

Accelerating Trust In a Sustainable Future



Presented by Deborah Wilson
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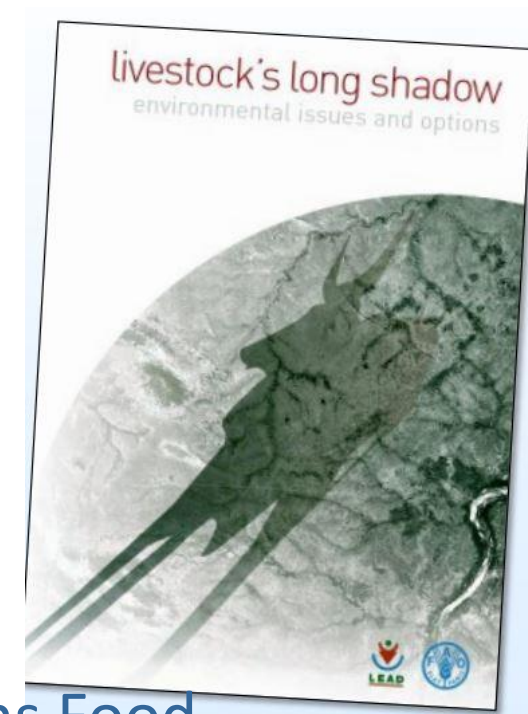
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Creation of a Perfect Storm

- Meatless Mondays
- Eat less meat to save the environment
- Livestock is the largest source of greenhouse gases worldwide
- Livestock's Long Shadow – report published by the United Nations Food and Agriculture Organization (FAO) in 2006
- The FAO claimed that livestock was doing more harm to the climate than all modes of transportation combined
- This was later refuted in 2010 as the study was not conducted consistently



But it is hard to unring the bell!!

Page last updated at 00:15 GMT, Wednesday, 24 March 2010

UN body to look at meat and climate link

By Richard Black

Environment correspondent, BBC News



Livestock's Long Shadow calculated meat-related emissions from field to abattoir

UN specialists are to look again at the contribution of meat production to climate change, after claims that an earlier report exaggerated the link.

"I must say honestly that he has a point - we factored in everything for meat emissions, and we didn't do the same thing with transport, we just used the figure from the IPCC."



"I just realized that animals are just a prehistoric technology; that using animals to produce food is the most destructive technology in use on earth today. The solution... is to use a better technology"

Patrick Brown, CEO of Impossible Foods

Things we can talk about in support of our industry-

- In Canada agriculture is responsible for 9% of GHGs
- Transportation and electricity generation are responsible for about 56%
- Of the 9% that agriculture generates about 3-3.5% is livestock production
- Cattle are responsible for 2.6% of those GHGs and there is room for improvement.



Embarks on Journey- 2014

- 2014 McDonald's made a claim globally that a percentage of the meat sold in some of their restaurants would be sustainably sourced
- 2015 the Verified Sustainable Pilot project began in Canada funded by McDonald's
- 2016 The pilot wrapped up having proven that beef from sustainable sources could be successfully tracked – 8,967 head
- 2017 Cargill launched the Certified Sustainable Beef pilot project, along with their partners – TrustBIX (BIX) and VBP+
- 2019 The CSB pilot ended Sept. 30, 2019 having paid close to \$1.8 million back to producers that participated.
- 2019 Oct. 1 the CSB program became a program

