



CANADA BEEF

50 Year Retrospective

Canadian Beef Industry Conference
August 15, 2023
Calgary, Alberta

An Important Milestone in Canadian Beef Promotion and Market Development

2023 marks the 50th year of continuous Canadian beef marketing services.

- ✓ Canada Beef started global operations as a single organization on July 1, 2011, but our roots go back to 1973 with the creation of the Beef Information Centre (BIC).
- ✓ Canada Beef Export Federation (CBEF) started operations in 1989 to serve the growing export marketplace.
- ✓ Beef Marketing Services International (BMSI) was launched in 1999 to develop and launch Canadian Beef programs in the U.S.



CANADA BEEF



**PREMIUM QUALITY
GRAIN-FED
CANADIAN BEEF**



50 Years of Canadian Beef Marketing

BIC started as a domestic consumer information and education organization.

1973



1981

BIC conducted its first consumer research project to determine concerns about beef.

BIC initiated the first national TV and magazine ad campaign, "Beef Sounds Good." The success of the campaign paved the way for further national TV ad campaigns into the 90s.

1982

1987

New nutrition data for beef published in Health and Welfare Canada Nutrient Files, replaced 50-year-old U.S.-based data.

Canada Beef Export Federation (CBEF) is established to promote and support Canadian beef sales in the export marketplace.

1989



1989

Calgary-based CBEF opened offices in Japan and Mexico prior to NAFTA. Canadian beef exports to Japan and Mexico grew exponentially year over year.

BIC, originally an operating division of the CCA headquartered in Toronto, eventually expanded to 7 offices across Canada with 12 professional staff through the 90s.

1990



1990's

CBEF's team developed and implemented numerous in-coming missions to bring new customers to experience Canadian beef and veal production systems across Canada.

Beef Marketing Services International (BMSI) was created to address the looming threat of country of origin labeling in the U.S. to serve as an unbiased trade facilitation marketing service with a mandate to create, support and implement branded programs utilizing Canadian beef in the continental U.S.

1999



1999

CBEF opened Mainland China office.

CBEF developed the Canadian Beef and Veal handbook.

1998

1996

BIC launched an innovative new naming system for beef cuts based on cooking methods vs anatomical location.

CBEF opened offices in South Korea and Hong Kong.

1995

"Beef's Got it Good" TV campaign was the highest performing campaign BIC had done to date to increase awareness.



1992

BIC sponsored champion swimmer Mark Tewksbury, who went on to win gold at the 1992 Olympics in Barcelona.

CBEF introduced differentiation and demand building seminars.

1990's

1999



BIC streamlined operations and consolidated offices in Calgary and Mississauga.

Initially responsible for consumer marketing with a keen focus on recipes, nutrition and product safety, BIC evolved to include trade marketing and merchandising programs and services to drive business solutions for packers, distributors, retail and foodservice clients.

BIC developed and launched "Financial Tools for Meat Professionals" (retail and foodservice).

BSE discovered in Canada.

2000's

2000

BIC developed the "Canadian Beef Merchandising Guides" featuring new cuts.



2002

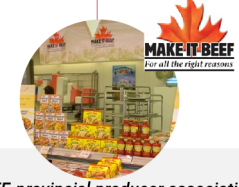
BMSI operations, originally sponsored by CCA, are rolled into BIC.



2002

Canadian beef exports reached an all-time volume record of 521,000 tonnes (\$2.2 billion).

2003



Import levy funds generate approximately \$1 million annually, invested in generic beef marketing programs that support the promotion of unbranded beef sold in Canada.



The working group recommended that BIC, CBEF, and the Agency merge into a single organization. The working group released its final report in January 2011 and on July 1, 2011 Canada Beef came into being.

The Canadian Beef brand mark is developed, trademarked and launched everywhere.

2003 - BIC developed and launched "Good Retail Practices" in cooperation with the pork sector.

CCA, BIC, CBEF, provincial producer associations, Cattle Feeders, GOC, CMC, Retail/Foodservice Associations mobilized. Canadians rallied behind beef producers and industry to purchase beef suspended from export trade. No other country in the world had experienced growth in beef consumption in the aftermath of a BSE case. A testament to consumer confidence in the Canadian beef delivery system.

2011

2013

An amended Beef Cattle Research, Market Development and Promotion Levies Order was gazetted that allowed check-off to be collected on beef imports.

