



### **Message from the President**

April 6, 2020 – The COVID-19 Pandemic will continue to have an enormous and worldwide impact on the agricultural and agri-food industries. Unlike many previous disease outbreak issues, COVID-19 has not been about food safety or consumer confidence issues with food products - but rather has been about the impact on human health and well-being, as well as the effects of social distancing strategies and their impact on food production, distribution, and consumer lifestyle factors.

In support of societal efforts to minimize the risk and spread of the COVID-19 virus, all of Canada Beef's domestic and international employees are primarily working remotely and are following direction and advice from local Government authorities as each country exercises their particular risk mitigation strategies. Please understand that Canada Beef takes the health and well-being of its staff, customers, clients and stakeholders seriously and is taking this action out of an abundance of caution based on best advice from health authorities.

We understand many of you may be feeling isolated as public health officials encourage us to distance ourselves from others and community events are postponed or canceled. As you take precautions to keep your family physically healthy, please don't forget to take a moment for yourself. In the meantime, please follow the recommended infection control measures as practicing good hygiene is one of the most effective ways to protect yourself:

- Staying home if you are not well.
- Avoiding close contact with people that are not well.
- Proper and frequent handwashing, especially after coming into contact with public hardware such as subway/bus poles, shopping carts, magazines, newspapers, cups.
- Avoiding hand contact with your eyes, nose, or mouth with unwashed hands.
- Coughing or sneezing into sleeve or folded arm.

Canadians are cooking at home like never before and one of the most popular items they are cooking is Canadian beef. Interest in buying, preparing and serving Canadian beef is high and so are the questions coming from consumers. Cooking instructions, recipes and information are available on the [www.canadabeef.ca](http://www.canadabeef.ca) website. Check out our recipes at [www.thinkbeef.ca](http://www.thinkbeef.ca).

Thank you and take care,

Michael Young,  
President, Canada Beef

For questions or information on COVID-19 visit <https://canadabeef.ca/covid19updates/>

#### 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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