

Canadian Agricultural Partnership program funding to support global marketing of Canadian Beef and Veal

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Calgary, AB – Canada Beef will utilize \$3.6 million in eligible funds from the AgriMarketing Program, under the Canadian Agricultural Partnership (CAP), to promote Canadian beef and veal exports globally and to enhance awareness of the value proposition created by farmers and other participants within the beef and cattle supply chain.

The two-year, non-refundable CAP contribution will fund the development and deployment of global resources and activities to support market development programs for Canadian beef in international markets.

The Canadian Beef Global Market Development and Promotion project contains strategies and tactics to support growth and competitive position in 19 new and existing export markets identified in the 2021/22 and 2022/23 fiscal periods.

Canada Beef President Michael Young said the ability to partner with the Government of Canada to deliver important programs is crucial to Canada's beef industry, especially at a time when the pandemic and world events contribute to an ever-evolving marketplace.

"Government-industry development funding that Canada's cattle producers are able to leverage with their own producer check-off investment is important to position the industry for growth and success in international markets," Young said.

"Canadian cattle producers deliver high-quality, internationally recognized products. Building on this reputation, our government's investment will help the industry capture opportunities for growth and ensure that Canada's beef sector remains a driver of our economy," said the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food.

Canada is a dominant supplier of beef domestically and exports over 45% of Canadian beef and cattle production to international markets each year. International trade adds more than \$600 per head of additional value, which helps the beef industry to be a significant driver for economic growth.

The financial support provided by CAP will support globally focused initiatives such as sales promotions, incoming and outgoing missions in addition to digital and print resources dedicated to marketing and merchandising of Canadian beef. The Canadian Beef Centre of Excellence (CBCE) continues to play a key role in communicating the Canadian Beef Advantage through CBCE Studio productions and significant enhancements to the CBCE e-learn digital platform for meat professionals.

Exports of Canadian beef (January to December 2021) were up 20% in volume and up 37% in value from last year. Most of these sales came from export markets identified and targeted in Canada Beef's project.

Successful market development programs and services in the export marketplace will affirm Canada's position as a global leader in the sustainable production of safe, high quality Canadian beef for the world's table.

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About Canada Beef

As the marketing division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has staff in Canada, Japan, China, Taiwan and Mexico.

In addition to National Check-Off and import levy funding, Canada Beef leverages cattle producer dollars with private market partner investments and government industry development funding to maximize the benefits of producer check-off investment.

