

# What is Sustainable Beef Production?

“Sustainability” and “Sustainable Production” are important words in today’s marketplace.

When your parents buy food, they may try to make sustainable choices — choices that are socially responsible, environmentally sound, and economically viable. Choices that look after the planet, people, and animals.

The **Verified Beef Production Plus (VBP+)** program is one of the tools that ranchers use to show they are sustainable. This program allows certified operations to demonstrate through an annual audit process that they follow the highest standards for food safety, animal care, biosecurity, and environmental stewardship when raising their cattle.

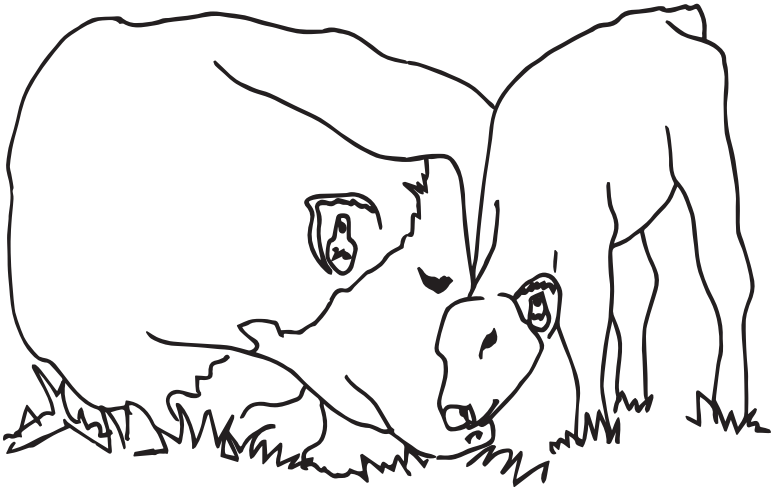
VBP+ is an approved Certification Body for the **Canadian Roundtable for Sustainable Beef (CRSB)**’s sustainable beef production standard, conducting audits on behalf of the CRSB. A VBP+ Certified operation also meets CRSB requirements. This Certification Mark represents the CRSB sustainability certification, and looking for this on beef products will provide you assurances that the beef has been raised sustainably.

Companies like McDonald’s and Harvey’s, who are sourcing a portion of their beef from Certified Sustainable Operations, are supporting sustainable beef production in Canada. Look for this Mark in other restaurants and grocery chains in the future to know that beef products are raised according to sustainability standards.

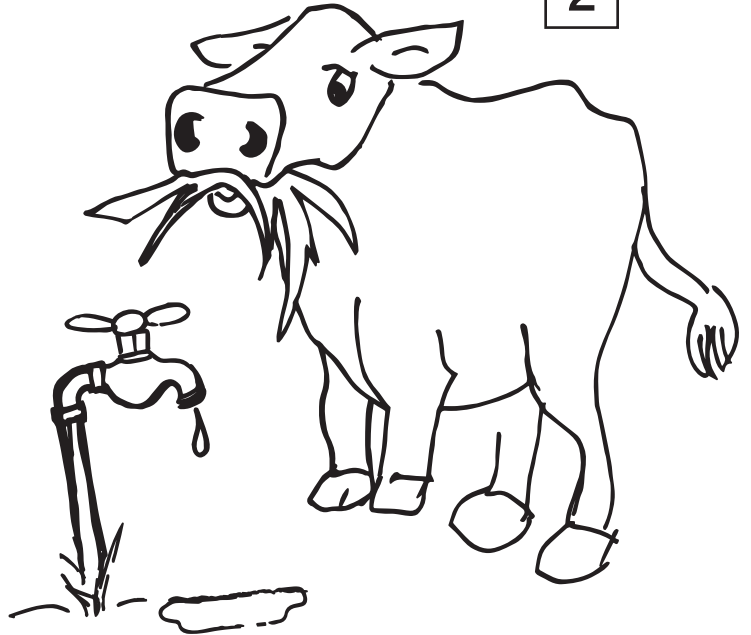


Colour and describe the activity in each picture below. Each picture shows how ranchers protect their cattle and environment. This way, everyone on the ranch stays healthy and happy.

1



2



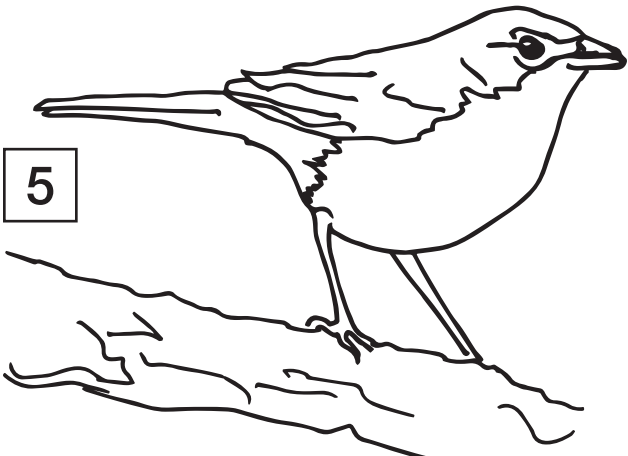
3



4



5



ANSWERS: 1. Safe and clean environment for calving. 2. Provide food and water. 3. Protection from predators. 4. Maintain animal health. 5. Provide habitat for species at risk (yellow breasted chat).