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

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

Vision
That the Canadian beef industry is recognized globally to be economically viable, environmentally sound and socially responsible.
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
Sets 10 goals to advance the sustainability of the Canadian beef industry

**Assessment**
A comprehensive farm to fork assessment of the social, environmental and economic performance of the Canadian beef industry

**Sustainability Strategy**
Sets 10 goals to advance the sustainability of the Canadian beef industry
Environment Summary Results

Water 631 L (BB) or 235 L (LW)

GHG Footprint 30.8 (BB) or 11.4 (LW) CO₂ eg./kg

Soil Carbon Stock 1.5 billion tonnes

Land Use Total 21 Mha

Meat Waste 19%
# 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
Leadership through Collaboration

Together with our members and stakeholders, we are pleased to report that

- 86% of the environmental,
- 75% of the social and
- 83% of the economic

action items in the strategy have been completed, or are in progress.

The gaps have provided clear direction on what to focus on in the next 3 years.
Recognizing and advancing beef sustainability in Canada through a world class operation-level certification program

Certification  Sourcing  Assurances
1. Projects Inventory
2. Letters of support
3. Annual projects survey

Sustainability Projects Pillar
National Agriculture Index

• What do you want to move the needle on?
  – Measure it
  – Set Goals to advance it
  – Create systems for continuous improvement that encourage alignment with the goals
  – Report back