2010

A Canada Beef Working Group is struck to investigate a new organizational structure that would streamline the beef marketing, research, and promotion activities carried out separately by BIC, CBEF and the Canadian Beef Cattle Research, Market Development, and Promotion Agency (Agency).

2009

The brand mark provided a global symbol to differentiate Canadian beef vs competitors in all markets paving the way forward.

2003

2003

BIC developed and launched "Ground Beef Management Tools"

2003

BIC developed and launched an OTM strategy including merchandising and grading resources to support the sector.

Canada Beef opened the Canadian Beef Centre of Excellence. This state-of-the-art facility promoted new beef products, provided training and education, and built Canadian beef brand loyalty in international markets.



2015

Canada Beef offered enhanced education solutions for packers, processors, end-user clients and educators.

2021



Canada Beef developed the Canadian Beef Information Gateway. Its use of QR codes is another example of how Canada Beef continues to reach out to consumers in a manner to which they are accustomed.

The Gateway is officially launched.

2022



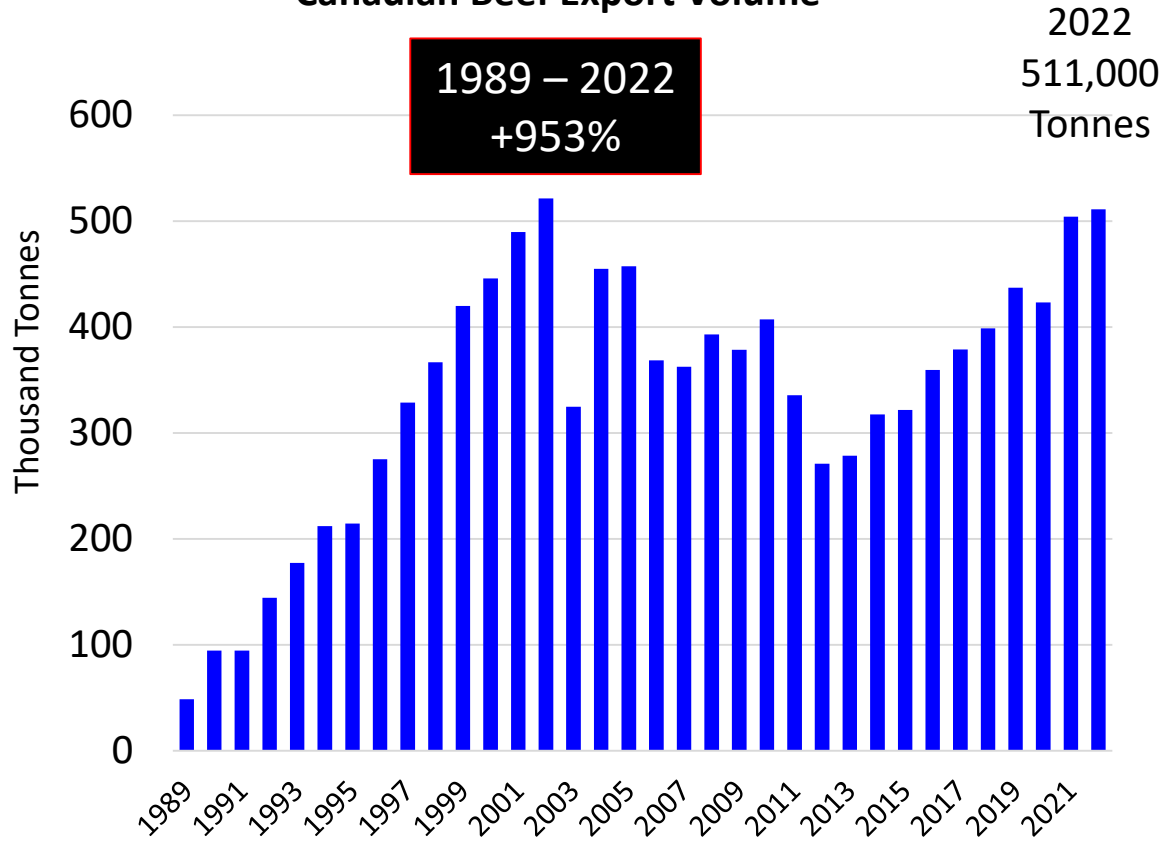
2023

Extensive renovation at the CBCE is complete. Renovations and audio/visual upgrades to the CBCE ensure the facility continues to play a key role in communicating the Canadian Beef Advantage across digital platforms to consumers, culinary and butchery students, and meat professionals worldwide.



