



Grassland Market Symposium

Bob Lowe

November 18, 2019



Photo courtesy of Canada Beef





MISSION



Advance continuous improvement of Canadian beef industry sustainability through multi-stakeholder engagement, collaboration, communication and science.



Definition of SUSTAINABLE BEEF:

a socially responsible, environmentally sound and economically viable product that prioritizes the **Planet, People, Animals & Progress**

PRINCIPLES



NATURAL
RESOURCES



PEOPLE & THE
COMMUNITY



ANIMAL HEALTH
& WELFARE



FOOD

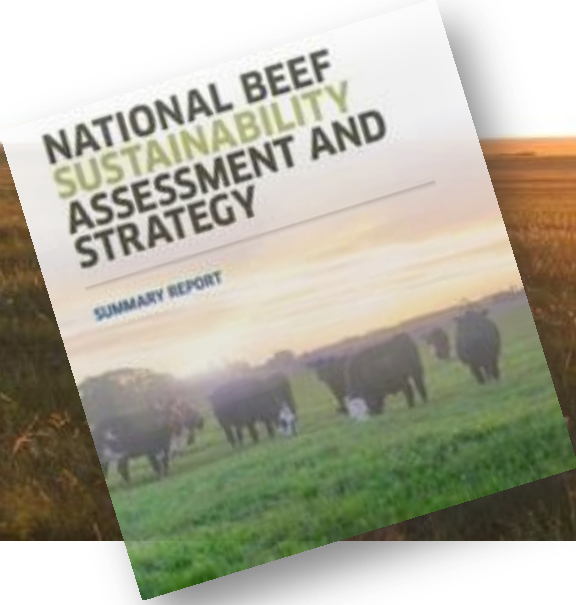


EFFICIENCY &
INNOVATION

ECONOMIC VIABILITY

Driven by Membership





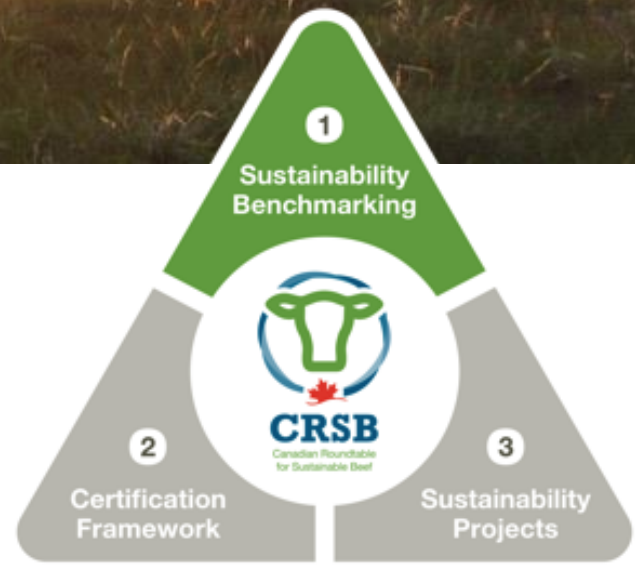
Sustainability Benchmarking and setting a path for the future



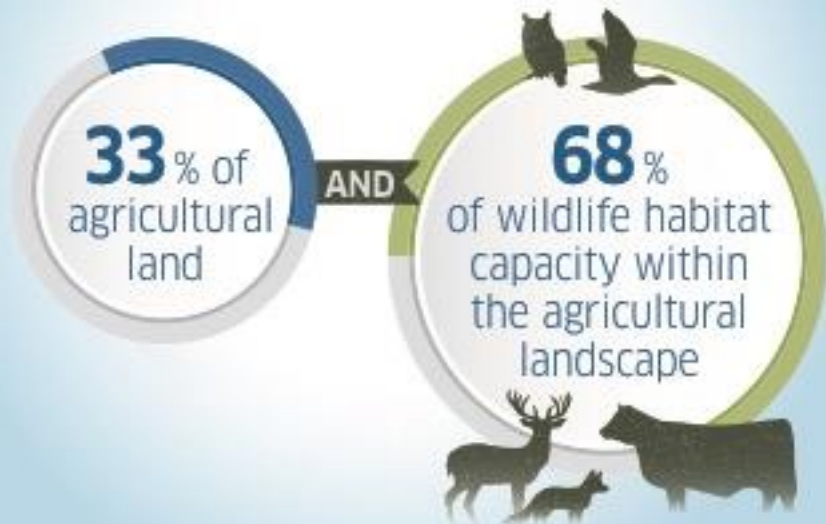
Assessment



Sustainability Strategy



Land used for beef cattle
production represents



Find the facts at www.crsb.ca



Beef cattle production

helps preserve approximately
1.5 BILLION
tonnes of carbon in Canada.

