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Canada Beef Welcomes New Executive Vice President

Francis Andres Brings Strong Business Development and Branding Background

May 1, 2017 – Canada Beef is pleased to announce and welcome Francis Andres as the organization’s new Executive Vice President. Working with the Board of Directors, Andres will lead all aspects of Canada Beef’s domestic and international market development and promotion efforts, including: strategic business planning, program development, performance measurement and reporting, and human resource management.

“We are very pleased to have Francis join the Canada Beef team,” says Board Chair Linda Allison. “Francis joins us with broad experience in global branding and an impressive background in marketing and commercialization in the food and agricultural industries. He has an established track record as a branding expert, having worked with prestigious companies in several geographic markets including North America, Asia Pacific, Europe and the Middle East North African regions.”

As well, he has hands-on experience in several food categories including: dairy, cheese, bakery, juices, cereals, cereal bars, edible oils, salad dressings, confectionery, canned meats and vegetables, food supplements, functional foods and agricultural products.

Andres has a proven track record in sustaining profitable volume and share-growth through pointed marketing programs, successful product launches and break-through advertising and promotional campaigns. He has also demonstrated the ability to identify market gaps, strategize, plan and execute programs that demand a high level of creativity, innovative thinking, organizational and problem-solving skills.

“Given this global branding expertise and experience, we are confident that Francis will add value to our organization and continue to build our efforts to strategically position the Canadian Beef brand and create market development opportunities for the Canadian beef industry,” concludes Allison.

About Canada Beef

Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has 32 staff in offices in Canada, Mexico, Japan, China, and Taiwan. Canada Beef works to enable and sustain loyalty to the Canadian beef brand and build strong relationships with trade customers and partners around the world. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

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