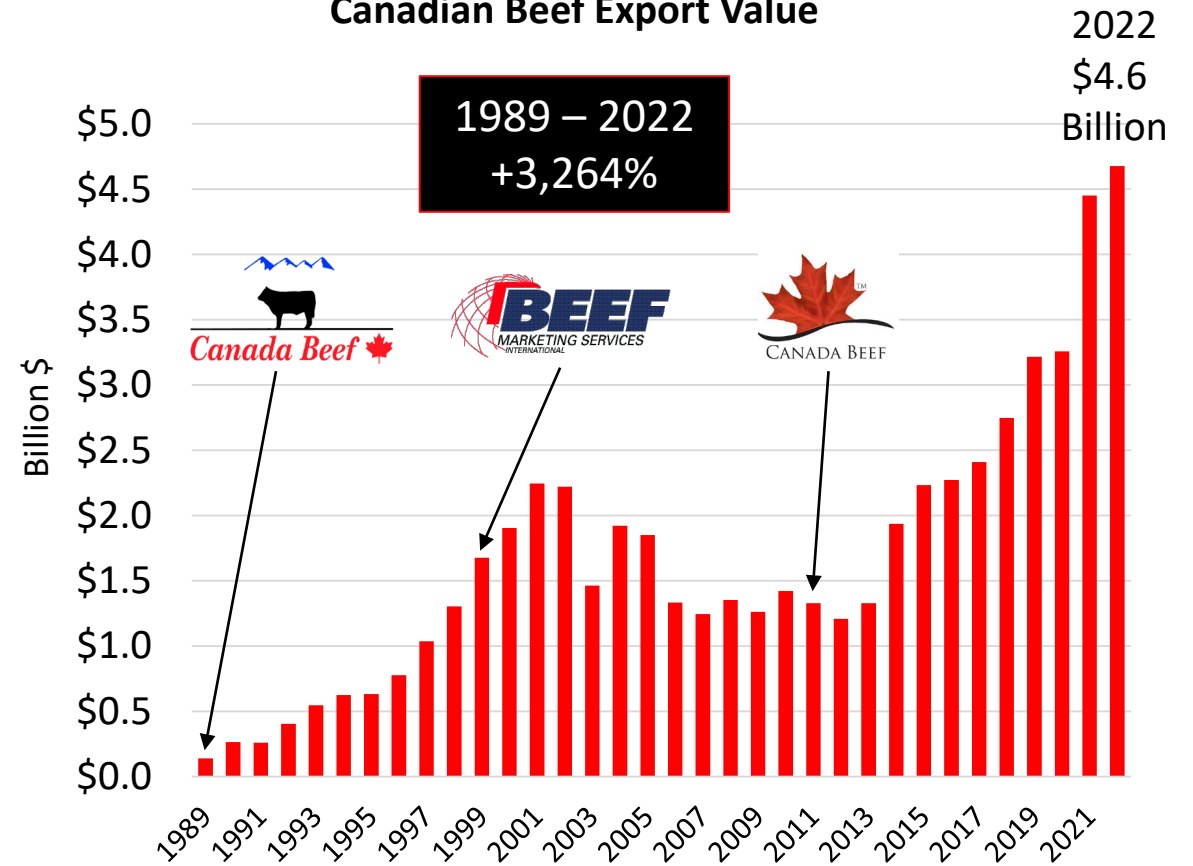
Canadian Beef Exports 1989 - 2022

Canadian Beef Export Volume



Source: Statistics Canada, AAFC/MISB/AID/Redmeat Section

Canadian Beef Export Value

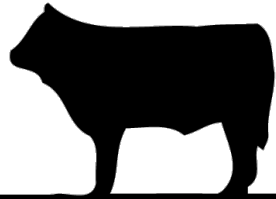


Source: Statistics Canada, AAFC/MISB/AID/Redmeat Section

Beef Information Centre

(BIC)
1973 - 2011

- BIC started as a domestic consumer information and education organization in 1973.
- Originally an operating division of CCA, headquartered in Toronto and eventually expanded to 7 offices across Canada with 12 professional staff through the 90's.
- Responsible for consumer marketing with a keen focus on recipes, nutrition and product safety.
- BIC evolved over time to include trade marketing and merchandising programs and services to drive business solutions for packers, distributors, retail and foodservice clients.
- In early 2000's, BIC streamlined operations and consolidated offices in Calgary and Mississauga.



