



Communications, Claims & Labelling Manual

July 2025

Canadian Roundtable for Sustainable Beef

180-6815 8th Street NE
Calgary, AB T2E 7H7

The CRSB reserves the right to update this document at its sole discretion at any time. At a minimum, it is reviewed every five years in conjunction with the regular management review of the Framework and updated as needed.

It is the user's responsibility to ensure that they are using the most current version of the document maintained on the CRSB Certified website. www.crsbcertified.ca

Responsibility for this Document

The CRSB Sustainable Beef Framework Committee is responsible for the maintenance of this document, as well as its interpretation and implementation. Any comments on this document can be submitted to info@crsbcertified.ca.

The CRSB is not liable for any costs, or any potential, real or estimated loss of earnings resulting from any actions taken by a person or entity related to their participation in the program, including, without limitation, any actions taken prior to applying to become a program participant. The full onus of responsibility for compliance with the Communications, Claims and Labelling Manual rests solely with the Client. Each Client is solely responsible for ensuring that any claims it makes (including without limitation any use of the CRSB Claims) complies with all applicable laws, regulations, policies or guidance published by any government department or agency. For greater certainty, in no event shall the CRSB, its employee, or any other third party engaged by CRSB, bear any responsibility or liability for a Licensee's compliance with any CRSB Communications, Claims and Labelling requirements.

Versions Published

Version no.	Publication date	Description
1.0	December 7, 2017	First published final version
1.1	August 28, 2018	Clarifications in mass balance and addition of group level
2.0	December 21, 2023	Five-year review and update
2.1	July 4, 2025	Updates to definitions, sourcing commitments, fees and legal disclaimer, and general edits to clarify the role of CSBFC and improve overall readability.

Validity and Transition

The CRSB Communications, Claims and Labelling Manual version 2.1 will come into effect July 4, 2025, and replaces all previous versions.

The transition period is six months. By the end of the transition period, all licensees shall have been evaluated against these updated requirements.

Translation Disclaimer

The official language of this manual is English. For any questions related to the precise meaning of the information between copies, versions or translations, please refer to the official English version for clarification.

Any discrepancies or differences in meaning due to translation are not binding and have no effect for auditing or certification purposes.

More Information

For more information about the Canadian Roundtable for Sustainable Beef visit crsb.ca.

For more information about the CRSB Certified Sustainable Beef Framework visit crsbcertified.ca.

Comments or questions about this document can be submitted to:

- Email: info@crsbcertified.ca
- Mailing address: 180-6815 8th Street NE, Calgary, AB T2E 7H7

The Canadian Roundtable for Sustainable Beef, a division of the Canadian Cattle Association (CCA). The CCA provides secretarial services for the CRSB. The CRSB operates with an independent multi-stakeholder Council that governs its operations and strategic direction.

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1.0 Introduction

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization focused on advancing sustainability efforts within the Canadian beef industry. The CRSB's mission is to advance, measure and communicate continuous improvement in sustainability of the Canadian beef value chain.

The CRSB has developed the [*Certified Sustainable Beef Framework*](#) for stakeholders in the value chain to produce and source beef from CRSB Certified Operations.

Wherever possible, the CRSB has followed the International Social and Environmental Accreditation and Labelling (ISEAL) Codes of Good Practices throughout the Framework development process.

2.0 General Terms

2.1 Objectives

The Communications, Claims and Labelling Manual (the “Manual”), as amended from time to time, contains the comprehensive rules and requirements for use of the statements, logos, descriptions, representations, and marks, of the Canadian Cattle Association (“CCA”), represented by the Canadian Roundtable for Sustainable Beef (“CRSB”), related to the *Certified Sustainable Beef Framework* (the “Framework”), as set out in Section 3.0 and Appendix A (the “CRSB Claims”). It describes the allowable use and parameters related to use of the CRSB Claims, including, without limitation, the CRSB Supporter Trademark and Certification Marks (the “CRSB Marks”), and associated representations, by anyone who wishes to communicate about participation in the Framework and its initiatives.

The purpose of this Manual is to protect the brand identity and integrity of the Framework and CRSB Claims by providing detailed requirements for the use of any representations related to the Framework. The Manual outlines the representations that are available for use by a variety of beef supply chain stakeholders and others with an interest in the sustainability of Canadian beef to communicate about the Framework.

A variety of chain of custody models are offered for sourcing beef from CRSB Certified Operations; applicable claim wording is clearly outlined depending on the communication objectives and chain of custody model employed by the claim user, their supply chain and their role in that supply chain. The approval process outlined in section 2.8 will verify that claims are consistent with the chain of custody model, where applicable.

The CRSB will carry out administration and market surveillance for CRSB Claims use.

2.2 Definitions

Certification Mark – One or a combination of letters, words, sounds or designs registered by the CRSB and licensed for use by a licensee to denote that products and/or services meet the *Certified Sustainable Beef Framework* standards and

requirements.

