

Canada Beef Quarterly Report, Autumn 2016

Marketing Campaigns in Southeast Asia

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Canadian Sweetheart Chef Anna Offers You Delicious Beef Dishes

The Philippines Tour - Tips to Cook Canadian Beef



During hot days in July and August, Canada Beef continued its marketing efforts. This time, Canada Beef collaborated with Canada's renowned baking sweetheart, Chef Anna Olson. During the press tour for her new cooking show "*Inspired*," Anna Olson and Canada Beef jointly held a press conference and outdoor cooking and teaching activity. Canadian beef was used in combination with various cooking methods in Asian countries such as Malaysia, Singapore and Vietnam to create special and delicious dishes for guests to taste.

Anna Olson is affable and super friendly. She has hosted many cooking shows and is one of the most famous hosts in Southeast Asia. Her shows can be seen in more than 190 countries worldwide, and she even has a cooking channel on YouTube! She is, without a doubt, an influential culinary figure in the world.

In addition to hosting cooking shows, Anna has also published several best-selling cookbooks, sparing no effort to promote Canadian food culture. Pursuing the farm-to-table concept, Anna loves to cook with Canadian local ingredients to make authentic Canadian dishes because she believes the idea: "What grows together goes together."





Ms. Deana Kao, Senior Manager of CBII, said that since Anna is Canadian and loves homegrown ingredients, she is very persuasive in the promotion of Canadian beef. Plus, her personal charisma and high visibility would enhance not only the popularity of Canadian beef but also the brand image. Through the press conference, reports by media and bloggers could help marketing; besides, the outdoor cooking and teaching activity could attract Anna's fans, making them more aware of Canadian beef. This is a successful marketing campaign. Canada Beef will continue to discuss opportunities for collaboration with Anna, looking forward to creating higher brand awareness in Southeast Asia.

Revisiting New World Makati Hotel for the Second Canada Beef Fiesta

Long-Term Cooperation with Brand Partner



This fall, Canada Beef is collaborating with New World Makati Hotel again to hold the second edition of the Canada Beef Fiesta. Due to the extremely strong and large response from consumers who participated in last year's activities, the scale of the festival has been expanded this year to benefit more Canadian beef lovers.

The activities of the second festival will start in September. All of the restaurants, the bar and room service at the hotel, will join the event. For example, Jasmine and Café 1228 will provide a variety of Canadian beef dishes, the bar will provide light meals made of Canadian beef, and there will be a specially designed menu for room service. The most popular dishes will be served until the end of December to satisfy as many gourmets as possible.

To warm up for the event, New World Makati Hotel held a press conference on August 15, inviting VIPs and media reporters to experience the incredible charm of Canadian beef. In attendance were Farid Schoucair, General Manager of New World Makati Hotel, Robert Davis, Executive Chef of New World Makati Hotel, Christian Denter, Embassy of Canada Senior Trade Commissioner, and Canada Beef's cute mascot Ms. Maple.

During the press conference, Chef Robert Davis shared the specialties and cooking tips of Canadian beef, and then demonstrated how to fry the perfect steak. Two guests were chosen to play the steak frying game, and the winner could have the prizes prepared by Canada Beef. The second game was to guess the ingredients. Guests at each table were a team. Teams had to test the special beef dish made by the chef and guess as many ingredients used in the dish as possible within two minutes. The team that had the most correct answers won the game. The games not only allowed guests to experience the taste of beef, but also enhanced the brand favorability.



In addition to delicious beef dishes, Canada Beef also organized a special Instagram challenge. Guests had to write the correct answers to the questions asked by the Canada Beef representative, upload photos that night to Instagram, and check in at New World Makati Hotel for the challenge. A Canada Beef representative picked two winners. While guests were busy engaging in the series of challenge tasks, they were actually promoting Canadian beef on social media.

Ms. Deana Kao, Senior Manager of CBII, said that due to the remarkable achievements of last year's collaboration with New World Makati Hotel, they have reached a consensus of developing a long-term partnership. In the future, they will pick one month in every year to hold the Canada Beef Fiesta, promoting delicious Canadian beef together through the variety of special dishes designed by the chefs of the hotel.

Marina Bay Sands' Food Exhibition Promotes Canadian Beef **Promotions in Singapore FairPrice Supermarkets**

The hotel Marina Bay Sands, in Singapore, holds a three-day Epicurean Market exhibition every summer. During the exhibition, the Michelin-starred chefs of the hotel will make signature dishes in less volume so that the exhibition visitors can taste haute cuisines with lower costs.

