



CANADIAN BEEF CHECK-OFF AGENCY

146, 6715 8th Street NE
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**MARKET DEVELOPMENT & PROMOTION COMMITTEE
 AGENDA – Draft B**

**July 13, 2022, 8:00am-11:00am mountain (10am – 1pm eastern)
 Microsoft Teams Video Conference Call**

1.	Welcome and Roll Call	M.Kennedy	5min
2.	Approval of Agenda	M.Kennedy	5min
3.	Front of Pack Labelling, Regulatory and Policy Support Framework for Canada Beef	M.Klassen	15min
4.	E-Commerce Research	M.Klassen	15min
5.	Foodservice Recovery Plan	M.Klassen	10min
6.	Approval of Minutes	M.Kennedy	5min
	a) MDP Video Meeting April 27, 2022		
7.	Business Arising from Minutes	All	5min
8.	Financial Report (May 2022)	R.Mallard/M.Shittu	10min
9.	Committee Roundtable Updates	All Committee Members	50min
10.	President’s Report	M.Young	30min
11.	Provincial Marketing Alliance Policy Draft (decision)	M.Young	10min
12.	Marketing Sub-Committees Update (decision)	M.Young	10min
13.	HR Update	R.Glaser	5min
14.	Key dates for 2022	R.Glaser	5min
15.	Other Business	All	5min
16.	In-camera (as needed)	M.Kennedy	
17.	Adjournment		



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MARKET DEVELOPMENT & PROMOTION COMMITTEE VIDEO CONFERENCE CALL MINUTES - Draft

April 27, 2022, 8:00am-11:00am (mountain) Video Conference Call

Directors Present

Mike Kennedy
Coral Manastersky
Russ Mallard
Cameron Blake
David Francis
Hubert Lau
Jack Chaffe
Stephen Christie

Guests

Jim Clark, OCFA
Lindsay Roberts, ABP
Chad Ross, NCOA
Melinda German, NCOA

Regrets

John Curtis
Andre Forget
Jennifer Haley
Mike Guest

Staff Present

Michael Young
Michael Shittu
Mark Klassen
Ron Glaser

1. Welcome and Call to Order

M. Kennedy called the video conference call to order at 8:00am mountain.

2. Approval of Agenda

MOTION: The agenda was reviewed and approved on a motion by C.Manastersky/R.Mallard.

3. Approval of Minutes

MOTION: The Minutes of the January 27, 2022 video conference meeting were reviewed and approved on a motion by H.Lau/S.Christie.

4. Business Arising

There was no business arising from the minutes.

5. Finance and Budget Update

Finance Chair R.Mallard and M.Shittu provided a high level financial update to the Committee covering 11 months of the fiscal year to February 28, 2022 based on statements circulated to the Committee. The Committee was reminded that the reports are specific to Canada Beef and do not cover the NCO Board.

The balance sheet to the end of February showed a total assets position of approximately \$15.9 million and liabilities of \$1.27 million for a net asset position of \$14.6 million. This includes \$9.6 million in cash and cash equivalents (money in a premium investment account with RBC) and accounts receivable of \$2.5 million (check-off receivables and repayments due from the CAP program).

The statement of revenues and expenses show a year-to-date surplus of approximately \$2 million versus a budgeted deficit of \$1.56 million for the full year. The main source of funding for Canada Beef is national check-off projected to be \$9.2 million this year. To date approximately \$9.1 million has been received. Marketing expenses to the end of year were budgeted at just over \$13.8 million with approximately \$9.6 million expended to the end of February.

Costs for the Board were projected to be \$65,000 for the full year, with about \$3,950 spent to the end of February. These funds cover the four new directors-at-large positions while other committee members are covered under the NCOA board budget.

Mallard shared that overall pace of program spending is closer to plan than last year due to the proactive reallocations of funds to areas of opportunity in response to the continuing impact of COVID on the marketplace.

6. Calgary and Mississauga Office Renovation Update

Shittu provided an update on renovations for the Calgary and Mississauga offices. The Calgary office space will be renovated and reduced in size by approximately 1,400 sq ft to a total of approximately 7,500 sq ft to better suit operational requirements and to realize cost savings. Construction costs will be covered by the landlord as part of a five year lease renewal resulting in an annual saving of approximately \$82,000 in rent per year. Renovations are also planned for the Mississauga office but has been delayed at the municipal permit office. The Mississauga office will be reconfigured to convert common space into more staff work spaces.

7. Committee Roundtable Updates

Francis reported calving has largely finished on PEI. Cattle prices have been rising which has been well-received. He is concerned about the impact of rising beef prices on consumer purchasing.

Chaffe reported being concerned about the impact of weather right across Canada with dry weather in the west and late snow during calving in other areas. He is also concerned about the rising cost of inputs such as fertilizer. Producers in his area have also noticed increased imports of Brazilian beef into eastern Canada.

Lau reported seeing beef demand raising in markets like Hong Kong. He is also seeing growth in the CRSB sustainable beef uptake from trade customers.

Christie reported seeing food service running at about 90-95% of 2019 levels. Hotels are cautiously reopening but are struggling with labour. The nature of buffet business is different where individual servings are put out as opposed to the old model of customers directly serving

themselves. Pricing of beef is causing customers to pull beef from their menus or to move down to lower cost options. Menu variety is also being restricted in the current market environment. Take out and delivery is still very strong for restaurants. Specials and limited time offers are helping to drive sales. Christie feels the food service sector needs more support for the beef sector and is seeing more inquiries from national accounts about cheaper imported beef products.

Blake shared insights from a recent retail conference. He spoke about the growth of online shopping options and the growth of sustainability messaging and product positioning. He also spoke about trends to help consumers 'simplifying the seek' and 'enabling the browse' in their shopping experience and sighted the Gateway project as an example.

Mallard discussed the high price of beef and strong international demand meaning that domestic consumers are competing for our beef. He spoke about how COVID has had more of an impact on the plant this spring than it did previous seasons. It has caused hard operational difficulties and highlighted the need for efficiency for a small plant.

Manastersky discussed the difficulties that high inflation is causing along with supply chain issues, freight costs, and a falling Canadian dollar. Future forecasting is extremely difficult. She also spoke about COVID not being over and how it is still impacting the market, labour, etc.

Roberts reported that parts of Alberta are getting moisture (primarily in the north) while the south is still very dry and could be facing drought again this year.

Kennedy reported that their labour situation has improved allowed them to operate close to capacity. They are looking at automation and what the plant of the future will look like. Demand remains good but pricing is having an impact. Southeast Asia exports are strong along with the Japan market, while China remains closed and needs to be addressed.

Ross shared that Saskatchewan producers are hurting due to low cattle prices, high input costs, weather difficulties, leading to more producers stepping away from the industry. He is looking forward to seeing everyone at the Agency AGM in August.

8. CBCE Renovation Update

Klassen reported that CBCE renovations are underway to enhance audio-visual capability and upgrade equipment including a dedicated video studio and editing suite, and enhanced broadcast capability. The general contractor has been selected, key equipment has been ordered, and permit process is underway. While the renovations are underway, the CBCE will use outside studio facilities to continue production of consumer and trade digital content.

9. HR Update

Glaser provided an HR update to the Committee. Senior Manager of Operations Judy Charlebois has retired after nearly 29 years of service and Michele Wiltshire was hired into that role. We thank Judy for her strong service to the industry. Two new positions (a Director, and a Coordinator role) are being created to support the Gateway program. The positions could be

based out of Calgary or Mississauga depending on the candidate. The competition is currently open and will close May 6, 2022.

10. President's Report

Young reported Canadian beef imports to China remain suspended since January due to an atypical BSE case reported in December 2022. The Canadian Government and CFIA have made every effort to provide Chinese officials with the information they requested to resume trade but no progress has been made.

Significant freight increases, reduced vessel allocation space in the Canada-Asia corridor combined with supply chain disruptions are reducing Canada's competitive position in the export marketplace.

Overall beef exports are up 9.2% YTD 2021 by volume, up 41.7% YTD 2021 by value, and unit value is up 29.8% YTD 2021. Beef imports into Canada are down -6% YTD 2021 by volume, and up 16% YTD 2021 by value.

Food inflation continues to grow with the consumer price index for March showing inflation for all items increased 6.7% YTD 2021. Within those number, consumer packaged goods increased by 9.2% and meat increased by 10%. Beef retail prices for beef have gone up 9.2% versus YTD 2020. Beef sales by volume have declined -25.6% versus YTD 2020.

Young highlighted export data to date. All numbers are YTD February versus 2021. Exports to Japan have increased 25% and is Canada's second largest market after the United States. Exports to South Korea have increased 43%. Exports to China are down -95%, and exports to Hong Kong and Macau are down -56%. Exports to Taiwan have increased 182% by volume and 340% by value. Exports to Vietnam have increased 36% by volume and 84% by value. Exports to Mexico have increased by 6%.

Canada Beef is on track to partner once again with Canada Pork to host a booth at Sial Paris in October 2022. Young reported 55 EMD partner projects were completed, supporting 27 different companies targeting nine different export markets.

Young provided an update on domestic market activities including: partnership with Costco on slice and save program; My Canadian Beef Consumer Campaign generating 23 million impressions; One and Only Beef Campaign creating 1 million impressions; establishing a health and nutrition expert committee; PSE initiatives reached 5 million consumers; Channel Marketing has heavily promoted the Gateway program to clients; QSR foodservice promotion with Tim's Steak and Egg Breakfast Sandwich and Artisan Sandwiches; CBCE have generated over 500 videos and created Learning Solutions (new training courses for trade clients); and Canada Beef presented the Award of Culinary Excellence to Kimberly Freeman, a culinary arts student at NAIT – this is an annual award to support butchery and culinary training across the country.

11. Canadian Beef Information Gateway Update

Klassen provided an update on the launch of the Gateway project. An independent retailer's kit was developed with support POS resources. A in-store pilot program underway with a Real

Canadian Super Store in Oakville, Ontario from April 22-24, and April 29-May 1st. Hopefully it will lead to a western Canadian pilot and eventually a roll out to other banners under the Loblaw brand. Negotiations are still underway to implement the program with Fresh Co – part of the Sobeys' banner. Also, new CBA content is being added to the Gateway. The Second generation of the Gateway platform is currently under construction that will add content automation, and ability to add coupons. Additional new features and applications for the Gateway are coming for foodservice, packer, producer and international customers.

12. Global Stakeholder Satisfaction Survey Results

Klassen reviewed the results of 2021/22 global stakeholder satisfaction survey. This was the second survey to include global stakeholders, as previous surveys were strictly domestic. Survey invitations were sent by email to stakeholders sourced from staff contact lists. Three separate questionnaires were developed in relation to initiatives for the domestic market, Canadian exporters and international clients respectively. Responses for key metrics were then combined across all three target populations to achieve a global measure of satisfaction with Canada Beef. Sectors represented by survey respondents were retail, foodservice, import, trading, processing, distribution, Canadian beef and veal brand owners, government, national industry and provincial producer associations. This year's survey had 399 respondents compared to 382 in the previous survey. An overall global satisfaction score of 75% was calculated. Typically, less than 5% of stakeholders indicated that they were dissatisfied with any of the attributes surveyed. A significant minority noted they were unable to comment which reduced satisfaction scores. Moving forward Canada Beef will prioritize targeted communication initiatives and increased one-on-one engagement.

13. Food Service Recovery Research

Canada Beef commissioned Technomic to conduct research with 300 food service operators including: limited service restaurants, full service restaurants, lodging, and recreation. Canada Beef wanted to learn more in four areas: overview of food industry performance in 2020 and 2021 and forecasts; identify operator issues and challenges; explore beef menu trends and utilization; and provide operator insights on beef. Canada Beef will conduct a foodservice webinar in summer of 2022 to highlight the results and provide details of how the organization can support food service operators. Klassen reviewed key takeaways for the study: food service revenues will likely recover from COVID-19 but in 'real' dollar terms it could take until 2023/24; beef sales may take longer to recover than overall revenues; even when sales have recovered, the operation of the sector will not likely return to its previous 2019 state; and change is difficult but represents an opportunity to provide support.

14. Provincial Marketing Alliance Review

Kennedy led a review of the Provincial Marketing Alliance (PMA) initiative. PMA consists of professional marketing specialists from participating provincial cattle or veal producer associations and focuses on the alignment of beef and veal marketing programs, services, and investment to achieve common goals and objectives as identified by the Market Development and Promotion Committee. PMA members are invited to attend Committee meetings as observers.

Program participants shared their thoughts on progress of the initiative. Young shared that from a staff perspective the program is operating as intended and provided opportunities for program awareness and alignment, and has paved the way for some joint investment and programming with ABP. Chaffe feels the program has been effective for Ontario in facilitating connection and alignment with national and regional marketing. Chaffe suggested the governance structure for PMA be more clearly defined. Clark feels the PMA is working well and is helping to bring Canada Beef and provincial marketing efforts closer together. Roberts shared that the PMA has been well-received by ABP and improved marketing engagement through intelligence and resource sharing. Roberts agreed that having a more refined governance structure in place will be beneficial. Ross shared that the initiative has been a positive development in working with the provinces, and Ontario specifically, to address check-off issues/concerns.

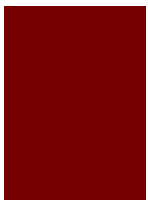
15. Key Dates/Next Meeting

The next Committee meeting was tentatively set for July 6th as a virtual meeting.

16. Adjournment

MOTION: *Meeting was adjourned at 12:00pm on a motion by S.Christie/C.Manastersky.*

Draft and Confidential



CANADA BEEF PRESIDENT'S REPORT Q1 2022-2023

Market Development & Promotion Committee
Video Conference Meeting
July 13, 2022



Global Meat Market Trends

- Canadian beef exports to China remain suspended since January, due to atypical BSE case reported in December 2022.
- Container port load/off load and distribution of animal protein operations in China still lagging, contributing to global container shortages, skyrocketing freight costs and delays worldwide to move product.
- YTD June exports to China (from all suppliers) – beef +1%, pork -4%, poultry +14%.
- Last week USDA reported beef exports reached the 2nd highest month on record (in total and to China) at 106,707 tonnes (the record was 107,259 tonnes last August).
- US beef exports to China are up +39% YTD May.
- The commodity super-cycle continues; increased demand, overloaded supply chains.
- Rising labor shortage, fuel cost, electricity cost, surging feed and input costs, Russian invasion of Ukraine on top of the alarming scale of food animal disease (FMD, LSD, ASF, H5N1).

Source: Global AgriTrends, USDA, US Department of Commerce



Tightening Global Beef Supplies

- **USA** – drought liquidation; herd down another -3%.
- **Australia** – rebuild continues, exports fall again in 2022.
- **New Zealand** – good dairy prices, higher cow retention.
- **Brazil** – USDA forecasting beef exports increasing 15.5%, GAT has it at -4% fall.
- **Uruguay** – Declining cow herd on strong Chinese demand.
- **Argentina** – Government regulations stifle trade.
- Global beef exports expected to fall by >320,000 tonnes (-6%) in 2022.