Chain of Custody – the custodial sequence that occurs as ownership or control of the material supply is transferred from one custodian to another in the supply chain. Documenting chain of custody describes the list of all organizations (supply chains) that take ownership or control of a product during production, processing, shipping and retail (physically and/or administratively) (from ISEAL Alliance, 2016).

Canadian Roundtable for Sustainable Beef (CRSB) – a non-for-profit organization focused on continuous improvement in sustainability of the Canadian beef value chain.

CRSB Certified Operation – operations certified to the Sustainable Beef Production or Sustainable Beef Processing Standard, as applicable.

CRSB Claims – All statements, logos, descriptions, representations and marks, whether or not they are CRSB Marks, of the Canadian Cattle Association, represented by the Canadian Roundtable for Sustainable Beef, and its *Certified Sustainable Beef Framework* (the “Framework”), as set out in Section 3.0 and Appendix A (also referred to as the “CRSB Marks and Claims”).

CRSB Marks – Collectively, the CRSB Supporter Trademark, CRSB Certification Mark and CRSB Mass Balance Certification Mark.

Certified Sustainable Beef Framework Canada (CSBFC) – a non-for-profit organization that manages and operates the Certified Sustainable Beef Framework.

Licensing Agreement - An agreement entered between a Licensee and the CSBFC or a Certification Body, as applicable, which grants the licensee the right to use the CRSB Marks and CRSB Claims in accordance with the terms set out therein.

2.3 Scope

The scope of the Manual includes the trademark, licensing, reporting, fees, and claims and logo use requirements for CRSB Marks and CRSB Claims, as they relate to the Framework and its initiatives, its participants and stakeholders, and for production, processing and sourcing of beef from CRSB Certified Operations.

2.4 Trademark

The CCA, represented by the CRSB owns the CRSB Marks, and reserves all rights in relation thereto. Unauthorized display, copy and/or use of the CRSB Marks without prior authorization, is strictly prohibited. The CRSB and CSBFC reserve the right to take legal action against any party that uses, displays, and/or copies the CRSB Marks without prior authorization from the CRSB.

The CRSB Marks are proprietary and for any authorized use and/or display, they must not be altered from the format and requirements provided in this Manual at Section 4.0: Design Specifications (as may be amended from time to time).

2.5 CRSB Licensing Agreements

Any entity that uses a CRSB Mark and Claim must do so pursuant to a licensing agreement with CSBFC or a Certification Body, as applicable.

Certification Bodies with valid agreements in place for the use and sublicensing of the CRSB Marks will sublicense the right to use the applicable CRSB Marks to CRSB Certified Operations in good standing upon request, pursuant to the requirements in this Manual.

2.6 CRSB Mark Use Fees

Rights to use the CRSB Marks are provided via fees. As part of the Framework, volume-based fees (\$0.03 per lb.) are collected for beef sold by the primary processor as CRSB Certified, with any fee cap applied at the customer of the primary processor. For simpler, direct supply chains the customer is the retail or food service company. For more complex supply chains the customer is the secondary processor or distributor immediately following the primary processor.

Fees are capped at the first one million pounds (\$30,000) per customer each year. Beginning January 1, 2026, the fee cap will increase to three million pounds (\$90,000) per customer each year. The fee cap will be removed on January 1, 2027. The fee process will be reviewed in 2027 to identify implementation learnings and make updates for future years.

2.6.1 CRSB Supporter Trademark



Retail and foodservice companies making a sourcing commitment claim (i.e. those working towards building supply chains with sourcing from CRSB Certified Operations but are not yet eligible for a product-specific claim). See section [3.1.1](#).

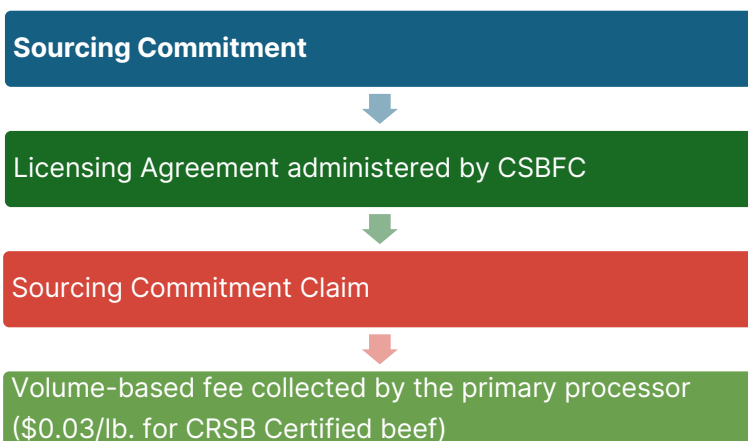


Figure 1. Licensing and fee process for use of the CRSB Supporter Mark

2.6.2 CRSB Certification Mark



CRSB Certified Operations (producers and processors) wishing to communicate their certification status may use the CRSB Certification Mark. No additional fees. See section [3.2.2](#).

