



WE PUT
THE BEST OF
CANADA
INTO OUR
BEEF

CANADABEEF.CA



WHY CANADIAN BEEF?

OUR DAILY PROMISE:

Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it is raised, Canadian beef is excellence without compromise. We will do what is right.

THE CANADIAN BEEF BRAND IS FIRMLY BACKED BY FOUR PILLARS:

Producer

Product

World-class Standards

Sustainability

PRODUCER: At the heart of it all, it takes 'craftsmanship' to bring quality Canadian beef to our tables; a careful management of the land, resources and cattle in our care. Beef farming and ranching is a way of family life; a work of generations past with the hope of that into the future. Beef producers are multi-generational, ethical, dedicated, honest, careful, kind, friendly and diligent. They are progressive leaders in their field (literally). Produced in each and every province, Canadian beef is your local beef. Step outside the city boundaries and you'll find your neighbours; family run beef farms and ranches that make a significant contribution to our rural communities and our economy as a whole.

The Facts:

- The roots are deep in Canada when it comes to raising cattle. Cattle farming and ranching go back over 300 years as part of the founding of the country and our communities.
- Canadian beef farms and ranches are not intensive factory farms. Family owned and operated is the general rule with the herd size in Canada averaging at 63.
- Beef production in Canada contributed \$51 billion to Canada's economy in 2014, up 44% from 2013.
- Progressive improvements: in 2014, Canada produced 3 billion pounds of beef, up 3.9% from 2013.
- There are over 68,000 beef farms/ranches in Canada (compared to 2,700 chicken farmers).

PRODUCT: Our goal with Canadian beef is to deliver an exceptional and memorable eating experience, time after time. We strive to be the protein that is craved and coveted with families across the country and around the world. We fully recognize Canadian beef as one of nature's most powerful protein sources to nourish, nurture and support healthy living.

Canadian beef is raised under ideal conditions for optimal quality and our grading quality standards go well beyond the norm. Our northern climate with long summer days and crisp cold winters enables us to establish a lead in the very best genetics for beef production. Our country is rich in both grass for grazing and grain crops for feed, with an abundance of fresh air, clean water, and wide open spaces to graze.

The Facts:

- Canadian cattle breeds are built on the extensive use of Bos Taures genetics known for its consistent superior quality when it comes to flavour, juiciness and tenderness.
- Angus, Charolais, Hereford, Simmental and Limousin are our primary breeds, with most herds comprised of cross-breeds to bring out the best of each breed.
- Just as cold winters make for healthier Canadians; it also helps to control cattle disease. Healthier and hardier herds are the end result.
- Cattle raised on grain crops like barley and corn result in meat with more marbling. Well marbled meat is more tender and flavourful, and managed feeding enables quality consistency.
- 85% of our cattle are brought to market less than two years of age. Youthful animals make for greater tenderness.

WORLD-CLASS STANDARDS: People worldwide recognize Canada for its high level of scientific and technological sophistication as well as its deep commitment to honesty and ethics with a respect for rules and regulations. Global endorsement of our federal oversight such as Health Canada and the Canadian Food Inspection Agency, serve as the credibility and assurance consumers deserve. In Canada, we do what's right with care and precision. Canada's reputation for high standards, technological expertise and level of transparency is unsurpassed.

As your typical Canadian, we're humbled to say it, but simply put: we're just better than most. Our grading system is one of the most stringent in the world. And with strict and high standards for grading comes consistent high quality beef that delivers what today's consumer is looking for: a leaner beef that is flavourful, tender and juicy.

The Facts:

- In 1994 we took on one of the best grading systems and made it better – easier for consumers to understand with tighter restrictions on quality and consistencies such as marbling, maturity, meat color, fat colour, muscling and texture.
- For example, if a deficiency is found in AAA beef, the meat is not simply bumped to a lower grade, but not allowed a grade designation at all.
- Our food safety protocols and governance are such a part of the Canadian culture that consumers tell us that having beef which is safe is assumed and 'a given'.
- A best practice example: Radio Frequency Identification (RFID) tagging is our homegrown technology that makes it possible for each animal of every herd to be traced back to its origins and followed through its life.

SUSTAINABILITY: Our industry has a deep heritage and tradition built upon a wide range of conscience responsibilities in the areas of land, water, environment, animal care, production, processing and research. Sustainability is top of mind for the public and consumers have responded with not only interest but ever-evolving expectations and understandings. Proactively, our industry has not only embraced change, we have accepted the challenge to lead and be relevant and responsible in the hearts and minds of consumers.

This level of commitment is more than words. It is not as simple as a logo or program of certification that is then replaced by a competing interest suggesting they can offer 'better'. Our beef commitment to sustainability is robust, holistic and genuine, a sustainability platform where the public and consumers are able to hear and confirm that our industry is with them and for them.

The Canadian beef industry has become a global leader in this regard – embarking on a journey under the leadership and knowledge of those apart of the Canadian Roundtable for Sustainable Beef (CRSB). The CRSB is a multi-stakeholder platform focused on advancing the sustainability of the Canadian beef value chain. Sustainable sourcing has many dimensions, and communication with the public and consumers around sustainability is complex. The Roundtable is the portal to knowledge and leadership that can assist and support your operations in differentiating your story in alignment with the Canadian Beef Brand. The CRSB is a credible source for public confidence and in partnership with Canada Beef, consumers now have a go-to source of trusted leadership and transparency. Canada Beef encourages you to join the CRSB and become a part of the commitment our industry has made to sustainability. Visit www.crsb.ca to learn more.

The Facts:

- The CRSB was established in 2013 with the commitment to develop and advance sustainability efforts for Canadian beef.
- Work to date has been to develop a unified definition of sustainability.
- A science based process of measuring indicators is underway with indicators being the 'What Gets Measured' and Verification being the 'HOW: Process & Protocols for Measurement'. To be finalized in June 2016.
- Canadian beef Ranchers and Farmers commit themselves to invest in the standards and best practices of sustainability set out by both provincial and federal governments as well as organizations such as: Ducks Unlimited, Cows and Fish and the World Wildlife Federation.

We put the best of Canada into our beef. It is on us to tell our story, to be more informative, connected to the consumer and public as an industry. We invite you to come and join the conservation. To connect, innovate and inspire the marketplace with a shared commitment to 'doing what is right'.



Visit canadabeef.ca to believe: "Why Canadian Beef."