Source: Global AgriTrends

Beef and Veal Exports YTD April 2022

Market Value Rank	Volume Tonnes	Value Millions	Unit Value \$/kg	YTD Change Volume %	YTD Change Value %	
1. USA	114,888	\$1,097,938	\$9.56	10.1%	21.7%	All Markets Volume: 164,460 tonnes +8.9% vs YTD 2021 Value: \$1,529,825 billion +34% vs YTD 2021 Unit Value: \$9.30/kg +23.1% vs YTD 2021
2. Japan	20,397	\$168,030	\$8.24	18.9%	48.2%	
3. South Korea	9,334	\$105,129	\$11.26	184.2%	359.5%	
4. Mexico	8,453	\$71,124	\$8.41	10.3%	34.1%	
5. Vietnam	5,166	\$44,360	\$8.58	20.2%	59.2%	
6. Hong Kong	1,250	\$11,852	\$9.48	-60.6%	-55.7%	
7. Taiwan	563	\$6,913	\$12.27	142.8%	264.3%	
8. Saudi Arabia	554	\$6,674	\$12.05	32.9%	17.7%	
9. Netherlands	180	\$3,456	\$19.15	138.1%	106.4%	
10. UAE	189	\$2,321	\$12.31	-2.1%	3.9%	

Source: Statistics Canada, AAFC



Canadian Beef and Veal Imports YTD March 2022

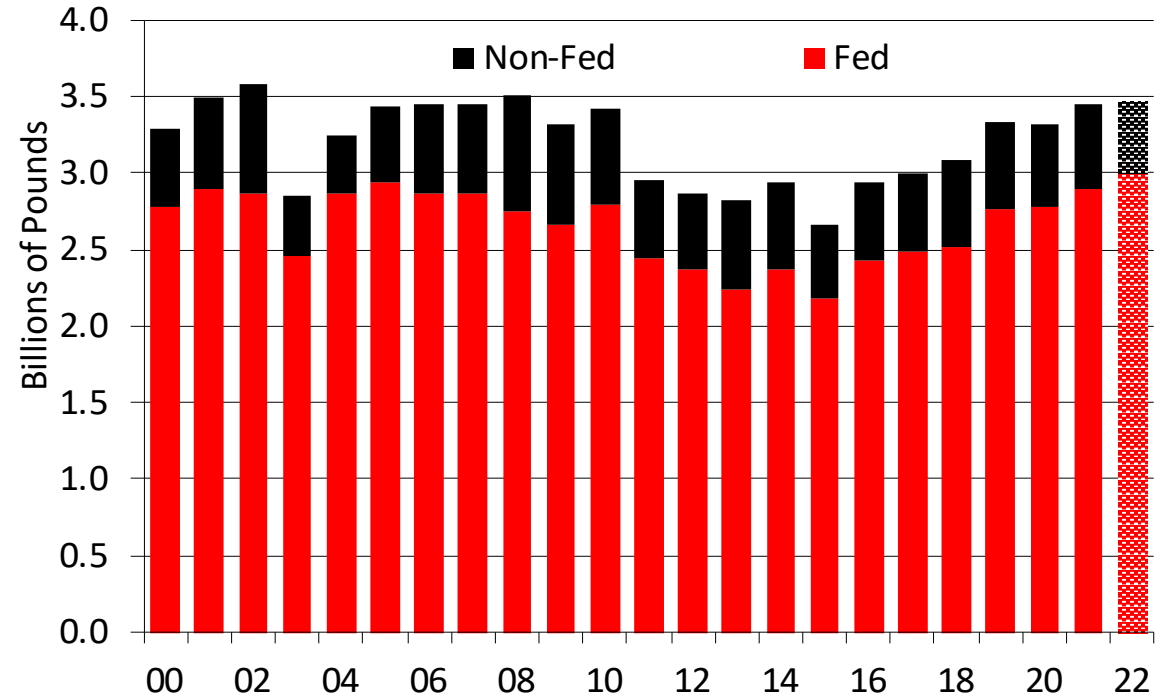
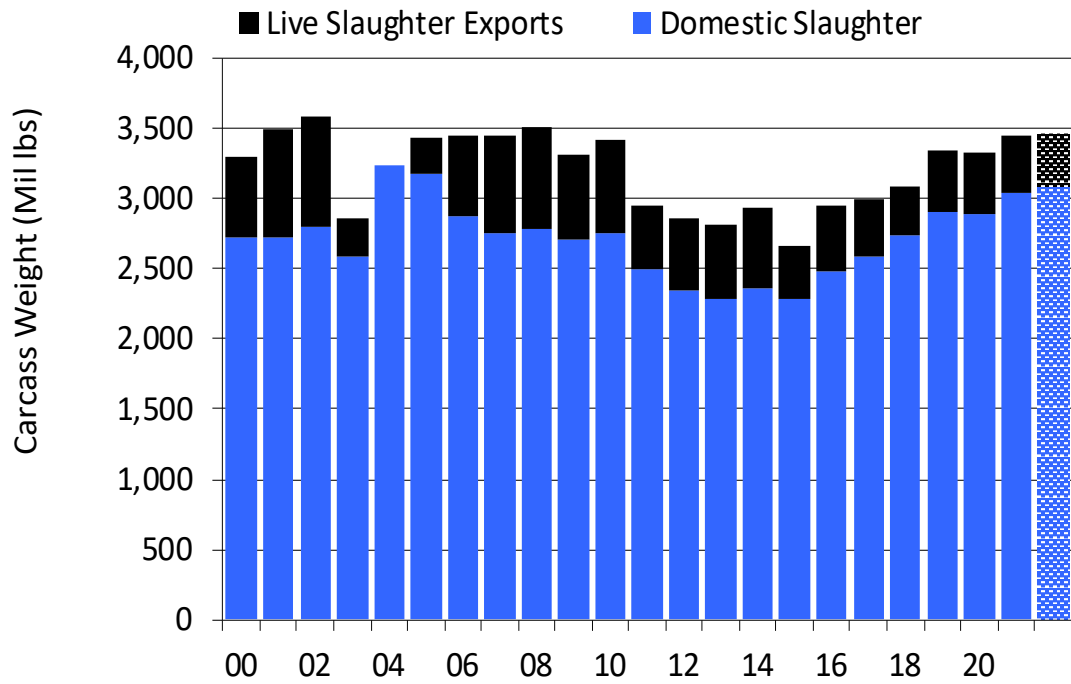
- Beef and veal import volume is down **-6.7%** YTD 2021 and down **-11%** from the five-year average for March.
- Beef and veal import value is up 16% YTD 2021.
- Total beef and veal import volume YTD 40,431 tonnes (\$378,115 million).

Declined		Increased	
United States	-4%	EU27	39%
New Zealand	-48%	UK	46%
Uruguay	-27%	Mexico	57%
Australia	-9%	Brazil	19%
Argentina	-99%		

Source: Statistics Canada, AAFC



Canadian Beef Production

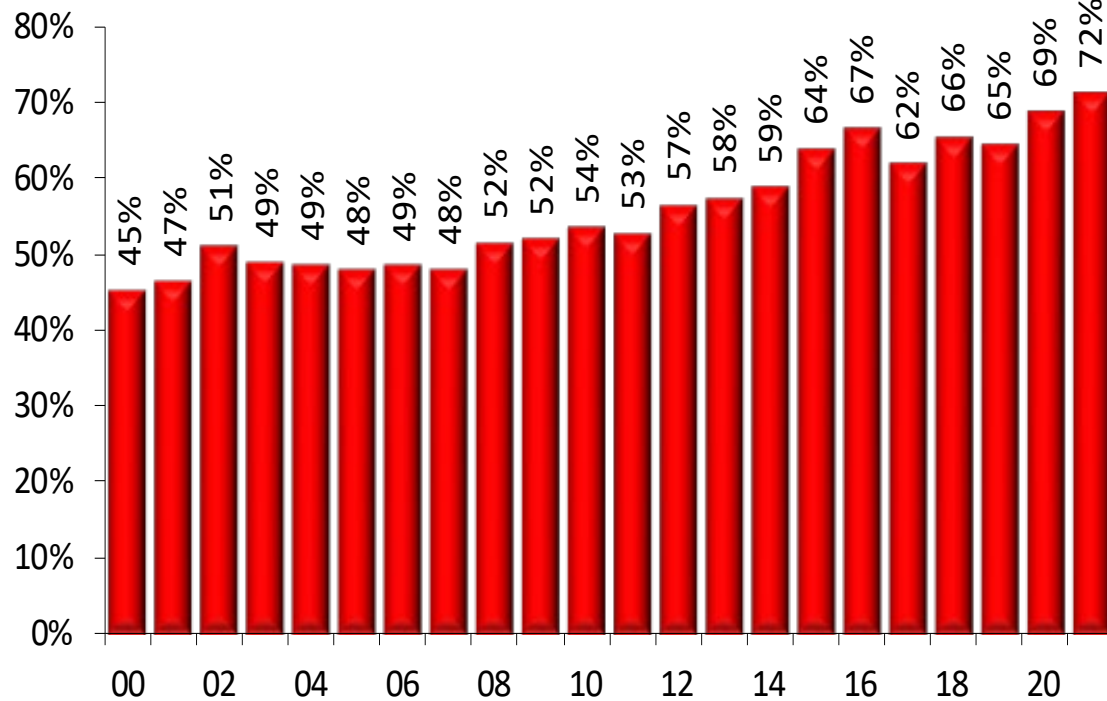


Source: Canfax Research

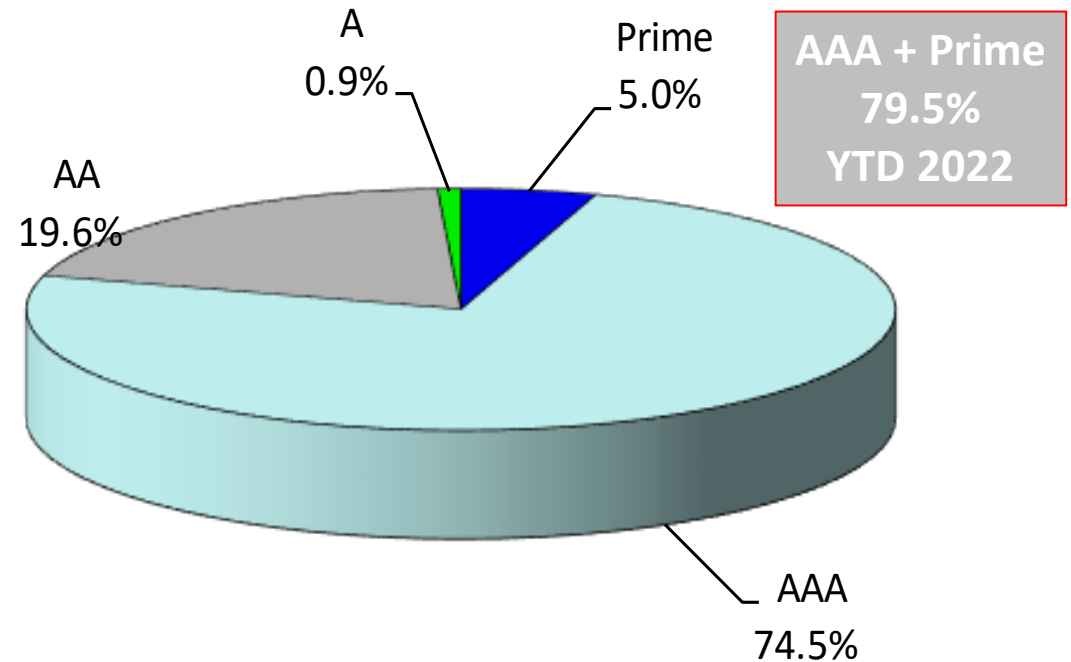


Canadian Beef Grading

Canadian AAA + Prime as a % of all A Grades



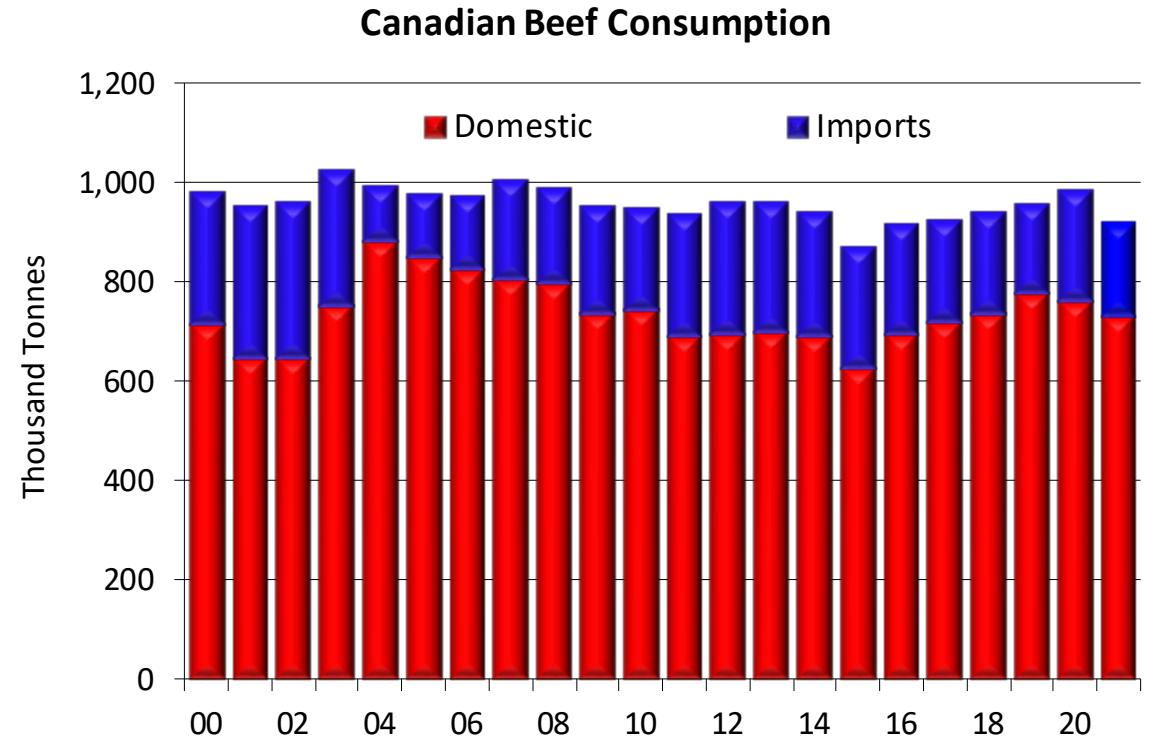
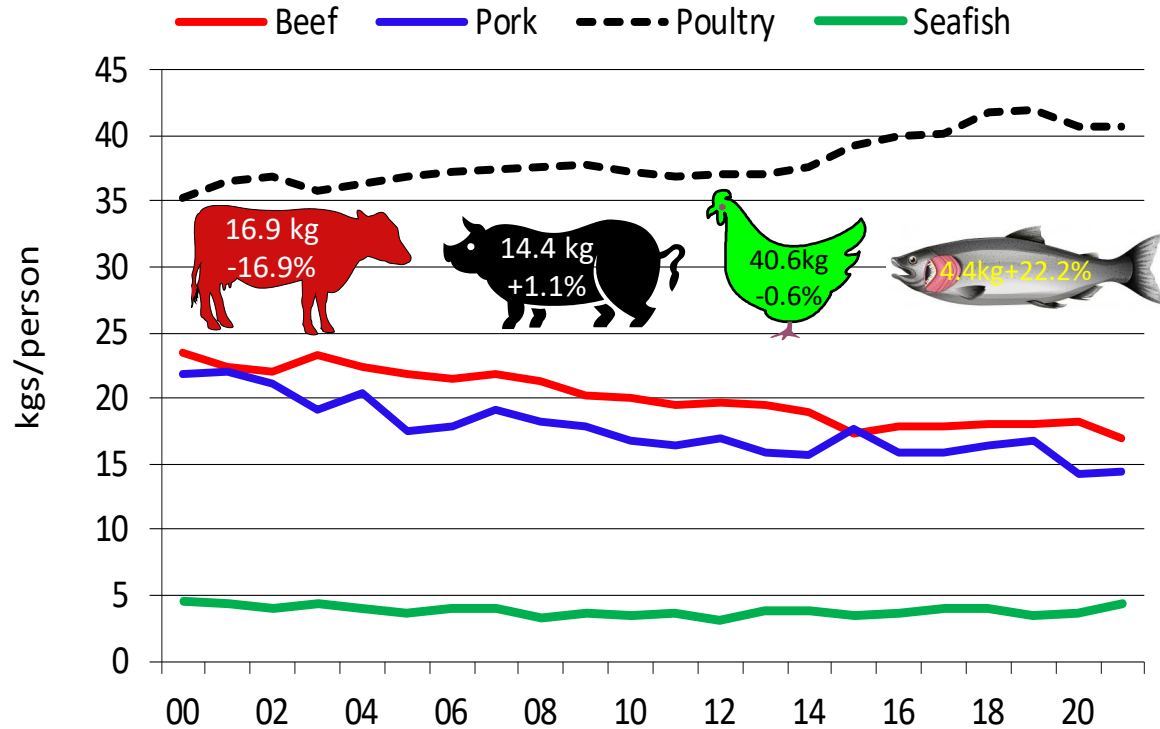
Breakdown of A, AA and AAA Grades % of Canadian Total A Grades - 2022ytd



Source: CBGA



Canadian Per Capita Meat Consumption



In 2021, retail sales of fresh meat in Canada were valued at Can \$14.7 billion (2.8 million tonnes). Sales of fresh meat are forecast to grow by a CAGR of 2.7% between 2022 and 2026 (\$16.9 billion/3.1 million tonnes)

Source: Statistics Canada



Canadian Beef and Pork Retail Category Trends

Sales Value (\$) – YTD June 18 – 3 Year Comparison

	2022	2021	2020	Sales Var % YoY 2022 vs. 2021	Sales Var % 2022 vs. 2020
Beef	\$1,448,368,368	\$1,489,124,384	\$1,519,063,040	-2.7%	-4.7%
Pork	\$535,160,552	\$536,626,312	\$561,112,128	-0.3%	-4.6%

