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Canada Beef invites families back to the dinner table by putting the best of Canada into its beef

New brand mark, tagline and video unveiled in celebration of Canada's pride for Canadian beef

CALGARY (April 7, 2016) – Canada Beef, the organization responsible for positioning, marketing and creating demand for Canadian beef, today unveiled an updated look, tagline and video for Canadian beef that further ties the premium food to the land from which it comes. Incorporating the unique traits that make Canadian beef a memorable experience, the new tagline **“We put the best of Canada into our beef”** links Canada’s land, hardworking people, sustainable practices and good ethics to the food itself.

“Canadian beef is not only a product; it is at the heart of the Canadian way of life and a way of living,” said Rob Meijer, President of Canada Beef. “Canada is what makes Canadian beef the remarkable product that it is, from the dedicated cattle farmers and ranchers to the land on which it is raised, Canadian beef is excellence without compromise.”

“The practices reflected in the Canadian beef brand position help earn the trust of the marketplace with the reward being demand pull,” added Meijer. “This translates into many commercial opportunities for all partners in the value chain right through to the beef cattle farmer and rancher.”

The new Canadian Beef brand mark marries the iconic maple leaf and swoosh wave image that has been the consumer logo for years with the addition of the symbol of cattle. This is based on research that has shown that the black outline of a cow helps customers across the world easily identify the Canadian beef product.

The enhanced Canadian beef brand persona was launched at an event at the Canadian Beef Centre of Excellence (CBCE) last night in Calgary and was themed around the Family Dinner featuring Canadian beef. With the overarching message that Canadian beef is an easy to make, delicious meal to drive even the busiest families to the table, guests were treated to a delicious feast and a special surprise performance by Canada’s most awarded country music superstar, Paul Brandt. Brandt appears in the Canadian beef brand video that was debuted at the event (link below).

“Gathering for a family meal is an occasion both common and precious, an opportunity for sharing and an every-day celebration,” says Meijer. “We want to remind families of the connections and memories that can be created over a delicious meal and invite Canadians back to the dinner table with their loved ones.”

Last night’s unveil was broadcast via Periscope and can be replayed by visiting <https://katch.me/lovecdnbeef>
Follow Canadian beef elsewhere on social media at:

- Twitter - @loveCDNbeef and #makeitCDNbeef

- Facebook - facebook.com/ILoveCanadianBeef
- Youtube - youtube.com/user/LoveCDNBeef
- Instagram - instagram.com/lovecdnbeef/

Canadian beef brand video: https://www.youtube.com/watch?v=V_IH4egPtDk

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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 offices in Canada, Mexico, Japan, China and Taiwan. Canada Beef works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

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