

Canada Beef Quarterly Report, Autumn 2015

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Canada Beef Branding Tour – The Value of Canadian Beef

This time the delegation had the opportunity to visit Canada Beef's newly launched branding facility the "Canadian Beef Centre of Excellence (CBCE)" to receive the full package of Canada Beef marketing and branding. Canada Beef's Brand Officer James Bradbury kicked off the day with a welcome speech and an overview of Canada Beef's three year marketing strategy. During the branding presentation, James provided branding and marketing examples from other countries to the Taiwan and SE Asia delegations which created discussion on how they can work with CBII to develop innovative marketing programs and projects.

Then CBCE Director Marty Carpenter delivered the advantage of Canada beef with highlights on food safety and hygienic legislation in Canada. He also provided an introduction on Canada's national grading system and other key attributes of Canadian beef such as Canada's natural environment and grain-fed. After the lectures on Canada Beef, the delegation put on CBCE lab coats and hygienic net caps to get ready to enter the thermostatic and HACCP hygienic certified meat fabrication room located behind the CBCE demo kitchen. CBCE Technical Manager Abe Van Melle welcomed the delegation and briefly introduced the equipment and space. Abe selected secondary cuts (Tri-tip, Top Sirloin, Clod, Chuck) and Ribeye to fabricate and show western style cutting and merchandising. Abe mentioned, due to the growing size and weight of cattle in Canada; portion control has become more and more important not only for retail but also food service. Therefore, Abe showed the delegation how to control retail per package unit weight and size by dividing the beef muscle and how to merchandise and display in order to control the per package unit weight further to reduce or balance the retail price.

Abe also showed how to re-shape the cuts from secondary beef cuts into value added medallion steak. The delegation was pleased to see the western style fabrication technique and learn different ways of handling and controlling cost and sale price. Marty then utilized the created cuts from Abe in the fabrication room to prepare an innovative menu for lunch and dinner. Guests were impressed and amazed by all the tasty dishes. In particular, the slow braised Canadian short ribs with mashed sweet potatoes served as a main course at the welcome dinner. It was indeed a wonderful and productive day at the CBCE. The CBCE delegation will be able to carry the knowledge they've learned to the following industry tour as well as bring it back to their marketplace to incorporate into continuous marketing of world class Canadian beef.





Excellent Natural Environment For Raising Cattle And Strictest Beef Producing Systems

On the second day of the branding tour, the delegation had the chance to visit a special ranch “Yarrow Creek Ranch” located in southern Alberta. Ranch owners Dennis and Linda welcomed us and provided details of their daily life managing the ranch and how they take care of their animals and are proud of their Angus breeding. The ranch is surrounded by the beautiful landscape of the Rocky Mountains, with wide open spaces of grazed land and fresh glacier water from the mountains. The cattle are raised in this stress free environment; therefore, the delegation was surprised by the tranquility in the ranch which is very unlike what they have seen before at a ranch in another country. Linda explained if the cattle are not feeling stress, pressure or discomfort; it's normal that they don't make noises (moo), and we believe cattle raised in a pressure free environment is the key to producing high quality beef.

The journey continued with a visit at a packing plant and feedlot located in Brooks, Alberta. At the JBS Brooks packing plant, the delegation got to see and experience in person how serious Canada is when it comes to cattle/beef production. The delegation was surprised to see many official CFIA officers working and inspecting the products and procedures in every process of the packing plant. This included the grading room; in Canada a digital scanner is used to identify marbling score and yield rate to ensure consistency of grading in beef. The high hygienic level in the plant was very appreciated by the delegation. After touring JBS' packing plant, the delegation also visited the associated feedlot of JBS. The owner explained cattle needs to be fed with high quality grain which is a combination of barley, wheat and corn for up to 120 to 150 days which is standard; to gain white, rich marbling which is the source of tenderness and juiciness.





The delegation mentioned, what they have seen in the Canadian beef industry truly reflected the attributes and advantages they've learned in the CBCE; this increases their confidence in the production of Canadian beef and they have more faith in marketing Canadian beef to their customers.

During the 5 day branding tour, guests experienced the whole process of the Canadian beef industry from environment, breeding, and feedlot to packing plant. The delegation truly felt linked with the history and advantages of world class Canadian beef deeply and identified further the value of the Canadian Beef brand.

More Confident in Canadian Beef

A television celebrity chef in the Philippines believes the fresh air and clean land of Canada helps us to produce superior beef. Freezing temperatures make cattle build more fat to protect their bodies and also adds to the quality or marbling of beef. He said he will be more confident to recommend Canadian beef to consumers because the whole process of producing Canadian beef is extremely high-standard. He suggested the CBCE serve Canada Prime to visitors because the superior taste of Canadian beef will impress visitors deeply and give them superb feelings.



United Farmers Are Admirable

A famous column writer in the Philippines was impressed by JBS Foods Packing Plant. When cattle are brought to the harvest facility, they walk through a specially designed walkway which is curved, so cattle don't feel scared or stressed. It's a humane way of slaughtering. She was also surprised about the cohesiveness of Canadian ranchers. Unlike some countries where each farm or brand does its own marketing, such as Mayura in South Australia or Saga beef in Japan, in Canada, all ranchers come together under the national brand "Canada Beef", they work together to market a single brand.

Canada Beef Has a Great Potential

The merchandising manager from a high-end retail shop enjoyed the CBCE's informative tour schedule, including the presentations of Canadian beef and the tasting. She was also impressed by the grazing way of Yarrow Creek Ranch and the tame cattle. The manager has been promoting Canadian beef in Philippines since 2013, and said it's difficult to compete with US beef and Australian beef, but Canadian beef will defeat them by means of superior quality.



Look Forward to More Interactions

The hotel marketing manager believed that Canadian beef has steadier quality than US and Australian beef because of a strict beef rating system. He said this tour not only gave him a chance to absorb more knowledge but also provided a platform for the same industries to discuss their marketing plans together. He suggested that CBII could plan nationwide marketing activities and cooperate with all channels to gain more attention from media and consumers.



CBCE Is Really Informative

A buyer from a Taiwanese high-end supermarket indicated that the CBCE provided ample and informative knowledge of the Canadian beef brand and Canadian beef. There is no similar organization in Taiwan. She also enjoyed visiting retail shops, so that she could learn the different ways of goods display. After the five day mission tour, she felt more connected with the Canadian Beef brand.

New Ways of Beef Cutting are Practical

The director from a Taiwanese Hypermarket admired the CBCE, especially the demonstration of several new ways of beef cutting. He said the weight of beef is rising, if the sellers don't change the way of cutting, the price of beef will soar and the consumer won't buy it. So the sellers should adjust the way of cutting and selling to make consumers satisfied.

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