



JBS Canada Certification Confirms Sustainability Achievements ***Facility now certified to CRSB's Sustainable Beef Processing Standard***

FOR IMMEDIATE RELEASE

February 12, 2020, Brooks, Alberta - JBS Canada has achieved another milestone in its on-going commitment to sustainable food production. The beef processing facility in Brooks, AB is now a Certified Sustainable Beef Processor, after successfully completing a third-party audit according to the Sustainable Beef Processing Standard as set by the Canadian Roundtable for Sustainable Beef (CRSB).

As one of the largest beef processors in Canada, the certification further demonstrates JBS Canada's commitment to advancing sustainability in the Canadian beef industry.

"Over the past five years, we have set some very aggressive targets in our own 2020 Sustainability plan, and with a lot of hard work, we have met or exceeded our goals," said David Colwell, President, JBS Canada. "The CRSB certification is affirmation that we are doing our part to advance sustainable beef production, and we now invite retail, food service and quick service entities considering a beef sustainability claim for their products, to look to JBS Canada in supporting their sustainable sourcing goals," noted Colwell.

The CRSB Sustainable Beef Processing Standard ensures the plant has met requirements related to the five key principles defining sustainable beef: (1) natural resources, (2) people and community, (3) animal health and welfare, (4) food integrity and, (5) efficiencies and innovations. The CRSB standard is measurable, based on science and expert opinion, and addresses key concerns around the sustainability of beef processing in Canada.

"We are especially proud of programs like water management and our animal handling system designed by renowned welfare specialist Dr. Temple Grandin," notes Colwell. "Our aim is always to responsibly meet the needs of today, while improving the ability of future generations to do the same."

"The CRSB certification provides confirmation that JBS Canada is responsibly and transparently doing what it says it is doing each and every day," says Anne Wasko, Chair of the CRSB and rancher from Eastend, SK. "As one of CRSB's valued founding members, JBS has worked closely with us and those across the beef value chain to identify and set industry-wide sustainability goals and standards. We look forward to continuing to work with the JBS Canada team in furthering their sustainability goals," she added.

The certification of JBS Canada further strengthens the Canadian beef industry's commitment to sustainability and contributes to better understanding of sustainable practices across the beef supply chain.

About JBS Canada

JBS Canada has provided customers around the world with a wide variety of top-quality fresh, further processed and value-added meat products for more than sixty years, employing more than 2600 people committed to creating hand-crafted products with unmatched quality. Learn more at www.jbsfoodcanada.ca.

About the CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) focuses on advancing the environmental, social and economic sustainability in the Canadian beef industry. Its members drive recognition and progress in beef sustainability through Sustainability Benchmarking and Strategy, a Certification Framework and Sustainability Projects.

The *Certified Sustainable Beef Framework* is a tool to recognize sustainable practices in beef production and processing, support sustainable sourcing commitments by retail and foodservice companies, and provide credible, science-based assurances for consumers about sustainable beef production in Canada. Learn more at www.crsb.ca.

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CAP Efficient Grain Dryer Program

Submitted by Katherine Rogers, Alberta Agriculture and Forestry

The Canadian Agricultural Partnership Efficient Grain Dryer program assists primary producers in Alberta with reducing the overall energy use on their operations. The program funds components of standalone and in-bin grain-drying systems that significantly improve energy efficiency, as factory options on new equipment or retrofits installed on existing equipment. The program does not fund entire dryers. Current Environmental Farm Plan (EFP) certificate or letter of completion from an EFP technician, or be currently working on an EFP with the certificate or letter of completion from an EFP technician expected to be received before the end of the Project Term. EFP's must be less than ten years old.

Examples of Eligible Activities/Expenses

- Enclosed Dryer Roof, or Enclosed Dryer Top Cover
- Automatic Moisture-based Controllers
- High-Efficiency Burners
- Variable Speed Drives (VSD) for Electric Motors
- Grain dryer PTO to Electric Motor Conversion
- Insulated Plenums
- Exhaust Air Recirculation Systems
- Heat Exchangers
- Gravity-Fill Roofs
- Electrical or gas submeters on Dryers
- Temperature and moisture monitoring cables for in-bin drying systems
- Thermostats or thermometers for plenum or burner temperature control on in-bin drying systems
- Adapter plates for efficiently fitting external heaters to in-bin drying systems

Program funding is for 50% of Eligible Expenses.

For more information about the program:

Website: https://cap.alberta.ca/CAP/program/EFFICIENT_GRAIN_DRYER

Phone: 310-FARM(3276)

Email: cap.egdp@gov.ab.ca

While visiting the CAP website, make sure to subscribe to the newsletter and updates – and check out other programs including the Environmental Stewardship and Climate Change Producer program. This program supports producers in reducing negative impacts on the environment while enhancing sustainable production, managing climate change and increasing profitability in the agriculture sector. For more information, visit www.cap.alberta.ca.

Partner Profile – Alberta Canola Producers Commission

Prepared by Aymie Haslam, Policy Intern

Who is Alberta Canola?

