



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

# **VBP+ pleased with the expansion of Cargill certified sustainable sourcing to Eastern Canada.**

*December 8, 2020 – Calgary Alberta Canada*

Verified Beef Production Plus (VBP+) congratulates Cargill on the successful completion of the audit to the Canadian Roundtable for Sustainable Beef's (CRSB) Chain of Custody requirements through the Certified Sustainable Beef Framework (CSBF), and the certification of its Guelph beef processing facility. VBP+ appreciates Cargill's commitment to not only source beef from certified sustainable operations but also to reward producers for their on-farm activities.

VBP+ certified beef operations have contributed to the success of the previous Certified Sustainable Beef Acceleration (CSBA) pilot and the transition into Cargill's certified sustainable sourcing program that exists today. With this increased capacity in Eastern Canada and the opportunity to expand the supply of certified sustainable beef available for retail and foodservice partners comes the opportunity for more certified beef producers across Canada to contribute to this important program.

VBP+ is uniquely positioned to offer training and certification services to beef producers, across Canada and in all sectors. VBP+ is a certification body for the CRSB with equivalency to the Certified Sustainable Beef Framework. Operations that are certified by VBP+ are eligible to participate in certified sustainable sourcing programs. The addition of the Cargill Guelph beef processing facility, as well as continuing sourcing from the Cargill High River facility, expands the opportunity for cattle to successfully move through the certified sustainable supply chain and qualify through harvest at a certified sustainable facility.

"This is a significant development for producers seeking to contribute to certified sustainable beef sourcing and the great story it tells for our consumers," says Shannon Argent, VBP+ Business Manager. "The more opportunity for cattle to qualify through the chain, increases supply available for retail and foodservice partners and allows beef producers to be rewarded for the good work they do everyday to contribute to beef sustainability."

"VBP+ is proud to provide the certification services for beef producers from all sectors, across Canada, that enable their participation in programs like Cargill's sustainable sourcing. VBP+ applauds the commitment of Cargill to enable producers to benefit from the sustainable practices they employ every day and for retailers and consumers to feel good about their choice to consume beef. We encourage producers looking to join the program to reach out to their provincial coordinators." Cecilie Fleming, Chair of the VBP+ Management Committee and VBP+ producer from Granum, Alberta.

Producers who are interested in participating in the VBP+ program are encouraged to contact the provincial coordinator in their area to explore the training and certification services that are available to them. Contact information is available on the VBP+ website: [www.verifiedbeef.ca](http://www.verifiedbeef.ca).

For more information about Cargill's Beef Sustainability objectives and sourcing opportunities - [cargillsustainablebeef.ca](http://cargillsustainablebeef.ca) and the CRSB's certification program – [crsbcertified.ca](http://crsbcertified.ca).

For more information about the VBP+ program, please contact Shannon Argent, VBP+ Business Manager at [shannon@verifiedbeef.ca](mailto:shannon@verifiedbeef.ca)