



Canada Beef International Institute
(CBII Taiwan / South East Asia)

Canada Beef Quarterly Report, Summer 2017

Newest Asian Marketing Strategies

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Canadian Beef Welcome Reception in Vietnam for the Minister of Agriculture and Agri-Food Canada Vietnam's Market Has Great Export Potential



In February this year, The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food in Canada, visited Vietnam to promote Canadian agricultural products.

As part of the visit, Canada Beef had the opportunity to hold a lunch reception to exchange ideas through culinary experience at Sofitel Legend Metropole Hotel in Hanoi City, February 28, 2017. A total of 50 people were invited to the event including Heinz Reimer, Vice Chairman of Canada Beef, the Embassy of Canada in Vietnam, and representatives of Vietnamese local media and agri-food import and export companies.

During the reception, The Honourable Lawrence MacAulay demonstrated how to cook delicious Canadian rib-eye steaks to the guests. During a local media interview, he mentioned that Canada is blessed with the perfect environment for raising cattle, such as clean air and water, temperate summers and cold winters. These are all ideal conditions for raising high-quality beef. Canadian beef cattle are fed balanced grain-finishing diets of barley and wheat, for excellent flavour and tenderness. Canadian beef is recognized world wide for its high food safety standards and oversight, excellent quality, and sustainable agricultural practices. In recent years, the Asian markets' demand for Canadian beef has increased year over year, with Vietnam growing to be one of the stronger potential markets. This factor highlights the importance of this event for the Vietnamese consumer influencers to experience and sample delicious Canadian beef.





Heinz Reimer, Vice Chairman of Canada Beef, stated that the consumer market in Vietnam has incredible potential. Last year, the imports of Canadian beef achieved more than 300 tons, which was significantly higher than the annual imports of about 20 tons in previous years, evidence that the appreciation and value of Canadian by the Vietnamese public has increased. With more than 90 million people and a growing middle-class, Vietnam represents a strong potential market for Canadian Beef. Reimer also commented that Canada Beef has been working with the Government of Canada to facilitate a free trade agreement with Vietnam, which would facilitate export of high-quality Canadian beef to Vietnam.

Brand Alignment with Golden Gate Corporation: ‘Limited Offer!’

SUMO BBQ Launches a *Canadian Beef Special Menu*

To expand the Vietnam consumer market, Canada Beef has collaborated with Golden Gate, a local well-known food & beverage business, to jointly launch a Canadian Beef Special Menu in SUMO BBQ, a Japanese Yakiniku restaurant and a subsidiary of Golden Gate. This special menu offer was only available from November 2016 to March 2017.

SUMO BBQ is a well-known all-you-can-eat barbeque restaurant in Vietnam. During the annual Winter Yakiniku campaign, SUMO BBQ launched the Canadian Beef Special Menu in its 34 stores, allowing consumers to taste flavourful, juicy Canadian beef through recipes made from tender beef chuck, rib and short loin.

The event was regarded as an important starting point for Canadian beef brand development in Vietnam, increasing brand awareness and consumer appreciation.



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Breaking News: New 2017-2018 Canada Beef Marketing Strategies Sustain Partnerships and Expand Markets



Each April, Canada Beef announces its annual marketing strategies for the year, detailing the new marketing activities, goals and expected results for the coming year to the Canadian beef producers, stakeholders and brand partners.

This year, the focus includes investing in research for the advancement of Canadian cattle breeding, market development planning and marketing strategies. Canadian Check-off Agency funds will be used to support this work in an effort to help increase the overall value of Canadian Beef to the Canadian beef industry.

The two major marketing goals for this year from CBII Taiwan office are to firstly, maintain good cooperative relationships with retailers and partners in Taiwan and Southeast Asia by providing them with educational and marketing resources that enable the understanding and appreciation of the high quality and core brand attributes of Canadian beef. The CBII Taiwan office works to support partners with their marketing events. The second goal is to increase the number of Canadian beef brand partners in food and beverage industry, including privately held, well-known Canadian brand partners and internationally renowned hotel chains. By collaborating with these restaurants and hotels with food festivals and special menus focusing on Canadian Beef, Canada Beef will work to connect these prominent brands, to gain brand exposure, enhancement and amplification.



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