



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

Canada Beef Quarterly Report, Winter 2019 I

Experience the charm of Canada Beef

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Canadian Beef : Star of Flavor in the Taipei International Food Show



The 2018 Taipei International Food Show was held in Nangang Exhibition Hall in June 2018, and a total of 4,059 booths were set up by vendors from 37 countries. As expected, the International Food Exhibition Area was the most popular zone, in which there were 514 booths showing the rich and extensive food culture of various countries through product selling and food tasting, bringing so much delicious enjoyment to the attendees.

Surely, CBII certainly could not miss the chance to join this big annual food festival. At the avenue, CBII exhibited the products of Canadian beef in the booth, explained its characteristics for the people, and even provided free AAA grade boneless short ribs and rib eyes for the people to try. The strong aroma attracted a large number of crowds. Some people even lined up for five times only to eat more delicious beef. Ms. Deana Kao, Senior Manager of CBII, said that through the food tasting, Canadian beef could make a good impression on people, which could promote consumption and increase brand popularity.

At the event, Ms. Chiu and Mr. Lu both tried Canadian beef for the first time. Ms. Chiu was amazed at how the beef tasted so juicy and good. Mr. Lu said that compared to American and Australian beef, Canadian beef had a touch of sweetness. Mr. Wu also said Canadian beef tasted tenderer while American and Australian beef was chewier, and he would like to buy some to eat at home. Among all the various delicious foods from the whole world, Canadian beef still attracted lots of people and received unanimous praise. It was certainly a big star in the show!

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Vietnamese Supplier TD Food Mission Tour

As CBII has taken root in the Southeast Asian market, they always invite local partners to Canada every year to personally experience the excellent breeding environment of Canadian beef. The guests would be invited to the Canadian Beef Centre of Excellence (CBCE), learning the skills of meat cutting and packaging, and tasting delicious beef dishes afterward. These special trips can help partners to promote Canadian beef to be more handy in the local market.



In June 2018, CBII invited the Vietnamese delegation to Alberta for the first time. Mathieu Paré, Executive Director of CBCE, led the delegation to visit CBCE. Since pho and hot pot were very popular traditional Vietnamese cuisines in Vietnam, Abe Van Melle, Technical Manager of CBCE also demonstrated the practical way of cutting beef slices to the delegates.

In addition, the delegation also visited famous meat exporters in Canada to learn the meat production process, and went to the pasture to see the growth environment of Canadian beef cattle. They were impressed by every experience in the trip. The annual exchange activities are beneficial to the brand promotion of CBII.



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