Audited Participating Operators (section [3.2.3](#)) and product-specific claims (section [3.2.5](#)).

Producers and processors who wish to sell beef products using the CRSB Certification Mark and make product-specific claims. Volume based fees apply. See section [3.2.5](#).

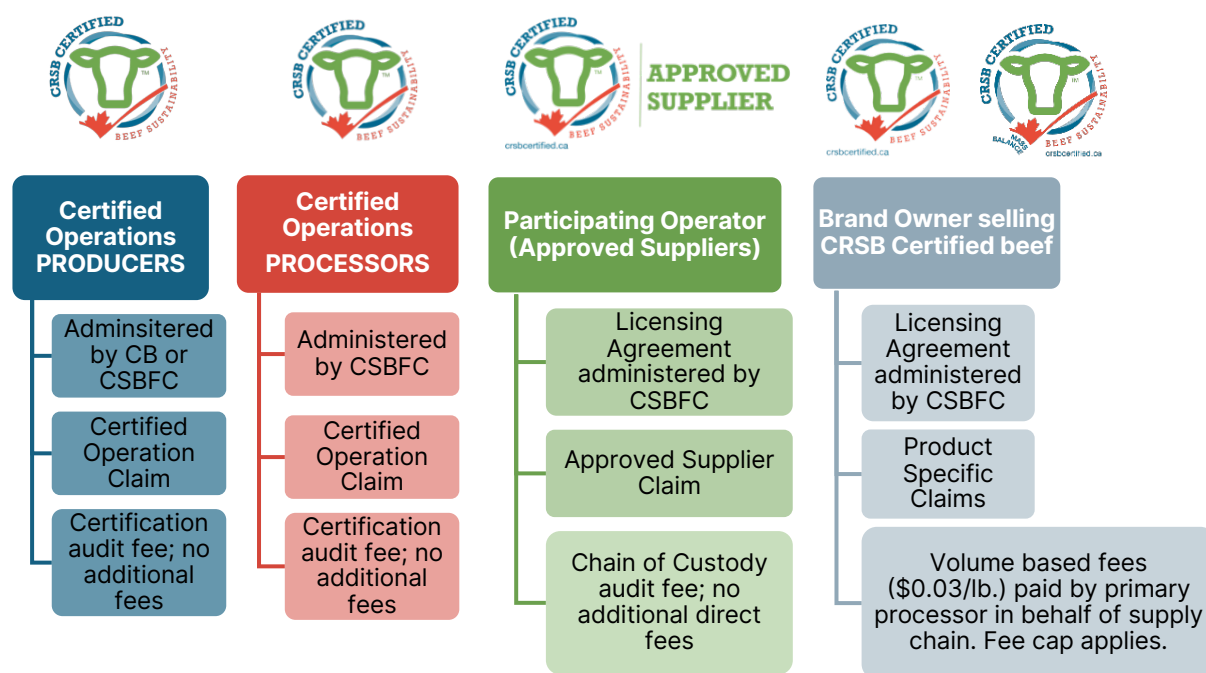


Figure 2. Licensing and fee process for use of the CRSB Certification Marks

2.7 Reporting Requirements

Use of the CRSB Claims carry certain reporting requirements, depending on the stage of the supply chain, as outlined below.

2.7.1 CRSB Supporter Trademark

When a sourcing commitment is made, an approved outline of the goal and timeline for achieving that goal is required. Eligibility and reporting requirements for use of the CRSB Supporter Trademark include that:

- the company or brand must demonstrate that it is currently sourcing a portion of its beef volume from CRSB Certified Operations, through twice-annual volume reporting to CSBFC;
- the company or brand must submit a plan including a realistic timeline for achieving the outlined goal, to CSBFC for approval;

- the approved plan must transition to use of the CRSB Mass Balance Certification Mark (at minimum) for their supply chain by the end of the commitment timeline, and
- the company or brand must report annually to CSBFC on the progress against the commitment.

2.7.2 Certification Mark

CRSB Certified Operations (beef producers and primary beef processors) using the CRSB Certification Mark to promote their certification status – no annual reporting requirements.

Packers selling beef sourced from CRSB Certified Operations must report volumes of CRSB Certified beef processed from CRSB Certified cattle, report volumes of CRSB Certified beef sold and remit payment of the volume-based fee twice annually to CSBFC.

Producers, processors and brand owners sourcing and/or selling beef with a CRSB Certified Product-Specific Claim using the CRSB Certification Mark or CRSB Mass Balance Certification Mark must report volumes of CRSB Certified beef purchased and sold twice annually.