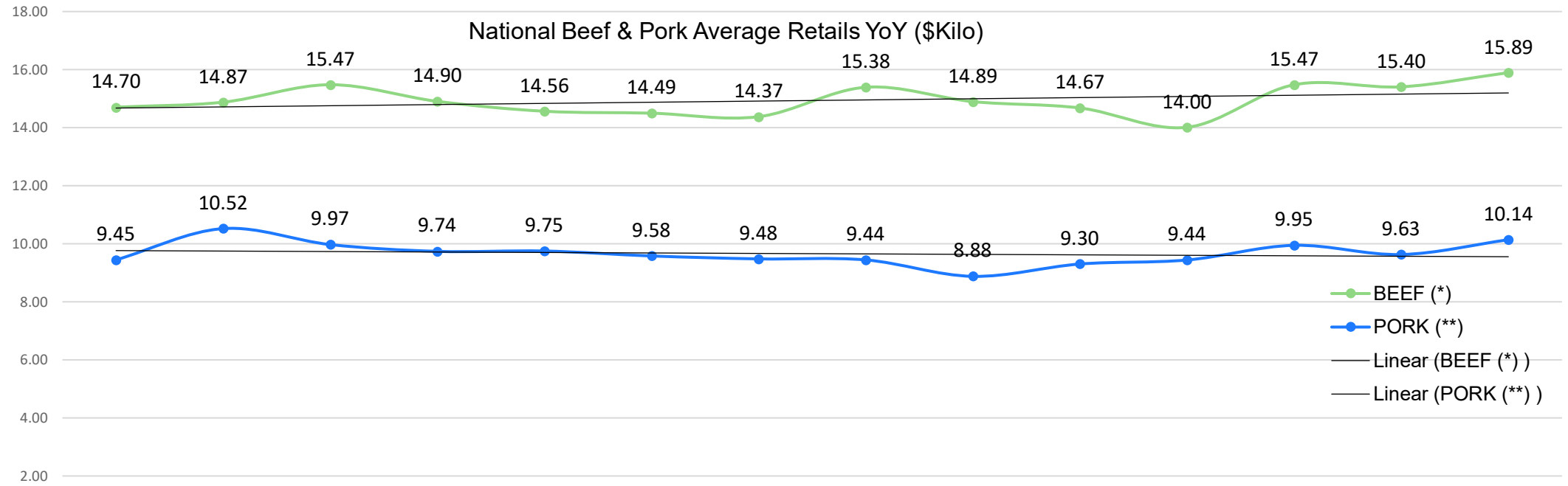
Sales Volume (kgs) – YTD June 18 – 3 Year Comparison

	2022	2021	2020	Sales Var % YoY 2022 vs. 2021	Sales Var % 2022 vs. 2020
Beef	96,301,211	109,562,934	109,750,340	-12.1%	-12.3%
Pork	56,196,015	60,943,330	62,945,853	-7.8%	-10.7%

Source: Nielsen Market Track Release June 18, 2022



National Beef and Pork Average Retail Prices



	4WE Jun 19 21	4WE Jul 21	4WE Aug 14 21	4WE Sep 11 21	4WE Oct 09 21	4WE Nov 06 21	4WE Dec 04 21	4WE Jan 01 22	4WE Jan 29 22	4WE Feb 26 22	4WE Mar 26 22	4WE Apr 23 22	4WE May 21 22	4WE Jun 18 22
—●— BEEF (*)	14.70	14.87	15.47	14.90	14.56	14.49	14.37	15.38	14.89	14.67	14.00	15.47	15.40	15.89
—●— PORK (**)	9.45	10.52	9.97	9.74	9.75	9.58	9.48	9.44	8.88	9.30	9.44	9.95	9.63	10.14

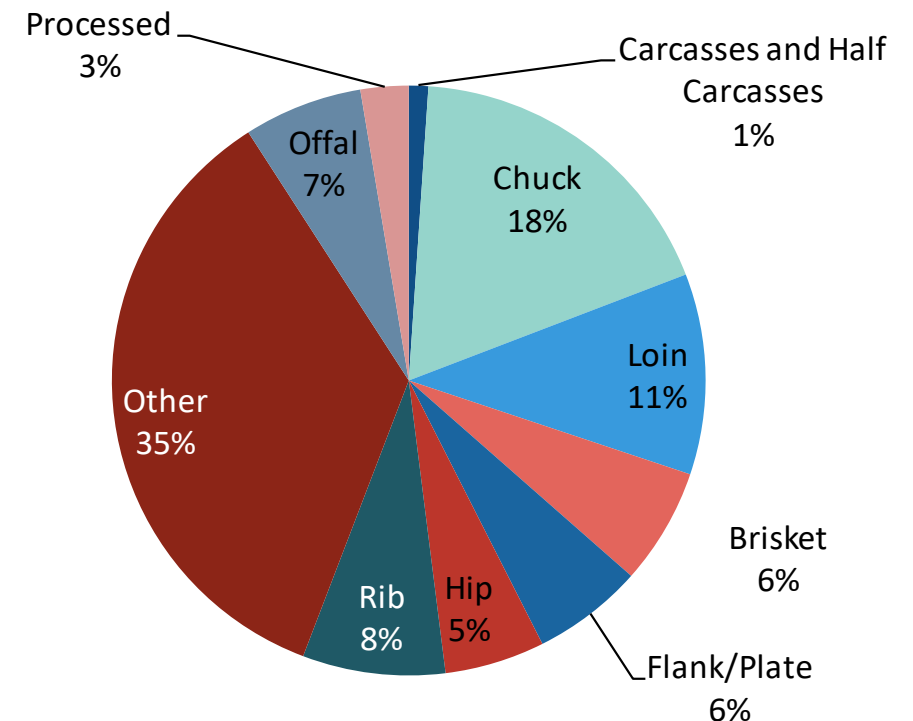
Source: Nielsen Market Track Release June 18, 2022



United States

- Largest export market by volume and value.
- +10.1% volume (114,888 tonnes) YTD April.
- +21.7% value (\$1,097,938 billion) YTD.
- Unit value \$/kg \$9.56
- **Opportunities:** Promotion support available through client initiated EMD partner programs.

Canadian Beef Export Volumes to the U.S.
by Product Type, YTD 2022



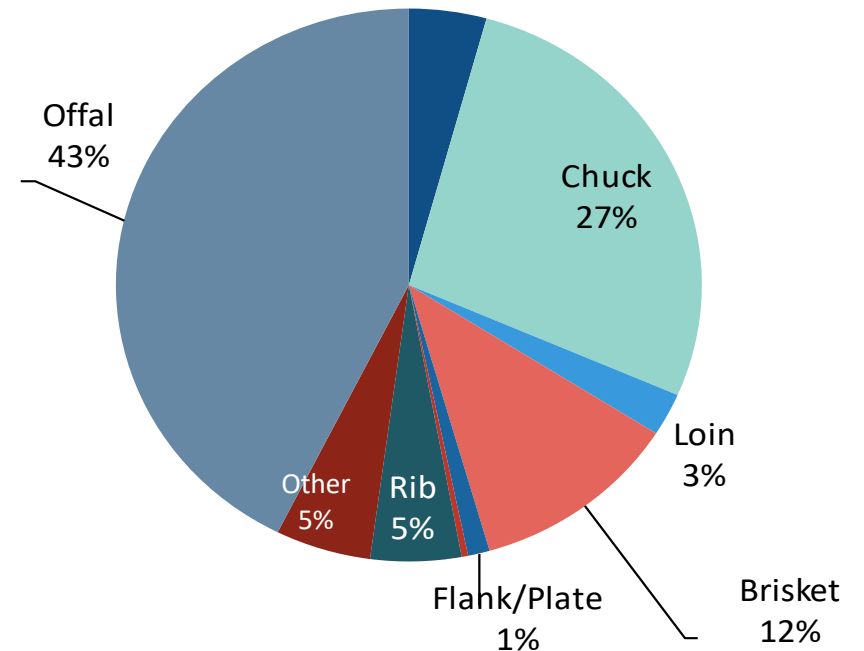
Source: Statistics Canada



Japan

- Second largest market by volume and value.
- +18.9% volume (20,397 tonnes) YTD April.
- +48.2% value (\$168,030 million) YTD April.
- Unit value \$/kg \$8.24
- Promotions completed in Okinawa, Costco Canada Fair.
- Café & Restaurant show completed.
- **Opportunities:** grading, BIG, middle and thin meats, re-allocate budget from China.

Canadian Beef Exports to Japan by Product Type, YTD 2022

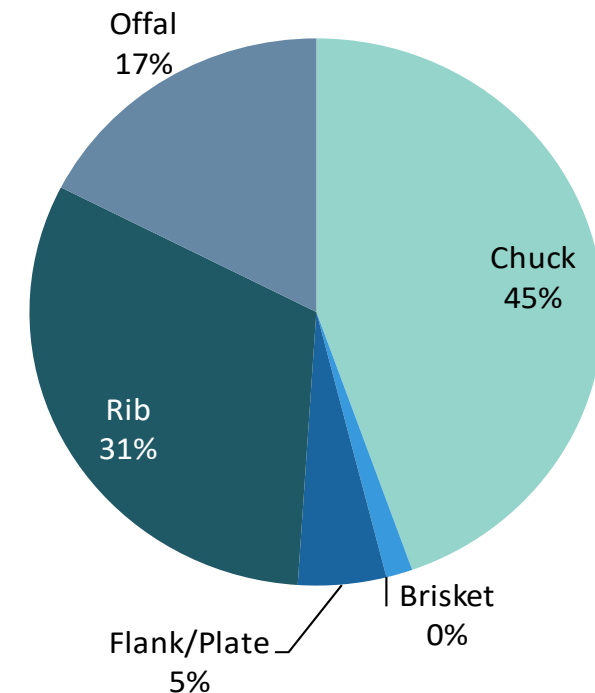


Source: Statistics Canada

South Korea

- Third largest market by volume and value.
- +184.2% volume (9,334 tonnes) YTD April.
- +359.5% value (\$105,129 million) YTD April.
- Unit value \$/kg \$11.26.
- Limited promotions completed in foodservice segment.
- Seoul Food and Hotel show.
- **Opportunities:** re-allocate budget from China, small restaurant chains, retail, expand market representation.

Canadian Beef Exports to South Korea by Product Type, YTD 2022

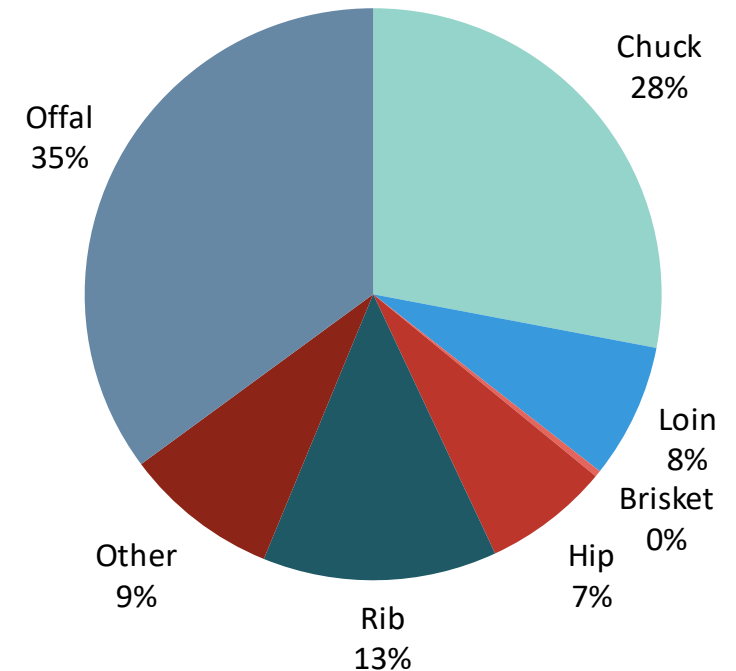


Source: Statistics Canada

Mexico

- Fourth largest market by volume and value.
- +10.3% volume (8,453 tonnes) YTD April.
- +10.3% value (\$71,124 million) YTD April.
- Unit value \$/kg \$8.41.
- 2 retail promotions, 6 ongoing.
- 2 trade shows (ANTAD, EXPHOTEL).
- **Opportunities:** LATAM, Columbia, Panama, Peru and Guatemala, small retail operators, re-allocate budget from China.

Canadian Beef Exports to Mexico by Product Type, YTD 2022



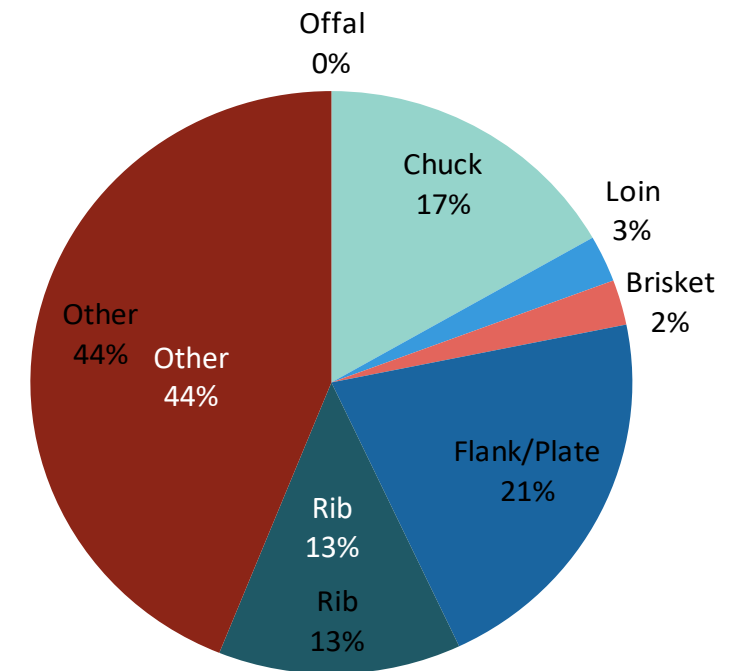
Source: Statistics Canada



Vietnam

- Fifth largest market by volume and value.
- +20.2% volume (5,166 tonnes) YTD April.
- +59.2% value (\$44.360 million) YTD April.
- Unit value \$/kg \$8.58.
- 2 retail and foodservice promotions.
- **Opportunities:** contract market representation, retail and foodservice promotion, re-allocate budget from China.

Canadian Beef Exports to Vietnam by Product Type, 2021



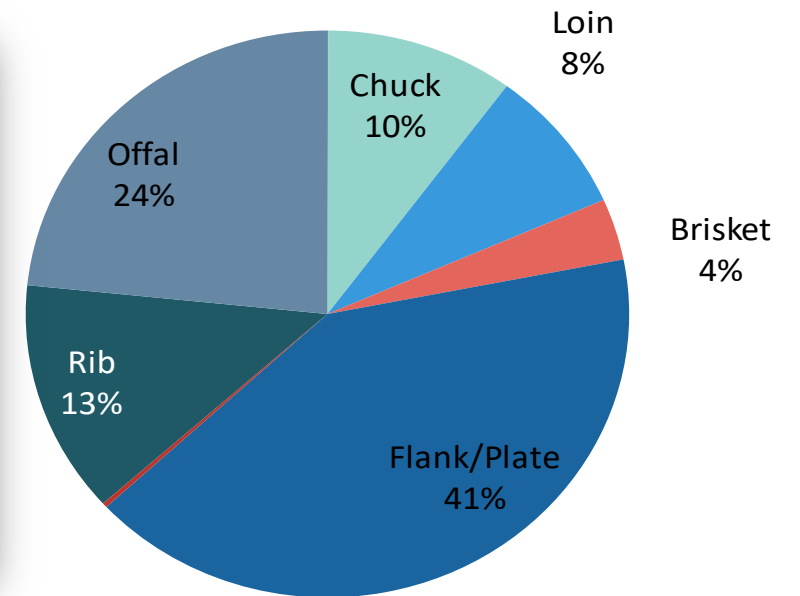
Source: Statistics Canada



Hong Kong

- Sixth largest market by volume and value.
- **-60.6%** volume (1,250 tonnes) YTD April.
- **-55.7%** value (\$11,852 million) YTD April.
- Unit value \$/kg \$9.48.
- 1 Foodservice promotion completed
- Pandemic conditions persist affecting all channels.
- **Opportunities:** Maintain market representation and support through Guangzhou office.

Canadian Beef Exports to Hong Kong by Product Type, YTD 2022

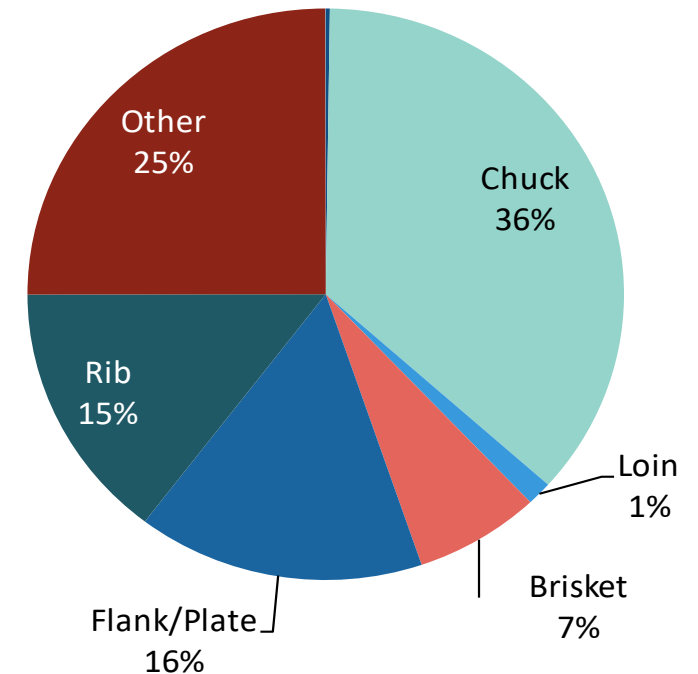


Source: Statistics Canada

Mainland China

- Market remains closed for all beef exports from Canada.
- Shanghai office lease has not been renewed.
- Pandemic conditions persist affecting all distribution channels.
- Geopolitical issues remain in place.
- **Opportunities:** reduce operating costs in mainland China but maintain market representation through Guangzhou.

Canadian Beef Exports to Mainland China by Product Type, 2021



Source: Statistics Canada

Emerging Markets

Retail and Food Service Promotions

- 1 ongoing project in progress until March 2023 (COSTCO Spain). Demo program and advertising.

