

YOUR CANADIAN BEEF BRAND MATTERS

The Canadian beef brand is proven to have meaning with consumers worldwide. More than a logo, it is a powerful story that reflects all that is good about our beef: *We put the best of Canada into our beef.*

SO WHAT IS THE BRAND, EXACTLY?

When people see Canadian Beef, they think of our beautiful landscapes, the friendly, honest nature of Canadians and our commitment to do what is right. The brand represents our beef, the people that raise it and our reputation as a whole. It is what we stand for, based on this Promise: *Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it's raised, Canadian beef is excellence without compromise.* Consumers understand that **Canada is the world's perfect place for raising beef.**



WHAT DOES YOUR BRAND MEAN?

Consumers recognize these 4 basic good things about Canadian beef:



PRODUCER

You. Consumers value our community of ranchers and farmers who tend to the cattle and land with care, hard work and resourcefulness.

Consumers want to know about their food. Your story makes a personal connection that builds relationships, trust and loyalty. The brand is your story.



PRODUCT

Our quality beef is shaped by our nature: Canadian landscapes, climate and our ingenuity.

Consumers recognize that the good things of Canada are what make our beef some of the best in the world.



STANDARDS

The world-class safety and quality standards we set and follow are a reflection of what we value as Canadians.

Strict protocols and management are just what we do. In Canada, having safe beef is 'a given'.



SUSTAINABILITY

We take on the responsibility for the resources in our care. Stewardship is the mindset, sustainability the practice.

As a caring nation, sustainable practices are understood as part of your Canadian Beef brand. We work at it and strive to do better.

YOUR POWERFUL BRAND

Verified by global research, the Canadian Beef brand makes consumers feel good about the beef they are buying. The brand builds **confidence**, with close to 70% of Canadian beef eaters saying it gave them the assurance of 'a good choice'. The brand builds **value**, with 55% of consumers willing to pay more for ground beef labelled with the Canadian Beef brand.



BE A PART OF YOUR BRAND

Canada Beef is committed to increasing global demand for our beef. We have a powerful brand with a good story to tell. Let's tell it together.

Sign up for The League newsletter.
Take part in our Producer Survey.
Be a part of your good story and powerful brand.
Join us at canadabeef.ca/TheLeague

