

## Spring Costco Connection Magazine and Environmental Print Ad

Costco is one of Canada's leading retailers of Canadian Beef. Canada Beef created a [print ad](#) for the May/June environmental issue of Costco Connection magazine. The ad highlighted the Provincial TESA (The Environmental Stewardship Award) 2018 winner, Sandra Voss, from Paris, Ontario. Since 1996, The Environmental Stewardship Award (TESA) has been awarded annually at the provincial and national level to recognize cattle producers' leadership in conservation. Nominees and applicants are selected based on their stewardship practices, accomplishments and goals.

Through the Public and Stakeholder Engagement program, we are able to showcase these types of programs and practices in magazines such as Costco Connection to consumers. The Costco magazine has an engaged and active readership of over 3.5 million subscribers. This audience is also a dedicated Canadian beef consumer. We have consistently received positive comments from readers when we have contributed content to the Costco Connection Magazine.

Thanks to Beef Farmers of Ontario for allowing Canada Beef to feature Sandra's [video](#) on the Canada Beef YouTube channel. As a way to track ad success and also deliver more information to the audience, the print ad directed readers to visit the on-line page at [canadabeef.ca](http://canadabeef.ca) developed to support campaigns: [Why Canadian Beef](#)



**WHO CARES ABOUT THE ENVIRONMENT? THOSE WHO CALL IT HOME.**

Meet Sandra Vos - a first generation beef farmer who earned her Masters in Nursing before starting to beef farm near Paris, Ontario. Sandra cares for her land, her community and the cattle she raises for Canadians.

As stewards of a large portion of the Canadian landscape, Canadian beef farmers and ranchers like Sandra play a significant role in protecting the environment. This includes maintaining grasslands and pastures which increases wildlife habitat and carbon capture.

Working together, farmers and ranchers have reduced the Canadian beef environmental footprint. Through increased efficiency, it now takes 17% less water, 24% less land, while producing 15% less greenhouse gases to produce 1 kg of Canadian beef than it did in 1991.

To learn more about how beef producers like Sandra are protecting the environment for future generations, visit [canadabeef.ca/WhyCanadianBeef](http://canadabeef.ca/WhyCanadianBeef)