Trade Shows

- 1 show upcoming (SIAL Paris Oct. 2022). Partnering with Canada Pork and Canadian Bison.

Government Trade Commissioner Partner Programs

- 1 project completed June 2022 (Qatar Canadian beef launch) and 1 ongoing initiative (Taste of Canada Germany).



PONEMOS LO MEJOR DE CANADA EN NUESTRA CARNE

CANADIAN BEEF

CANADA BEEF

La carne de Canadá se encuentra entre las mejores del mundo; el bienestar animal, la seguridad alimentaria, los estándares de clasificación y calidad de la carne de vacuno constituyen las bases de nuestro producto.

El ganado canadiense se cria utilizando prácticas ambientalmente sostenibles, y está certificado como libre de hormonas añadidas.

CEBADO
Canadá es uno de los mayores productores de cereales del mundo. La alimentación de cebada, maíz y trigo durante los últimos meses de producción contribuye a lograr un gran nivel de grasa en la carne, así como una textura firme y un excelente sabor que caracterizan nuestro producto.

LIBRE DE HORMONAS
Toda la carne de Canadá que Costco España comercializa está libre de hormonas añadidas. Utilizamos un sistema obligatorio de identificación de ganado por crestas para asegurar su trazabilidad, certificada por su calidad y a la vez, confirmar que se cumplen los requisitos europeos en cada segmento de la cadena de producción.

RAZAS DE GANADO
Canadá es líder mundial reconocido en la producción de ganado vacuno. Utilizamos una selección de razas de ganado Bos Taurus como la raza Angus, perfectamente adaptadas para prosperar en climas fríos, así como generar un producto final vetado de última calidad.

SISTEMA DE CLASIFICACIÓN
Canadá tiene una división de cuatro grados de calidad para satisfacer la demanda de sus consumidores, siguiendo estándares de marmoleado, color de la carne, textura, y cobertura de grasa. La calidad AAA garantiza un producto Premium de forma consistente con una ternura y sabor a la altura de los paladares más exigentes.

SOSTENIBILIDAD
Gracias a las abundantes fuentes de agua dulce y amplios pastizales con los que cuenta Canadá, el ganado se cria en un entorno óptimo cuya carne resultante es de excelente calidad. Además, las leyes canadienses apoyan prácticas de producción medioambientalmente sostenibles.

«Para Costco España seleccionamos solo la calidad Angus AAA garantizando así una calidad premium de forma consistente»

COSTCO Spain Costco Connection



Export Market Development Partner Program

Promotion and Marketing (PMP)

- 2 projects completed and 5 projects in progress this fiscal year.

Export Market Adaptation (EMA)

- 2 incoming buyers projects to Canada completed.

Export Market Diversification (MDP)

- 2 projects completed and 3 projects in progress.

Competitive Benchmarking (CBP)

- 2 projects completed.



Canadian beef packer hosted European clients to Canada



Saudi importer & distributor exhibit at Saudi Food Expo 2022

Consumer Marketing - Canada

- Goodlife Fitness Gym TV - 4-week placement (June).
- 50-60 K impressions daily (1.8 million over 4 weeks).
- **“Be(ef) Inspired”** contest with Canadian Living, Food & Drink Canada and Globe & Mail Insert.
- 2,300 BIG fridge magnets distributed with unique tracking codes.
- Summer **“Great on Grill”** cross promotion with Furlani Garlic Bread.
- Unique traceable QR code on-pack + in-store placement July 1 until supplies last (900 k packages, 2 x QR codes per pack, 2 x top skus).
- Call to Action: go to a partnered Gateway microsite: cdnbeef.ca/greatonthegri



BE(EF) INSPIRED
Get your grill on!

Explore the new **Canadian Beef Information Gateway** for all things beef plus a chance to win a **Be(ef) Inspired** prize pack from Canada Beef.

Enter to WIN a BE(EF) INSPIRED prize pack \$400 est. value

Prize pack includes:

- \$200 cash card to get your grill sizzling
- Soft-sided hot/cold insulated tote
- Laguiole steak knife set
- Crafted maple carving board
- Chef pro-style apron
- and more...

Scan to enter or go to cdnbeef.ca/beefinspired

*This purchase necessary. Open to residents of Canada only (excluding Quebec) who have reached the legal age of majority in their province/territory of residence at the time of entry. Contest runs May 5, 2022, noon ET to June 15, 2022, noon ET. One (1) prize available to be won. Odds: 1 in 1,000,000. Odds of winning depend on number of eligible entries. For full rules, including entry, visit cdnbeef.ca/beefinspired or scan the QR code.

GoodLife FITNESS

Real. Reliable. Beef info.

Now Playing GRACEY & BILLY: Ted Got You Covered

11:59:58
Monday, June 13

Have customer feedback? Tweet us at [@glmemberscare](https://twitter.com/glmemberscare).

Great on the Grill!

Barbecue-style Pulled Beef Sandwiches/Sliders

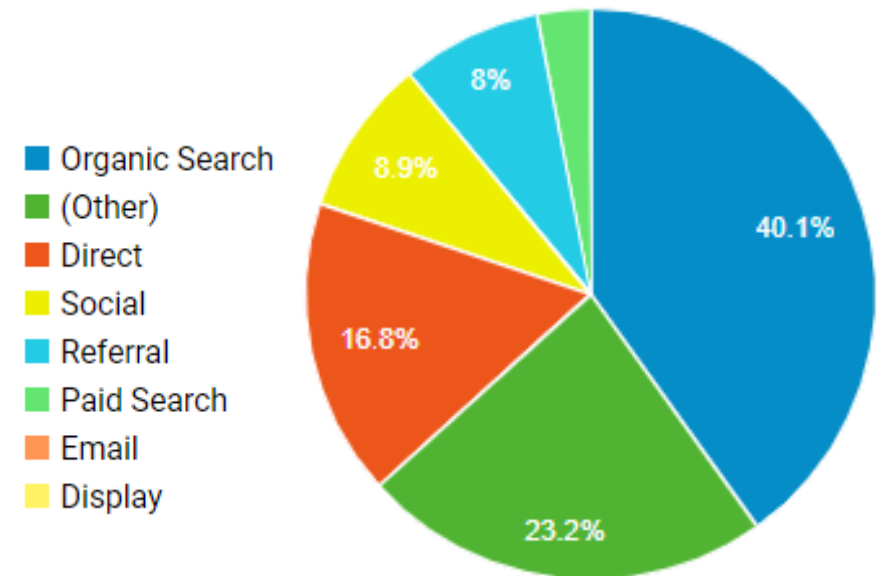
Furlani.
Quality First.
furlanifoods.com



Digital Marketing - Canadabeef.ca

April - June 2022


- 130,592 active users on the website (28 day average was 33,503).
- Slightly down from last quarter.
- Mobile is the main device used to access website with 73,000 (56%) users.
- Top landing pages: recipes 28,376, oven roasts 24,518, infogateway 8,284, comfort foods 8,119.
- Site Search* – this quarter was all about recipes – Swedish meatballs, beef and broccoli, stuffed pepper and ground beef. All classic comfort recipes and ideas.
- Recipes – over 140,000 page views. Top recipes were for comfort foods such as stews, pot roasts, meatballs and soup. The #1 recipe was a partnership recipe with Furlani – Classic Mac ‘n Beef with Garlicy Texas Toast Crumb & Toast.



Digital Marketing - Social Media


April to June 2022

- Across 7 social networks – total of **70,625 followers**. A growth of 296 new followers.
- Facebook is the top social network referral site to Canadabeef.ca followed by Pinterest and Instagram.
- Instagram – Ran a contest in May as a way to attract new followers, received over 167 new followers. Post received over 2,400 comments and shared 121 times.
- Overall Top posts 1) May Instagram Content 2) Furlani Great on the Grill recipes and 3) Nutrition post on Saturated fat and beef.



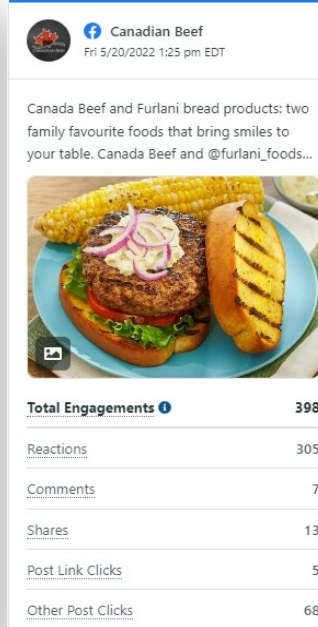
lovecdnbeef
Tue 5/17/2022 3:56 pm EDT

CONTEST CLOSED: Not sure how to celebrate the long weekend? We can't think of anything better than firing up the grill for a barbecue!...




Total Engagements 2,231

Likes	257
Comments	1,951
Saves	23




Canadian Beef
Fri 5/20/2022 1:25 pm EDT

Canada Beef and Furlani bread products: two family favourite foods that bring smiles to your table. Canada Beef and @furlani_foods...




Total Engagements 398

Reactions	305
Comments	7
Shares	13
Post Link Clicks	5
Other Post Clicks	68



Canadian Beef
Wed 4/20/2022 3:56 pm EDT

Surprised? Many people tell us they are (even some health professionals!) Here are some more startling facts: • Close to half (44%) the...



Total Engagements 301

Reactions	160
Comments	10
Shares	43
Post Link Clicks	4
Other Post Clicks	84

Health and Nutrition

- 122,000 **Health** brochures distributed through primary care clinics across Canada.
- 15,084 “**Fuel Up For Fun**” brochures distributed through Canfit Pro and Dietitians of Canada.
- Face-to-face outreach with 500+ health professionals at **LCL/Shoppers Annual Pharmacy and Nutrition conference**.
- **Nutrition videos** – Gym TV, 900,000 impressions from 397 locations across Canada.
- “**Ground Beef Matters**” support for FOP exemption.



Public and Stakeholder Engagement

- Full page advertorials in major Toronto and Vancouver newspapers focused on beef sustainability reaching 2.9 million readers (June, July).
- Membership/cooperative initiatives with CRSB, including; articles in Toronto Star and Cooking by Degrees online campaign launched in June for 8 weeks.
- Sponsored Dr. Kim Stanford's participation in the Canadian Nutrition Society annual conference May 5-7. The focus was on "Cows on the Planet" podcast and beef sustainability messaging for dietitians, academics and health professionals.

Smokey The Steer: The Surprising Role of Cattle in Community Wildfire Management

TOO CLOSE TO HOME

CANADIAN BEEF

Pastures and grasslands used for beef cattle provide many ecosystem benefits. Stewardship of the land is essential to the families that raise beef cattle.

- soil carbon storage
- water benefits
- habitat for wildlife and rangeland
- biodiversity
- rangeland benefits

[WWW.RAISINGCDNBEEF.CA](http://www.raisingcdnbeef.ca)



Stakeholder Communications

- Canada Beef annual report 2021-2022 on target for July completion.
- Canada Beef Performs (CBP) French e-newsletter launched in May, website revised to archive French issues.
- CBP average open rate 48.2% vs 39.9% 21/22 compared to average open rate for agriculture newsletters 27.3%, all industries 21.5% and marketing and advertising 20.5%.
- News Releases – French language translation of all news releases commenced in April.
- BIG and Canada Beef programs and services showcased at Alberta Beef industry Conference 2022.
- Outreach – Canada Beef update reports for national and provincial producer associations and AGMs plus columns for Beef in BC and Ontario Beef magazines.

ANNUAL REPORT 2021/22
CANADA BEEF | A YEAR IN REVIEW

CANADA BEEF LAUNCHES GATEWAY!

SELECT YOUR BEEF CATEGORY!
ROASTS
STEAKS
GROUND BEEF
OTHER
EXPLORE ALL BEEF CUTS

“RECORD EXPORT VOLUMES
Strong global demand, driven by international consumers outbidding domestic consumers for Canadian beef, contributed to a record year of exports on a volume and value basis.
This increased beef demand also played a role in the decline in total beef consumption and per capita beef consumption reported in Statistics Canada's 2021 consumption data. Retail beef prices... continued on page 8

CHALLENGES OF THE PANDEMIC CONTINUE...
Canada Beef continued to adjust tactics in the 2021-2022 fiscal year in response to the ongoing global pandemic and the emergence of the highly contagious Omicron variant that further challenged industry recovery. At the same time, chronic issues in the domestic market around labour, infrastructure, transportation and inflation further pressured rising input costs while extreme weather limited... continued on page 7

We will continue to bring strategies and solutions forward to keep beef on the table.

Channel Marketing

- Sponsorship of **Restaurant Canada Show** May 9 – 11 in Toronto featuring a Canadian Beef Pavilion including 4 partners.
- **Canadian Grocer** full page and e-blast featuring BIG and Canadian Beef grading information.
- **Ontario Meat & Poultry Block Talk** insert featuring BIG.
- **“Canada’s 100 Best”** restaurants magazine insert - print and digital editions (974,000 circulation).



cdnbeefperforms.ca

CANADIAN BEEF

Why serve Canadian Beef?

When you bite into a juicy steak, you want to enjoy the highest quality beef. Canadian beef grades help ensure that your beef has been meticulously chosen to deliver a delicious experience every time.

Choose Canada AAA grade or Canada Prime grade for some of the world's finest beef.

CANADA AAA GRADE
A great choice for high-quality beef, Canada AAA offers higher levels of marbling than Canada AA and is well suited for all popular cooking methods. Canada AAA will become a delicious family favorite when grilled, broiled, simmered or roasted to perfection.

CANADA AAA GRADE (TOP FIER)
Canadian beef brands that include only the most marbled (Top Tier) beef within the Canada AAA grade are an excellent choice for steakhouse-quality beef. These brands offer beef with the very best marbling, flavour and juiciness within the AAA grade.

CANADA PRIME GRADE
An extraordinary choice for exclusive steakhouses, hotels and serious home chefs, Canada Prime is selected for maximum marbling, flavour and juiciness and only available in limited supply.

Premium Quality Grain-Fed Canadian Beef

* Marbling is the small flecks of white fat distributed throughout the meat. The amount of marbling influences beef juiciness, texture and flavour.



BEEF UP

CUSTOMER EXPERIENCE AND CONFIDENCE

The Canadian Beef Information Gateway leverages the convenience of scannable codes to inspire and educate your customers. The Gateway provides recipes accompanied with instructional videos, cooking methods, nutrition information, and more to support an outstanding beef experience. With an abundance of possibilities, we've made it as easy as Scan, Explore and Enjoy.

1. SCAN 2. EXPLORE 3. ENJOY

Order your **Scannable** point of purchase (POP) kits and offer your customers a new beef experience today.

Steak Divider, Dangler, Transparent Window Clings, Tenderloin Beef Card, Shelf Divider, Takeaway Cards, Labels

SCAN THE QR code below with your smartphone camera.

SCAN NOW TO ORDER YOUR FREE BEEF TOGETHER!

Brought to you by Canada's Beef Farmers and Ranchers.



Retail Market Intelligence Report (RMI)

- New RMIR quarterly report prepared specifically for major retail clients.
- The RMIR provides an overview of the domestic beef market, identifies consumer trends and YOY sales and category performance information.
- Proprietary RMIR's are now being created for national and regional retail clients; Sobeys, Loblaw's, Federated CO-OP, Calgary CO-OP and Save on Foods.



"This is an outstanding report with great information that will benefit us to focus on opportunity categories/cuts."

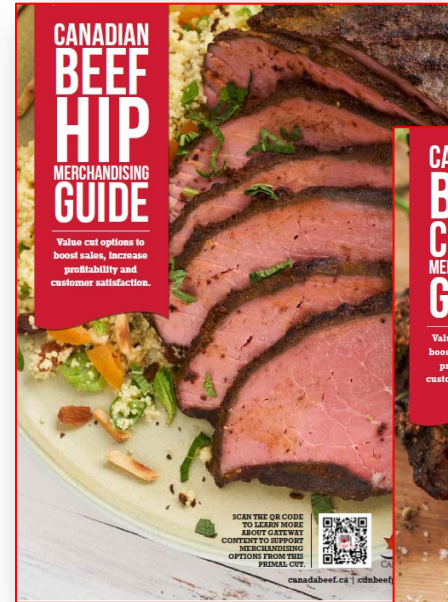
James Lelonde, Meat Category Director - Calgary CO-OP

Channel Marketing – Value-cut Demand Building

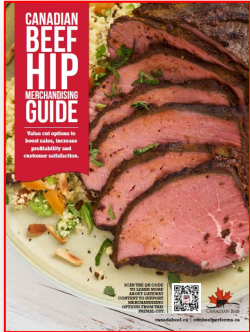
Three new resources featuring 82 value-cut merchandising solutions to maximize carcass utilization and value optimization.

Target: Case-ready operators, retail clients, foodservice portion cutters, distributors and purveyors of Canadian beef seeking to offer a wider range of value-based beef items.