Canada Beef 

Canada Beef Export Federation (CBEF)
1989 - 2011

- The Canada Beef Export Federation (CBEF) was established in 1989 to promote and support Canadian beef sales in the export marketplace (outside Canada and the U.S.).
- Headquartered in Calgary, CBEF opened offices in Japan and Mexico in 1989.
- South Korea and Hong Kong offices opened in 1995.
- Taiwan opened in 1997 and Mainland China opened in 1999.



PREMIUM
QUALITY
GRAIN-FED
CANADIAN BEEF



(BMSI)
1999 - 2002

- BMSI was created in 1999 in the shadow of the looming threat of country of origin labeling in the U.S.
- BMSI was positioned as an unbiased trade facilitation marketing service with a mandate to create, support and implement branded programs utilizing Canadian beef in the continental U.S.
- The team consisted of 4 marketing specialists operating under the radar on the Eastern Seaboard, Midwest, California and Hawaii.
- Originally sponsored by CCA, operations were rolled into BIC in 2002.



CANADA BEEF

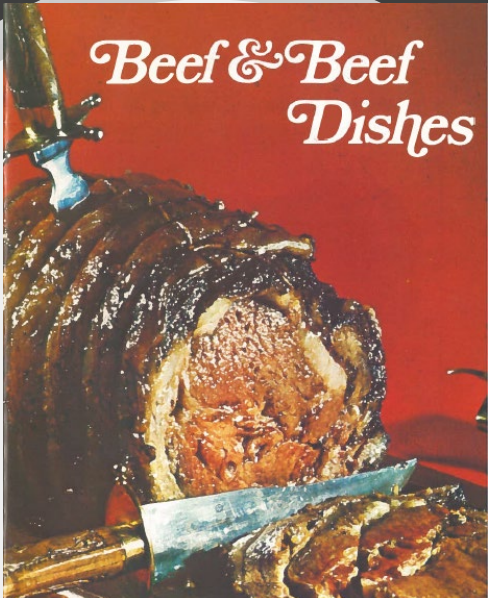
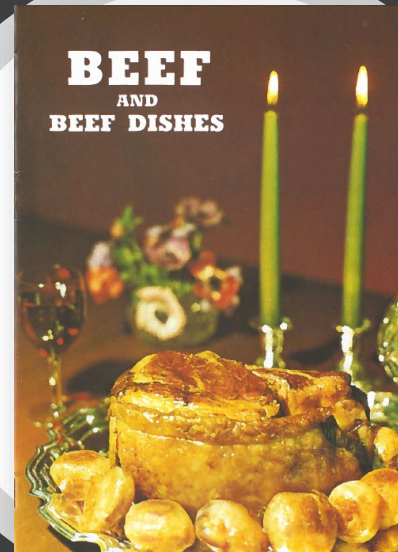
2011 - Present

- BIC and CBEF merged with the Canadian Beef Cattle Research, Market Development, and Promotion Agency as directed by the Canadian Beef Working Group (CBWG).
- The CBWG was created in 2010 and included industry stakeholders with a mandate to investigate a new organizational structure.
- The goal was to streamline beef marketing, research and promotion activities carried out separately by the three entities.
- BIC and CBEF merged in July 2011 and Canada Beef came into being.



BIC in the 1980's

- 1981 - BIC conducted first consumer research project to determine concerns about beef.
- 1982 - BIC initiated the first national TV and magazine ad campaign, "Beef Sounds Good."
 - The success of the campaign paved the way for further national TV ad campaigns into the 90's.
- 1987 - New nutrition data for beef is published in Health and Welfare Canada Nutrient Files, replacing 50-year-old U.S.-based data.
- 8 more years of effort and 3 research projects provided data confirming beef was 50% leaner and 21% lower in cholesterol.



