



# CARGILL LAUNCHES CANADIAN BEEF SUSTAINABILITY ACCELERATION PILOT

Cattle wanted: Volume needed to kick start Canada's beef sustainability brand

**N**etflix and Blockbuster are well known brands. Netflix as an entertainment power player, Blockbuster as a market leader that failed to adapt and disappeared.

That's the thing with windows of opportunity. They can close.

Beef producers have an opportunity to be active in what many believe is a major window of opportunity in their business, launching a brand for beef sustainability.

To that end, Cargill has partnered with the VBP+ and the Beef InfoXchange System (BIXS) to launch the Canadian Beef Sustainability Acceleration Pilot. It's designed to build a dependable cattle supply, ready when a beef sustainability brand is launched.

The Canadian Roundtable on Sustainable Beef (CRSB) is building a brand standard on how to validate that an operation is sustainable and what the terms are for making that claim, says Emily Murray. She oversees the McDonald's beef portfolio for Cargill in Canada and the U.S.

"We've attracted strong initial interest but not scale. You can create a standard and launch a logo, but if you don't have the cattle numbers behind it to meet requirements then we are not going to get anywhere very fast. Consumer have access to many viewpoints and unless we can deliver our message quickly, they may look elsewhere.



Cargill, VBP+ and BIXS are seeking cattle producers to join the Canadian Beef Sustainability Acceleration pilot.

Information on the Acceleration Pilot at <http://CBSApilot.ca> or from a VBP+ co-ordinator.

"The new pilot is intended to build volume," says Murray. "We know the fundamentals of the CRSB brand program will work so we don't need to wait until they are finished to get going on it. We need to get in front of consumers sooner than later."

## WHY PARTICIPATE?

There are two major reasons for producers to participate in the acceleration pilot.

In the short term there will be economic benefits. Producers Registered with VBP+ who sign up with BIXS for the pilot will receive a financial credit for every animal that moves through an entire verified marketing channel.

Longer term, producers can help Canada

be on the leading edge of this sustainability movement.

Consumers want to eat beef, but they want to know how that animal was raised and how the environment was handled. They want to give themselves permission to enjoy the product, says Murray.

"We want to give them that confidence. We want sustainability to count for something as CRSB has defined it, before somebody else defines it in another way."

## PARTNERS IN PLACE

With VBP+ and BIXS, Murray says the partners are in place to anchor success. McDonald's and Swiss Chalet (Cara Foods) are also on board, funding the credits for beef delivered to their restaurants from fully sustainable supply chains.

Other partners — like restaurants, retailers and groups or organizations that can help promote the effort — are welcome," says Murray.

## MAJOR PUSH NEEDED

"We are going to do our best to get the word out on the importance of participating in this pilot," says Murray, "but we need help. If you are VBP+ Registered and you participate, that's great and we thank you. But get other folks in your chain to participate as well. The real value of this effort is in fully sustainable supply chains."