- Includes cooking methods and cutting specifications.
- Available in print and digital



Value-cut Demand Building



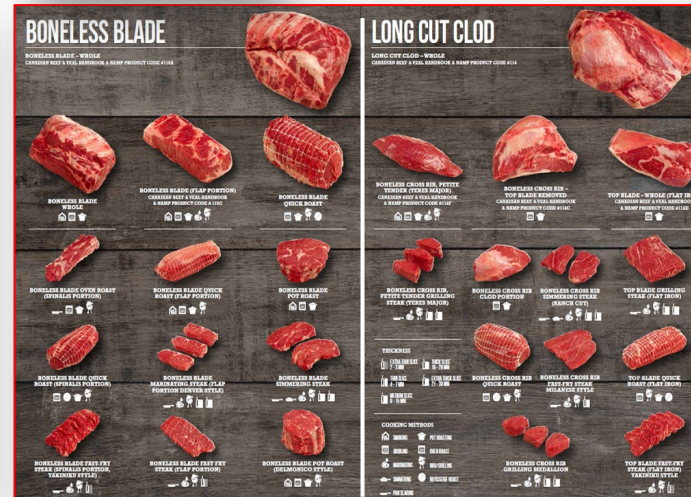
Hip/Round
Merchandising Guide:
featuring 38 traditional and
new cuts.



Blade/Clod
Merchandising
Guide: featuring 26
traditional and new
cuts.



Thin Meats
Merchandising
Guide: Featuring
18 traditional
and new cuts.



Canadian Beef Centre of Excellence

- Beef quality study focusing on sensory testing effects of intra-muscular fat (marbling) in cooking process in partnership with Lacombe.
- Chefs Federation Conference – Saskatoon June 12-16. Focus on beef learning solutions and recovery strategies for operators, culinary educators, distributors and purveyors.
- CBCE presented 4 new courses to 13 culinary educators from across Canada.



Multi-studio upgrades for CBCE takes shape

Thank You For Your Support

Michael Young
President
Canada Beef
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C 250.216.5332
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canadabeef.ca
cdnbeefperforms.ca



Scan for recipes, video's and more

Marketing Committee sub-committees

[\(contents\)](#)

87. The Marketing Committee may establish such sub-committees as it deems necessary, to assist it in the fulfillment of its duties and responsibilities and the Marketing Committee may delegate to such sub-committees any of the Marketing Committee's responsibilities that may be lawfully delegated.
88. The Marketing Committee may from time to time dissolve, suspend or re-establish any sub-committee.
89. The Marketing Committee may provide for the appointment and removal of sub-committee chairs and members and provide for the terms of reference, governance, operation, duties and functions of the sub-committees.

CANADA BEEF PRESIDENT'S REPORT Q1 2022-2023

Market Development & Promotion Committee
Video Conference Meeting
July 13, 2022



Global Meat Market Trends

- Canadian beef exports to China remain suspended since January, due to atypical BSE case reported in December 2022.
- Container port load/off load and distribution of animal protein operations in China still lagging, contributing to global container shortages, skyrocketing freight costs and delays worldwide to move product.
- YTD June exports to China (from all suppliers) – beef +1%, pork -4%, poultry +14%.
- Last week USDA reported beef exports reached the 2nd highest month on record (in total and to China) at 106,707 tonnes (the record was 107,259 tonnes last August).
- US beef exports to China are up +39% YTD May.
- The commodity super-cycle continues; increased demand, overloaded supply chains.
- Rising labor shortage, fuel cost, electricity cost, surging feed and input costs, Russian invasion of Ukraine on top of the alarming scale of food animal disease (FMD, LSD, ASF, H5N1).

Source: Global AgriTrends, USDA, US Department of Commerce



Tightening Global Beef Supplies

- **USA** – drought liquidation; herd down another -3%.
- **Australia** – rebuild continues, exports fall again in 2022.
- **New Zealand** – good dairy prices, higher cow retention.
- **Brazil** – USDA forecasting beef exports increasing 15.5%, GAT has it at -4% fall.
- **Uruguay** – Declining cow herd on strong Chinese demand.
- **Argentina** – Government regulations stifle trade.
- Global beef exports expected to fall by >320,000 tonnes (-6%) in 2022.



Source: Global AgriTrends

Beef and Veal Exports YTD April 2022

Market Value Rank	Volume Tonnes	Value Millions	Unit Value \$/kg	YTD Change Volume %	YTD Change Value %	
1. USA	114,888	\$1,097,938	\$9.56	10.1%	21.7%	All Markets Volume: 164,460 tonnes +8.9% vs YTD 2021 Value: \$1,529,825 billion +34% vs YTD 2021 Unit Value: \$9.30/kg +23.1% vs YTD 2021
2. Japan	20,397	\$168,030	\$8.24	18.9%	48.2%	
3. South Korea	9,334	\$105,129	\$11.26	184.2%	359.5%	
4. Mexico	8,453	\$71,124	\$8.41	10.3%	34.1%	
5. Vietnam	5,166	\$44,360	\$8.58	20.2%	59.2%	
6. Hong Kong	1,250	\$11,852	\$9.48	-60.6%	-55.7%	
7. Taiwan	563	\$6,913	\$12.27	142.8%	264.3%	
8. Saudi Arabia	554	\$6,674	\$12.05	32.9%	17.7%	
9. Netherlands	180	\$3,456	\$19.15	138.1%	106.4%	
10. UAE	189	\$2,321	\$12.31	-2.1%	3.9%	

Source: Statistics Canada, AAFC



Canadian Beef and Veal Imports YTD March 2022

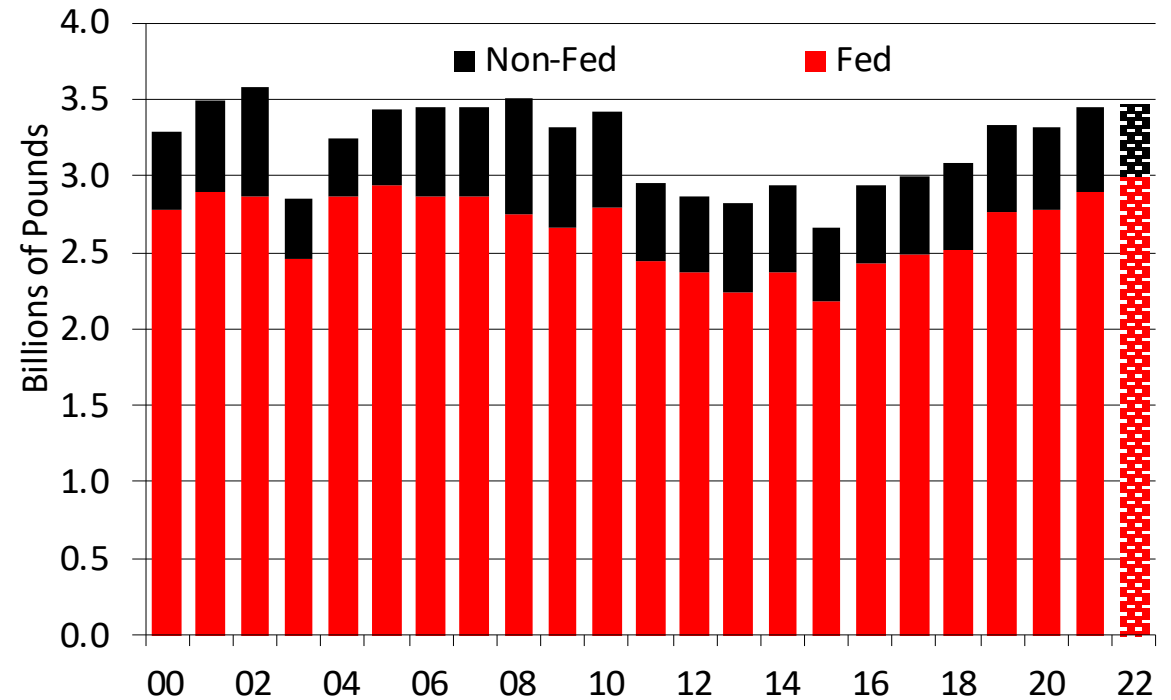
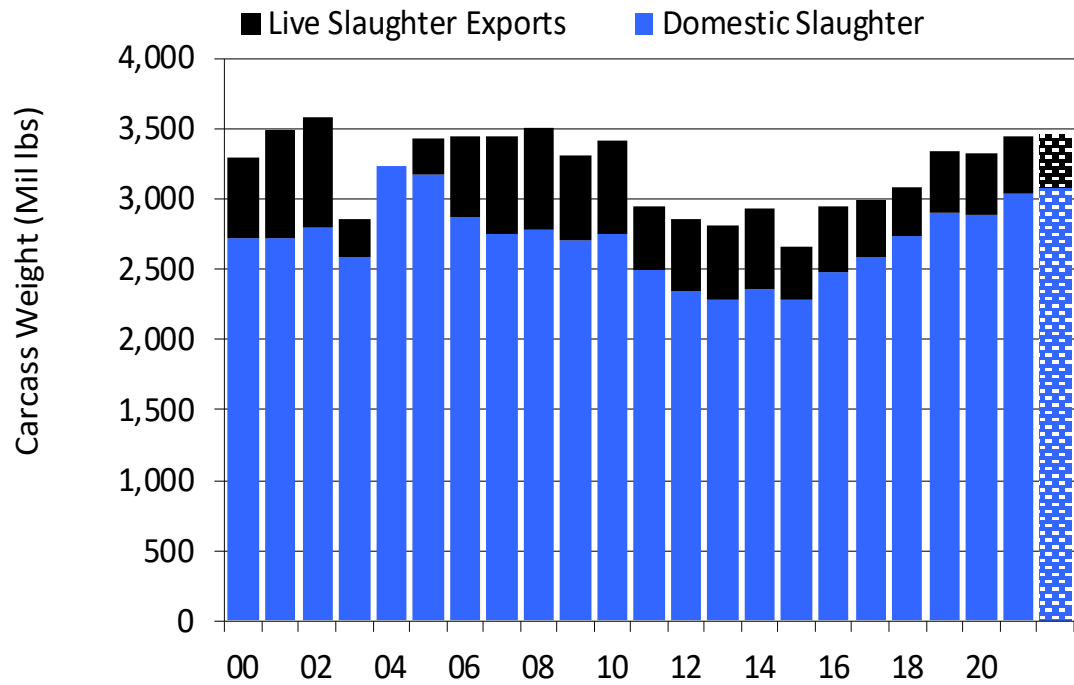
- Beef and veal import volume is down **-6.7%** YTD 2021 and down **-11%** from the five-year average for March.
- Beef and veal import value is up 16% YTD 2021.
- Total beef and veal import volume YTD 40,431 tonnes (\$378,115 million).

Declined		Increased	
United States	-4%	EU27	39%
New Zealand	-48%	UK	46%
Uruguay	-27%	Mexico	57%
Australia	-9%	Brazil	19%
Argentina	-99%		