CBEF Opens for Business



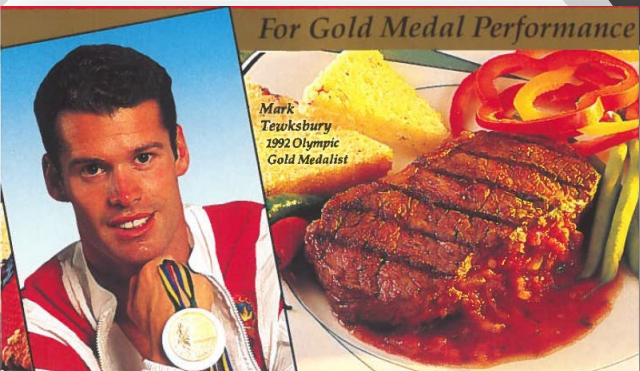
- 1989 - CBEF opened offices in Tokyo, Japan and Monterey Mexico prior to NAFTA.
- Canadian beef exports to both Japan and Mexico grew exponentially year over year.





BIC in the 1990's

- In 1992, BIC sponsored Mark Tewksbury, a swimmer who went on to win gold at the 1992 Olympics in Barcelona.
- “Beef’s Got it Good” TV campaign was the highest performing campaign BIC had done to date to increase awareness.
- 1996, BIC launched an innovative new naming system for beef cuts based on cooking methods vs anatomical location.



CBEF 1990 - 2010



- 1998: CBEF developed the Canadian Beef and Veal handbook.
- The CBEF team developed and implemented numerous in-coming missions to bring new customers to experience Canadian beef and veal production systems across Canada.
- CBEF rolled out differentiation and demand building seminars.
- In 2002, Canadian beef exports reached the all-time volume record of 521,000 tonnes (\$2.2 billion).

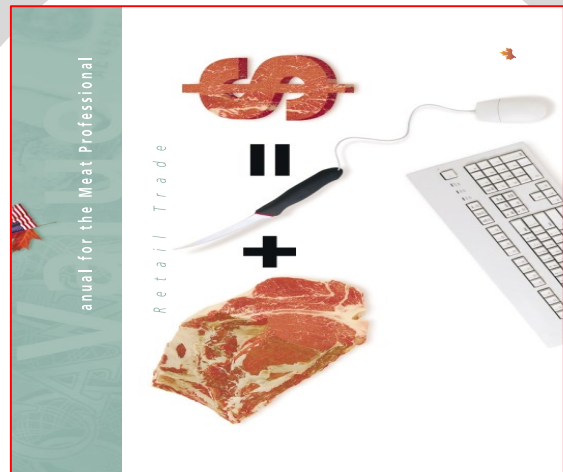


Beef

Flavour at its best

BIC 2000's

- 2000: BIC developed the “Canadian Beef Merchandising Guides” featuring new cuts.
- 2002: BIC developed and launched “Financial Tools for Meat Professionals” (retail and foodservice).
- 2003: BIC developed and launched an OTM strategy including merchandising and grading resources to support the sector.
- 2003: BIC developed and launched “Good Retail Practices” in cooperation with the pork sector.
- 2003: BIC developed and launched “Ground Beef Management Tools.”



BMSI Hits The Ground Running



- 2001: BMSI launched first branded program utilizing 100% Canadian beef from Alberta in Northern California with Food Source.
- 2002: BMSI launched second branded program utilizing 100% Canadian beef from Alberta in Kauai, Hawaii with Times Supermarkets.
- 2003: U.S. programs and services were rolled into BIC operations.



The End of Days or Our Finest Hours?

- May 19, 2003: BSE was discovered in Canada.
- CCA, BIC, CBEF, ABP, NCFA, GOC, CMC, Retail/Foodservice Associations mobilized.
- Canadians rallied behind beef producers and industry to purchase beef suspended from export trade.
- No other country in the world had experienced growth in beef consumption in the aftermath of a BSE case.
- A testament to consumer confidence in the Canadian beef delivery system.





Building The Brand

- 2009 – The Canadian Beef brand mark is developed, trademarked and launched everywhere.
- 2011 – 2019: sports marketing (CFL, Curling)
- The brand mark provided a global symbol to differentiate Canadian beef versus competitors in all markets paving the way forward.

Import Beef Levy Brings \$1 Million to the Table

- 2013: June 5, an amended Beef Cattle Research, Market Development and Promotion Levies Order was gazetted that allowed check-off to be collected on beef and veal imports.
- Import levy funds generate approximately \$1 million annually, invested in generic beef and veal marketing programs in Canada.
- These activities focus on keeping all beef and veal available in Canada on the plate of Canadian consumers by promoting the health and nutritional attributes and reinforcing food safety practices.

