



CRSB CERTIFIED MARK & CLAIMS

GUIDELINES FOR PRODUCERS



Certified by
Verified Beef Production Plus



Verified Beef Production Plus (VBP+) is an approved Certification Body for the CRSB's Sustainable Beef Production Standard.



USING THE CRSB CERTIFICATION MARK

CRSB Certified operations are eligible to use the CRSB Certified Mark - **solely for the purpose of communicating the operation's certification status**, and must adhere to the requirements as outlined in the [CRSB Communications, Claims and Labelling Manual](#) (see page 14 specifically).

Upon termination, suspension or expiry of CRSB certification status, all display of the CRSB Certification Mark must cease within 30 days.

Upon request, CRSB will provide the CRSB Certification Mark image files for use by Certified Operations. Contact us at info@crsbcertified.ca to request the Certification Mark.



PRODUCT-RELATED CRSB CLAIMS:

Marketing beef from CRSB Certified Operations

IMPORTANT: the CRSB Certification Mark cannot be used by CRSB Certified Operations on beef packaging or in association with any marketing of beef products (such as at Farmer's Market, direct marketing or under a branded program) **UNLESS** the following criteria are met:

1. Cattle move through Certified Operations at every point in the supply chain, from birth up to and including the primary processor, verified by a Chain of Custody audit;
2. Cattle are slaughtered at a CRSB Certified processing facility, and
3. Cattle and beef are tracked through the entire supply chain, verified by Chain of Custody audit at the final point of processing.

Use of Certification Mark & Claims in this context requires entering into a licensing agreement with the CRSB, and pre-approval on all marketing/advertising materials, with a minimum of 30 days' notice.

Contact the CRSB at approvals@crsbcertified.ca for further information and to request use of the Mark.

CRSB CERTIFICATION MARK & CLAIMS REQUIREMENTS

CRSB Certified Operations can make the following Claim to communicate their active certification status, as indicated in section 2.3.1 of the **CRSB Communications, Claims and Labelling Manual**.

***OFF-PRODUCT USE ONLY.**



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

[square brackets] indicate information to fill in; text separated by a forward slash (/) indicates a choice between options.

Example statements:

Bob Smith's farm is certified to meet the CRSB Sustainable Beef Production Standard. crsbcertified.ca

Bob Smith's feedlot is certified to meet the Canadian Roundtable for Sustainable Beef's Sustainable Beef Production Standard. crsbcertified.ca

Pineview Ranch is certified to meet the Canadian Roundtable for Sustainable Beef's Sustainable Beef Production Standard. crsbcertified.ca

Our farm is certified to meet the CRSB Sustainable Beef Production Standard. crsbcertified.ca

Where **CAN** it be used?

Here are some examples of where you can use the Certification Mark & certification claim:

- Website, operation's brochure, signage and printed promotional materials;
- Gate signs (provided by VBP+ upon successful certification);
- Promotional materials like stickers, hats, invoices, bills of lading,

Where **CAN'T** it be used?

CAN'T be used on beef product labels unless all criteria outlined in green box on page 2 are met. Refer to section 3.2.5 Producer Specific CRSB Claims in the Communications, Claims and Labelling Manual for requirements and allowable CRSB Claims. Products shall not be marketed as "sustainable".

DISPLAY SPECIFICATIONS

The CRSB Certification Mark shall stand on its own, not competing with other text, graphics, logos or certification marks. It 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 Certification Mark 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.



View the standards online.



180-6815 8th Street NE
Calgary, Alberta, Canada T2E 7H7
info@crsbcertified.ca
www.crsbcertified.ca

X @CRSB_beef f /CRSBbeef

@CRSB_beef /CRSB_beef

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.