Source: Statistics Canada, AAFC



Canadian Beef Production

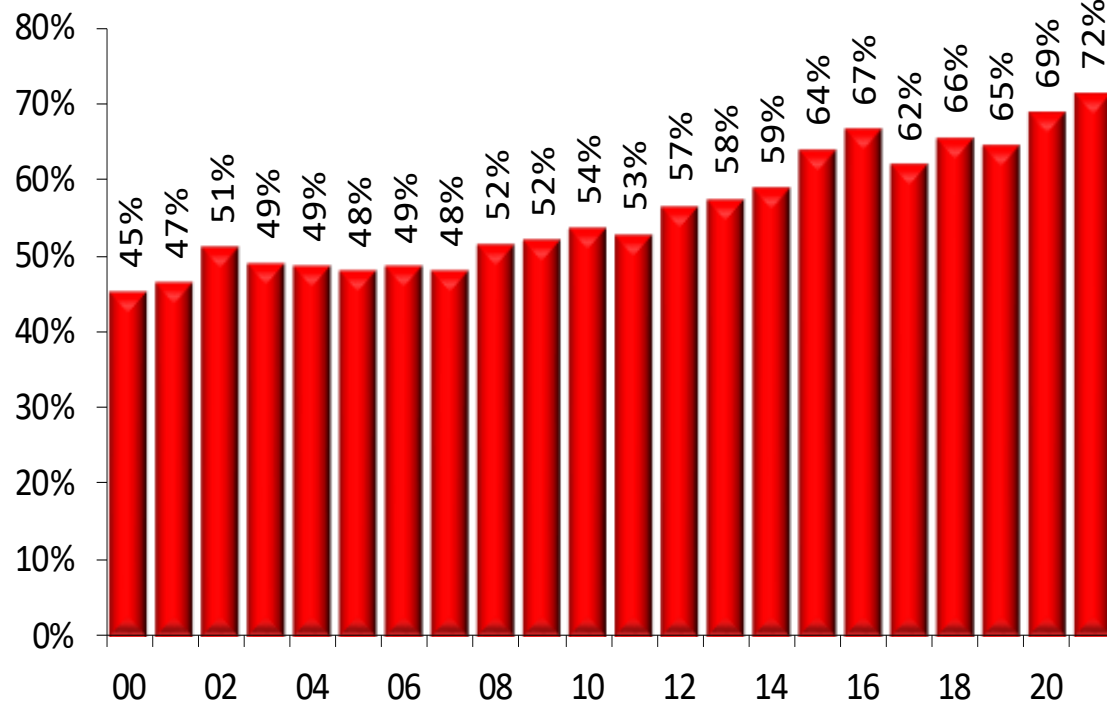


Source: Canfax Research

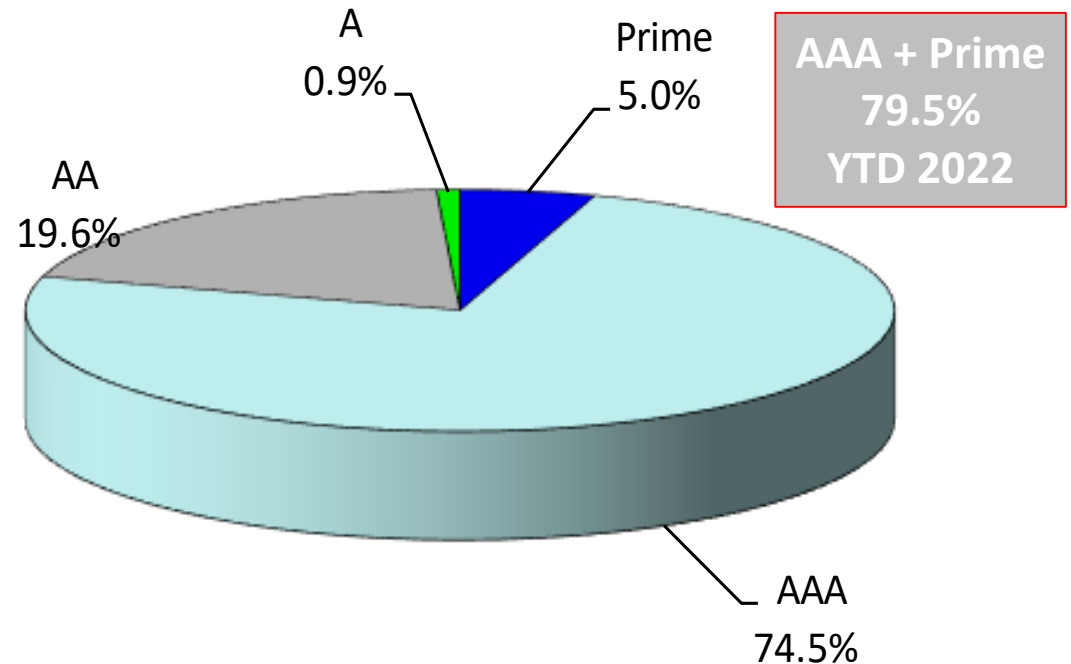


Canadian Beef Grading

Canadian AAA + Prime as a % of all A Grades



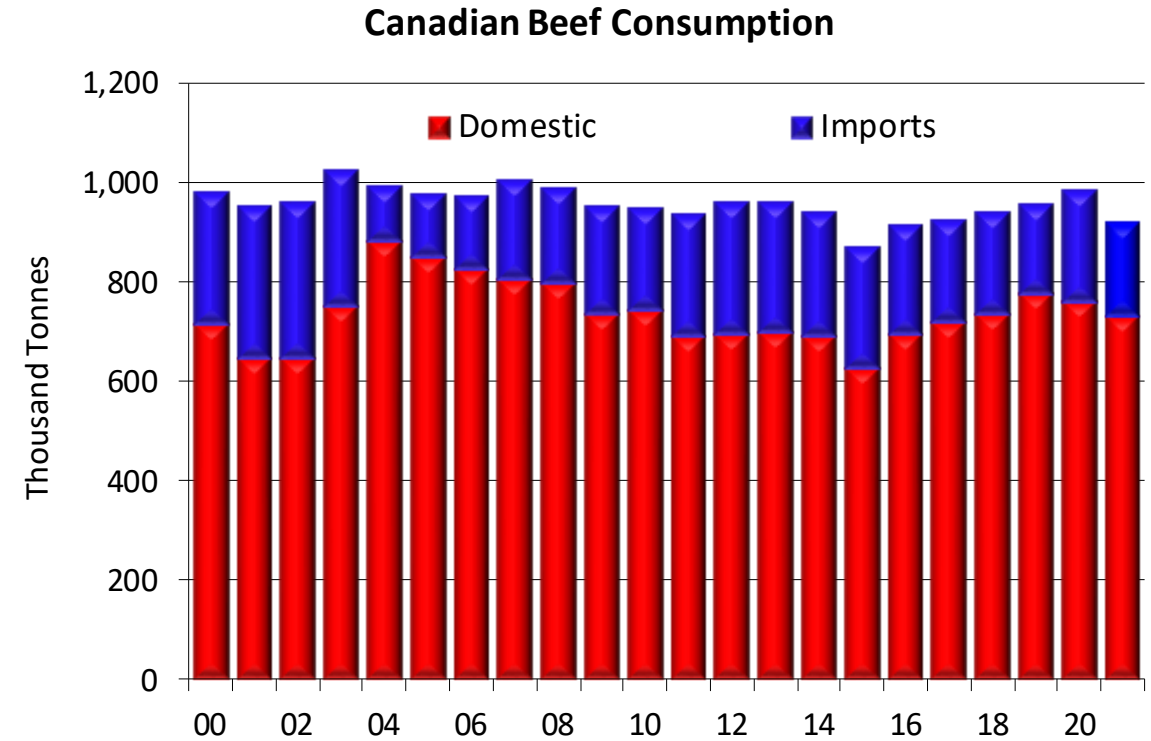
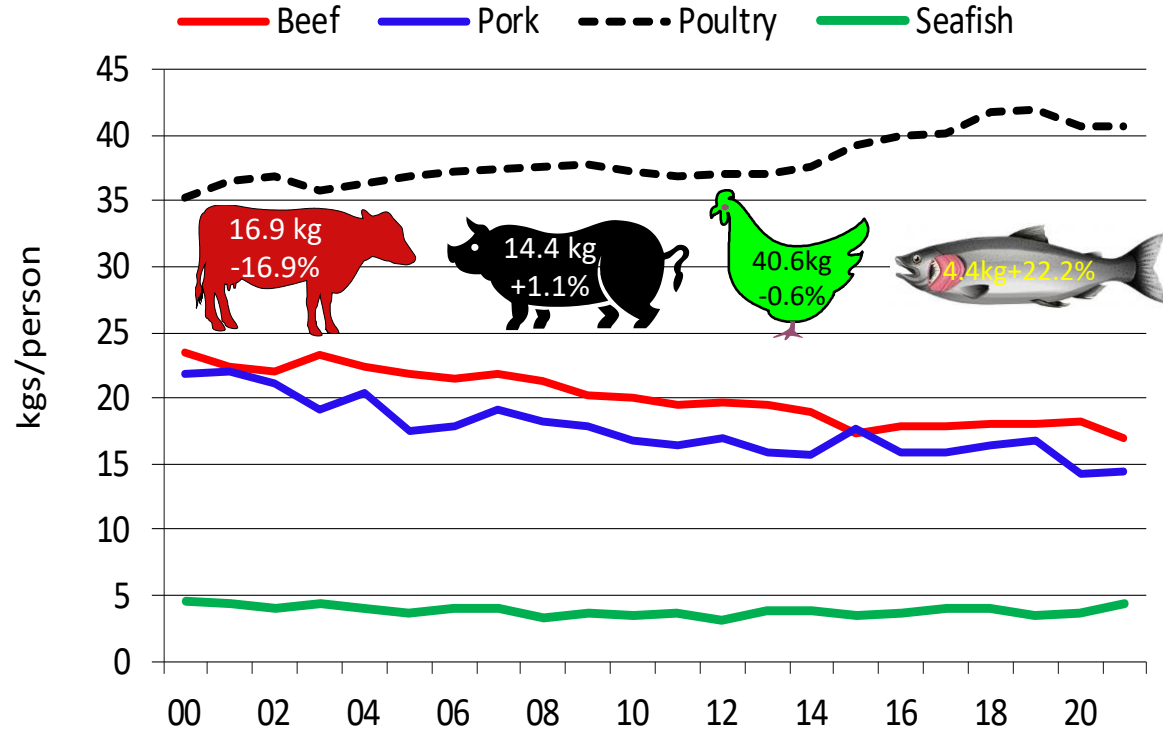
Breakdown of A, AA and AAA Grades % of Canadian Total A Grades - 2022ytd



Source: CBGA



Canadian Per Capita Meat Consumption



In 2021, retail sales of fresh meat in Canada were valued at Can \$14.7 billion (2.8 million tonnes). Sales of fresh meat are forecast to grow by a CAGR of 2.7% between 2022 and 2026 (\$16.9 billion/3.1 million tonnes)

Source: Statistics Canada



Canadian Beef and Pork Retail Category Trends

Sales Value (\$) – YTD June 18 – 3 Year Comparison

	2022	2021	2020	Sales Var % YoY 2022 vs. 2021	Sales Var % 2022 vs. 2020
Beef	\$1,448,368,368	\$1,489,124,384	\$1,519,063,040	-2.7%	-4.7%
Pork	\$535,160,552	\$536,626,312	\$561,112,128	-0.3%	-4.6%

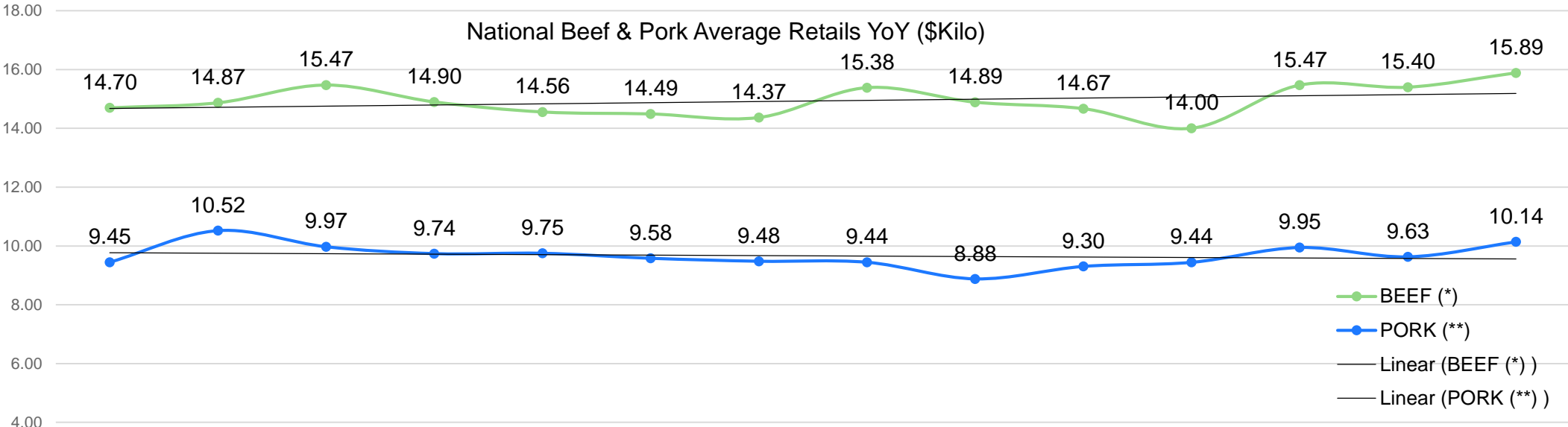
Sales Volume (kgs) – YTD June 18 – 3 Year Comparison

	2022	2021	2020	Sales Var % YoY 2022 vs. 2021	Sales Var % 2022 vs. 2020
Beef	96,301,211	109,562,934	109,750,340	-12.1%	-12.3%
Pork	56,196,015	60,943,330	62,945,853	-7.8%	-10.7%

Source: Nielsen Market Track Release June 18, 2022



National Beef and Pork Average Retail Prices



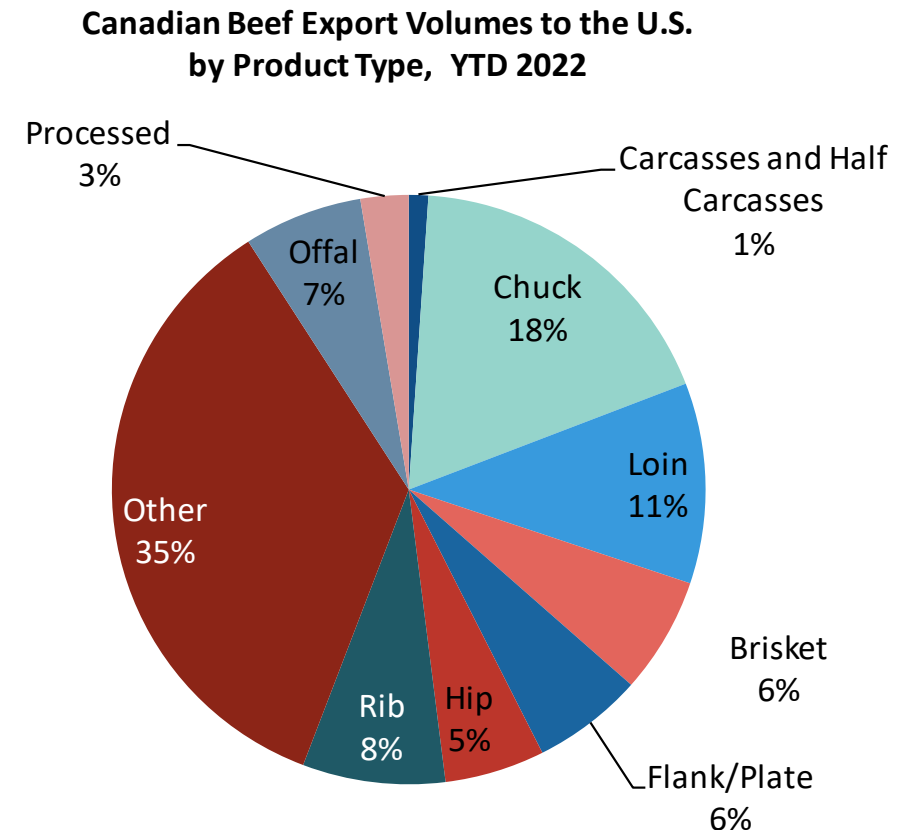
	4WE Jun 19 21	4WE Jul 17 21	4WE Aug 14 21	4WE Sep 11 21	4WE Oct 09 21	4WE Nov 06 21	4WE Dec 04 21	4WE Jan 01 22	4WE Jan 29 22	4WE Feb 26 22	4WE Mar 26 22	4WE Apr 23 22	4WE May 21 22	4WE Jun 18 22
—●— BEEF (*)	14.70	14.87	15.47	14.90	14.56	14.49	14.37	15.38	14.89	14.67	14.00	15.47	15.40	15.89
—●— PORK (**)	9.45	10.52	9.97	9.74	9.75	9.58	9.48	9.44	8.88	9.30	9.44	9.95	9.63	10.14

Source: Nielsen Market Track Release June 18, 2022



United States

- Largest export market by volume and value.
- +10.1% volume (114,888 tonnes) YTD April.
- +21.7% value (\$1,097,938 billion) YTD.
- Unit value \$/kg \$9.56
- **Opportunities:** Promotion support available through client initiated EMD partner programs.

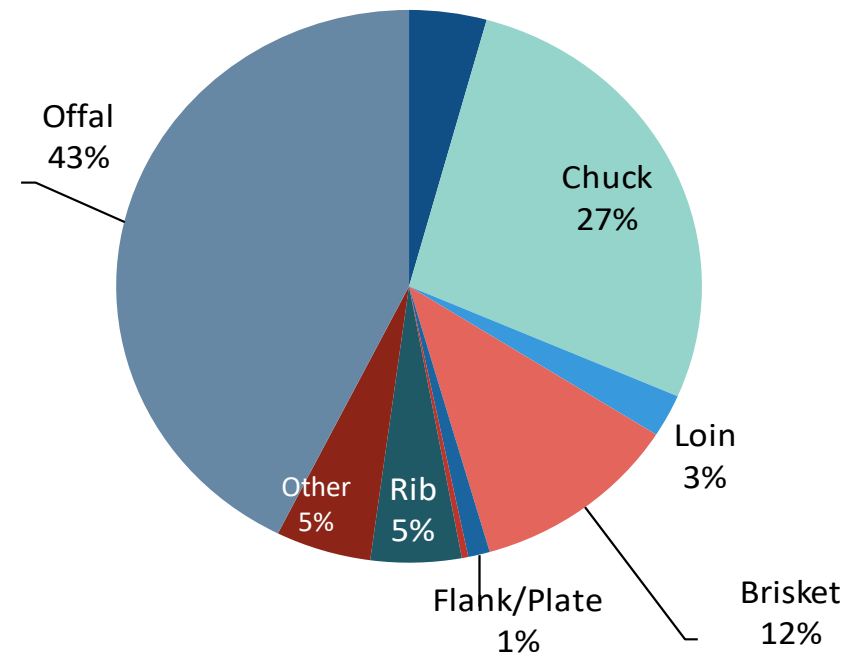


Source: Statistics Canada

Japan

- Second largest market by volume and value.
- +18.9% volume (20,397 tonnes) YTD April.
- +48.2% value (\$168,030 million) YTD April.
- Unit value \$/kg \$8.24
- Promotions completed in Okinawa, Costco Canada Fair.
- Café & Restaurant show completed.
- **Opportunities:** grading, BIG, middle and thin meats, re-allocate budget from China.

Canadian Beef Exports to Japan by Product Type,
YTD 2022

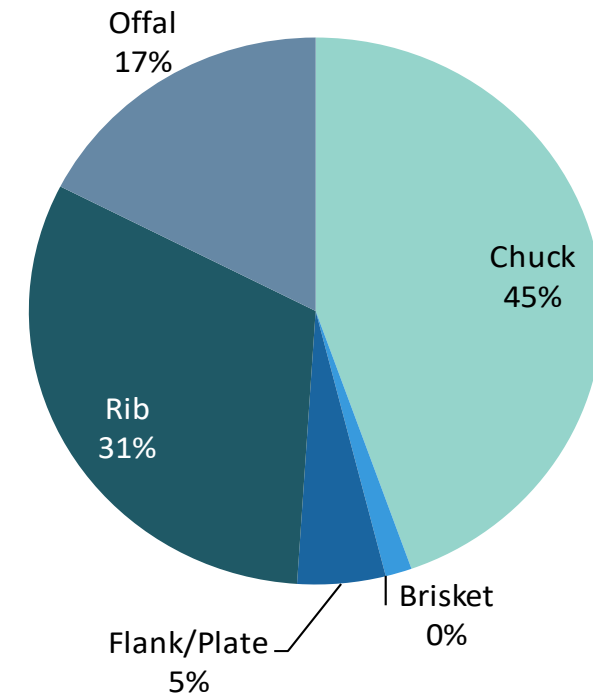


Source: Statistics Canada

South Korea

- Third largest market by volume and value.
- +184.2% volume (9,334 tonnes) YTD April.
- +359.5% value (\$105,129 million) YTD April.
- Unit value \$/kg \$11.26.
- Limited promotions completed in foodservice segment.
- Seoul Food and Hotel show.
- **Opportunities:** re-allocate budget from China, small restaurant chains, retail, expand market representation.

Canadian Beef Exports to South Korea by Product Type, YTD 2022

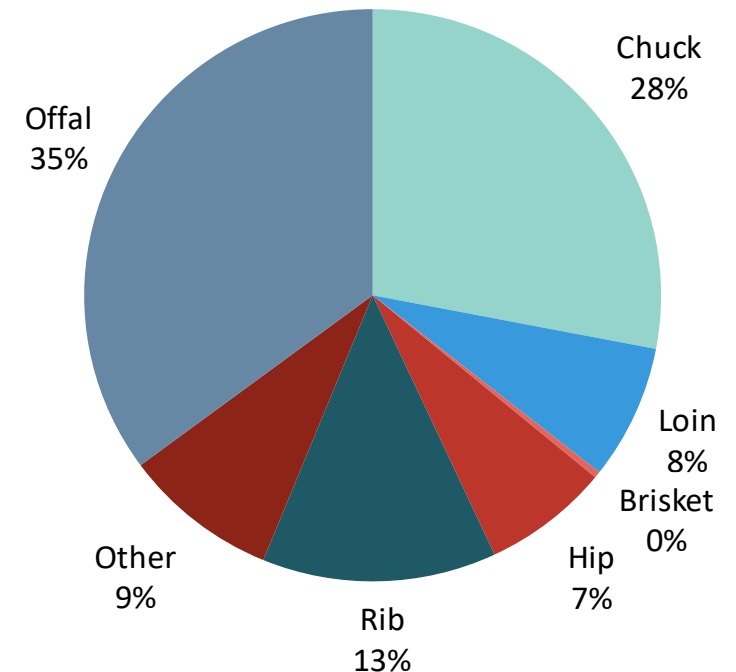


Source: Statistics Canada

Mexico

- Fourth largest market by volume and value.
- +10.3% volume (8,453 tonnes) YTD April.
- +10.3% value (\$71,124 million) YTD April.
- Unit value \$/kg \$8.41.
- 2 retail promotions, 6 ongoing.
- 2 trade shows (ANTAD, EXPHOTEL).
- **Opportunities:** LATAM, Columbia, Panama, Peru and Guatemala, small retail operators, re-allocate budget from China.