The estimated value of this storage is \$82.5 billion.¹



¹If regulatory frameworks in Canada were to put a price on carbon. Estimate based on conversion of carbon to CO₂ eq. at \$15/tonne (low range from AB, BC).

Find the facts at
www.crsb.ca



National Beef Sustainability Strategy Goals

Build a stronger and more united Canadian beef sustainability community.

ENVIRONMENTAL

Reduce the greenhouse gas footprint of Canadian beef per unit of beef produced

Enhance ecosystems services and biodiversity on lands managed by beef producers

Enhance riparian health and reduce the water footprint of beef production

Reduce post-harvest meat waste

SOCIAL

Promote farm safety and responsible working conditions

Promote excellence in animal care

Support the further development, monitoring and dissemination of best practices regarding antimicrobial use

ECONOMIC

Increase the financial viability of beef production in Canada

Increase demand for Canadian beef through consumer awareness of sustainable beef production



Recognizing & Advancing Beef Sustainability in Canada through a world class operation-level certification program





Impacts



1st
Outcome-based
Certified Sustainable
Beef Framework in the
World



Since 2018,
4.9 million pounds
of beef sold with a
CRSB claim



2 Foodservice
companies utilizing
the Certification
Framework

HARVEY'S 



+1000 Certified
Producers



2 Certified
Processors



3 Certified
Chain of Custody
Operations



THE MAKING OF A GREAT STEAK

AGING

Our steaks are **AGED** up to **35 DAYS**. The aging process tenderizes beef & enhances its natural flavour

THE GRILL

Our steaks are first seared for instant caramelization before going into our

1800° INFRARED GRILL to form a flavourful crust & juicy centre

A CUT ABOVE

PREMIUM CUTS to ensure **SUPERIOR MARBLING**

- Filet Mignon | Exceptionally tender, lean cut with subtle flavour
- Sirloin | Lean, juicy & flavourful
- New York Striploin | Classic steakhouse cut, tender, full of flavour & juicy
- Rib Eye | Rich, full flavoured with greater marbling than most cuts

DONENESS GUIDE

BLUE RARE

Bright red inside, seared on the outside

RARE

Bright red in centre, bright pink toward the outside

MEDIUM RARE

Bright pink throughout

MEDIUM

Light pink throughout

MEDIUM WELL

Light pink in the centre only

WELL DONE

No pink throughout

THE CHOP EXPERIENCE DINNERS Ask your server how we can make your steak gluten conscious.

Choose a starter salad or soup & your favourite steak or prime rib entrée. Served with your choice of mashed potatoes, wild rice pilaf, baked potato or hand-cut Russet fries, plus fresh seasonal vegetables.

Prime Rib

slow roasted in rock salt, cracked pepper & fresh herbs 8 oz 40.95

Top Sirloin 7 oz 36.95

Teriyaki Top Sirloin 7 oz 38.95

Filet Mignon

with a red wine reduction 6 oz 45.95

New York Striploin 12 oz 46.95

 Gluten conscious menu items. Our kitchens are not gluten free, cross contamination may occur.

• Not all ingredients are listed. **Please speak directly to a manager if your allergy is severe.**



Chop Steakhouse & Bar is a proud member of the **Canadian Roundtable for Sustainable Beef**. Together we support a commitment to environmental, social and economic sustainability in the Canadian beef industry.



1. Projects
2. Letters of support
3. Annual projects survey
4. Communicate projects

Advance sustainability through on-the-ground projects & programs

SUSTAINABILITY PROJECTS



CRSB's Sustainability Journey

CRSB established

Certification program
work begins

GLOBAL CONFERENCE ON
SUSTAINABLE BEEF
Canada co-hosts conference



Certification Program
Launched



CRSB Trademarks
& Claims released



2014

2015

2016

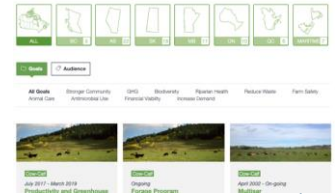
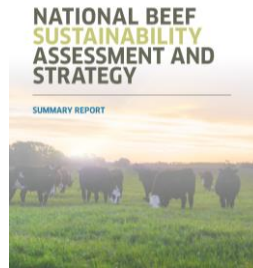
2017

2018

2019

Business Strategy
and Plan
completed

National
Assessment completed



Projects inventory completed



Thank you

crsb.ca

crsbcertified.ca



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