THINKBEEF 

THINK *Veal* 

Canadian Beef Centre of Excellence 2015

- A teaching/training demonstration theatre featured a fabrication room, commercial kitchen, and boardroom.
- Canada Beef offered enhanced education solutions for packers, processors, end-user clients and educators.

CALGARY HERALD

LIKE CLOCKWORK
Apple Watch arrives next month C3



DAVE KELLY GOES LIVE
Host kicks off stage show D1

TUESDAY, MARCH 10, 2015

PROUDLY CALGARY SINCE 1883

POSTMEDIA

BIG BOOST FOR BEEF

get a taste of what the new Canadian Beef Centre of Excellence is all about from director Marty Carpenter.

Federal Agriculture Minister Gerry Ritz, centre, and Calgary MP Michelle Rempel



Calgary MP Michelle Rempel and federal Agriculture Minister Gerry Ritz try out the state-of-the-art facilities at the Canadian Beef Centre of Excellence, which opened on Monday. The centre will help the industry promote, test-market and showcase Canadian beef. *LEAH WENDEL/CALGARY HERALD*

FP

Sizzle and steak open centre that promotes Canadian beef

AMANDA STEPHENSON
CALGARY HERALD

A unique new facility aimed at marketing Canadian beef to the world opened Monday in Calgary, even though some of the countries the centre hopes to target have imposed recent BSE-related trade restrictions on Canada.

Six countries — China, South Korea, Taiwan, Peru, Belarus and Indonesia — have suspended imports of beef or beef products from Canada in light of this country's latest case of bovine spongiform encephalopathy, discovered last month in a cow near Spruce Grove.

But that wasn't enough to dampen the enthusiasm of industry and government officials at the grand opening of the Canadian Beef Centre of Excellence, an independent national beef industry marketing organization. "This was more than a dream — this was something that was tremendously needed in terms of exposing our brand to the consumer."

The centre — built with the help of a \$3.8-million contribution from the federal government — features a full commercial kitchen, a retail display case, a classroom and a hosting and dining room. Chefs and butchers at the facility will test-market new products and showcase Canadian beef for international visitors, owners and hoteliers, restaurant and medium-sized enterprises interested in growing their export trade.

numbers of middle class consumers are driving greater demand for most of the Canadian Beef Centre of Excellence was announced last July, several countries — including Mexico, Japan, South Korea, China, Dubai, and Saudi Arabia — were all singled out as opportunity markets.

Federal Agriculture Minister Gerry Ritz said Monday it is disappointing that two of those markets — China and South Korea — have since used Alberta's latest BSE case to shut their borders to Canadian beef. But he emphasized that while these markets are full of potential, they don't yet represent a significant portion of Canada's beef export trade.

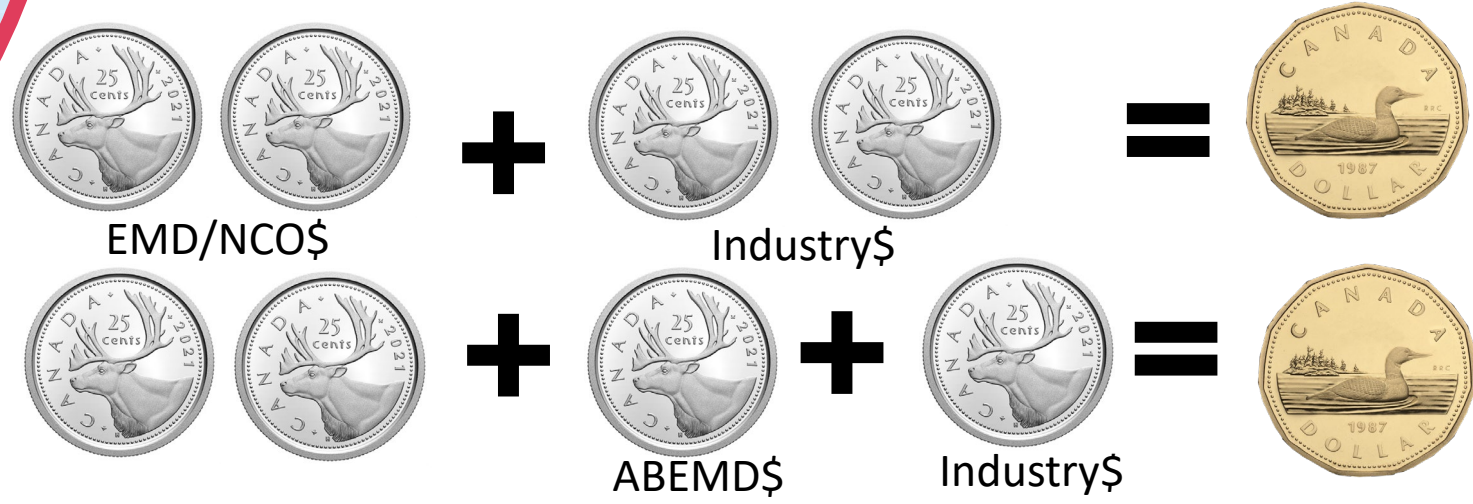
trade restrictions are only temporary, adding he and industry representatives will be travelling to Vietnam, South Korea, and Japan next week to promote and reinforce the safety of Canadian beef. He added the World Organization for Animal Health continues to classify Canada as a "controlled risk" country for BSE.