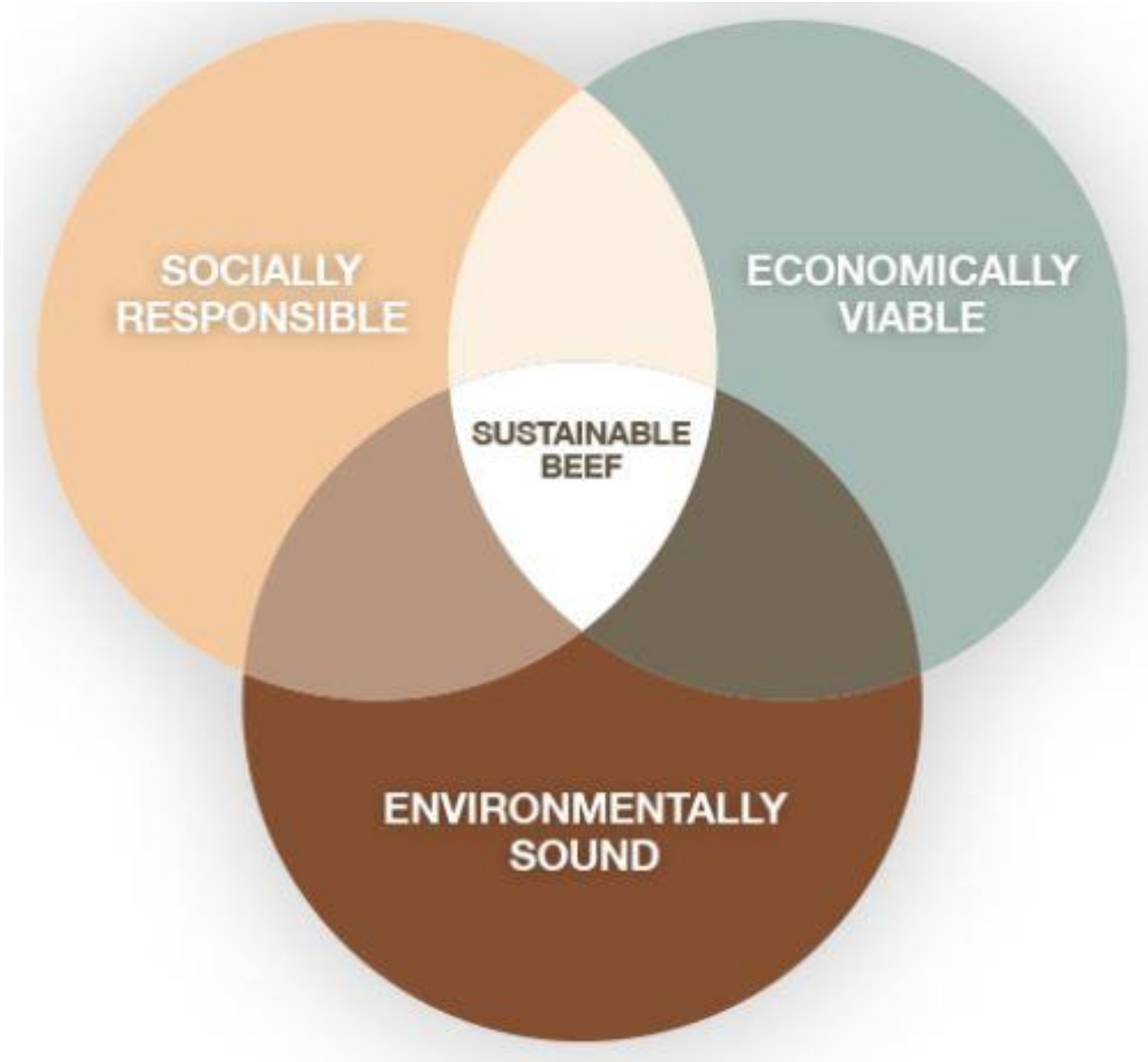
Moving to Long-Term Commercialization





