



CRSB CERTIFIED LOGO AND CLAIMS USE

GUIDELINES FOR PROCESSORS,
PACKERS, SUPPLIERS AND
MARKETING OF CRSB
CERTIFIED BEEF.



COMMUNICATING ABOUT CRSB CERTIFICATION

The CRSB Certified Program provides the opportunity for program participants to promote their role in the system as well as related to their sourcing of CRSB Certified beef.



Certified Processors

Processing facilities that are certified to the Sustainable Beef Processing Standard can promote their certification status with the CRSB Certification Mark and the following claim statement.



[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.

For facility signage, the following application may be used.



**CERTIFIED
OPERATION**

crsbcertified.ca

Is there a logo use fee?

No. Use of the logo is covered by certification audit fees.

Text identified in (parentheses) is for option inclusion; text in [brackets] identifies individualized text to insert, and text separated by a / indicates options to choose from.

Licensing Process for Logo Use

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

Approved suppliers may use the CRSB Certification Mark, in accordance with a signed licensing agreement. Contact us at approvals@crsbcertified.ca to request use of the Mark.



Certified Processors and Packers with Chain of Custody

CRSB Certified Processing facilities that have a CRSB-audited Chain of Custody system can also use the CRSB Certification Mark and incorporate this into their claim:



[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

OR

[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

Further processors, packers and distributors with an audited Chain of Custody system only may use one of the following claims and the Approved Supplier logo in any Off-Product application.



crsbcertified.ca

**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.

OR

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

Is there a logo use fee?

Possibly. Volume-based fees (\$0.03/lb.) are collected by the primary processor for beef sold as CRSB Certified on behalf of the supply chain. Any fee cap is applied at the customer of the primary processor. See section 2.6 of the Communications, Claims and Labeling Manual for details.

COMMUNICATING ABOUT CRSB CERTIFIED BEEF MASS BALANCE PRODUCT SPECIFIC CRSB CLAIMS



These CRSB Claims are intended for mass balance claims in both Off-Product marketing and advertising materials and On-product applications such as branded boxed beef carton labels or bar code labels. The CRSB Certified Mass Balance logo and accompanying claim must be placed together, with no intervening material. These are also claims that may be passed along to a customer, provided the customer's products / product lines meets the requirements for a mass balance CRSB Claim, and the customer signs a licensing agreement with the CRSB.

If on-product applications are used, recommend the same statement may be made in accompanying marketing materials for consistency.



For Use On-Product Labelling

A CRSB Claim may be made in relation to a specific product or products, in accordance with a signed licensing agreement. In the case of a packer or food service distributor, this may mean individual product labels, bar code labels on boxed beef or branded beef product labels.

[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.

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.

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

For Use in Off-Product Marketing and Advertising Materials

A CRSB Claim may be made outside of a product label application, including display on marketing materials, print and video advertisements, website 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.

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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.