

CANADIAN BEEF GOALS 2030

Fostering long-term continuous improvement in the Canadian beef industry.

The Canadian beef industry knows it has a vital role to play in being part of the solution for climate change. Tyler Bjornson, Chair of the Canadian Meat Council Beef and Veal Committee and current Chair of the Canadian Beef Advisors adds that “we are committed to doing the right thing for our land, our animals and our environment and this is precisely what these goals are meant to demonstrate – this unwavering commitment.”

The Canadian Beef Advisors consists of the seven national beef organizations responsible for policy, marketing, research and sustainability in the Canadian Beef industry. They are a diverse group of experienced industry representatives, who are responsible for advancing the strategy with industry stakeholders, providing recommendations on future direction and reporting results against the strategy goals and objectives. Together, the Canadian Beef Advisors has set a National Beef Strategy. Building on that strategy, a suite of ambitious 10-year goals has been identified that will guide continuous improvement in sustainable practices, product quality, enhancing natural environments, reducing our footprint and embracing innovation that benefit people health, safety and profitability.

The goal topics recognize the breadth of benefits from Canadian beef production beyond supplying global protein demand; they address all five principles of beef sustainability adopted here in Canada – Natural Resources, People & Community, Animal Health and Welfare, Food, and Efficiency & Innovation.

In September 2020, the first phase of goals was announced, covering Land Use and Biodiversity, Animal Care and Greenhouse Gases and Carbon Sequestration. Phase Two was announced in April 2021, covering Water and Soil Quality, People Health and Safety, Beef Quality and Food Safety, and Technology and Innovation.

Please find enclosed background on the first goal topics set in Canada, including background, rationale, details on how we will work together to achieve these goals, and some FAQs.



The Goals

For more details on the rationale, specifics on how the industry will work to achieve them, and FAQs, please visit www.beefstrategy.com.

NOTE: These goals are not presented in any particular order of importance.

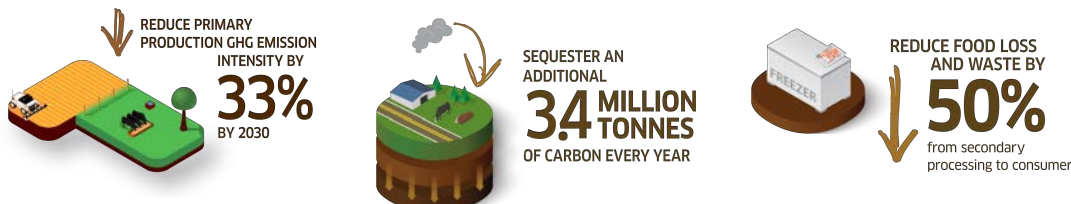
Greenhouse Gas Emissions and Carbon Sequestration

Safeguard the existing 1.5 billion tonnes of carbon stored on lands managed with beef cattle

Sequester an additional 3.4 million tonnes of carbon every year

Reduce primary production GHG emission intensity by 33% by 2030¹

Reduce food loss and waste (from secondary processing to consumer) by 50% by 2030

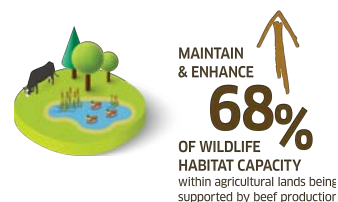


Land Use and Biodiversity

Maintain the 35 million acres of native grassland in the care of beef producers by focusing on economic viability of producers and supporting programs that incentivize conservation in collaboration with Canadian crop groups

Maintain a network of natural landscapes and healthy functioning ecosystems through well-managed grazing systems that maintain sustainable plant communities and healthy rangelands

- *Maintain and enhance the 68% of wildlife habitat capacity Enhance the ecosystem services*
- *Encourage practices that build soil organic matter and enhance soil biodiversity*



Water and Soil quality

Promote practices that maximize water quality and retention, to deliver healthier landscapes, resilience to drought and flood events, and groundwater recharge as appropriate to the region's precipitation

Improve water use efficiency in the beef value chain

Build recognition by the public and policy-makers of the benefits provided by grassland ecosystems, including:

- *Protection of wetlands*
- *The role of wetlands as important carbon sinks*
- *Filtration of nutrients that protect water quality and reduce non-point source pollution*
- *Resilience to drought and flood events*
- *Support groundwater recharge and future water supplies*



Animal Health and Care



ENSURE THE
FIVE
FREEDOMS OF
ANIMAL WELLBEING

Ensure the five freedoms of animal wellbeing by increasing adoption of on-farm management practices

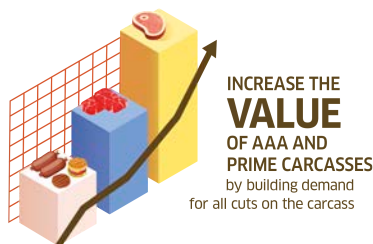
Ensure the effectiveness of existing and future antimicrobials is preserved to support human and animal health and welfare

LEADING EXCELLENCE IN
BEST PRACTICES
REGARDING ANTI-MICROBIAL USE



Beef Quality and Food Safety

Establish the **inherent quality and value** of Canadian Beef in domestic and export markets which supports comparative equivalency or superiority to alternatives



Increase the value of **AAA and Prime** carcasses, to be equivalent with the US, by building demand for all cuts on the carcass

Remove **internal regulatory impediments** to innovation, export and commercial trade and the competitiveness of Canadian beef in domestic and international markets

Support the development, regulatory approval and adoption of improved food safety interventions and technologies throughout the supply chain

People Health and Safety

Create a culture of safety across the beef industry supply chain

Reduce serious, fatal, and fatigue-related incidents by 1.5% per year up to 2030, by supporting education, awareness and improvements in farm and ranch safety

Technology and Innovation

Improvements in speed, reliability, accuracy, and cost-effectiveness of traceability solutions that advance both business and regulatory objectives

Supporting functional information flow solutions to producers derived from a competitive service sector Invest in technological solutions that reduce costs, improve competitiveness and enable regulatory approvals and business functions that support trade and commerce

- Support innovation, research, refinement and commercialization of technologies throughout the supply chain that support economic viability and worker conditions
 - through connecting cattle industry domain expertise with cutting edge technological expertise
- Promote the acceptance of sustainable and safe beef production technologies by customers and regulators, in both domestic and international markets

