

**KNOW
YOUR
BEEF**



FOODSERVICE RESOURCES

All independent, franchisee, multi-unit foodservice operators and distributors can access and download complimentary resources from Canada Beef. Improve your Canadian Beef and Canadian Veal knowledge to optimize profitability, utility and enhance culinary flare.

Industry COVID-19 Response Measures

In a collaborative effort to safeguard the meat supply, the Canadian meat industry continues to take preventative measures to protect against COVID-19 including; symptom and temperature monitoring, controlling entry and access to processing facilities, as well as enhanced sanitation and personal distancing measures.

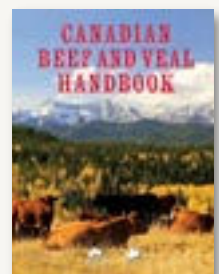
- ➡ [Safeguarding the Canadian Meat Supply](#)
- ➡ [Food Safety and COVID-19](#)



Enhanced Education for the Beef and Veal Category

With demand and buying patterns changing rapidly, there is a need and opportunity to re-educate chefs, staff, sales and merchandising representatives in the beef and veal category. The following resources have been selected to help raise consumer comfort level and confidence when purchasing and preparing beef and veal product.

- ➡ [Canadian Beef and Veal Handbook](#)
- ➡ [Technical Cutting Sheets](#)
- ➡ [Cutting Videos](#)
- ➡ [Roundup App](#)
- ➡ [Interactive Carcass](#)
- ➡ [CONNECT Online Training](#)



Reinventing your Beef and Veal Category

With both foodservice distributors and operators reinventing themselves to provide home delivery of restaurant quality meats, grocery kits and prepare at home options, many operators and consumers are looking for new ways to prepare beef and veal. The following resources have been selected to help improve knowledge and increase confidence levels for purchasing and preparing beef and veal.

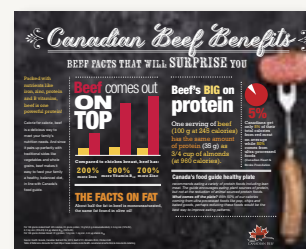
- ➡ • [Roundup Consumer Booklet](#)
- ➡ • [Cooking Know-how \(Recipes\)](#)
- ➡ • [Innovative Flank Cuts](#)
- ➡ • [Innovative Prime Rib Cuts](#)
- ➡ • [Three Bone Short Ribs](#)
- ➡ • [Ground Beef - Tips](#)
- ➡ • [Culinary Inspiration](#)
- ➡ • [Canadian Veal Foodservice Guide](#)



Fact Based Information to Leverage in Digital and Print

There has never been a better time to leverage the (CBA) Canadian Beef Advantage. Canadian foodservice operators, distributors and consumers alike should take great pride in the attributes that make Canadian beef sustainable, safe, nutritious, local and globally recognized.

- ➡ • [Canadian Beef Advantage Brochure](#)
- ➡ • [Canadian Beef Benefits](#)
- ➡ • [Canadian Beef Fact Sheets](#)
- ➡ • [Rethink Canadian Beef \(Environmentally & Nutritionally\)](#)



Contact Canada Beef at info@canadabeef.ca

- ➡ <https://canadabeef.ca>
- ➡ www.ontariovealappeal.ca
- ➡ <http://veaudegrain.com> or <https://veaudelait.com>