Alberta Canola Producers Commission is celebrating its 30th anniversary as the province’s first farmer funded, refundable check-off organization. This means that a one-dollar per tonne service charge is paid by Alberta farmers to Alberta Canola when they sell their canola. Founded in 1989, Alberta farmers saw great value in having the ability to direct where their money was used in research, marketing, and promotion of canola seed, oil and meal. Alberta Canola in no way regulates or is involved with the production, buying, or selling of canola.

In these past 30 years, 77 grass roots farmers from [12 regions](#) volunteered and were elected to represent their fellow canola farmers on the Board of Directors. All decisions regarding Alberta Canola are made by the Board of Directors. Their collective efforts have contributed to building the canola industry that created over 25,000 jobs in Alberta and contributes over \$7.1 billion to Alberta’s economy.

Vision

To be leaders in agriculture.

Mission

To support the long-term success of canola farmers in Alberta through research, extension, consumer engagement, and advocacy for canola farmers.

What Do We Do?

The Board is guided in its decisions by a deeper engagement from the five committees:

Governance and Finance

This committee is responsible for all aspects of board governance, training, and succession planning for the Board of Directors and the General Manager. The Governance and Finance Committee ensures that farmer dollars are used to benefit the farmers that contribute, while facilitating efficiencies and effectiveness amongst all the committees.

Research

Alberta Canola has invested multi-millions of dollars into agronomic research in its 30 years. Almost \$3.4 million was committed to [research](#) for the 2017-18 fiscal year. The Canola Council of Canada coordinates many of the research projects that the Alberta Canola and our partners fund collaboratively. The research results are carefully integrated into all delivery platforms including presentations, the [Canola Research Hub](#), [Canola Watch](#), [Canola Digest](#), the [Canola Encyclopedia](#), and the [Canola Diagnostic Tool](#).

Growers Relations and Extension

This committee is responsible for ensuring growers have access to agronomy, marketing, and farm management information through its communications and event programs. The Grower Relations and Extension Committee also ensures canola growers, the agriculture industry, and our partners are informed about Alberta Canola’s goals, objectives and activities.

Public Engagement and Promotion:

This committee has three main goals: to maintain existing canola markets, increase demand for canola, and to expand awareness of agriculture, canola production and its role in society. Alberta Canola works with organizations such as, Ag for Life, Journey 2050, Calgary Stampede, Aggie Days and Agriculture in the Classroom Canada and assists with developing and maintaining materials and websites designed to educate the public on canola, which include:

- www.canolainfo.org
- canolaeatwell.com
- learncanola.com
- fieldsofhome.blogspot.com

Government and Industry Affairs:

Alberta Canola works to affect change on policy matters important to canola farmers and we advocate for grower interests through direct representation to parliamentarians, legislators and government officials. Representing over 13,000 canola farmers in Alberta on provincial, national and international issues, we work with:

- [Canola Council of Canada](#) (CCC) – a national industry association that represents the entire canola value chain.
- Canadian Canola Growers Association ([CCGA](#)) – a national grower association that works on national and international issues, programs and policies that help farmers succeed, as well as administers AAFC’s Advance Payments Program ([Cash Advance](#)).
- [Team Alberta](#) – a collaboration between Alberta Barley, Alberta Canola, Alberta Pulse Growers, and the Alberta Wheat Commission to advance policy positions important to Alberta’s crop sector.
- Crop Sector Working Group (CSWG) – an inclusive partnership of commissions and associations engaged in producing cereals, oilseeds, pulses, specialty crops, seed and honey, who come together to discuss environmental issues relating to the crop sector.

For insight into our current policy position statements, please view our [official document](#).

Contact

AEPA Representative – Dan Doll, Region 1 Director (Fairview)
AEPA Alternate – Ward Toma, General Manager

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For more information [subscribe](#) to our newsletter or visit albertacanola.com.

Alberta Results for Wheat Extension Survey

Submitted by Sheri Strydhorst, Alberta Agriculture and Forestry

Introduction

We had 208 global responses: 145 Canadian, 55 USA, 6 Australian and none from Europe, Asia, Africa, or South America. There were 59 Alberta responses from Alberta growers. Below is a summary of the AB results.

The most trusted sources of AB agronomic information are:

- Government/University Extension Staff (49% rank this as most trusted)
- On-Farm Testing of Agronomic Practices Conducted on Farm (48% rank this as most trusted)
- Peer reviewed scientific published papers (44% rank this as most trusted source)
- The least trusted sources of information for Alberta growers are:
- Social Media (0% rank this as most trusted)
- Agribusiness Companies (2% rank this as most trusted)
- Private Retailers (2% rank this as most trusted)
- Farm Press (5% rank this as most trusted)
- Surprisingly Farm Organizations and Independent Crop Advisors/Private Consultants were not a “most trusted” source of information

Other

- Crop walks and Producer Meeting Presentations were the top 2 extension methods preferred by growers. Webinars, Social Media and Email were the least preferred methods for distributing extension information.
- 86% of survey respondents think incorrect wheat agronomic information is sometimes or often circulated to growers!
- 84% of survey respondents sometimes or often struggle to determine credible vs. non-credible agronomic information.
- 73% of survey respondents indicated information branded with the Wheat Initiative Logo would be helpful in identifying credible agronomic information.
- 79% of growers would actively seek out information on a Wheat Initiative Agronomic Expert Working Group Website.