Canadian Beef Exports to Mexico by Product Type, YTD 2022

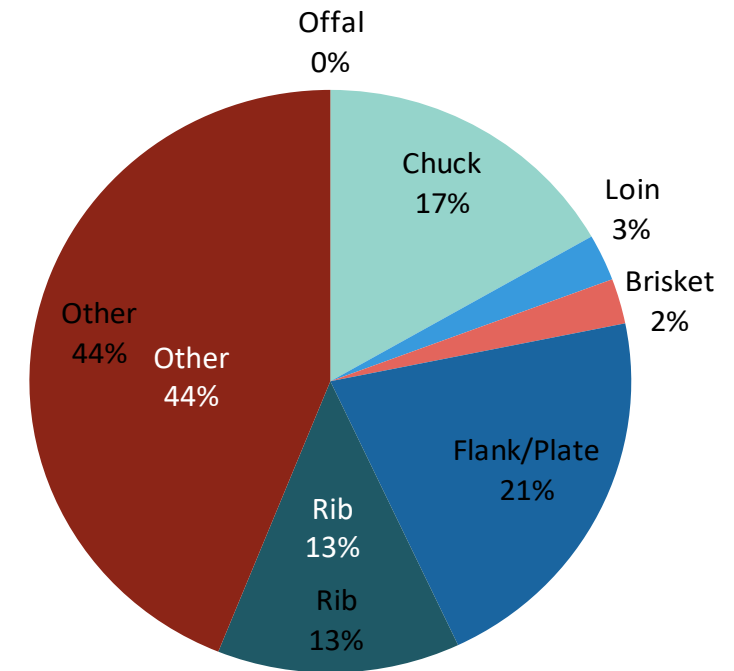


Source: Statistics Canada

Vietnam

- Fifth largest market by volume and value.
- +20.2% volume (5,166 tonnes) YTD April.
- +59.2% value (\$44.360 million) YTD April.
- Unit value \$/kg \$8.58.
- 2 retail and foodservice promotions.
- **Opportunities:** contract market representation, retail and foodservice promotion, re-allocate budget from China.

Canadian Beef Exports to Vietnam by Product Type, 2021



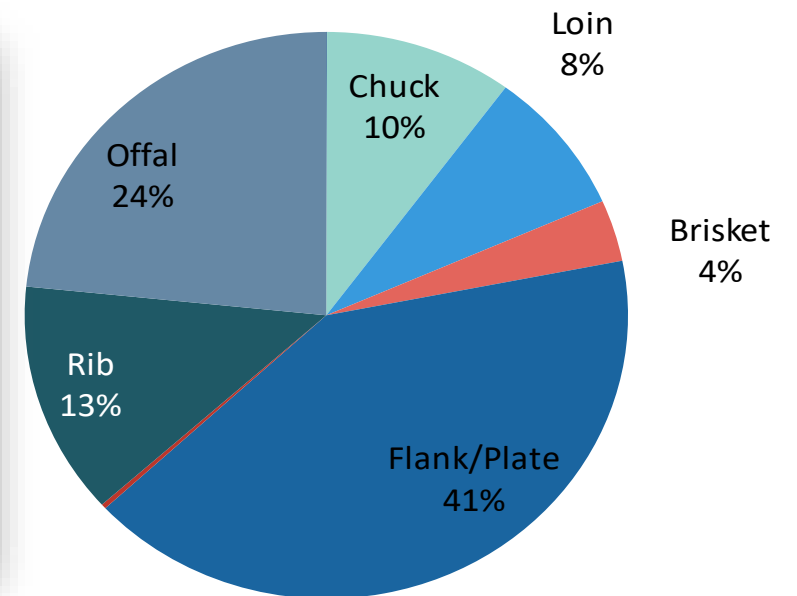
Source: Statistics Canada

Hong Kong

- Sixth largest market by volume and value.
- **-60.6%** volume (1,250 tonnes) YTD April.
- **-55.7%** value (\$11,852 million) YTD April.
- Unit value \$/kg \$9.48.
- 1 Foodservice promotion completed
- Pandemic conditions persist affecting all channels.
- **Opportunities:** Maintain market representation and support through Guangzhou office.



Canadian Beef Exports to Hong Kong by Product Type, YTD 2022

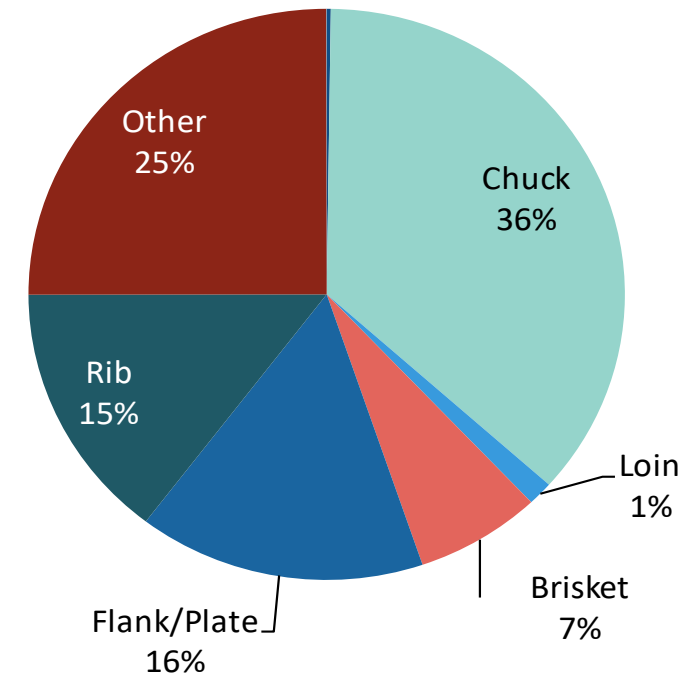


Source: Statistics Canada

Mainland China

- Market remains closed for all beef exports from Canada.
- Shanghai office lease has not been renewed.
- Pandemic conditions persist affecting all distribution channels.
- Geopolitical issues remain in place.
- **Opportunities:** reduce operating costs in mainland China but maintain market representation through Guangzhou.

Canadian Beef Exports to Mainland China by Product Type, 2021



Source: Statistics Canada

Emerging Markets

Retail and Food Service Promotions

- 1 ongoing project in progress until March 2023 (COSTCO Spain). Demo program and advertising.

Trade Shows

- 1 show upcoming (SIAL Paris Oct. 2022). Partnering with Canada Pork and Canadian Bison.

Government Trade Commissioner Partner Programs

- 1 project completed June 2022 (Qatar Canadian beef launch) and 1 ongoing initiative (Taste of Canada Germany).



PONEMOS LO MEJOR DE CANADA EN NUESTRA CARNE

CANADIAN BEEF

CANADA BEEF

La carne de Canadá se encuentra entre las mejores del mundo; el bienestar animal, la seguridad alimentaria, los estándares de clasificación y calidad de la carne de vacuno constituyen las bases de nuestro producto.

El ganado canadiense se cria utilizando prácticas ambientalmente sostenibles, y está certificado como libre de hormonas añadidas.

CEBADO
Canadá es uno de los mayores productores de cereales del mundo. La alimentación de cebada, maíz y trigo durante los últimos meses de producción contribuye a lograr un gran nivel de grasa en la carne, así como una textura firme y un excelente sabor que caracterizan nuestro producto.

LIBRE DE HORMONAS
Toda la carne de Canadá que Costco España comercializa está libre de hormonas añadidas. Utilizamos un sistema obligatorio de identificación de ganado por costales para asegurar su trazabilidad, certificada por su calidad y a la vez, confirmar que se cumplen los requisitos europeos en cada segmento de la cadena de producción.

RAZAS DE GANADO
Canadá es líder mundial reconocido en la producción de ganado vacuno. Utilizamos una selección de razas de ganado Bos Taurus como la raza Angus, perfectamente adaptadas para prosperar en climas fríos, así como generar un producto final vetado de última calidad.

SISTEMA DE CLASIFICACIÓN
Canadá tiene una división de cuatro grados de calidad para satisfacer la demanda de sus consumidores, siguiendo estándares de marmoleado, color de la carne, textura, y cobertura de grasa. La calidad AAA garantiza un producto Premium de forma consistente con una ternura y sabor a la altura de los paladares más exigentes.

SOSTENIBILIDAD
Gracias a las abundantes fuentes de agua dulce y amplios pastizales con los que cuenta Canadá, el ganado se cria en un entorno óptimo cuya carne resultante es de excelente calidad. Además, las leyes canadienses apoyan prácticas de producción medioambientalmente sostenibles.

«Para Costco España seleccionamos solo la calidad Angus AAA garantizando así una calidad premium de forma consistente»

COSTCO Spain Costco Connection



Export Market Development Partner Program

Promotion and Marketing (PMP)

- 2 projects completed and 5 projects in progress this fiscal year.

Export Market Adaptation (EMA)

- 2 incoming buyers projects to Canada completed.

Export Market Diversification (MDP)

- 2 projects completed and 3 projects in progress.

Competitive Benchmarking (CBP)

- 2 projects completed.



Canadian beef packer hosted European clients to Canada



Saudi importer & distributor exhibit at Saudi Food Expo 2022

Consumer Marketing - Canada

- Goodlife Fitness Gym TV - 4-week placement (June).
- 50-60 K impressions daily (1.8 million over 4 weeks).
- **“Be(ef) Inspired”** contest with Canadian Living, Food & Drink Canada and Globe & Mail Insert.
- 2,300 BIG fridge magnets distributed with unique tracking codes.
- Summer **“Great on Grill”** cross promotion with Furlani Garlic Bread.
- Unique traceable QR code on-pack + in-store placement July 1 until supplies last (900 k packages, 2 x QR codes per pack, 2 x top skus).
- Call to Action: go to a partnered Gateway microsite: cdnbeef.ca/greatonthegri



BE(EF) INSPIRED
Get your grill on!

Explore the new **Canadian Beef Information Gateway** for all things beef plus a chance to win a **Be(ef) Inspired** prize pack from Canada Beef.

Enter to WIN a BE(EF) INSPIRED prize pack \$400 est. value

Prize pack includes:

- \$200 cash card to get your grill sizzling
- Soft-sided hot/cold insulated tote
- Laguiole steak knife set
- Crafted maple carving board
- Chef pro-style apron
- and more...

Scan to enter or go to cdnbeef.ca/beefinspired

This purchase necessary. Open to residents of Canada only (excluding Quebec) who have reached the legal age of majority in their province/territory of residence at the time of entry. Contest ends May 31, 2022, noon ET. To June 15, 2022, noon ET. One (1) prize available to be won. Odds: 1 in 100,000. Odds of winning depend on number of eligible entries. For full rules, including entry, visit cdnbeef.ca/beefinspired or scan the QR code.

GoodLife FITNESS

Real. Reliable. Beef info.

Now Playing
GRADLEY & Billie Ted
Got You Covered

11:59:58
Monday, June 13

Have customer feedback? Tweet us at [@glmembercare](https://twitter.com/glmembercare).

Great on the Grill!

Barbecue-style Pulled Beef Sandwiches/Sliders

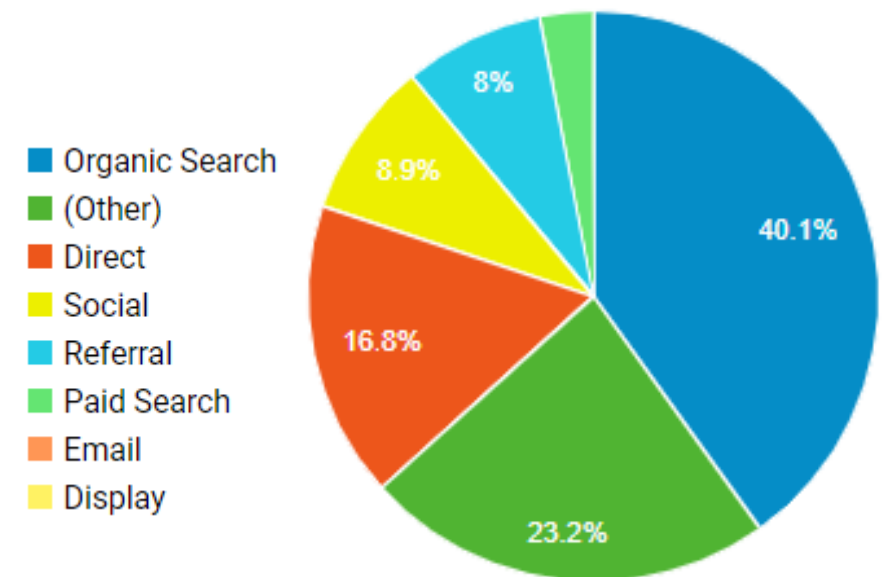
Furlani
furlanifoods.com



Digital Marketing - Canadabeef.ca

April - June 2022

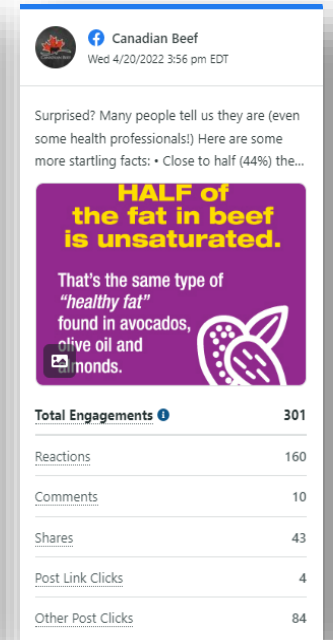
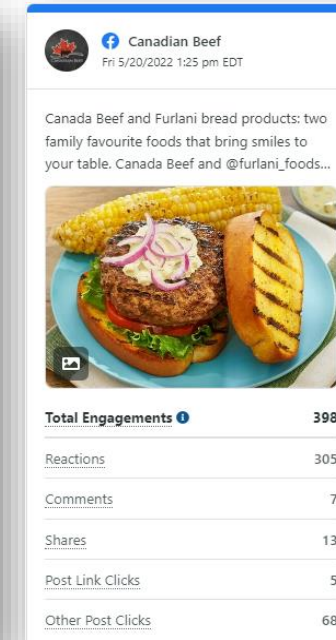
- 130,592 active users on the website (28 day average was 33,503).
- Slightly down from last quarter.
- Mobile is the main device used to access website with 73,000 (56%) users.
- Top landing pages: recipes 28,376, oven roasts 24,518, infogateway 8,284, comfort foods 8,119.
- Site Search* – this quarter was all about recipes – Swedish meatballs, beef and broccoli, stuffed pepper and ground beef. All classic comfort recipes and ideas.
- Recipes – over 140,000 page views. Top recipes were for comfort foods such as stews, pot roasts, meatballs and soup. The #1 recipe was a partnership recipe with Furlani – Classic Mac ‘n Beef with Garlicy Texas Toast Crumb & Toast.



Digital Marketing - Social Media

April to June 2022

- Across 7 social networks – total of **70,625 followers**. A growth of 296 new followers.
- Facebook is the top social network referral site to Canadabeef.ca followed by Pinterest and Instagram.
- Instagram – Ran a contest in May as a way to attract new followers, received over 167 new followers. Post received over 2,400 comments and shared 121 times.
- Overall Top posts 1) May Instagram Content 2) Furlani Great on the Grill recipes and 3) Nutrition post on Saturated fat and beef.



Health and Nutrition

- 122,000 **Health** brochures distributed through primary care clinics across Canada.
- 15,084 “**Fuel Up For Fun**” brochures distributed through Canfit Pro and Dietitians of Canada.
- Face-to-face outreach with 500+ health professionals at **LCL/Shoppers Annual Pharmacy and Nutrition conference**.
- **Nutrition videos** – Gym TV, 900,000 impressions from 397 locations across Canada.
- “**Ground Beef Matters**” support for FOP exemption.



Public and Stakeholder Engagement

- Full page advertorials in major Toronto and Vancouver newspapers focused on beef sustainability reaching 2.9 million readers (June, July).
- Membership/cooperative initiatives with CRSB, including; articles in Toronto Star and Cooking by Degrees online campaign launched in June for 8 weeks.
- Sponsored Dr. Kim Stanford's participation in the Canadian Nutrition Society annual conference May 5-7. The focus was on "Cows on the Planet" podcast and beef sustainability messaging for dietitians, academics and health professionals.

Smokey The Steer: The Surprising Role of Cattle in Community Wildfire Management

TOO CLOSE TO HOME

Pastures and grasslands used for beef cattle provide many ecosystem benefits. Stewardship of the land is essential to the families that raise beef cattle.

- soil carbon storage
- habitat for wildlife
- water storage
- biodiversity
- nutrient cycling

[WWW.RAISINGCDNBEEF.CA](http://www.raisingcdnbeef.ca)

Stakeholder Communications

- Canada Beef annual report 2021-2022 on target for July completion.
- Canada Beef Performs (CBP) French e-newsletter launched in May, website revised to archive French issues.
- CBP average open rate 48.2% vs 39.9% 21/22 compared to average open rate for agriculture newsletters 27.3%, all industries 21.5% and marketing and advertising 20.5%.
- News Releases – French language translation of all news releases commenced in April.
- BIG and Canada Beef programs and services showcased at Alberta Beef industry Conference 2022.
- Outreach – Canada Beef update reports for national and provincial producer associations and AGMs plus columns for Beef in BC and Ontario Beef magazines.