www.CRSB.ca

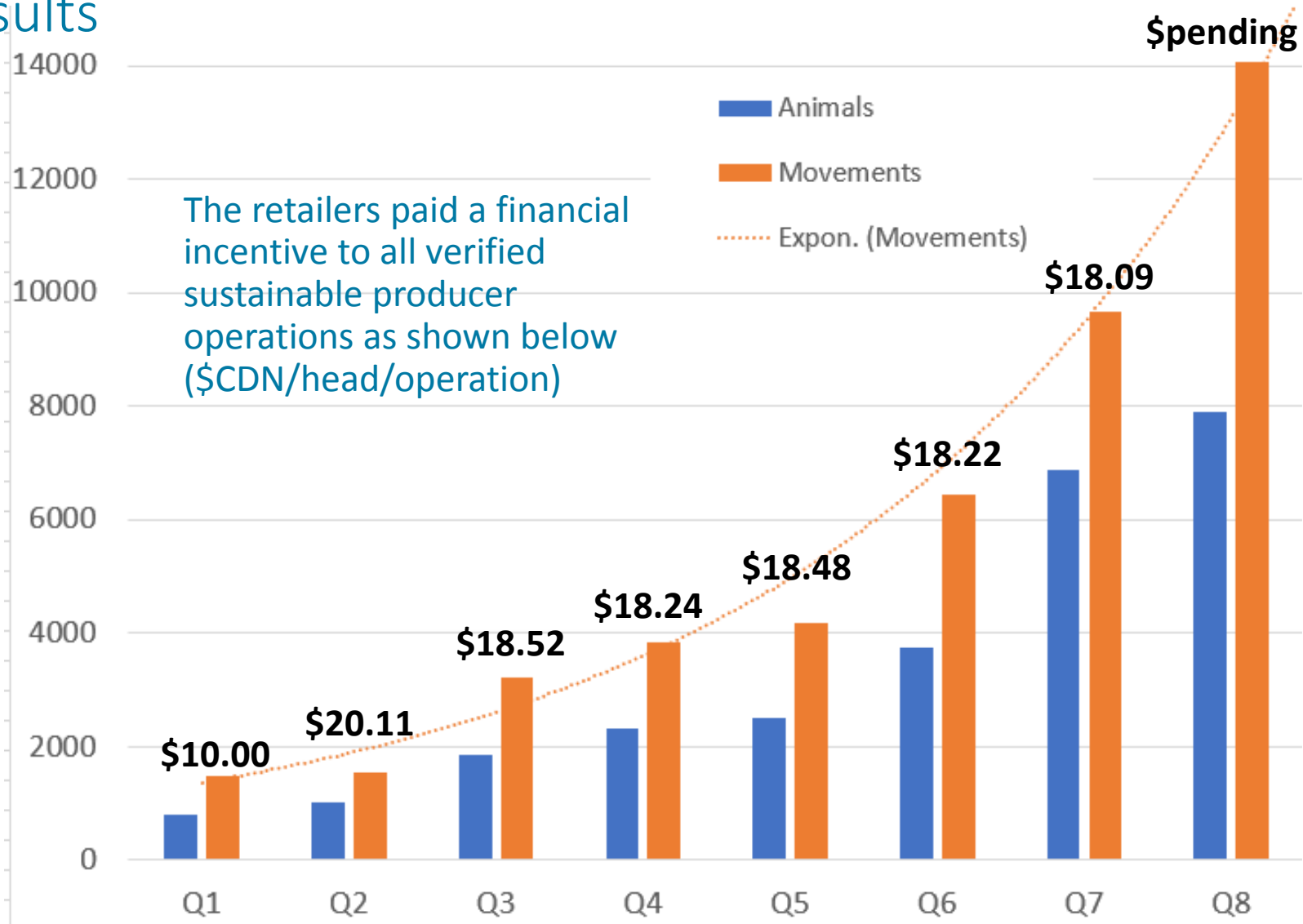
