |
| 6870705 | AA Bottom Round Flat CRSB            | 2 ct. |
| 6870305 | AA Top Sirloin Butt ¼" CRSB          | 3 ct. |
| 1274406 | AA Top Sirloin Butt ¼" CRSB          | 1 ct. |
| 1378676 | AA Beef Brisket CRSB                 | 3 ct. |

Product availability may vary by division.

## FIVE PRINCIPLES OF BEEF SUSTAINABILITY:



NATURAL RESOURCES



PEOPLE & THE COMMUNITY



ANIMAL HEALTH & WELFARE



FOOD



EFFICIENCY & INNOVATION

## SUSTAINABILITY DEFINED:

Environmentally sound.

Socially responsible.

Economically viable.

# Gordon CHOICE



Grazing cattle raised by Canadian farmers and ranchers preserves natural landscapes, provides critical habitat for wildlife reproduction and feeding, and stores approximately 1.9 billion tonnes of carbon\* in the soil.

~5.7 million acres  
of land *under the  
management of CRSB Certified  
Operations across Canada.*

Carbon storage equivalent to annual emissions from over 2 billion cars (i.e. 58 cars PER CANADIAN).

\*CRSB National Beef Sustainability Assessment, 2024

## Show your commitment to sustainability with Gordon Choice beef.

Raising cattle and producing Canadian beef products in a sustainable, environmentally and socially responsible way means habitat conservation, it means wetland and bird protection, it means a biologically diverse ecosystem, it means raising healthy animals, and it means thriving communities across Canada for future generations.

Canadian beef farmers and ranchers are truly the guardians of the grasslands and are committed to preserving them today and for generations to come.

Serve Canadian beef and you'll be enjoying some of the best beef in the world – and doing your part to help support a healthy planet.

**Visit [crsb.ca](https://crsb.ca) to learn more.**

For more information contact your Gordon Food Service Sales Representative.

## Using CRSB Logo and Claims

### WHAT IS THE PROCESS?

If you wish to use the CRSB logo on your menu, please ask your sales representative or reach out to [info@crsbcertified.ca](mailto:info@crsbcertified.ca).

**Wray Ranch**  
Located near Irricana, Alberta

*Recipient of 2023  
Environmental Stewardship Award  
Photo credit: Alberta Beef Producers*