2.8 Approvals for using CRSB Claims

The CRSB will provide pre-approval of all marketing and promotional materials, label and packaging artwork in writing, prior to use, in accordance with the applicable Licensing Agreement. The CRSB reserves the right to request changes to, or removal of, CRSB Claims from any products, packaging, marketing materials or corporate communications, where the CRSB or CSBFC reasonably believes, at its sole discretion, that the user does not meet the requirements of this Manual or does not maintain adherence to the Framework. For greater certainty, CRSB or CSBFC approval indicates only that the marketing or promotional materials, label or packaging artwork is consistent with the Manual, and is not an approval or endorsement of that material or artwork, nor should it be relied upon as confirmation that the material or artwork meets any applicable laws, regulations, policies or guidance published by any government department or agency. Each Client is solely responsible for ensuring that any claims it makes (including without limitation any use of the CRSB Claims) complies with all applicable laws, regulations, policies or guidance published by any government department or agency.

For product-specific claims and associated marketing materials, the user must contact CSBFC to begin the licensing process a minimum of thirty (30) days prior to printing or use of the materials in the marketplace. CSBFC will aim to respond to all pre-approval requests within 3-5 business days. Unauthorized use of the CRSB Claims is strictly prohibited.

Interested parties should complete the appropriate online form:

- [CRSB Supporter Mark and Sourcing Commitment Application Form](#)
- [CRSB Certification Mark Use Application Form](#)
- [CRSB Mass Balance Certification Mark Use Application Form](#)

Visit the crsbcertified.ca website or contact approvals@crsbcertified.ca for more information.

2.8.1 Licensing Processes for Logo and CRSB Claims Use

The following outlines the licensing process for Participating Operators, sourcing commitments and product-specific Claims.

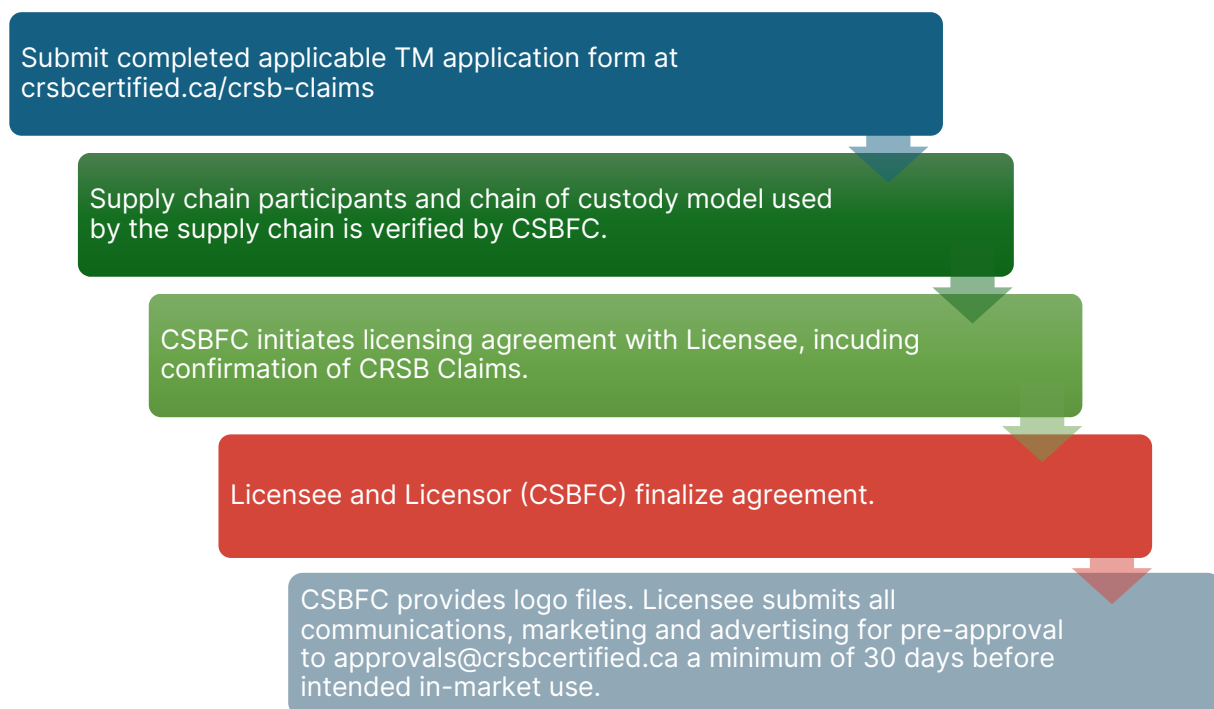


Figure 3. Licensing Process for use of CRSB Marks and Claims

3.0 CRSB Claims

A series of statements have been developed by the CRSB for use by those participating in the Framework. The appropriate statement must be used in conjunction with any use of a CRSB Mark, together forming the CRSB Claim.