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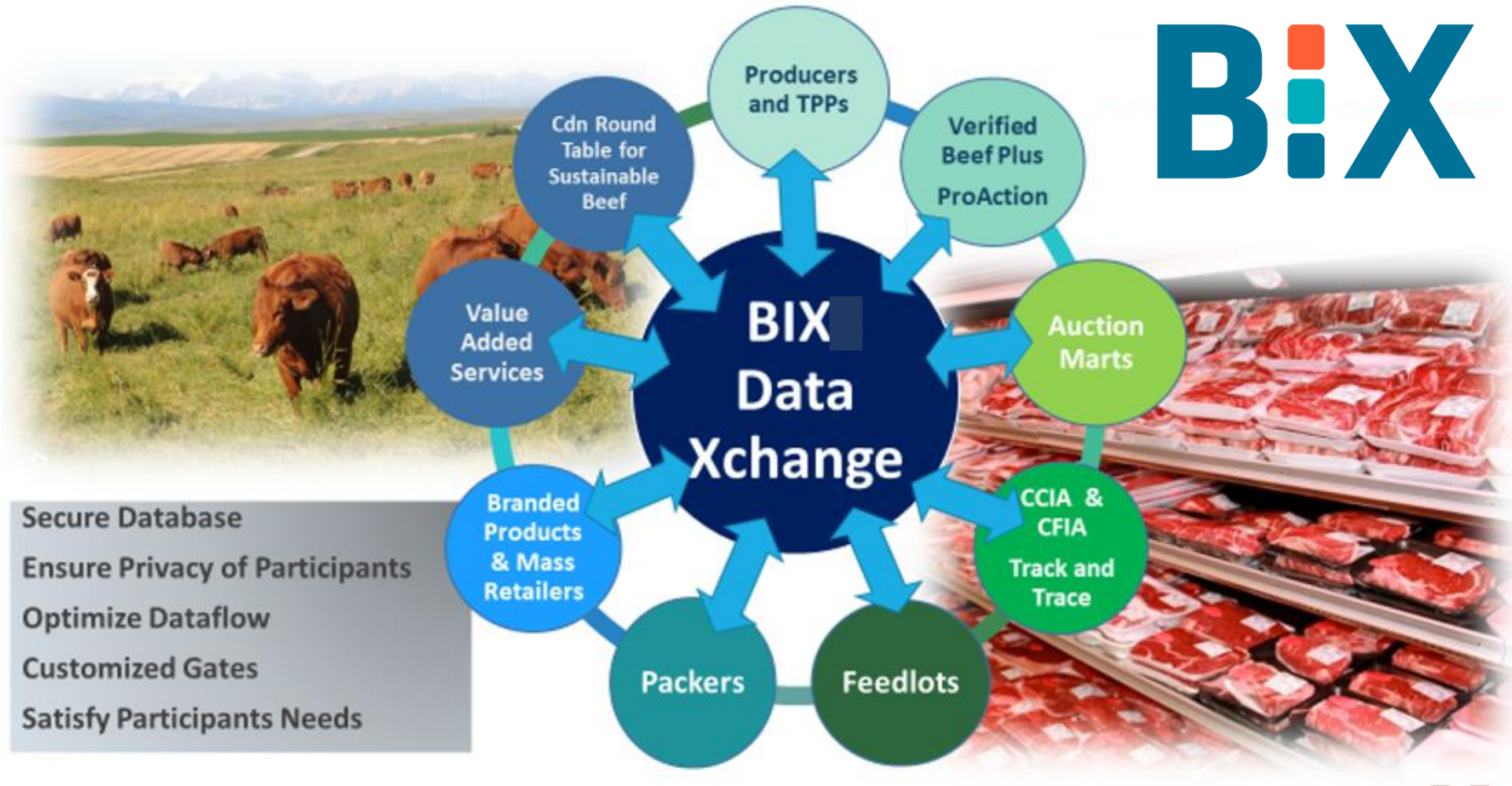


