

Canada Beef History

The Canadian Beef Cattle Research, Market Development and Promotion Agency (Agency) is the independent organization responsible for administering the national beef cattle check-off. Check-off funds are directed by the Agency to fund national and international market development and promotion, beef cattle research and public trust/issues management initiatives on behalf of the Canadian beef cattle industry.

The Agency operates an internal division called Canada Beef to deliver beef marketing and promotion activities. The Canada Beef marketing division began operations July 1, 2011 with the consolidation of the Beef Information Centre (formerly responsible for domestic beef market development) and the Canada Beef Export Federation (formerly responsible for international beef market development).

While Canada Beef has only been operating since 2011, it's important to note that its predecessor organizations had operated as the domestic and international marketing arms of the Canadian beef industry for decades (Beef Information Centre since 1973 and Canada Beef Export Federation since 1989).

Canada beef is well-positioned in Canada and key export markets with its head office in Calgary and offices in Mississauga, Mexico, Japan, Taiwan, and China. Canada beef has approximately 25 staff representing a broad skill set allowing for a highly skilled, multi-faceted approach to market development, branding and promotion in markets around the world. In-house expertise includes branding, marketing, communications, retail merchandising, product development, home economists, chefs, butchers, meat cutters, hospitality/ foodservice, chartered management accountants and book keepers.

Canada Beef is able to further leverage cattle producer's check-off investment by accessing government industry development funds and private partner investments to maximize the impact of promotion and market development efforts. Canada Beef works to enable and sustain end-user customer and consumer loyalty for Canadian beef and veal brands for stakeholder partners around the world. These efforts increase awareness and demand for Canadian beef and veal and the value producers receive for their cattle. Canada Beef delivers its business strategy by leveraging Canadian beef and veal brands through consumer marketing and market development activities in Canada and key export markets around the world.

The Canada Beef division is overseen by the Canada Beef Market Development and Promotion Committee comprised of 13 representatives – eight from the Agency Board and five recruited from the beef industry value chain.

This Committee composition provides many advantages for Canada Beef. Having representatives from the provincial cattle producer associations provides direct engagement and participation from the grass roots organizations representing those remitting check-off. This helps ensure understanding and buy-in with those the organization was established to serve. Having the downstream value chain represented by trade industry representatives ensures that Canada Beef is well-connected and relevant to those partners that actually own and sell the majority of Canadian beef. The active participation from all areas of the value chain at the highest level of the organization strengthens Canada Beef's value proposition to the industry as a whole.