"That's science-based, and we expect our trading partners to base their access decisions on that science," Ritz said.

For his part, Meijer said he believes the discovery of the Spruce Grove case simply proves that Canada's BSE surveillance program is effective. He said he doesn't believe that one new case puts any kind of damper on the centre's grand opening, or on the beef industry's long-term plans for export development. "Is it (BSE) unfortunate? Yeah, sure, it's unfortunate. Would we like it to be gone today? Of course

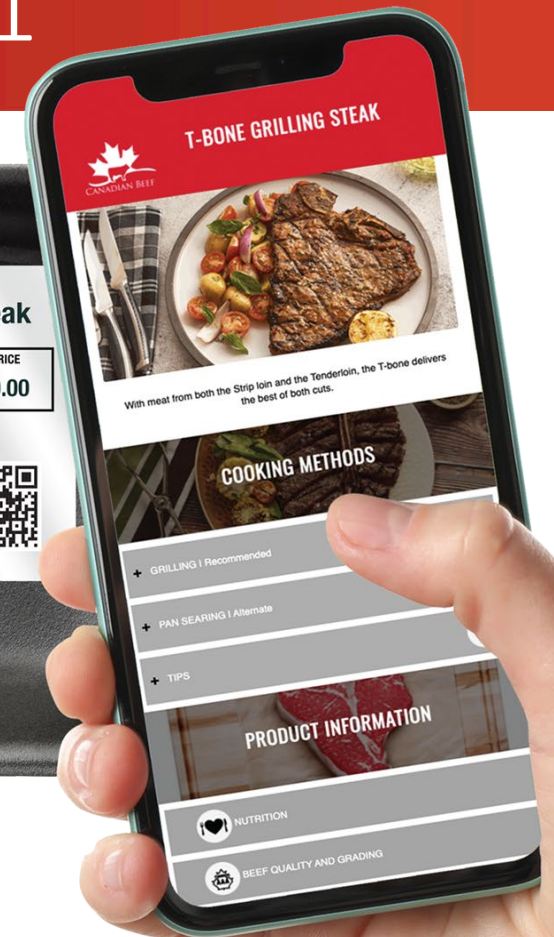


Export Market Development Partnership 2019



Market Investigation (EMI)	Market Adaptation (EMA)	Market Diversification (MDP)	Promotion and Marketing (PMP)	Competitive Benchmarking (CBP)
Outgoing Missions New Customers, New Markets, Training, Innovation	Incoming Missions New Customers, New Markets, Training, Innovation	Trade Show, Events and Seminar Participation	Marketing Material Development, Production and Tasting Programs	In-market Yield Testing, Financial Performance and Meat Quality Sensory Analysis

