



MASS BALANCE
BILAN MASSIQUE
crsbcertified.ca

CRSB CERTIFIED MASS BALANCE MARK & CLAIMS

GUIDELINES
FOR RETAILERS





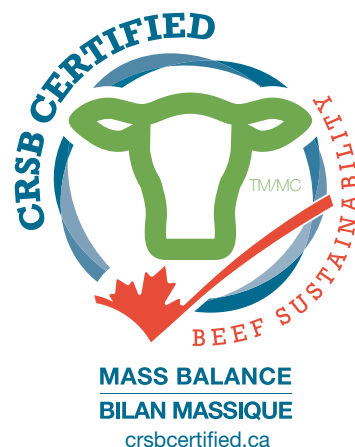
MASS BALANCE GUIDELINES

The CRSB Certified program provides for a sourcing model known as Mass Balance where physical mixing or blending of beef sourced from Certified farms and ranches and non-certified product during processing. This is an internationally-recognized sourcing model that helps companies demonstrate their commitment to sustainability, while helping to build critical volume within supply chains. It supports sustainable practices of beef farmers and ranchers and those throughout the supply chain committed to all aspects of sustainability.

Mass Balance Eligibility Criteria

To qualify for a CRSB Mass Balance Claim, the company or brand must source a minimum of 30% of its beef volume from CRSB Certified farms and ranches. Claims can be made on a single product line or across a whole beef program. Use of Marks and Claims may only be used on products where the minimum eligibility requirements of the Mass Balance sourcing are met.

The Mass Balance Certification Mark must be used when making mass balance claims.



Licensing Process for Logo Use

CRSB requires companies wishing to use its Marks and Claims to enter into a licensing agreement*.

1. Complete request to use Mass Balance Mark [here](#).
2. CRSB reviews form and verifies sourcing supply chain.
3. CRSB initiates licensing agreement with retailer.
4. Retailer (Licensee) signs licensing agreement; CRSB (Licensor) countersigns agreement.
5. CRSB provides logo files and works with Licensee to approve communications, marketing and advertising materials.

Is there a logo use fee?

No. A volume-based fee of \$0.03/lb. is collected by the packer on behalf of the supply chain.

Reporting Requirements:

Licensees are required to report volumes of CRSB Certified beef purchased through bi-annual reporting to the CRSB.

* All marketing materials must be pre-approved by CRSB. Materials can be sent to approvals@crsb.ca for review and approval, which will be completed within 3-5 business days.

COMMUNICATING ABOUT SOURCING CRSB CERTIFIED BEEF

These CRSB Claims are intended for mass balance claims in both Off-Product marketing materials and On-Pack labels. Users may select whichever Claim best suits their needs. In all cases, the CRSB Certified Mass Balance logo and accompanying claim must be placed together, with no intervening material.

If an on-pack label is used, the same statement may be made in accompanying marketing materials for consistency.



On-Pack Label use

A CRSB Claim may be made on Product Packaging, as well as in other marketing and advertising tools or company communication materials, in relation to a specific product, as authorized by licensing agreement. "Product Packaging" includes anything in which the Product is wholly or partly contained, placed or packed.

[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.

Text identified in (parentheses) is for optional inclusion; text in [brackets] identifies options to choose from and include in Claim statement.

Off-Product Marketing and Advertising

A CRSB Claim may be made outside of Product Packaging, is not product specific, and may be displayed on marketing materials, print and video advertisements and corporate communications materials, as authorized by licensing agreement.

[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.

Refer to the CRSB Certified Logo Use Guidelines and follow all requirements as outlined in the CRSB Communications, Claims and Labelling Manual.



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in Canadian Roundtable for Sustainable Beef



We acknowledge the [financial] support of the government of Canada through the Sustainable Canadian Agricultural partnership, a federal-provincial-territorial initiative.