Talking about Traceability and CoC

- Traceability - The ability to verify the history, location, or application of an item, in this case an animal, by means of recorded identification
- Chain of Custody - the custodial sequence that occurs as ownership or control of the animal is transferred. This can extend beyond harvest, throughout fabrication and further processing.
- Verification – of the chain of custody or traceability in the value chain

Pilot Results





BIX Data Flow

The BIX platform is a network of API-based micro-services operating in the cloud.

What does the Beef Industry Need to Measure?

- Improvement of feed digestibility and on feed performance
- Improve and document animal management
- Genetic improvement
- Optimal lifespan for overall profitability and minimizing carbon footprint
- Track carbon sequestration due to improved grazing management
- Embark on rangeland rehabilitation for -
 - Carbon sequestration
 - Species at risk
 - Wildlife habitat

Big Data – Challenges and Opportunities

Data facilitates analytics –

- Data aggregation for improvement
- Opportunity for change and growth
- Data sets can be too large
- What data provides improvement
- How to protect producer privacy

Where does

Blockchain

come into play?

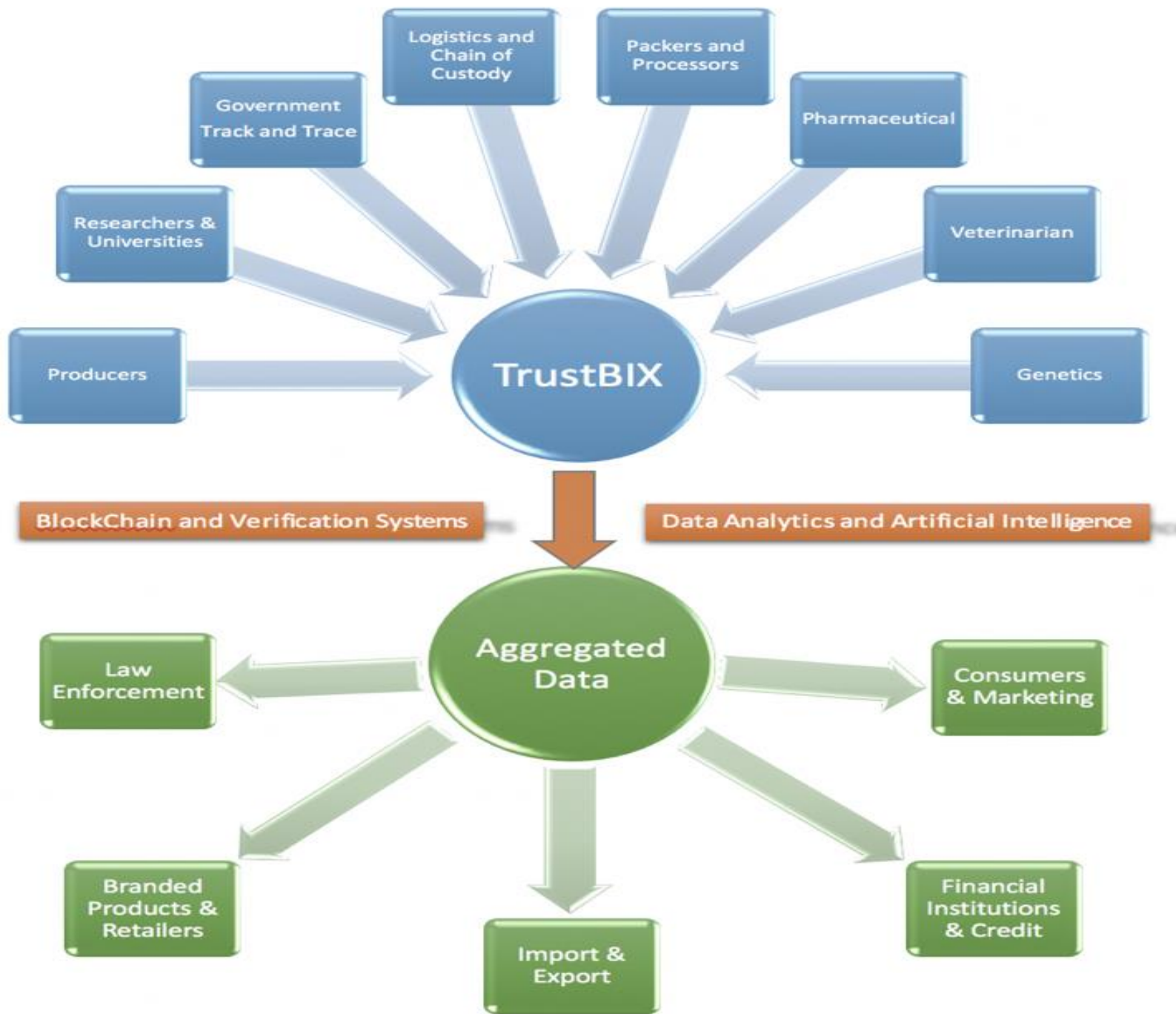
Blockchain Is Like Teenage Sex

Everyone talks about it

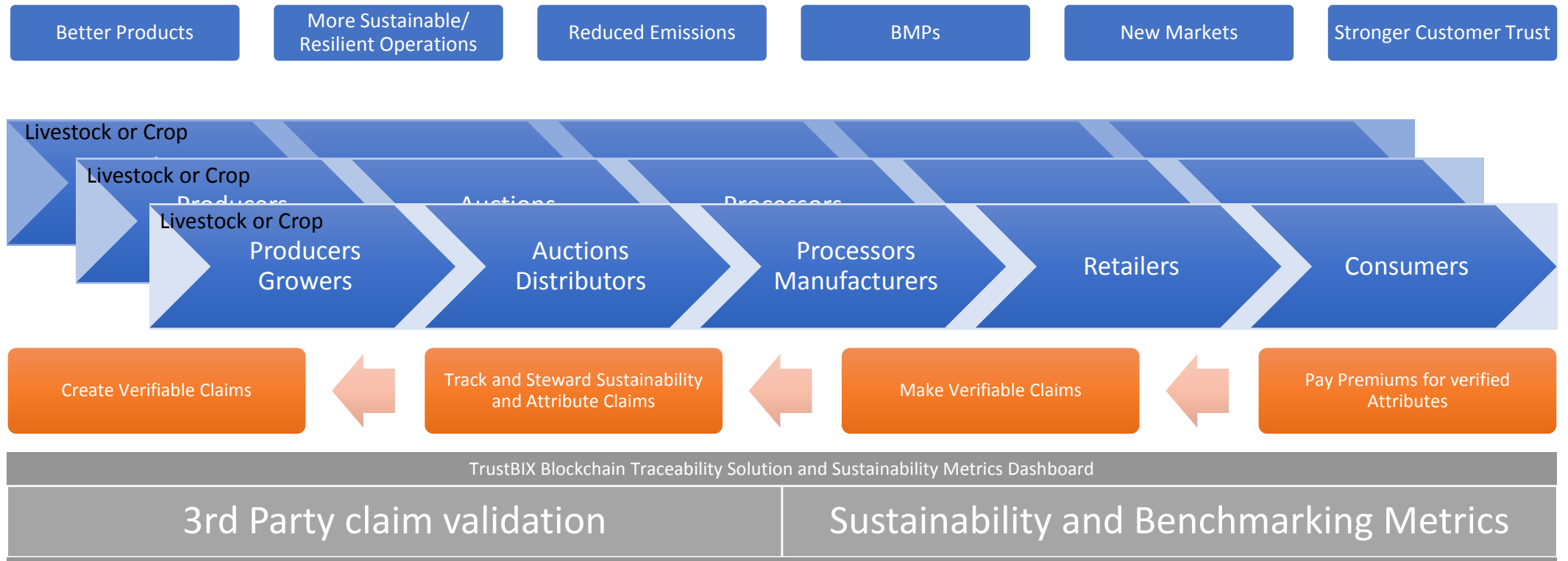
Everyone is excited about it

Everyone thinks everyone else is doing it

No one really is doing it



CAAIN – Canadian Agri-food Autonomous Intelligence Network



- The project will leverage existing blockchain and data capture solutions already working for the beef industry
- Further develop those technologies in other agri-food supply chains
- A global sourcing standard will be integrated to form into a sustainable data platform.
- This will enable financial incentives from corporations to reach producers, as corporations strive to meet their sustainability commitments.