The sections below outline how the CRSB Claims may be used, which CRSB trademark is associated with each type of claim, and specific requirements for each. The CRSB Claims are designed to provide flexibility, with an approval process to verify compliance with all applicable CRSB and Framework requirements. A summary of the approved CRSB Claims is provided in [Appendix A](#).

CRSB Claims use is subject to all requirements in this Manual, and according to the reporting requirements described in section [2.7](#).

Throughout section 3.0, text in (round parentheses) denotes optional additions to the claim statement; text in [square brackets] indicates where specific user information should be inserted, and text separated by a / indicates that the user can choose between the alternatives provided.

3.1 CRSB Supporter Trademark and Claim Statement

Retail and food service companies who wish to make a sourcing commitment claim must have their commitment plan and claim endorsed by the CRSB and use the CRSB Supporter® Trademark in their communication and marketing materials.

Sourcing commitment and other supporter claims cannot be used on product packaging, on restaurant menus, or in relation to marketing or advertising of any specific products.



3.1.1 Sourcing Commitment Claims

CRSB recognizes that it takes time for companies to build the infrastructure for a supply chain that fully meets the requirements of the Framework. Therefore, a CRSB Sourcing Commitment enables those working towards a product-specific CRSB Claim to collaborate with CRSB to communicate their goals, even if they are not yet able to make a product-specific claim.

Use of a CRSB sourcing commitment claim requires that users are actively purchasing beef from CRSB Certified Operations and must have an approved plan that demonstrates clear goals with a realistic timeline for achieving those goals, declared as a percentage (%) of the total beef volume to which the commitment applies. The goal of the commitment must meet the requirements of, and enable transition to, at minimum a mass balance product-specific CRSB Claim for the company, brand line or specific product(s) by the end of the commitment timeline (see section [3.2.5](#)). CRSB requires that 50% of the volume sourcing goal be met by the mid-point of the total commitment timeline. Users must report volumes purchased bi-annually, and report on the progress towards its goals to the CSBFC on an annual basis.



[We have / Company name has] made a commitment and are/is working with our supply chain to source at 30% of our / brand line's beef from farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards by [YYYY].

To make a CRSB sourcing commitment, complete the online [CRSB Supporter Mark and Sourcing Commitment Application Form](#).

3.2 CRSB Certification Mark and Claims Statements

The CRSB Certification Mark is used to communicate certification to CRSB Standards and successful audit to the Chain of Custody Requirements, as well as to make product-specific claims about beef products from Certified Operations. In addition, Program Delivery Partners can utilize the CRSB Certification Mark to communicate their role in the Framework.



When the Certification Mark is used, it shall be accompanied by:

- The applicable CRSB Claim statement from this section,
- The trademark symbol (™), and
- Contact/further information via the website crsbcertified.ca.

The appropriate CRSB Claim statement will depend on various factors, including the user's role in the supply chain, and which Chain of Custody model the supply chain employs for sourcing beef. It is the responsibility of the user to determine which CRSB Claim fits their operation or product best, and to maintain the necessary documentation to support the statement.

This Manual outlines prescribed wording for CRSB Claims. Licensing and approval processes are outlined in section 2.8 of this Manual.

Notwithstanding section 2.8 of this Manual, claim users are solely responsible for ensuring that all representations regarding their products or services are clear, consistent and true, and will not mislead consumers or other stakeholders regarding the character, value, quantity, composition, merit or safety of their product. This includes, without limitation, ensuring that consumers are not likely to be deceived as to the origin of the product, taking into consideration the inclusion of a maple leaf in the CRSB Marks. Claim users are encouraged to consult applicable legislation and guidance related to labelling and advertising of foods. Each Client is solely responsible for ensuring that any claims it makes (including without limitation any use of the Claims) complies with all applicable laws, regulations, policies or guidance published by any government department or agency.

3.2.1 Program Delivery Partner Claims

Program delivery partners, such as Certification Bodies and CRSB's Oversight Body, may wish to make claims regarding their involvement in the Framework. These partners may use the CRSB Certification Mark accompanied by the descriptor of their role in the Framework.

Claims in this section can only be used as Off-Product Claims; they cannot be used in relation to marketing or advertising of specific products.

CRSB delivery partners can use the following statements, as applicable, with the CRSB Certification Mark accompanied by the descriptor of their role in the Framework.

Certification Body



[Company name] is / We are an approved Certification Body for the Canadian Roundtable for Sustainable Beef's / CRSB's [Sustainable Beef Production Standard, Sustainable Beef Processing Standard, and/or Chain of Custody Requirements]. crsbcertified.ca.

Oversight Body



[Company name] is / We are] the approved Oversight Body for the Canadian Roundtable for Sustainable Beef's / CRSB's Certified Sustainable Beef Framework. crsbcertified.ca.