This year, Canada Beef collaborated with the Canadian Trade Office in Singapore to host a booth at Marina Bay Sands, inviting the ambassador chef to cook tasty Canadian beef steaks for visitors. If you live in Singapore and love Canadian beef, you can go to FairPrice Supermarkets to buy Canadian beef. There are promotions before the end of September.



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The Canadian Beef Brand is not simply a logo or mark on a product. For loyal partners and supporters of Canadian beef and our industry, the Canadian Beef Brand transparently embodies excellence without compromise, sincere ethics, world-class standards, rural heritage and product authenticity.

Seeking out factual information in a conscious attempt to make ongoing healthy and nutritious eating decisions is top of mind for consumers. More than ever, consumers are trying to connect food with production systems and processes.

Over the past several years, Canada's beef and veal industry has witnessed marketing decisions by companies looking to provide their consumers with specific product attributes perceived to be important. The end result can be negative messaging to consumers about beef production practices and that serves to undermine the Canadian Beef Brand. These differentiated programs often leave consumers and the public with the perception that the remainder of Canadian beef being produced and offered in the marketplace is less safe, less healthy, less sustainable, etc.

As an industry of beef and veal production, we fully appreciate the desire to differentiate from another to satisfy an evolving consumer palate. However, these marketing efforts must be done in a way that does not undermine the Canadian Beef Brand. We see these decisions, when done with industry as a consulted partner, offering the greatest potential for all parties - particularly consumers.

The Canadian beef and veal industry believes consumers have the right to know more about how their food is produced. The Canada Beef team would be pleased to assist you in developing messaging that enables choice, differentiation and connection with consumers. We are a valuable information source regarding how beef is raised in Canada to build knowledge and trust with the consumer as well as to ensure that messaging does not discredit and/or undermine Canada's hard working beef producers.

Our industry Brand is firmly backed by four pillars:

- (i) Producer
- (ii) Product
- (iii) World-class standards
- (iv) Sustainability

We encourage you to look over the supplemental information sheet on each of these Brand pillars as many opportunities to connect with the consumer will emerge.

Furthermore we invite you to join us as a member of the Canadian Roundtable for Sustainable Beef (CRSB). The CRSB's membership is comprised of producer associations, conservation and animal welfare organizations, and retail, foodservice and processor companies. The Canadian beef industry has become a global leader in sustainable beef production, embarking on a journey under the leadership and knowledge of those engaging in the CRSB.

The CRSB is a multi-stakeholder platform focused on advancing the sustainability of the Canadian beef value chain. Sustainable sourcing has many dimensions and communication with the public and consumers around sustainability is complex. The CRSB is a credible source for public confidence in sustainable beef production and in partnership with Canada Beef, consumers now have a go-to source of trusted leadership and transparency in this area.

The Canadian beef and veal industry values the many strong supporters who continue to back and promote us. We ask that as your organization continues to evolve and you consider how best to align with your consumers, that you come to connect with our industry. Embrace the Canadian Beef Brand and together, support rural communities, hardworking Canadians and a part of the very fabric of this great nation.



WHY CANADIAN BEEF?

OUR DAILY PROMISE:

Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it is raised, Canadian beef is excellence without compromise. We will do what is right.

THE CANADIAN BEEF BRAND IS FIRMLY BACKED BY FOUR PILLARS:

Producer

Product

World-class Standards

Sustainability

PRODUCER: At the heart of it all, it takes 'craftsmanship' to bring quality Canadian beef to our tables; a careful management of the land, resources and cattle in our care. Beef farming and ranching is a way of family life; a work of generations past with the hope of that into the future. Beef producers are multi-generational, ethical, dedicated, honest, careful, kind, friendly and diligent. They are progressive leaders in their field (literally). Produced in each and every province, Canadian beef is your local beef. Step outside the city boundaries and you'll find your neighbours; family run beef farms and ranches that make a significant contribution to our rural communities and our economy as a whole.

The Facts:

- The roots are deep in Canada when it comes to raising cattle. Cattle farming and ranching go back over 300 years as part of the founding of the country and our communities.
- Canadian beef farms and ranches are not intensive factory farms. Family owned and operated is the general rule with the herd size in Canada averaging at 63.
- Beef production in Canada contributed \$51 billion to Canada's economy in 2014, up 44% from 2013.
- Progressive improvements: in 2014, Canada produced 3 billion pounds of beef, up 3.9% from 2013.
- There are over 68,000 beef farms/ranches in Canada (compared to 2,700 chicken farmers).

PRODUCT: Our goal with Canadian beef is to deliver an exceptional and memorable eating experience, time after time. We strive to be the protein that is craved and coveted with families across the country and around the world. We fully recognize Canadian beef as one of nature's most powerful protein sources to nourish, nurture and support healthy living.