ANNUAL REPORT 2021/22
CANADA BEEF | A YEAR IN REVIEW
CANADA BEEF LAUNCHES GATEWAY!

SELECT YOUR BEEF CATEGORY
ROASTS
STEAKS
GROUND BEEF
OTHER
EXPLORE ALL BEEF CUTS

“RECORD EXPORT VOLUMES
Strong global demand, driven by international consumers outbidding domestic consumers for Canadian beef, contributed to a record year of exports on a volume and value basis.
This increased beef demand also played a role in the decline in total beef consumption and per capita beef consumption reported in Statistics Canada's 2021 consumption data. Retail beef prices... continued on page 8

CHALLENGES OF THE PANDEMIC CONTINUE...
Canada Beef continued to adjust tactics in the 2021-2022 fiscal year in response to the ongoing global pandemic and the emergence of the highly contagious Omicron variant that further challenged industry recovery. At the same time, chronic issues in the domestic market around labour, infrastructure, transportation and inflation further pressured rising input costs while extreme weather limited... continued on page 7

We will continue to bring strategies and solutions forward to keep beef on the table.

Channel Marketing

- Sponsorship of **Restaurant Canada Show** May 9 – 11 in Toronto featuring a Canadian Beef Pavilion including 4 partners.
- **Canadian Grocer** full page and e-blast featuring BIG and Canadian Beef grading information.
- **Ontario Meat & Poultry Block Talk** insert featuring BIG.
- **“Canada’s 100 Best”** restaurants magazine insert - print and digital editions (974,000 circulation).



cdnbeefperforms.ca

CANADIAN BEEF

Why serve Canadian Beef?

When you bite into a juicy steak, you want to enjoy the highest quality beef. Canadian beef grades help ensure that your beef has been meticulously chosen to deliver a delicious experience every time.

Choose Canada AAA grade or Canada Prime grade for some of the world's finest beef.

CANADA AAA GRADE
A great choice for high-quality beef, Canada AAA offers higher levels of marbling than Canada AA and is well suited for all popular cooking methods. Canada AAA will become a delicious family favourite when grilled, broiled, simmered or roasted to perfection.

CANADA AAA GRADE (TOP FIER)
Canadian beef brands that include only the most marbled (Top Tier) beef within the Canada AAA grade are an excellent choice for steakhouse-quality beef. These brands offer beef with the very best marbling, flavour and juiciness within the AAA grade.

CANADA PRIME GRADE
An extraordinary choice for exclusive steakhouses, hotels and serious home chefs, Canada Prime is selected for maximum marbling, flavour and juiciness and only available in limited supply.

Premium Quality Grain-Fed Canadian Beef

* Marbling is the small flecks of white fat distributed throughout the meat. The amount of marbling influences beef juiciness, texture and flavour.



BEEF UP

CUSTOMER EXPERIENCE AND CONFIDENCE

The Canadian Beef Information Gateway leverages the convenience of Scannable codes to inspire and educate your customers. The Gateway provides recipes accompanied with instructional videos, cooking methods, nutrition information, and more to support an outstanding beef experience. With an abundance of great beef, we've made it as easy as Scan, Explore and Enjoy.

1. SCAN 2. EXPLORE 3. ENJOY

Order your **Scannable** point of purchase (POP) kits and offer your customers a new beef experience today.

Steak Divider, Burger, Tenderloin, Beef Card, Beef Divider, Labels

SCAN the QR code below with your smartphone camera.

SCAN NOW TO ORDER YOUR FREE AGA TOURS!

Brought to you by Canada's Beef Farmers and Ranchers.

Retail Market Intelligence Report (RMI)

- New RMIR quarterly report prepared specifically for major retail clients.
- The RMIR provides an overview of the domestic beef market, identifies consumer trends and YOY sales and category performance information.
- Proprietary RMIR's are now being created for national and regional retail clients; Sobeys, Loblaw's, Federated CO-OP, Calgary CO-OP and Save on Foods.



"This is an outstanding report with great information that will benefit us to focus on opportunity categories/cuts."

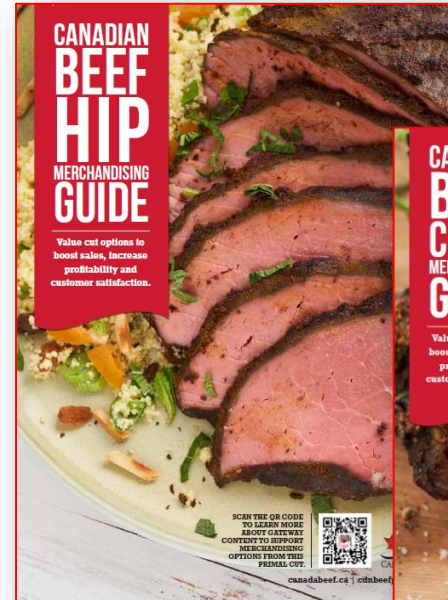
James Lelonde, Meat Category Director - Calgary CO-OP

Channel Marketing – Value-cut Demand Building

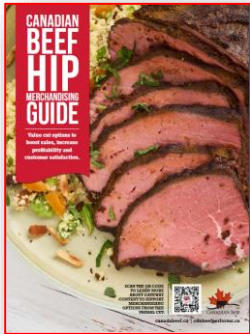
Three new resources featuring 82 value-cut merchandising solutions to maximize carcass utilization and value optimization.

Target: Case-ready operators, retail clients, foodservice portion cutters, distributors and purveyors of Canadian beef seeking to offer a wider range of value-based beef items.

- Includes cooking methods and cutting specifications.
- Available in print and digital



Value-cut Demand Building



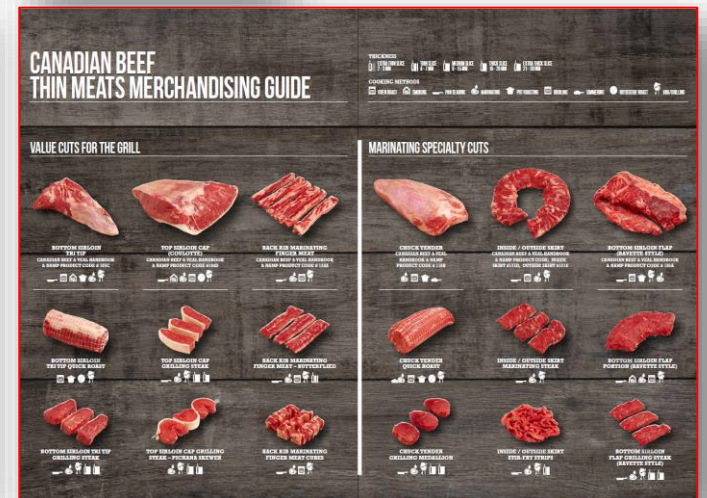
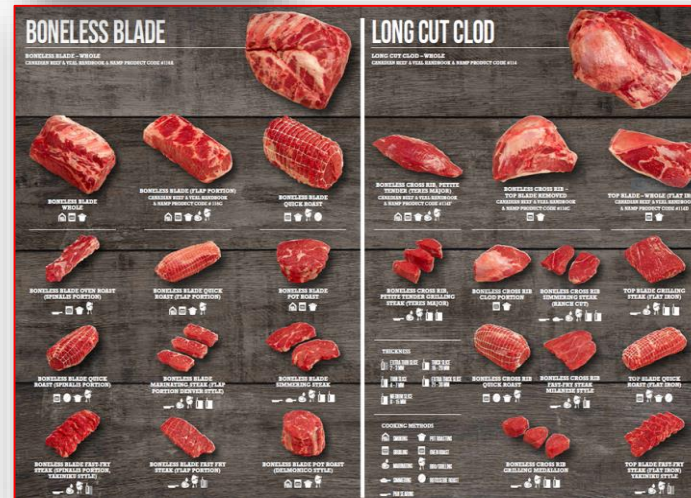
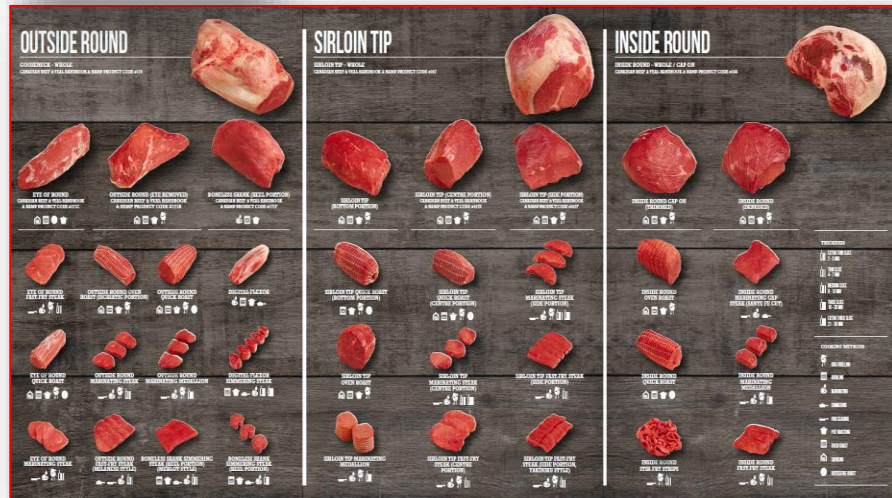
Hip/Round
Merchandising Guide:
featuring 38 traditional and
new cuts.



Blade/Clod
Merchandising
Guide: featuring 26
traditional and new
cuts.



Thin Meats
Merchandising
Guide: Featuring
18 traditional
and new cuts.



Canadian Beef Centre of Excellence

- Beef quality study focusing on sensory testing effects of intra-muscular fat (marbling) in cooking process in partnership with Lacombe.
- Chefs Federation Conference – Saskatoon June 12-16. Focus on beef learning solutions and recovery strategies for operators, culinary educators, distributors and purveyors.
- CBCE presented 4 new courses to 13 culinary educators from across Canada.



Multi-studio upgrades for CBCE takes shape

Thank You For Your Support

Michael Young
President
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myoung@canadabeef.ca
canadabeef.ca
cdnbeefperforms.ca



Scan for recipes, video's and more



POLICY MANUAL

POLICY SECTION:	
POLICY TITLE:	PROVINCIAL MARKETING ALLIANCE, AND PARTICIPATION ON THE CANADA BEEF MARKET DEVELOPMENT AND PROMOTION COMMITTEE
POLICY NUMBER:	
DATE CREATED:	24/05/2022
DATE LAST APPROVED:	

POLICY STATEMENT:

The Market Development and Promotion Committee will establish a Provincial Marketing Alliance group (PMA) consisting of professional marketing specialists from participating provincial cattle or veal producer associations. PMA efforts will focus on the alignment of beef and veal marketing programs, services, and investment to achieve common goals and objectives as identified by the Market Development and Promotion Committee. PMA members will be invited to attend Market Development and Promotion Committee meetings as observers.

PURPOSE:

PMA members will work with the Canada Beef staff team to align programs, services, and investment to achieve common goals and objectives as outlined in Canada's National Beef Strategy, Canada Beef's annual Investment Plan, or as identified by the Market Development and Promotion Committee. Marketing programs and services executed at the international, national, and provincial level should be complementary in nature and should align and focus on a common vision, goals and objectives that serve Canadian beef cattle and veal producers. Collaboration with other provincial groups involved in beef and veal marketing can maximize return on investment for funding partners and optimize the impact of marketing programs in the marketplace for all stakeholders and clients.

SCOPE:

PMA initiatives, programs and services will be developed in collaboration with Canada Beef staff and implemented through joint-ventures focused execution with participating provincial producer groups. Programs and services may include, but are not limited to, the creation and development of demand building programs, retail/foodservice sales promotions, and consumer marketing tactics that meet the needs of all organizations. PMA members will be invited and encouraged to attend Canada Beef

Market Development and Promotion Committee meetings as observers.

RESPONSIBILITIES:

PMA members are invited and encouraged to attend Canada Beef Market Development and Promotion Committee meetings as observers only and will not have voting privileges. All costs for PMA members to attend Market Development and Promotion Committee meetings will be covered by the participating provincial organizations. PMA members are encouraged to report back to their organizations in association with their MDPC representative about joint venture activities and the implementation of the annual investment plan on a regular basis. PMA interaction will primarily be with Canada Beef marketing staff. All PMA projects and budgets must align with the annual investment plan approved by the Market Development and Promotion Committee. In-camera sessions will exclude PMA observers unless invited to participate.

ANNUAL REVIEW OF MEMBERSHIP/PARTICIPATION:

All PMA participants must be reviewed and approved by the Market Development and Promotion Committee. The Market Development and Promotion Committee will review membership and participation in the PMA on an annual basis. Either party involved in the PMA may withdraw from the alliance by giving a 30-day written notice. In the event that PMA observers or their behaviors become an issue, the Market Development and Promotion Committee may make changes through updates to governance in order to right-size attendance or take corrective action. All PMA members will be required to sign a confidentiality agreement as a condition of participation.

OTHER APPLICABLE POLICIES:

TBA – engage Agency staff to finalize.

Regional Partner Program Investment Fiscal Year Maximum Amounts

Population and Check-off Parameters

	Population ¹	% of Population	Total Check-off ²	After Agency Admin ³	% Check-Off	CB Contribution % ⁴	CB Contribution \$	% of CB \$
British Columbia	5,195,108	13.8%	\$ 697,631	\$ 662,749	3.7%	65.0%	\$ 430,787.14	4.3%
Alberta	4,455,922	11.9%	\$ 10,333,671	\$ 9,816,987	55.2%	62.0%	\$ 6,086,532.22	61.1%
Saskatchewan	1,181,649	3.1%	\$ 3,761,018	\$ 3,572,967	20.1%	65.0%	\$ 2,322,428.62	23.3%
Manitoba	1,383,520	3.7%	\$ 1,422,096	\$ 1,350,991	7.6%	66.5%	\$ 898,409.15	9.0%
Ontario	14,834,081	39.5%	\$ 869,446	\$ 825,974	4.6%	22.6%	\$ 186,670.06	1.9%
Quebec	8,597,886	22.9%	\$ 1,490,060	\$ 1,445,358	8.0%	0.0%	\$ -	0.0%
New Brunswick	784,995	2.1%	\$ 45,829	\$ 43,538	0.2%	30.0%	\$ 13,061.27	0.1%
Nova Scotia	984,357	2.6%	\$ 67,254	\$ 63,891	0.4%	30.0%	\$ 19,167.39	0.2%
Prince Edward Island	160,602	0.4%	\$ 43,387	\$ 41,218	0.2%	30.0%	\$ 12,365.30	0.1%
Total	37,578,120	100%	\$ 18,730,392	\$ 17,823,674	100%		\$ 9,969,421	100%

1) Sourced from <https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2018005-eng.htm> for provinces with check-off

2) Column includes only the 2000 National Check-off portion that is allocated, and not the provincial portion of the federal levy, that goes back to the province where the cattle originated.

3) Reduced by 5% for Check-off Agency Administration, 3% Quebec

4) Column includes the allocations for the 2021/22 fiscal year.

Maximum Investment for Regional Partner Program Tactics with Market Visibility in the Entire Province*

	12 month	6 month	3 month	1 month
British Columbia	\$ 14,889	\$ 7,444	\$ 3,722	\$ 1,241
Alberta	\$ 180,432	\$ 90,216	\$ 45,108	\$ 15,036
Saskatchewan	\$ 18,257	\$ 9,129	\$ 4,564	\$ 1,521
Manitoba	\$ 8,269	\$ 4,135	\$ 2,067	\$ 689
Ontario	\$ 18,422	\$ 9,211	\$ 4,606	\$ 1,535
Quebec	\$ -	\$ -	\$ -	\$ -
New Brunswick	\$ 68	\$ 34	\$ 17	\$ 6
Nova Scotia	\$ 126	\$ 63	\$ 31	\$ 10
Prince Edward Island	\$ 13	\$ 7	\$ 3	\$ 1
Total	\$ 240,476.02	\$ 120,238.01	\$ 60,119	\$ 20,040

*Assuming 50% of Canadian Beef is sold outside of Canada and 50% maximum cap for Canada Beef contribution to Regional Partner Program Tactics

13. Canadian Beef Check-Off Collections and Distributions:

The Agency's administration fee is calculated based on the budget approved by the Agency's Board of Directors for each fiscal year. The administration is deducted from the Canadian Beef Cattle Check-Off remitted by the provincial cattlemen's associations, and the import levy.

	2020	2019
Collections:		
Cattle Industry Development Council (British Columbia)	\$ 911,128	\$ 746,236
Alberta Beef Producers	9,832,904	9,673,668
Saskatchewan Cattlemen's Association	3,985,649	3,723,753
Manitoba Cattle Producer's Association	1,677,096	1,433,176
Beef Farmers of Ontario	958,356	931,522
Les Producteurs de bovins du Québec	1,623,615	1,585,171
New Brunswick Cattle Producers	79,031	72,223
Nova Scotia Cattle Producers	79,348	75,990
Prince Edward Island Cattle Producers	72,250	58,490
Total collections	\$19,219,377	\$18,300,229
Less: Agency administration	\$ 865,081	\$ 894,928
	\$18,354,296	\$ 17,405,301

4.50% Agency Administration