3.2.2 Assured Claims: Certified Operations

Beef production and primary processing operations who are certified by a Certification Body to either the [Sustainable Beef Production Standard](#) or [Sustainable Beef Processing Standard](#) will be permitted to use the CRSB Certification Mark, pursuant to a sub-licensing agreement with the Certification Body. Producers should contact their Certification Body or CRSB at info@crsbcertified.ca to request logo and claim use permission. Processors should contact approvals@crsbcertified.ca to request logo and claim use permission.

Statements in this section can only be used as off-product claims; they cannot be used on product labels, or in relation to marketing or advertising of specific products (see section [3.2.5](#) for product-specific claims). There is no additional cost for CRSB Certified Operations to use the CRSB Certification Mark, unless making product-specific claims (see section [2.6](#)).

Certified Beef Production Operations (cow/calf, backgrounding and feedlots):



[Company name] is / Our farm/ranch is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Production Standard. crsbcertified.ca.

Certified Beef Processing Operations (primary processing):



[Company name] is / Our plant(s)/facility is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Processing Standard. crsbcertified.ca.

3.2.3 Participating Operator (i.e. Chain of Custody) Claims

Some companies may wish to make statements in their corporate communications or marketing materials about their active participation in beef supply chains where Chain of Custody systems have been audited to CRSB's [Chain of Custody Requirements](#).

Statements in this section can only be used as off-product claims; they cannot be used on product labels, or in relation to marketing or advertising of specific products. Use of the statement is subject to a successful Chain of Custody audit by a CRSB-approved Certification Body.

The Certification Mark must be accompanied by the descriptor of the role in the Framework.



**APPROVED
SUPPLIER**

[Company name] has / Our plant(s)/facility have / We have been audited and meet the Canadian Roundtable for Sustainable Beef / CRSB Chain of Custody Requirements.

Company name] is / We are an approved supplier of CRSB Certified beef.

3.2.4 Combined Certified Operation and Participation Operator Claims

Statements in this section can only be used as off-product claims; they cannot be used on product labels, or in relation to marketing or advertising of specific products.



[Company name] is / Our plant(s)/facility is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Processing Standard and audited to the Chain of Custody Requirements. crsbcertified.ca

[Company name] is / Our plant(s)/facility is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Processing Standard and are an approved supplier of CRSB Certified beef. crsbcertified.ca

3.2.5 Product-Specific CRSB Claims

This section applies to product-specific claims for beef sourced from production and processing operations certified according to CRSB Standards, where an effective Chain of Custody system is in place, and a successful Chain of Custody audit has been completed. The allowable statements vary based on the Chain of Custody model used. These statements may be used both on product packaging, and in marketing and advertising of specific products or product lines.

The following Chain of Custody models are accepted by the CRSB for product-specific claims:

- **Identity Preservation:** Beef originating from one birth farm that has moved through CRSB Certified Operations must be kept separate from beef from another birth farm, whether or not the other beef has moved through CRSB Certified Operations.
- **Segregation:** Beef that has moved through CRSB Certified Operations must be kept separate from beef that has not moved through CRSB Certified Operations.
- **Mass Balance:** Physical mixing or blending of beef sourced from CRSB Certified Operations and beef from non-certified operations is allowed during processing; incoming and outgoing quantities are documented and controlled.

The following section outlines permitted CRSB Claim statements that align with each of the Chain of Custody models that may be employed by a supply chain. On-product claims may also be used in off-product marketing. A variety of options for each Chain of Custody model have been provided to allow flexibility.

Notwithstanding the approval process in section 2.8 of this Manual, claim users are solely responsible for ensuring that all representations regarding their products or services are clear, consistent and true, and will not mislead consumers or other stakeholders regarding the character, value, quantity, composition, merit or safety of their product. This includes, without limitation, ensuring that consumers are not likely to be deceived as to the origin of the product, taking into consideration the inclusion of a maple leaf in the CRSB Certification Mark. Claim users are encouraged to consult applicable legislation and guidance related to labelling and advertising of foods. Each Client is solely responsible for ensuring that any claims it makes (including without limitation any use of the Claims) complies with all applicable laws, regulations, policies or guidance published by any government department or agency.

Claim users understand that beef produced from both CRSB Certified Operations and non-certified operations may be produced sustainably; no inferences to the contrary shall be implied or insinuated.

If an entity does not source product through CRSB Certified Operations across all product offerings, the specific product line or branded program marketing product sourced from CRSB Certified Operations must be declared.

3.2.5.1 Identity Preservation

On-product:



(This / Our beef) [comes / (is) sourced] from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

Off-product:



All / 100% of our / [Company name's / Brand name's] beef comes from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

We / [company name] purchase(s) beef from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

3.2.5.2 Segregation

Product sourced under an identity preservation model is also eligible to make these statements, if desired.