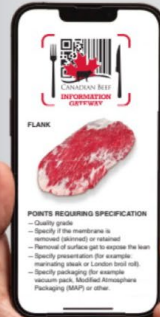
Canadian Beef Information Gateway 2021



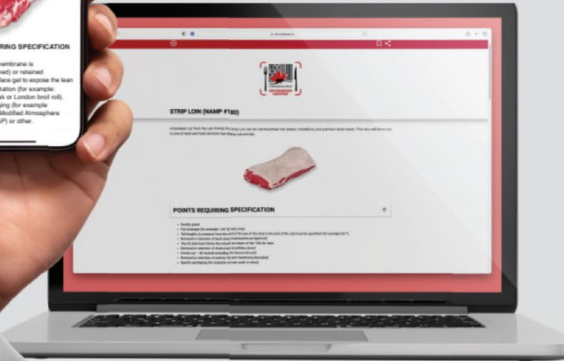
PREMIUM
QUALITY
GRAIN-FED
CANADIAN BEEF

Bring the AAA Game to the World's Table

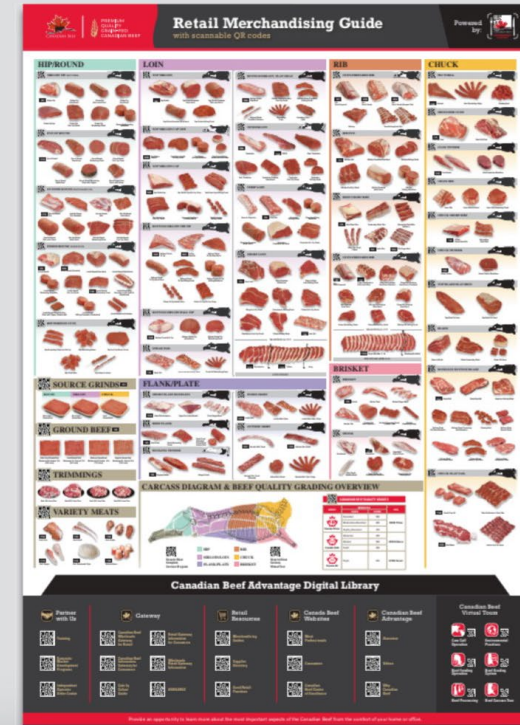
Your Canadian Beef Training Solutions



Canadian Beef Information Wholesale Gateway



Canadian Beef Merchandising Guide



SUBPRIMAL 360° VIDEOS



MERCHANDISING, CULINARY*, SERVING* AND PURCHASING* VIDEOS

*Available on Foodservice Gateway only

SUBPRIMAL AND PORTIONED PRODUCT PHOTOS



KEY PRODUCT INFORMATION

PURCHASING SPECIFICATIONS



PREPARATION INFORMATION



SCANNABLE SUBPRIMAL QR CODES



CARCASS SCHEMATIC AND VIRTUAL TOURS



CANADIAN BEEF ADVANTAGE DIGITAL LIBRARY

LAUNCH SCHEDULE

Retail August 2023 | Foodservice Fall 2023

- ✓ Carcass utilization
- ✓ Value optimization
- ✓ Increased product demand
- ✓ Expanded client and customer engagement



2022 Digital Resource Content Creation

- Extensive renovation at the CBCE completed.
- 3 new state of the art digital production studios created and now online.
- Upgraded conference room.
- Upgraded facilities include ceiling architecture to position 20 cameras, 6 screens, 12 lighting units and microphones throughout the facility to maximize quality output and broadcast capabilities.



PREMIUM
QUALITY
GRAIN-FED
CANADIAN BEEF

Provincial Marketing Alliance

Alberta Beef Partnership 2022

- ✓ PMA launched in 2021
- ✓ Consumer Campaign How do you Burger ?
- ✓ Influencer Campaign
- ✓ Alberta Beef Producers Gateway
- ✓ Ronald McDonald House
- ✓ Home for Dinner hosted X2 events



Canadian Cattle Producer Investment Makes it Possible

- Canada Beef is primarily funded by cattle producer check-off and import levy dollars.
- Canada Beef leverages producer investment through government industry development funds and client partner investments to optimize return on investment.
- Special thanks to all BIC, CBEF, BMSI and Canada Beef employees, chairpersons and delegates, past and present.



Canada 

Alberta 
Government



Thank You For Your Support

Michael Young
President

Canada Beef

T 403.275.5890 x 205

C 250.216.5332

myoung@canadabeef.ca

canadabeef.ca



Scan for recipes, video's and more

For more information about
Canada Beef Programs and
Services visit
cdnbeefperforms.ca

Want to learn more about what
Canada Beef is up to?
Join the Canada Beef Performs
monthly e-newsletter.