Canadian beef is raised under ideal conditions for optimal quality and our grading quality standards go well beyond the norm. Our northern climate with long summer days and crisp cold winters enables us to establish a lead in the very best genetics for beef production. Our country is rich in both grass for grazing and grain crops for feed, with an abundance of fresh air, clean water, and wide open spaces to graze.

The Facts:

- Canadian cattle breeds are built on the extensive use of Bos Taures genetics known for its consistent superior quality when it comes to flavour, juiciness and tenderness.
- Angus, Charolais, Hereford, Simmental and Limousin are our primary breeds, with most herds comprised of cross-breeds to bring out the best of each breed.
- Just as cold winters make for healthier Canadians; it also helps to control cattle disease. Healthier and hardier herds are the end result.
- Cattle raised on grain crops like barley and corn result in meat with more marbling. Well marbled meat is more tender and flavourful, and managed feeding enables quality consistency.
- 85% of our cattle are brought to market less than two years of age. Youthful animals make for greater tenderness.

WORLD-CLASS STANDARDS: People worldwide recognize Canada for its high level of scientific and technological sophistication as well as its deep commitment to honesty and ethics with a respect for rules and regulations. Global endorsement of our federal oversight such as Health Canada and the Canadian Food Inspection Agency, serve as the credibility and assurance consumers deserve. In Canada, we do what's right with care and precision. Canada's reputation for high standards, technological expertise and level of transparency is unsurpassed.

As your typical Canadian, we're humbled to say it, but simply put: we're just better than most. Our grading system is one of the most stringent in the world. And with strict and high standards for grading comes consistent high quality beef that delivers what today's consumer is looking for: a leaner beef that is flavourful, tender and juicy.

The Facts:

- In 1994 we took on one of the best grading systems and made it better – easier for consumers to understand with tighter restrictions on quality and consistencies such as marbling, maturity, meat color, fat colour, muscling and texture.
- For example, if a deficiency is found in AAA beef, the meat is not simply bumped to a lower grade, but not allowed a grade designation at all.
- Our food safety protocols and governance are such a part of the Canadian culture that consumers tell us that having beef which is safe is assumed and 'a given'.
- A best practice example: Radio Frequency Identification (RFID) tagging is our homegrown technology that makes it possible for each animal of every herd to be traced back to its origins and followed through its life.

SUSTAINABILITY: Our industry has a deep heritage and tradition built upon a wide range of conscience responsibilities in the areas of land, water, environment, animal care, production, processing and research. Sustainability is top of mind for the public and consumers have responded with not only interest but ever-evolving expectations and understandings. Proactively, our industry has not only embraced change, we have accepted the challenge to lead and be relevant and responsible in the hearts and minds of consumers.

This level of commitment is more than words. It is not as simple as a logo or program of certification that is then replaced by a competing interest suggesting they can offer 'better'. Our beef commitment to sustainability is robust, holistic and genuine, a sustainability platform where the public and consumers are able to hear and confirm that our industry is with them and for them.

The Canadian beef industry has become a global leader in this regard – embarking on a journey under the leadership and knowledge of those apart of the Canadian Roundtable for Sustainable Beef (CRSB). The CRSB is a multi-stakeholder platform focused on advancing the sustainability of the Canadian beef value chain. Sustainable sourcing has many dimensions, and communication with the public and consumers around sustainability is complex. The Roundtable is the portal to knowledge and leadership that can assist and support your operations in differentiating your story in alignment with the Canadian Beef Brand. The CRSB is a credible source for public confidence and in partnership with Canada Beef, consumers now have a go-to source of trusted leadership and transparency. Canada Beef encourages you to join the CRSB and become a part of the commitment our industry has made to sustainability. Visit www.crsb.ca to learn more.

The Facts:

- The CRSB was established in 2013 with the commitment to develop and advance sustainability efforts for Canadian beef.
- Work to date has been to develop a unified definition of sustainability.
- A science based process of measuring indicators is underway with indicators being the 'What Gets Measured' and Verification being the 'HOW: Process & Protocols for Measurement'. To be finalized in June 2016.
- Canadian beef Ranchers and Farmers commit themselves to invest in the standards and best practices of sustainability set out by both provincial and federal governments as well as organizations such as: Ducks Unlimited, Cows and Fish and the World Wildlife Federation.

We put the best of Canada into our beef. It is on us to tell our story, to be more informative, connected to the consumer and public as an industry. We invite you to come and join the conversation. To connect, innovate and inspire the marketplace with a shared commitment to 'doing what is right'.



Visit canadabeef.ca to believe: "Why Canadian Beef."