



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

Canada Beef Quarterly Report, Winter 2019 II

Experience the charm of Canada Beef

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Canadian Beef Dine & Wine Night – Canadian Beef Meets Filipino-style Cooking – A Whole New Flavor!



Do you know that different ways of cutting beef can make cuisines more delicious? Filipino celebrity chef, Sandy Daza, the host of Metro Channel’s food TV show “FoodPrints,” brought the team to Alberta, Canada in August 2018 for a location filming and an experience exchange at CBCE. Through the camera lens, the show introduced CBCE’s world-class professional equipment and also witnessed the excellent breeding environment and the rigorous management system of Canadian beef cattle, allowing the Filipino people to understand how the high quality of Canadian beef is carefully maintained and controlled.

Before the broadcasting of this episode, CBII, The Embassy of Canada in the Philippines, and Pillitteri Estates Winery jointly hosted “Canadian Beef Dine & Wine Night” in the New World Makati Hotel, Manila, in late November 2018. Famous media outlets, food bloggers, and caterers were invited to the dinner to taste the dishes cooked by Chef Sandy Daza and Chef Mathieu Paré, Executive Director of CBCE. On that day, CBCE was also interviewed by ABS-CBN’s Food Diplomacy Show.



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The two chefs presented Beef Steak Tagalog and Peppered Rib Eye Steaks with Caramelized Onions and Fruit Salsa, which showed how Canadian beef was well combined with traditional Filipino-style cooking and also highlighted the diversity of Canadian culture. Paired with the red and white wine of Pillitteri Estates Winery, the delicious dishes brought out the special flavor of Canadian beef, leaving a great impression on the guests.

John T Holmes, Ambassador of the Embassy of Canada in the Philippines, said that for meat lovers, grain-fed beef is a healthy choice and can bring more surprisingly deliciousness to the Filipino people. CBII mentioned that the Asian market is the main focus of the Canadian beef industry in the next five years, so that they were very happy to see the growing demand for beef in the Philippine market. In the future, the organization would work closely with the local partners, promoting the brand to the high-end food service market.

The promotion of the dinner party and the TV show enabled Filipino consumers to understand the diversity and localized cooking methods of Canadian beef, and further increased not only their willingness of purchasing Canadian beef but also its awareness and popularity in their minds, which would certainly help the development of Canadian beef in the Southeast Asian market.

Canada Beef Butcher and Culinary Training – Professional Meat Cutting Perfects the Flavor of Canadian Beef

The professional meat cutting methods can ensure the best flavor of Canadian beef. In late November 2018, CBII cooperated with Rustan, a Philippine supermarket chain, to provide a 3-day staff training for 80 butchers and chefs.

Mathieu Paré, Executive Director of CBCE, went to the Philippines to personally explain the advantages of Canadian beef and also demonstrated the cutting methods of Rib eye, Striploin, and Chuck Roll. He cooked these parts into Peppered Rib Eye Steaks with Caramelized Onions and Fruit Salsa, Shepherd's Pie, and Beer-Soaked Beef Rotisserie Roast with Skillet Corn & Kale Salad for the staff to try and learn.



In addition to teaching the staff the cutting and cooking skills of Canadian beef, it was also important to promote the delicious beef to consumers. Therefore, Rustan hosted a food tasting event, selling the three dishes taught by Mathieu Paré in the delicacies at Rustan and Marketplace for a month since November 28. Many Canadian beef lovers were attracted to taste this exclusive menu. The recipe cards of the dishes were also provided for consumers crossed out for them to buy Canadian beef and cook at home.

Moreover, John T Holmes, Ambassador of the Embassy of Canada in the Philippines, was also invited by Rustan and CBII to shoot the Canadian foods promotional film. Through the shopping trips in supermarkets, he introduced a variety of Canadian cuisines, reaching the local consumers in the most friendly and approachable way to promote not only Canadian beef but all Canadian agricultural products.



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