On-product:



(This / Our beef) [comes / is sourced] from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

By purchasing this beef, you are supporting farming and ranching practices that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

Off-product:



[Company name / Brand name] / Our beef is from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name / Brand name] / We source(s) beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

3.2.5.3 Mass Balance

A mass balance model involves mixing of product from certified and non-certified sources; incoming and outgoing quantities are documented and controlled, as per CRSB Chain of Custody Requirements. Making a mass balance claim requires that a minimum of 30% of a company or product brand line's volume be sourced from CRSB Certified Operations, verified through a successful Chain of Custody audit.



Secondary processing and multi-customer distribution requires a Chain of Custody audit by a CRSB-approved Certification Body, and users must ensure the minimum volume requirement is accounted for in respect of the final claim. Therefore, a Chain of Custody audit must be conducted at the last point of further processing (i.e. the product may not undergo further significant transformation or mixing with other sources to be eligible for a mass balance CRSB Claim).

Because mass balance claims are used when a portion of the company or brand line's beef may be sourced from CRSB Certified Operations, the CRSB Mass Balance Certification Mark must be used with mass balance claims.

Mass balance calculations must meet minimum sourcing requirements (30%) and must be consistent with the claim with reference to company, brand or product line (i.e. if the claim states the company name, the minimum content must be met for the whole company's beef sourcing; if the claim refers to a particular brand or product line in the claim, the minimum content must be met within this brand/product line).

On-product



[Company name / Brand name] / We support(s) / encourage(s) (the adoption of) farming and ranching practices that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

Off-product



[Company name / Brand name] / We support(s) / encourage(s) (the advancement of / adoption of) (farming and ranching) practices by sourcing [at least / the equivalent of] XX% of its beef from farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name] / we source(s) [at least / the equivalent of] XX% of its / our beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name] / we source(s) a portion of its / our beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.*

*Must declare the portion being sold as a percentage (%) of the total volume within the company or brand/product line.

Each Licensee is responsible for ensuring that the portion being claimed is consistently being met in their supply chain, coinciding with the frequency of mass balance reconciliation in the CRSB Chain of Custody Requirements. CRSB and CSBFC reserves the right to conduct spot checks consistent with reconciliation periods to ensure validity of the claim.

4.0 Design Specifications

This section outlines the design specifications for using the CRSB Marks, both on product packaging and in marketing and communications materials.

Without limiting the generality of the foregoing, no elements of the CRSB Marks may be changed or extracted or displayed, and/or used as stand-alone elements including individual elements from any logo trademark(s) owned by CRSB.

The CRSB Marks must be identified with the trademark symbol (™) in the first appearance in any text, including on websites. “Canadian Roundtable for Sustainable Beef” must be spelled out in the first appearance in any text, and thereafter, “CRSB” may be used for each subsequent mention. “Certified Sustainable Beef Framework” must always be spelled out in full and may be used interchangeably with CRSB Certified in most situations when referring to the overall certification program.

4.1 File Formats

Upon entering into a Licensing Agreement the necessary high-resolution image files for your use in .eps, .png and .jpeg file formats will be provided. EPS files are ideal for high resolution printing, while .png and .jpeg files are generally smaller, and are useful for on-screen, websites, social media, documents and presentations.

4.2 Logo and Claims Placement

The CRSB Marks shall be used in such a way to protect the integrity of the CRSB brand. The CRSB Marks shall stand on their own, not competing with other text, graphics, logos or certification marks. They shall never be placed in a position that may cause confusion with another brand, business, program or in any way implies endorsement of initiatives or programs not affiliated with the CRSB. Specifically, the CRSB Marks shall not be placed in close proximity with other brands/program/method of production claims or logos that could be easily confused or bring the CRSB brand into disrepute.

To ensure maximum visibility and prominence, there should be clear space surrounding the logo at 20% the width of the logo on all sides.

To ensure that the meaning of the CRSB Marks are clear, CRSB Claim statements shall be placed directly adjacent, with no intervening written or graphic material. Alternative placement may be considered, upon request to CRSB. A CRSB Claim pertaining to the Framework shall always be accompanied by “crsbcertified.ca”.

4.3 Size

In marketing materials, the size of any CRSB Mark should be proportional to the size of the materials to ensure visibility.

When a CRSB Mark is used on product packaging, the size of the CRSB Mark should be at least 25.4 mm (1”) in height and should be smaller and less dominant than the primary product brand, logo or business name to prevent the understanding that the CRSB is selling a product or service.

The text size of the CRSB Claim statement accompanying any CRSB Mark must be a minimum of 1.59 mm (1/16”), or as required for the package size as per the *Canada Food and Drug Act* and Regulations, or any other applicable labelling requirements.

For packaging or materials where space does not allow for the CRSB Mark to be used, a text claim may be acceptable using the wording outlined in section 3, pending approval by the CRSB or CSBFC.

4.4 Colour

The following section outlines the acceptable use of the CRSB Marks, as well as examples of how they shall be utilized. CRSB Marks shall never be altered, distorted or displayed in a manner that is inconsistent with requirements of this Manual.

Colour versions of the CRSB Marks should be used for most applications. Reverse image may be used when required for visibility; it should only be used if other trademarks / logos are also displayed in reverse on a dark background. Black-on-white versions may be used only when black & white printing is required.

4.4.1 CRSB Supporter Trademark



4.4.2 Certification Mark



4.4.3 Mass Balance Certification Mark



PMS 7706 RGB

Hex #23698C
RGB 41, 105, 140
CMYK 100, 51, 29, 6



PMS 7417 RGB

Hex #E04E39
RGB 224, 78, 47
CMYK 4, 86, 85, 0



PMS 7489 RGB

Hex #83A757
RGB 130, 167, 86
CMYK 62, 14, 91, 1

5.0 Appeals and Complaints

CRSB takes complaints seriously and is committed to resolving them as expediently as possible. The complaints and appeals procedure is not intended to verify legal compliance or endorse any activity as meeting any legal requirements that may apply to an individual operation. Every effort is made to ensure that all use of CRSB Claims is in accordance with CRSB requirements, policies and procedures.

To report possible non-compliance related to CRSB Claims, and the Communications, Claims and Labelling Manual, contact complaints@crsbcertified.ca. Please provide as much detail as possible, including your name and contact information so that we can follow up. Identifying information will be kept confidential. Anonymous complaints are also welcome. Every complaint will be investigated.

If you have applied for, and been denied use of a CRSB Mark, and would like to appeal the decision, please contact complaints@crsbcertified.ca. CRSB will work cooperatively with you to ensure compliance with all standards, requirements and processes.

6.0 References

International Social and Environmental Accreditation and Labelling (ISEAL) Alliance. (2016). Chain of custody models and definitions: A reference document for sustainability standards systems, and to complement ISEAL's Sustainability Claims Good Practice Guide. ISEAL Alliance, London, UK.

Appendix A: CRSB Claims Matrix

CRSB Supporter Trademark

Sourcing Commitment Claims



[We have / Company name has] made a commitment and are/is working with our supply chain to source at 30% of our / brand line's beef from farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards by [YYYY].

CRSB Certification Mark

Program Delivery Partner Claims

Certification Body



**CERTIFICATION
BODY**

[Company name] is / We are an approved Certification Body for the Canadian Roundtable for Sustainable Beef's / CRSB's [Sustainable Beef Production Standard, Sustainable Beef Processing Standard, and/or Chain of Custody Requirements]. crsbcertified.ca.

Oversight Body



**OVERSIGHT
BODY**

[Company name] is / We are] the approved Oversight Body for the Canadian Roundtable for Sustainable Beef's / CRSB's Certified Sustainable Beef Framework. crsbcertified.ca.

Assurance Claims – Certified Operations



Certified Beef Production Operations (cow/calf, backgrounding and feedlots):

[Company name] is / Our farm/ranch is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Production Standard. crsbcertified.ca.

Certified Beef Processing Operations (primary processing):

[Company name] is / Our plant(s)/facility is / We are certified to meet the Canadian Roundtable for Sustainable Beef / CRSB Sustainable Beef Processing Standard. crsbcertified.ca.

Participating Operator (Audited Chain of Custody) Claims



**APPROVED
SUPPLIER**

[Company name] has / Our plant(s)/facility have / We have been audited and meet the Canadian Roundtable for Sustainable Beef / CRSB Chain of Custody Requirements.

[Company name] is / We are an approved supplier of CRSB Certified beef.

Product Specific Claims

Identity Preservation



On-product:

(This / Our beef) [comes / (is) sourced] from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

Off-product:

All / 100% of our / [Company name's / Brand name's] beef comes from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

We / [company name] purchase(s) beef from [company / ranch name], which meets Canadian Roundtable for Sustainable Beef / CRSB standards.

Segregation



On-product:

(This / Our beef) [comes / is sourced] from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

By purchasing this beef, you are supporting farming and ranching practices that meet Canadian Roundtable for Sustainable Beef / CRSB standards

Off-product:

[Company name / Brand name] / Our beef is from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name / Brand name] / We source(s) beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

Mass Balance



On-product:

[Company name / Brand name] / We support(s) / encourage(s) (the adoption of) farming and ranching practices that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

Off-product:

[Company name / Brand name] / We support(s) / encourage(s) (the advancement of / adoption of) (farming and ranching) practices by sourcing [at least / the equivalent of] XX% of its beef from farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name] / we source(s) [at least / the equivalent of] XX% of its / our beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.

[Company name] / we source(s) a portion of its / our beef from (Canadian) farms and ranches that meet Canadian Roundtable for Sustainable Beef / CRSB standards.*

* Must declare the portion being sold as a percentage (%) of the total volume within the company or brand/product line.